

Wiltshire Local Plan Review

Appendix 3: Main Settlement Documents

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Planning For Amesbury

July 2023

1. Introduction

‘Planning for Amesbury’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Amesbury, as follows:

Policy	Title
36	Amesbury Market Town Incl. Principal Employment Areas
37	Boscombe Down
38	Porton Down

The Plan sets out what local priorities will shape development and future growth in Amesbury (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; the development strategy; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Amesbury - Context and challenges

Population	13,000 ¹	11 th largest of the county's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

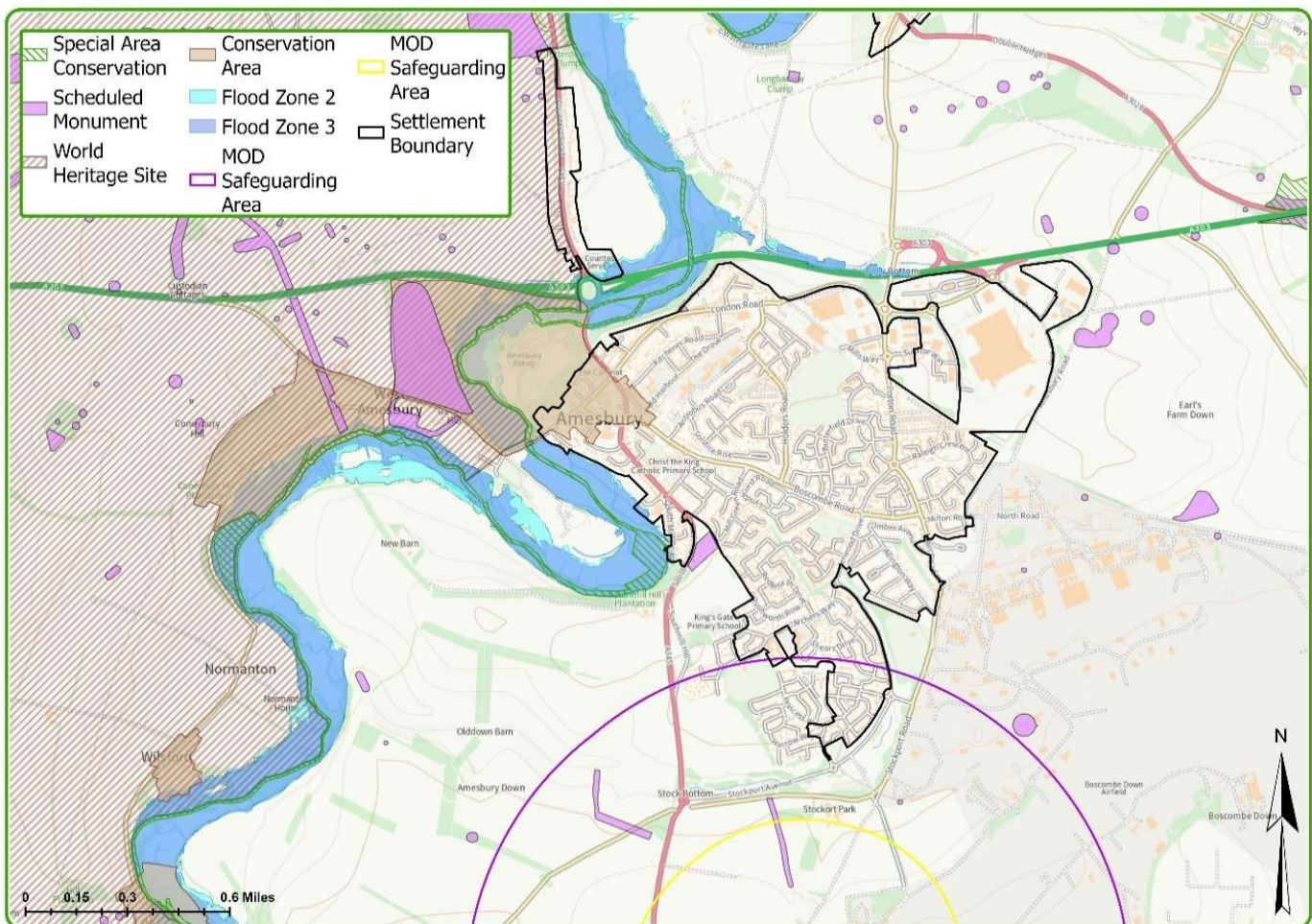


Figure 1. Environmental constraints and designations in Amesbury.

Amesbury is situated to the south-east of the county, south of Salisbury Plain which is a large military training area. The town is located on the A303 which serves as a major arterial route from London to the south-west. The town is set within an ancient and archaeologically rich landscape, close to the UNESCO of Stonehenge and Avebury World Heritage Site to the west.

¹ [Census 2021, ONS](#)

Expansion of the settlement must conserve the character and qualities of the ancient landscape.

The town is flanked by the River Avon which flows to the west of the settlement and onward towards Salisbury. The River Avon is ecologically significant being designated both a Special Conservation Area and Site of Special Scientific Interest. Areas of flood risk also surround the river corridor, along with areas of priority habitat. The River Avon has significant potential as a Green and Blue Infrastructure asset for the town, along with its historic significance in the wider Stonehenge landscape.

The town centre is located to the northwest of the built area of the settlement, lying partly within a conservation area containing numerous listed buildings. Amesbury town centre provides an attractive and important service role function that supports both Amesbury town and the settlements within its rural hinterland. Amesbury's role as an important Market Town should be preserved and improved, wherever possible, with opportunities to improve the quality and legibility of the public realm. There may be opportunities to further capitalise on the town's unique advantage of being the closest large settlement to Stonehenge.

Along with its proximity to the A303, the A345 also passes through the town. There are records of congestion in the town centre, and pressure on key junctions. Development at the town should not increase these conditions.

Boscombe Down

The southeast of Amesbury adjoins Boscombe Down aerodrome which is a nationally significant military aircraft testing site. The 300ha site belongs to Defence Infrastructure Organisation (DIO) and is operated by QinetiQ on behalf of the Ministry of Defence. Boscombe Down is a major employer in the local area, making an important contribution to South Wiltshire's economy.

Land around the aerodrome is subject to various statutory safeguarding zones and restrictions applied by DIO, including building height / light restrictions, bird strike management areas, separation zones from communications infrastructure, and explosives safeguarding zones. Land free of obstacles for 'forced landings' around the airfield is also important for the aerodrome. The need to preserve the operational capabilities of activities at Boscombe Down is an important consideration for plan-making in and around Amesbury.

Porton Down

Porton Down is situated approximately 5 miles from Amesbury, close to the village of Porton. It is an internationally important centre for scientific research and development. It is strategically important site for a growing scientific research capacity in the UK and is located close to Salisbury and Amesbury. The main occupiers at Porton Down are DSTL, UKHSA and Porton Science Park (operated by Wiltshire Council).

High Post

High Post is one of Wiltshire’s Principal Employment Areas located on A345, the main route between Amesbury and the nearby city of Salisbury. A range of users occupy the High Post site, including commerce /industry, a petrol filling station and The Stones hotel. The site is on high ground with views across the surrounding landscape and to Old Sarum scheduled monument, with a close relationship to a golf course to the east and a the Chemring factory to the west.

The map below shows Amesbury in relation to the key employment clusters at Boscombe Down, Porton Down and High Post.

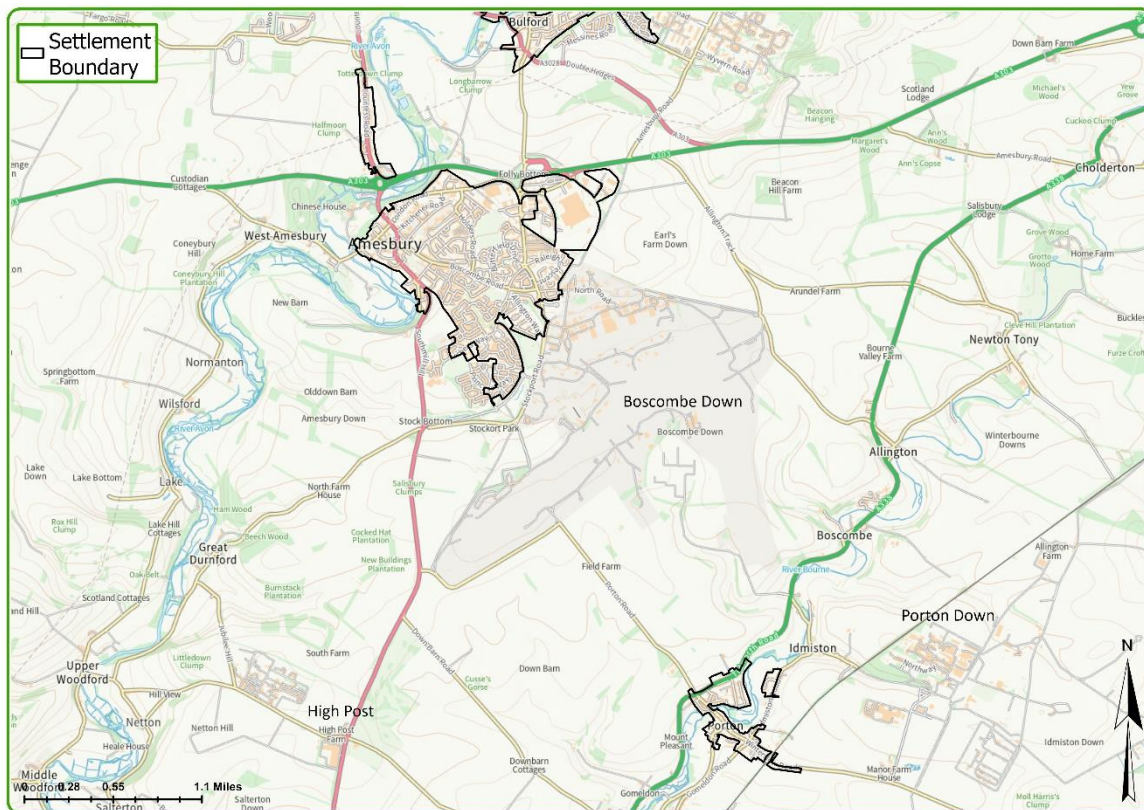


Figure 2. Geographical context for Boscombe Down, Porton Down and High Post.

How has Amesbury developed?

The last 25 years have seen the delivery of major planned residential growth in Amesbury, with significant developments taking place at King’s Gate and the earlier Archer’s Gate to the south of the settlement. Development at Kings Gate is ongoing and will continue to be delivered into the early part of the Local Plan period.

The following diagram shows how much housing has been delivered in Amesbury from 2006 to 2022.

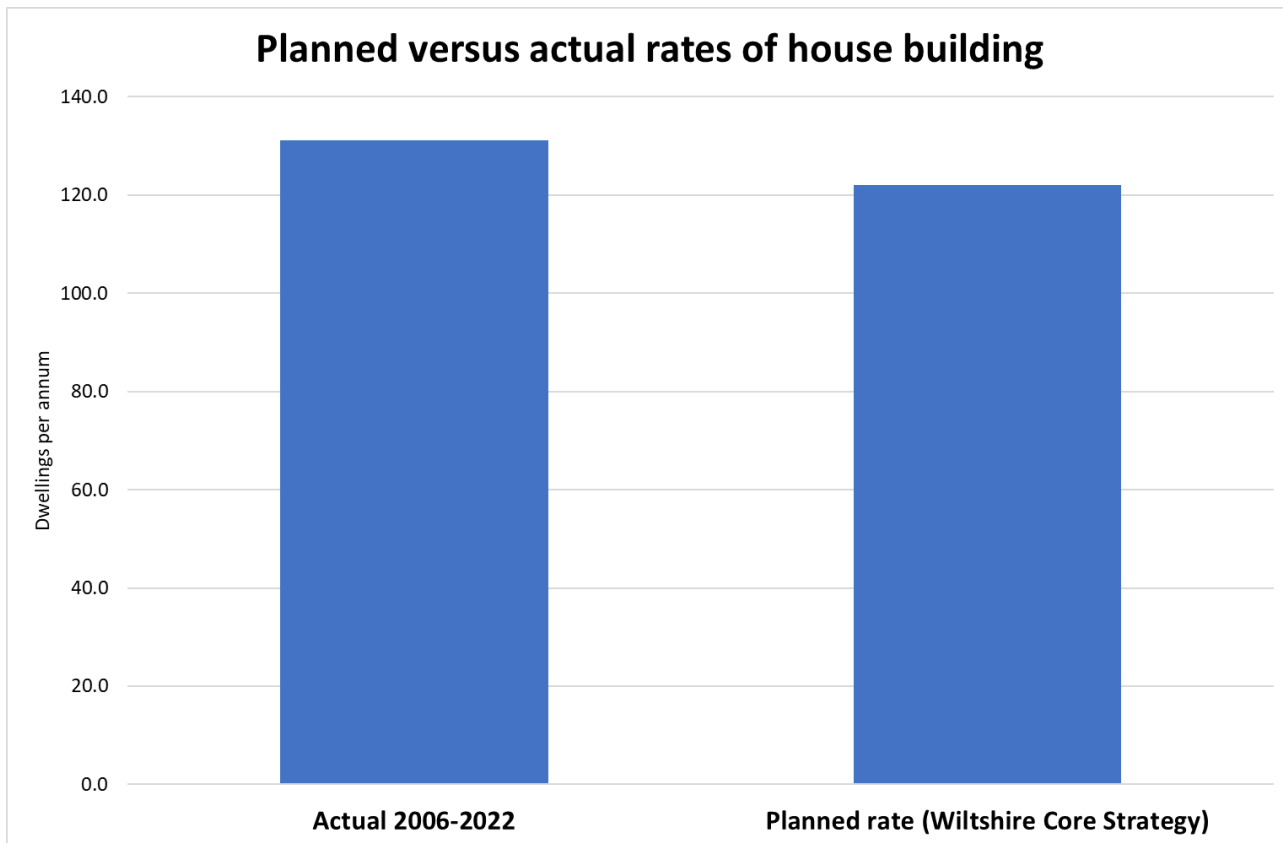


Figure 3. Planned versus actual rates of housing building

In addition, a major employment site at Solstice Park has been developed to the northern edge of the town close to the A303. Solstice Park is a 64ha business park containing predominantly large warehouse, units, distribution units and ancillary offices. Along with the adjoining London Road business park, Solstice Park is designated as a Principal Employment Area which plays an important economic role in South Wiltshire. Solstice Park has good occupancy levels and low vacancy rates, reflecting buoyant demand for well-connected employment sites with infrastructure in place. The final phases of the development are expected to come forward within the Local Plan period.

The Wiltshire Core Strategy also allocated a Principal Employment Area and employment allocation within the northern part of the Boscombe Down site. To date this has not been delivered and continues to be occupied by office and storage buildings associated with Boscombe Down aerodrome. This has been replaced by a broader policy relating to the wider Boscombe Down site.

Principal Employment Areas are also located in the wider Amesbury area at Porton Down and High Post, which continue to play an important economic role.

While development of the out-of-centre Solstice Park has not directly benefited the vitality and viability of Amesbury town centre, it has created job opportunities locally and provided for greater retail choice in Amesbury and the surrounding area. There have been few significant developments within Amesbury town centre in recent years. The town centre is modest in scale with a localised retail function whose catchment is to some degree

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influenced by the nearby higher order centre of Salisbury. Amesbury does however have a good level of self-containment, benefitting from a range of services and facilities including three supermarkets.

The Wiltshire Retail and Town Centre Study (2020) concludes that overall, Amesbury has a healthy town centre which has adapted to recent changes in the retail landscape. The convenience goods sector at Amesbury town centre has not experienced any material decline since the development of out-of-town shopping at Tesco and Home Bargains, and the town centre continues to benefit from the town centre ALDI. While Amesbury town centre has a limited catchment, it has a complementary role to the nearby cite centre of Salisbury.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

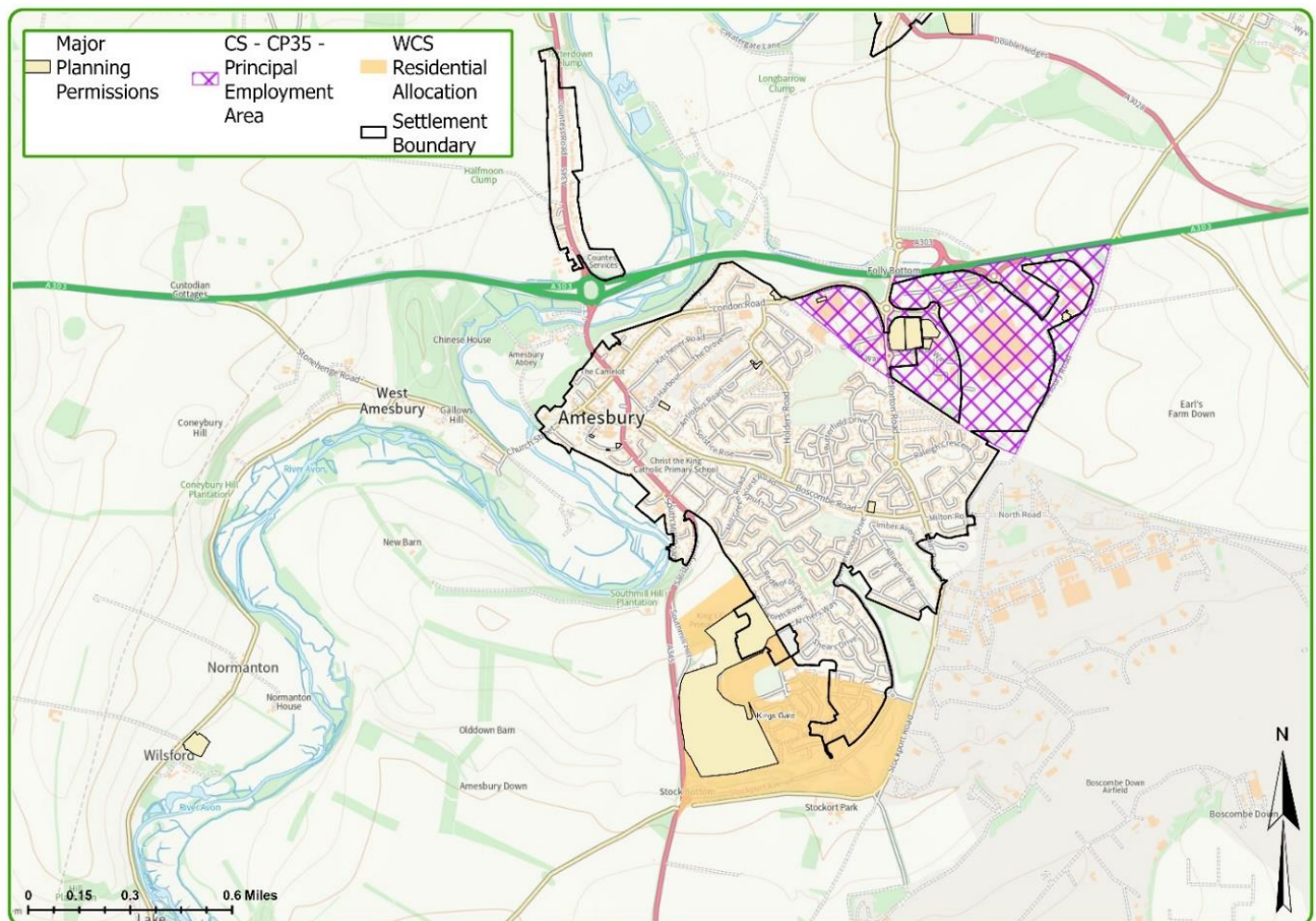


Figure 4. Major planning permissions and existing development plan allocations in Amesbury.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Amesbury has developed over recent years is in summary:

Amesbury has seen rapid residential growth in recent years. The town is situated within an historically sensitive landscape which presents a significant challenge in terms of identifying suitable land for further growth; albeit dwellings planned for in the last plan period will continue to be delivered in the coming years. Solstice Park and Boscombe Down will continue to support the local economy; capitalising on Amesbury's proximity to the A303 and Porton Science Park. Opportunities will be explored for further specialist high quality employment at Boscombe Down to further benefit South Wiltshire's economy.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Amesbury Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Sustainable communities: Promote Amesbury as a more self-sufficient town, with the housing, infrastructure and employment opportunities available to encourage a diverse range of residents to live, work and enjoy leisure time in the town.

PSP2 Sport and recreation: Improve recreational facilities and sports pitches in Amesbury.

PSP3 Town centre: Encourage town centre improvements to the quality of the public realm and encourage development of tourism and tourist accommodation to capitalise on the town's proximity to Stonehenge.

PSP4 Transport: Reduce congestion on the A345 and A303, with a view to improving the attractiveness of Amesbury town centre.

PSP5 Active travel: Improve opportunities for active travel (walking and cycling) and public transport options in and around Amesbury.

PSP6 Boscombe Down and Porton Down: Support further development of specialist high quality employment at Boscombe Down / Porton Down.

PSPs sit alongside the spatial strategy for Amesbury. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Amesbury that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared

by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development; albeit as there are no further allocations made at Amesbury, PSPs are frames to influence development opportunities that may arise through other avenues later in the plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy, respond to the level of housing and employment growth that has taken place at Amesbury in recent years along with development that is still coming forward as a result of planned commitments; within the context of the significant environmental (heritage) constraints at the town.

The new strategy identifies a requirement of 530 additional homes for the plan period 2020 to 2038. However, there are homes committed under the Wiltshire Core Strategy that are yet to be delivered that are expected to come forward in the early part of the Local Plan period. Over the Local Plan period this represents a decrease in the rate of house building compared to the high levels of growth that were enabled through the Wiltshire Core Strategy and its predecessor plans.



Figure 5. Current Plan growth versus Local Plan Review growth.

The housing growth already planned for Amesbury will continue to support the vitality and viability of the town centre, increasing the available pool of local spending. The development of the large King’s Gate and earlier Archer’s Gate sites has led to the development of additional infrastructure and services to support the expanded community.

There are very modest needs identified for additional employment land over the Local Plan period. Evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Amesbury is constrained in environmental terms, in particular due to its location within an ancient landscape, its archaeological potential and its relationship with the nearby Stonehenge World Heritage Site. It is also constrained by the presence of the A303 to the north, which serves as a physical barrier and potential source of noise and air pollution to land within its vicinity; and constrained by a range of Ministry of Defence safeguarding zones around the Boscombe Down aerodrome. The Local Plan recognises these constraints, and the strategy for Amesbury has been shaped to reflect them.

The World Heritage Site is a designated heritage asset of the highest international and national significance. The requirement to protect, conserve, present and transmit the site to future generations because of its exceptional qualities, is an obligation that must be given precedence in decisions concerning planning for land in and around the World Heritage Site. The settlement of Amesbury falls close to Stonehenge, and it therefore follows that potential impacts on the setting of the World Heritage Site must be a key consideration when planning for the town.

Archaeological potential is very high in the Amesbury area with finds of international significance having been discovered in the town's vicinity. The 'Amesbury Archer' burial was discovered in 2002 during an archaeological excavation at the Archer's Gate development site. Many significant artefacts were found with the early Bronze Age skeletal remains alongside copper knives, arrowheads, wrist guards and a gold hair ornament. The significance of the finds was not fully understood until the excavation, highlighting the undiscovered archaeological potential of land around Amesbury.

Significant areas of land around Amesbury and High Post have been promoted by landowners for consideration as part of preparing the plan. Assessment of sites promoted, however, has confirmed that much of the land around Amesbury is subject to the significant constraints highlighted above, that are judged to render most of the sites promoted inappropriate for further consideration.

How many more homes?

From the reduced scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called

the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 120 homes to be accommodated at Amesbury up until 2038.

Some of the homes planned for by the Wiltshire Core Strategy have been constructed since the Local Plan start date of 2020 or have yet to be constructed within the Local Plan period. A proportion of the residual requirement is expected to be delivered as small site developments (windfall), and also as allocations within the neighbourhood plan for Amesbury. This means there is no outstanding requirement to allocate land for housing within the Local Plan. However, available sites have been assessed.

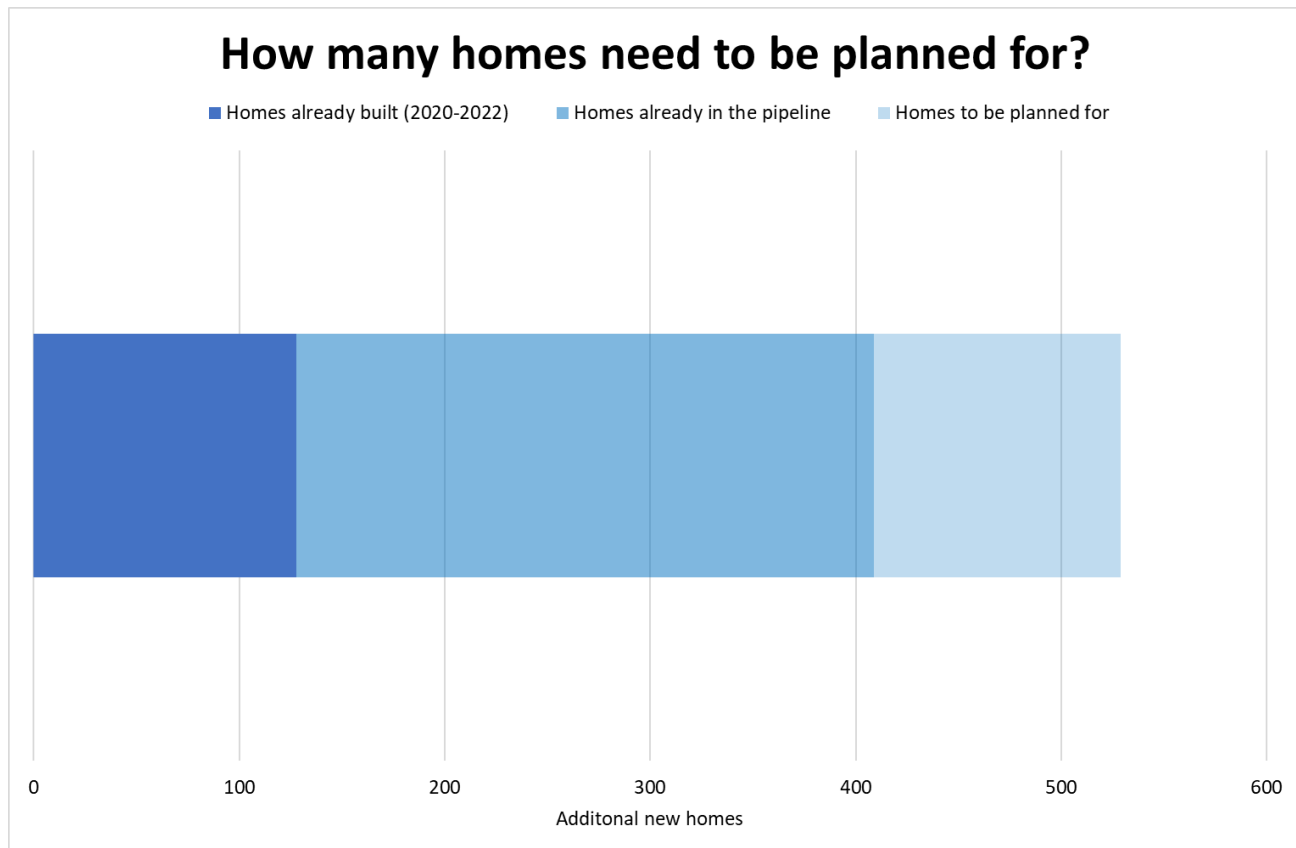


Figure 6. How many homes need to be planned for in Amesbury?

How much employment land?

No sites are allocated for employment land over the Local Plan period.

The importance of Boscombe Down and the potential for future investment in the site is recognised within the Local Plan. In the wider Amesbury area, the Local Plan also continues to set out policy support for the development of research and development premises for the nationally important biosciences sector at Porton Down; and employment uses at High Post continue to be supported.

Selecting sites

While there is no residual strategic requirement to be met at Amesbury over the Local Plan period. Available sites have been assessed. Three sites at Amesbury and one site at High Post

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were considered reasonable alternatives for development and assessed through Sustainability Appraisal as shown on the map below.

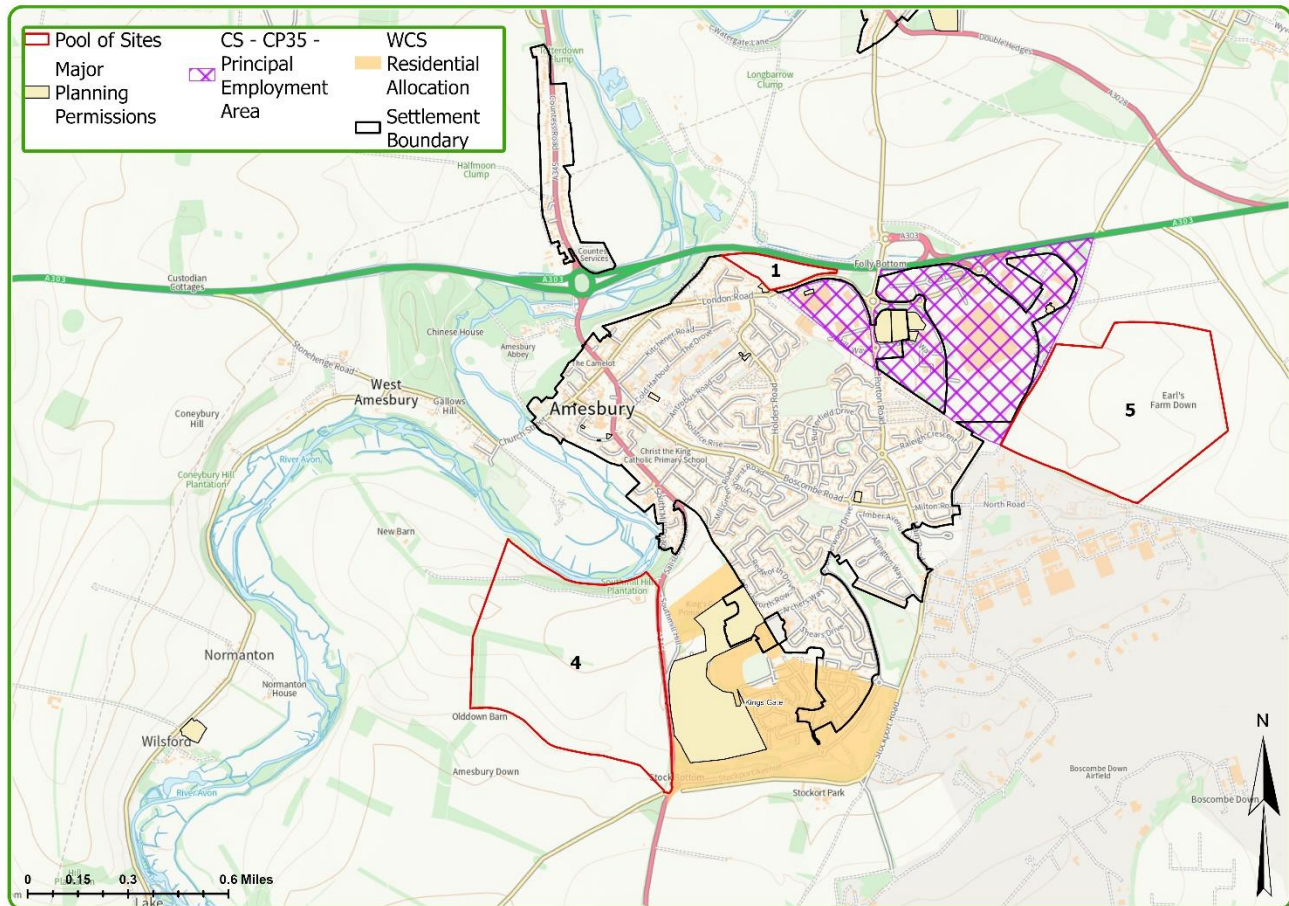


Figure 8. Pool of sites assessed through Sustainability Appraisal in Amesbury.

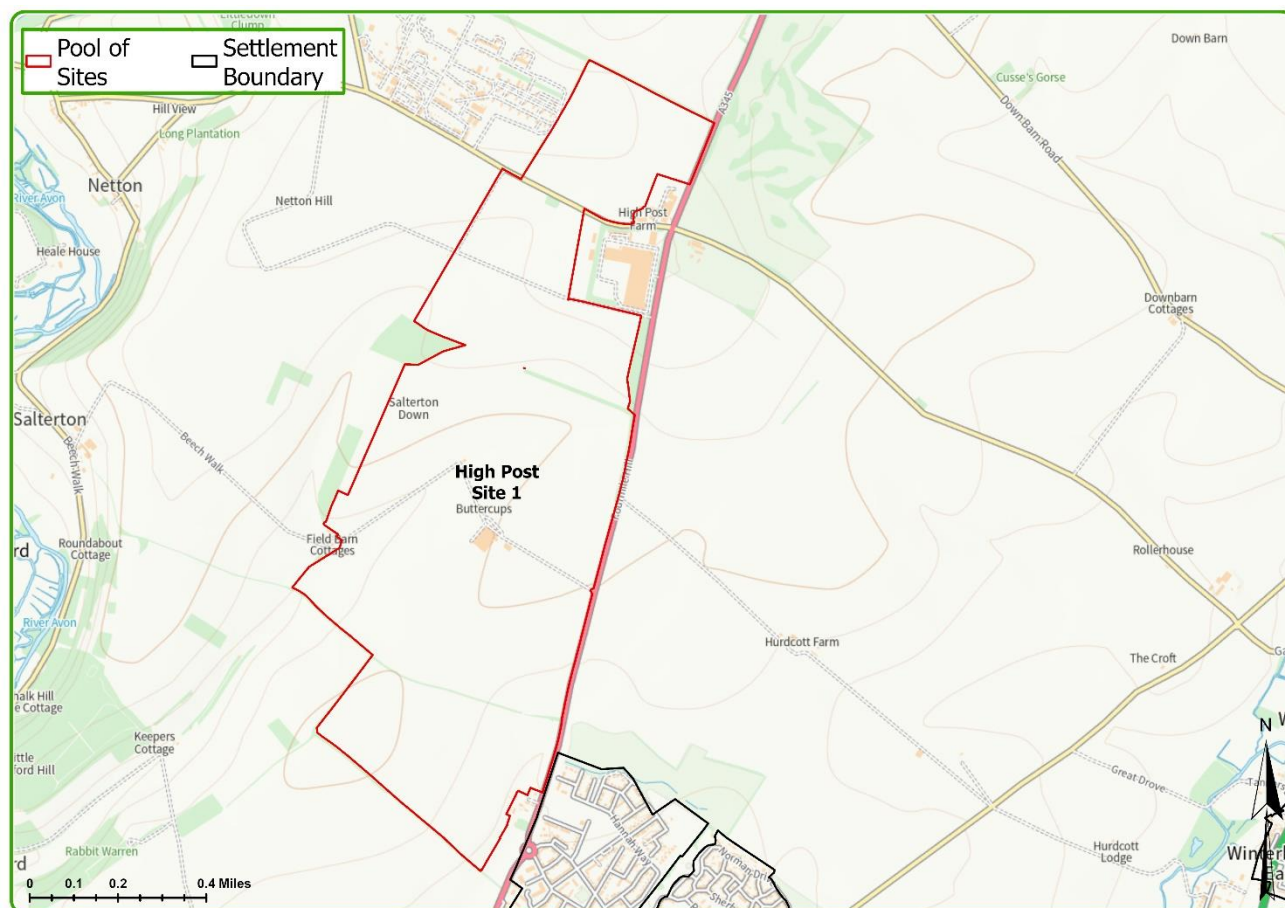


Figure 9. Pool of sites assessed through Sustainability Appraisal at High Post.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits.

Sustainability Appraisal ranked sites by their social, environmental and economic effects. Site selection was also informed by how well each site was likely to perform against the settlement’s Place Shaping Priorities.

Sustainability Appraisal showed all the sites were likely to result in significant negative environmental effects. They are all greenfield sites in edge of settlement locations, none of which have been deemed appropriate for development.

Site 1 (Land at London Road) is constrained by several factors, including its proximity to the A303 as sources of noise and air pollution coupled with its sloped bowl-like landform which is judged to render the site inappropriate for residential development due to inadequate opportunities to mitigate for this. The site also has some potential for onsite archaeological features.

Site 4 (South West Amesbury / Viney’s Farm) is heavily constrained across the entirety of the site by significant archaeological potential and probability for adverse impacts on the historic

setting of the Stonehenge World Heritage Site, which renders it inappropriate to consider further for allocation. Parts of the site are close to areas of ecological value, and the site is partially within a safeguarding zone associated with the nearby Boscombe Down site.

Site 5 (East of Solstice Park) is also heavily constrained by significant archaeological potential, which renders it inappropriate to consider further for allocation. The site's location adjoining Solstice Park Business Park, Boscombe Down and the A303 may form a logical extension to the employment use, however heritage constraints are significant. The site is proximate to Boscombe Down which means that preservation of operational capabilities of the aerodrome is a consideration.

High Post Site 1 (Land at High Post) is spatially separate from Amesbury, being located on the A345 between Amesbury and the nearby city of Salisbury. The site is of a significant scale on land that rises from the south towards a high point within the local landscape on the northern part of the site. The open, rolling landscape setting and the Old Sarum scheduled monument have potential to be impacted by significant growth on this site. A reduced, more moderate scale of growth is unlikely to be of a scale which could support a sustainable residential community without heavy reliance on the private car. Land at High Post is a Principal Employment Area which supports a range of locally important economic activities. There may be scope for modest future extension to the employment offer at High Post, should an identified need arise.

The methodology and detailed assessments made in the site selection process are all explained in Appendix 2. The Sustainability Appraisal process and its results are contained in a separate report.²

What development is proposed?

No sites have been identified for development at Amesbury or High Post over the Local Plan period, due to there being no strategic need to do so. Furthermore, the available sites identified at Amesbury and High Post were found to be subject to insurmountable negative impacts making them unsuitable for allocation.

A neighbourhood plan is being prepared for Amesbury. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Non-strategic sites in the neighbourhood plan have the potential to supplement the proposals of the Local Plan Review and deliver a small quantum of housing alongside employment land.

The Local Plan Review, however, proposes the central, strategic, development proposals. They are explained below.

Boscombe Down

Boscombe Down is a strategically important employment site for south Wiltshire and has the potential for further inward investment/regeneration to expand its role. The nature of

² Wiltshire Local Plan Review Sustainability Appraisal Report July 2023

potential future uses is currently unclear, but the strategic policy supports opportunities for regeneration as and when they should arise over the coming years, beyond 2026 when the current lease with Qinetiq comes to an end. This enables opportunities for reciprocal business relationships with defence uses while preserving the military operational uses at its core. Land within the site has been previously identified redevelopment and this remains a possibility (up to 12ha). This land parcel should be considered for future as part of a comprehensive master planning approach to the site.

The following policy will apply:

Boscombe Down Airfield has the potential for further inward investment to expand its role that will involve redevelopment, re-use of buildings, and land. Development within and around the airfield should:

1. Preserve the use of Boscombe airfield and its runways for operational military uses; and
2. Support a complementary range of defence and aerospace business uses.

Porton Down

Use	Scale/Area
Specialist research and development	10 ha

Porton Down is an internationally important centre for scientific research and development. It is strategically important site for a growing scientific research capacity in the UK and is located close to Salisbury and Amesbury. The main occupiers at Porton Down are DSTL, UKHSA and Porton Science Park (operated by Wiltshire Council).

The site is highly valued for its contribution to nationally important research and development and its role within the UK and South Wiltshire's economy. The expansion of Porton Down through the further development of the Porton Down Science Park is ongoing, led by the Porton Down Masterplan SPD (2007) which sets a progressive and facilitating framework of development principles designed to promote the delivery of a biosciences-led business incubation facility. Roughly half of the 10ha site has been completed and the remainder of the site expected to be delivered within the Local Plan period.

The Porton Down Masterplan is a whole site framework which aims to ensure all future occupiers can meet their business needs with minimum regulatory intervention. However, it is now some years old, and would benefit from review to ensure that the remainder of the site and the evolving plans and needs of the occupiers can be met in a manner which is fit for the future, particularly to meet the needs of bioscience research in a post-pandemic world. Along with this review consideration should be given to frontloading and simplifying the processing routes to deliver, while at the same time safeguarding the high environmental setting within which the site is set.

Porton Down is situated close to an internationally designated Special Protection Area (SPA), principally designated for its large population of the rare stone curlew. The site is also designated as a Special Area of Conservation (SAC) for its chalk grassland habitat and population of butterflies; and designated as a Site of Special Scientific Interest. The council have, and will continue to, work closely with the Porton Down scientific community, Natural England and appropriate conservation bodies to avoid potentially adverse effects of known future business development upon Natura 2000 designations.

The following policy will apply:

The council will continue to strongly support and promote the principle of the continued development of the Porton Science Park for research and development purposes, to be delivered in accordance with the Porton Down Masterplan, or a subsequent iteration of the masterplan. The council will continue to work with the principal site stakeholders to enable the continued evolution of the site to secure the long-term future of Porton Down as an internationally important site for Health and Life Sciences and Defence and Security Technologies

Principal Employment Area: Solstice Park

Solstice Park is situated to the northeast of Amesbury, benefitting from excellent connectivity to the A303. The site is a large modern employment site catering for a range of occupiers including Home Bargains, TJ Morris and Travis Perkins. The site enjoys good levels of occupancy, but there is no scope for intensification within the site. The site continues to be designated as a Principal Employment Area within the Local Plan.

Principal Employment Area: London Road

London Road PEA, also known as Minton Distribution Park/Amesbury Distribution Park, is situated to the northeast of Amesbury adjoining Solstice Park and also benefitting from excellent connectivity to the A303. The site has a mix of modern and older units including a variety of users including trade counters, garages, serviced offices, recycling centre and storage units. The site enjoys good levels of occupancy, but there is no scope for intensification within the site. The site continues to be designated as a Principal Employment Area within the Local Plan.

Principal Employment Area: High Post

High Post PEA is situated on the A345 roughly equidistant between Amesbury and Salisbury. The site comprises industrial and warehouse buildings, along with a petrol filling station and hotel. The site is reasonably well occupied. The surrounding land is open and agricultural. There may be potential for future modest extension to the site should needs arise, through an extension to the PEA. The site continues to be designated as a Principal Employment Area within the Local Plan.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Amesbury is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan aim is to strengthen the town centre,

Amesbury has a relatively small town centre which is arranged around High Street, Salisbury Street, the western part of Earls Court Road, Smithfield Street, The Centre, and part of Salisbury Road. The character of town centre uses is predominantly smaller retail, commercial and hospitality units, mainly falling within Amesbury's historic core and Conservation Area. Larger units, including a supermarket, are located in the southern part of the town centre, outside of the Conservation Area. Many of the town's larger commercial units are located at Solstice Park, to the east of Amesbury. The town centre faces a degree of competition from the larger city centre of Salisbury, located some 8 miles south. The result of this is that Amesbury has a strong service led role in serving the local community.

The Retail and Town Centres Study 2020 indicates some capacity for new convenience retail and limited capacity for additional comparison goods retail floor space. The convenience floorspace capacity suggests that an additional medium sized food store could be supported at the town, however the Study overall finds that there is sufficient floorspace to meet these retail needs in Amesbury. This reflects good retention of convenience retail stores and as such, maintaining the current offer should be a focus for the plan period. There could be potential to grow the food and beverage market over the plan period.

Opportunities for Amesbury town centre to grow are limited due to the physical limitations of land availability, and the historic character of much of the area. However, opportunities to improve the town centre offer exist through sensitive and well-planned redevelopment of

existing units. Over the plan period, it is anticipated that the land use make-up of the town centre may evolve, reflecting changes to the national legislative and policy frameworks. The public health implications of new hot-food takeaways will be a key consideration for proposals of this nature and new clusters of these land uses should be avoided within Amesbury Town Centre.

Through careful planning, the quality of the public realm is to be improved to improve legibility and to support and encourage tourism development to capitalise on the town's proximity to Stonehenge.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers may also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a Neighbourhood Plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Amesbury that have been devised in consultation with Amesbury Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

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- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Amesbury Neighbourhood Area was formally designated in August 2021, and Amesbury Town Council are in early evidence gathering stages of preparing a neighbourhood plan. The neighbourhood area designation is for the parish area of Amesbury including Amesbury town and its environs. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites.

While there is no strategic scale of housing growth to be delivered at Amesbury over the Local Plan period, there are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Amesbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements³. Ten per cent of the scale of growth identified at Amesbury suggests a neighbourhood area requirement for Amesbury of approximately 50 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Amesbury neighbourhood area requirement (2020 to 2038)	50
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³ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Local infrastructure

Any additional growth at Amesbury brought forward through the neighbourhood planning process would need to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. green infrastructure, transport and utilities), as well as the local economy. The following summarises the measures required to be put in place to address employment growth proposals for Amesbury as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Sustainable transport and active travel

Amesbury is well served by the A303 which provides strategic links south-east and south-west England. The A345 is also an important secondary A road that links Salisbury to Marlborough, via Amesbury. The A345 is well served by regular bus services along this route.

There are issues related to congestion in the town centre and known pressures on key junctions linked to the wider transport network, for which improvement will be sought wherever possible. There are also Air Quality Management Areas (AQMAs) in Salisbury, which Amesbury traffic feeds into. Opportunities to address local air quality concerns will also be sought.

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town, as reflected in the Place Shaping Priorities. These seek improvements to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as infrastructure to support pedestrian and cycling routes from the new employment sites. Relevant future development proposals will be expected to contribute towards improving highways and air quality conditions.

Key improvements that contribute to the overall ambition for Amesbury:

- Urban walking and cycling routes – a safe connected network to and from the proposed employment allocations.
- Traffic management and re- routing to ensure vehicle movements are focused on the most appropriate routes.
- Investment in electric vehicle infrastructure.
- Active travel promotional campaigns.

Utilities

Electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Point (BSP) north of Amesbury reinforcements are expected to be completed in late 2026.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Information from SSEN indicates the Boscombe substation to the southwest of the town are also constrained. This means new generators may require investment in the infrastructure to be able to connect to the grid.

Developing sites at Amesbury may require upgrades to water infrastructure connecting the local water recycling centre.

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Appendix 1 Policy Context

Strategic policy	Title	Retain, Replace or Delete
<p>WCS CP4 Amesbury Community Area</p>	<p>Spatial Strategy: Amesbury Community Area</p> <p>Spatial Strategy Warminster Community Area</p> <p>Strategic allocations:</p> <ul style="list-style-type: none"> • Kings Gate, Amesbury • Kings Gate, Amesbury • Boscombe Down <p>Principal Employment Areas:</p> <ul style="list-style-type: none"> • Solstice Park; • Boscombe Down; • London Road; • Porton Down; • High Post. 	<p>Replaced with Policy 36 Amesbury</p> <p>Delete: Boscombe Down PEA</p>
<p>WCS CP5 Porton Down</p>		<p>Replaced with Policy 38 Porton Down</p>
<p>E8B Land at Boscombe and Porton Down</p>		<p>Replaced with new Boscombe Down Policy 37</p> <p>Porton Down: Replaced with Policy 38</p>
<p>S1 Primary Shopping Frontages in Salisbury and Amesbury</p>		<p>Replaced by Policy 68 Managing Town Centres</p>
<p>S2 Secondary Shopping Areas in Salisbury and Amesbury</p>		<p>Replaced by Policy 68 Managing Town Centres</p>

R8 New Sports and Recreation Provision (Stockport Road, Amesbury)		Replaced by Policy 68 Managing Town Centres
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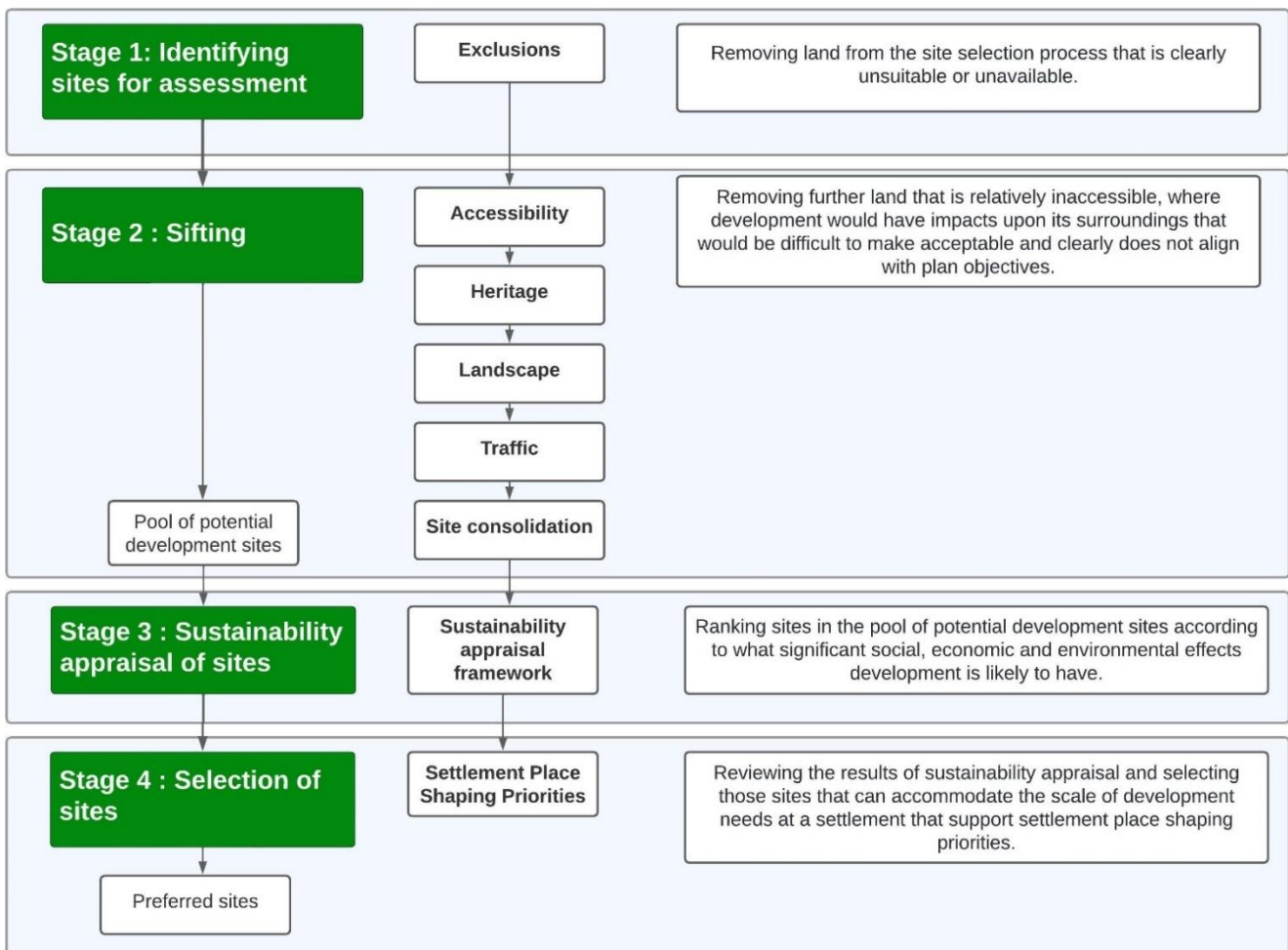
Appendix 2 Site Selection

Site Selection: Amesbury and High Post

The purpose of this appendix is to explain the site selection process at Amesbury and High Post, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁴ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁵. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Amesbury and High Post.

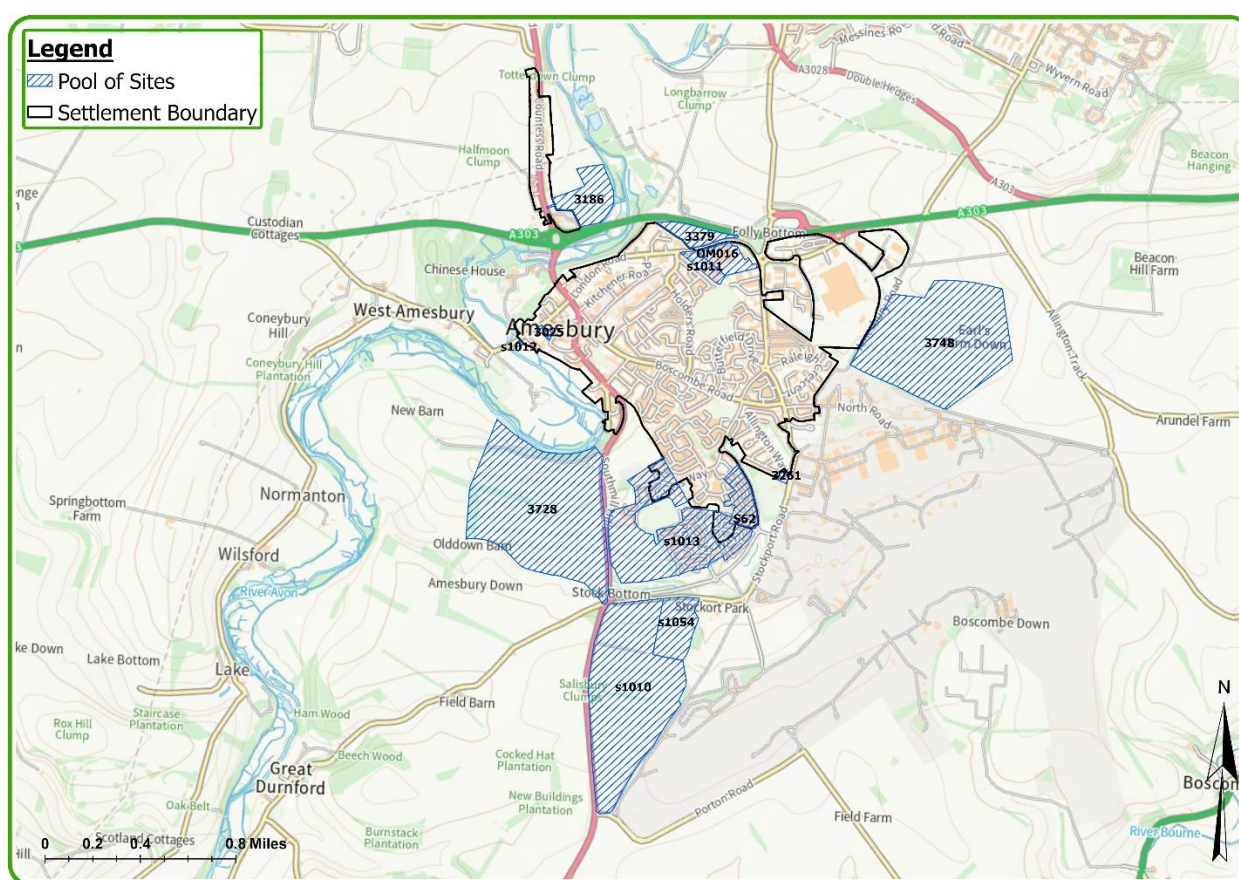


Figure 10. Pool of sites in Amesbury.

⁴ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁵ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

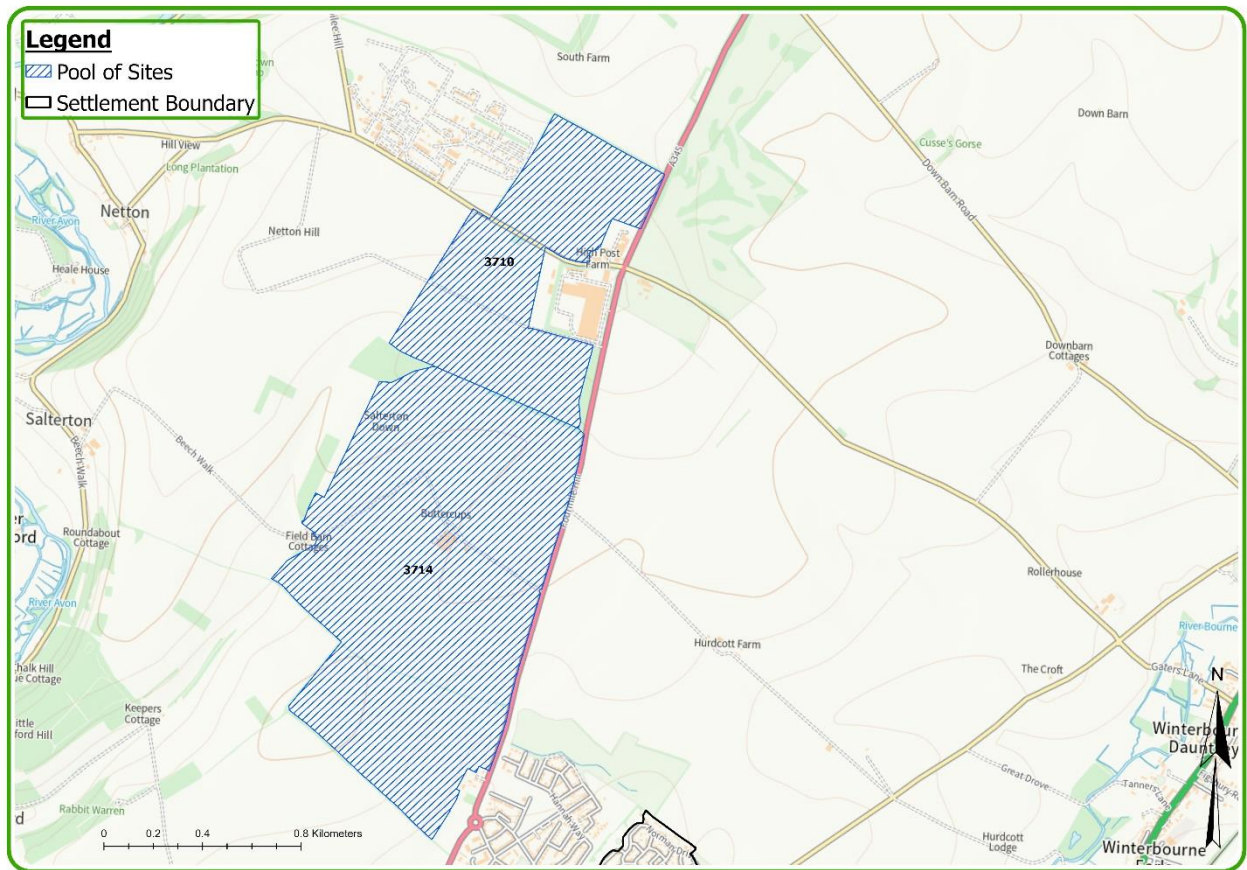


Figure 11. Pool of site at High Post

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology. While sites at High Post do not adjoin the built edge of a main settlement, the sites were considered to have strategic potential that warranted further testing through the site selection process.

Ten sites at Amesbury were excluded at Stage 1.

Site name	Reason for removal at Stage 1
3186	Unavailable. Site earmarked by Highways England as part of strategic transport improvements scheme at the A303 ⁶ .
S1054	Unsuitable. Sites almost in their entirety within explosives safeguarding exclusion zone around MoD site.
S1010	

⁶ [A303 Stonehenge - National Highways](#)

3025	Unsuitable. Below site size threshold.
3261	Unsuitable. Below site size threshold.
S1011	Unavailable. Site built out.
S1012	Unsuitable. Below site size threshold.
S1013	Unavailable. Site built out.
S62	Unavailable. Site built out.
OM016	Unsuitable. Part of a Principal Employment Area.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁷) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

⁷ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Context criteria	Detail
Long-term pattern of development	<p>The historic core of the town developed around the water meadows associated with the River Avon which runs to the north and west of the settlement. Over time the town has grown southwards and round Boscombe Down airfield. In recent years substantial residential development has taken place to the south, at Archers Gate and Kings Gate.</p> <p>The town, and surrounding area, benefits from several Principal Employment Areas, including Boscombe Down; London Road; Porton Down; High Post and Solstice Park.</p>
Significant environmental factors	<p>The River Avon is a significant constraint restricting growth to the north and west of the town. Consequently, there are areas of flood risk along the course of the river.</p> <p>The area has rich historic value. Stonehenge World Heritage Site extends to the north and west of the settlement, and the area has high levels of significant archaeology associated with its position within the Stonehenge landscape.</p> <p>Amesbury Abbey Historic Park and Gardens fringes the northwest of the town. The A303 Trunk Road runs to the north of the town dissecting the main bulk of the settlement from a section of linear development along the A345 to the northwest of the town close to where the A303 and A345 intersect. The A345 continues southward to the west of Amesbury, towards Salisbury.</p> <p>The A303 and A345 to some degree act as a barrier to connectivity of land from the central part of the town.</p>
Scale of growth and strategic priorities	<p>The scale of growth planned for Amesbury is modest, with an expectation that the majority of growth within the Local Plan period will be from land already allocated by the Kings Gate development which is under construction.</p> <p>Strategic priorities include promoting Amesbury as a self-sufficient town encouraging local employment opportunities and encourage tourism linkages between the town and nearby Stonehenge. Developing the town centre to improve the public realm to encourage tourism and spending as well as improvements to infrastructure and transport particularly in relation to the</p>

	A303 and A345 both of which currently experience congestion and to improve linkages to and from the town. Some of these are priorities which could also be considered through the emerging neighbourhood plan
Future growth possibilities for the urban area	Amesbury is constrained in environmental terms, in particular due to its location within an ancient landscape, its archaeological potential and its relationship with the nearby Stonehenge World Heritage Site. It is also constrained by the presence of the A303 to the north, which serves as a physical barrier and potential source of noise and air pollution to land within its vicinity; and constrained by a range of Ministry of Defence safeguarding zones around the Boscombe Down aerodrome. The Local Plan recognises these constraints, and the strategy for Amesbury has been shaped to reflect them; with a relatively low number of homes to be planned for.

Table X: Stage 2 assessment conclusions

SHELLAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3379	Land north of London Road	Green	Green	Yellow	Green	Yellow	The site is adjacent to settlement boundary and has good prospects in terms of accessibility. Flood risk unlikely to be an issue for this site. Potential for heritage impact, such as on barrow within site boundary. May have potential to impact on Outstanding Universal Value of WHS. Potential to increase traffic. The site is of a strategic scale and is taken forward for further assessment.	Y
3728	South West Amesbury / Viney's Farm	Yellow	Green	Yellow	Yellow	Yellow	The site is separate from the built edge and not adjacent to the settlement boundary. It is however, adjacent to land and under construction at Kings Gate, east of the A345. Accessibility is severed by the A345 but could be improved. Flood risk unlikely to be an issue for this site, saved for small areas of higher groundwater vulnerability. The site is potentially visible in the landscape, including the Stonehenge WHS, which would require further consideration. Any potential for indirect impact on the OUV of WHS would require assessment. Potential to increase traffic. The site is of a strategic scale and is taken forward for further assessment.	Y
3748	Land at Earl's Farm Down	Yellow	Green	Green	Yellow	Yellow	The site adjoins the settlement edge but is severed from assimilation into the town by Solstice Park and Boscombe Down.	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>Flood risk unlikely to be an issue for this site. The site is potentially visible in the landscape, including the Stonehenge WHS, which would require further consideration. Any potential for indirect impact on the OUV of WHS would require assessment.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	
3710	Land adjacent to High Post Business Park						<p>The site adjoins High Post employment area but is separate from a settlement. It is however considered that accessibility could be improved if a scale of development with supporting infrastructure were to be delivered as part of a strategically significant development.</p> <p>Flood risk unlikely to be an issue for this site. The site is visible in the landscape, with potential impacts in the Stonehenge WHS landscape and Old Sarum scheduled monument, which would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	Y
3714	Land west of A345 at High Post						<p>The site is close to High Post employment area but is separate from a settlement. It is however considered that accessibility could be improved if a scale of development with supporting infrastructure were to be delivered as part of a strategically significant development.</p> <p>Flood risk unlikely to be an issue for this site. The site is visible in the landscape, with potential impacts in the Stonehenge WHS landscape and Old Sarum scheduled monument, which would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
3710 and 3714	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land north London Road	3379
4	South West Amesbury / Viney's Farm	3728
5	Land at Earl's Down Farm	3748
High Post 1	Land at High Post	3710 and 3714

Stage 3 - Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal⁸ methodology is provided in a separate report, which also includes the detailed assessments made for each site.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

⁸ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

At Amesbury, the Sustainability Appraisal identified that there were likely major adverse effects arising from the development of all three sites within the pool of sites. Therefore, no sites were taken forward for further consideration at Amesbury.

At High Post, the Sustainability Appraisal identified overall likely negative impacts from the sites assessed, although no major adverse impacts were identified. Potential landscape and historic landscape/heritage impacts were however noted areas of concern that would require significant mitigation, such as through a significant reduction in the developable area for the site.

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Planning For Amesbury

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Amesbury: Table showing summary of assessment scores listed in order of site sustainability performance (More → Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 1	-9 (2 nd)	-	-	--	---	-	0	--	-	+	+	-	+
Site 5	-10 (3 rd)	--	--	--	--	-	0	---	--	+++	+	--	++
Site 4	-10 (3 rd)	--	--	--	--	-	0	---	--	+++	+	--	++

High Post: Table showing summary of assessment scores listed in order of site sustainability performance (More → Less)

SITE	Overall site score (+ position)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
HP Site 1	-6 (1 st)	--	--	--	--	-	0	--	--	+++	+++	--	+++

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan's objectives for each community – in particular the identified 'Place Shaping Priorities'. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

The outcome of Stage 4 of the site selection process for Amesbury can be summarised under the 'What development is proposed' section earlier in this paper; concluding that no sites have been identified for development at Amesbury over the Local Plan period. There is no strategic need to allocate, and the available sites identified at Amesbury were found to be subject to insurmountable negative impacts as identified through the Sustainability Appraisal making them unsuitable for allocation.

At High Post, while the potential site did not yield any major adverse effects through Sustainability Appraisal the site is spatially separate from Amesbury and Salisbury. The site is of a significant scale on land that rises from the south towards a high point within the local landscape on the northern part of the site. The open, rolling landscape setting and the Old Sarum scheduled monument have potential to be adversely impacted by significant growth on this site. However, a reduced, more moderate scale of growth is unlikely to be of a scale which could support a sustainable residential community without heavy reliance on the private car. Land at High Post is a Principal Employment Area which supports a range of locally important economic activities. There may be scope for modest future extension to the employment offer at High Post, should an identified need arise.

Stage 4 therefore concludes with no site allocations proposed as preferred sites at Amesbury or High Post.

The maps below illustrate the outcome of the site selection process at Amesbury and High Post.

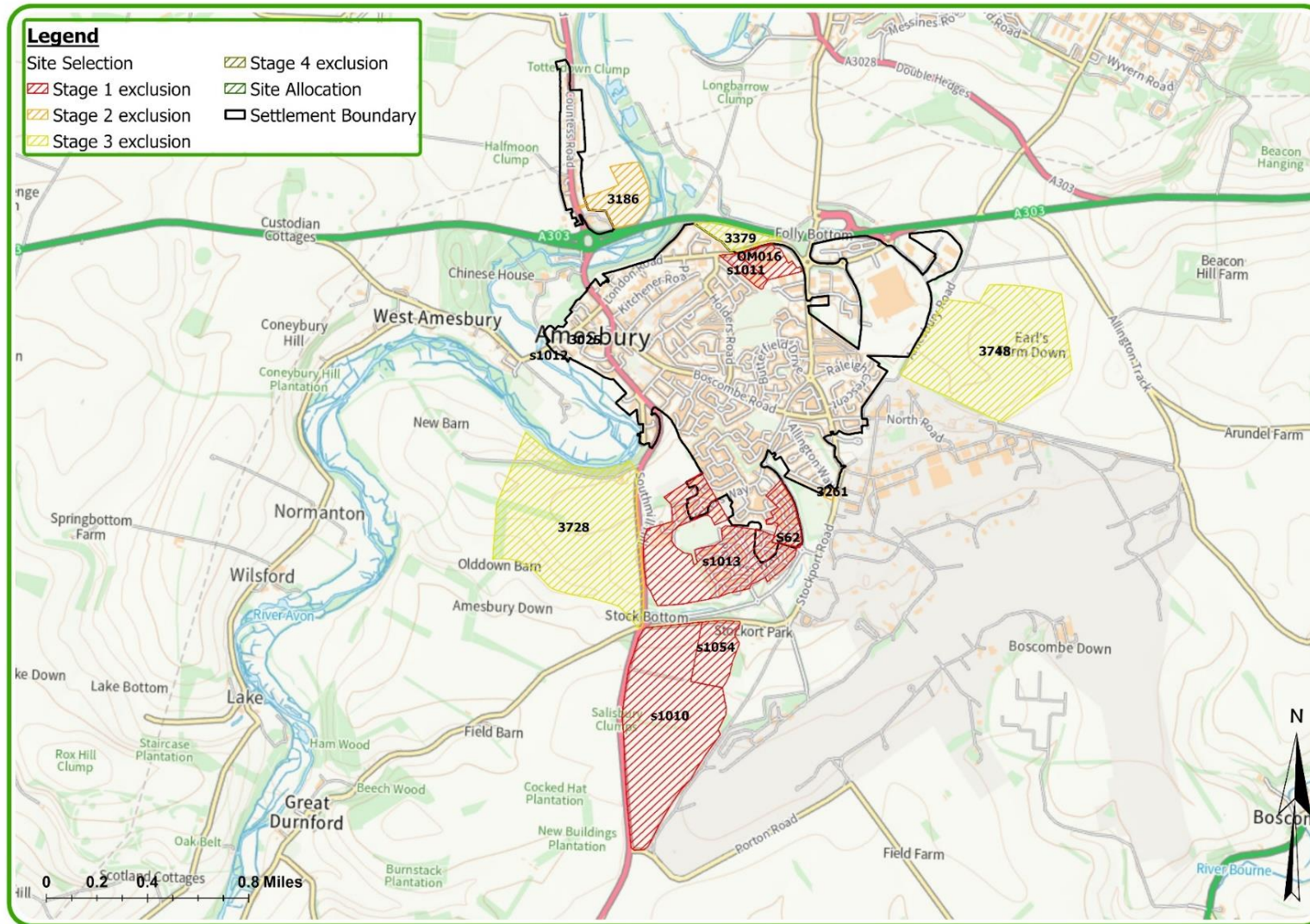


Figure 12. Site selection results in Amesbury

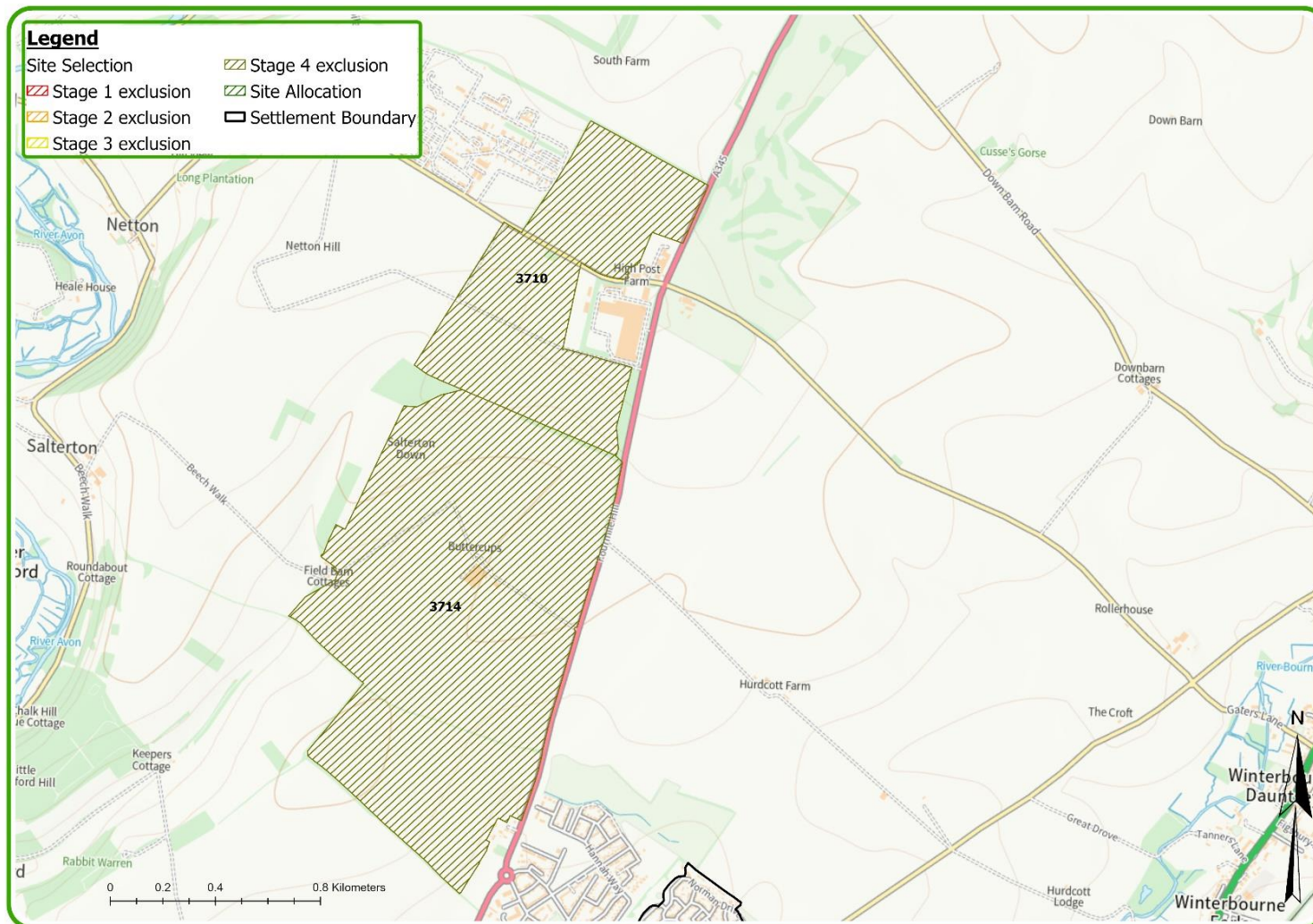


Figure 13. Site selection results at High Post.

Planning For Bradford on Avon

July 2023

1. Introduction

'Planning for Bradford on Avon is a guide as to how the Local Plan Review ('the Plan'), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Bradford on Avon, as follows:

Policy	Title
57	Bradford On Avon

A table containing the current planning policies for Bradford on Avon, and their status, is included at Appendix 1.

The plan sets out what local priorities will shape development and future growth in Bradford on Avon ('place shaping priorities'). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on, not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town's future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether, it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Bradford on Avon - Context and challenges

Population	10,400 ¹	13th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary, enhance their services and facilities, promoting better levels of self-containment and viable sustainable communities.

Environment

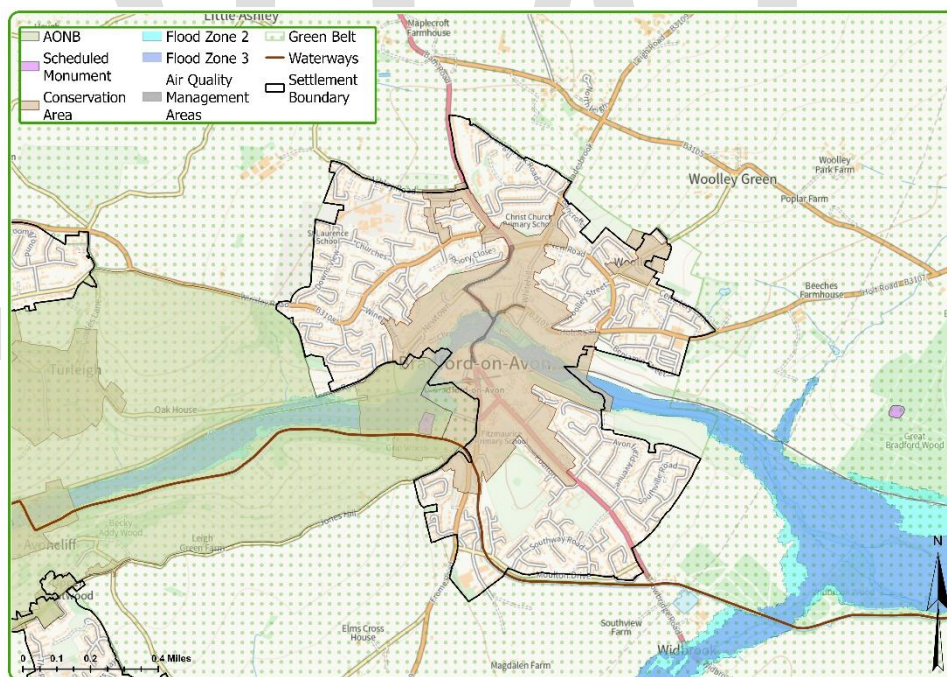


Figure 1. Environmental constraints and designations in Bradford-on-Avon

The town is surrounded by greenbelt, the designated Western Wiltshire Green Belt, the aim of which is to keep open in character and to prevent urban sprawl. Parts of the town to the west are within the Cotswolds Area of Outstanding Natural Beauty (AONB) and within close proximity to the Bath and Bradford on Avon Bat Special Area of Conservation (SAC). As such,

¹ [Census 2021, ONS](https://www.ons.gov.uk)

any expansion of the settlement must conserve the landscape and scenic beauty and give protection to bats species.

The River Avon flows through the centre of the town, alongside the Kennet and Avon Canal and is a popular tourist destination.

Bradford on Avon has one of the most attractive town centres in Wiltshire, situated on both banks of the River Avon. The centre retains many buildings from the 16th, 17th, 18th and 19th centuries, a number of which are of national importance and also provide a considerable amount of visual interest and character to the centre. Much of the town centre's core is formed by densely packed historic buildings which accommodate small retail units at ground floor level and are arranged around narrow winding roads. A large part of the town is also covered by conservation area status, indicating its historic core which is an asset to the town and should be maintained and enhanced where possible.

The town currently offers a low range and number of employment opportunities and has a high level of out-commuting.

The A363 is a main traffic artery through the town. There are problems with high traffic volumes and congestion in the town centre and an Air Quality Management Area (AQMA) 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.

The town is well connected by public transport. The railway station is located in the southern part of the town centre and has good links to the south coast and the West country. There is a regular bus service that also operates from the town centre.

How has Bradford on Avon developed?

Housing development completed during the Wiltshire Core Strategy (WCS) plan period has met expectations of growth in recent years. There has been the regeneration of the Kingston Mills site in the centre of the town and then two further large developments to the east of the town for both housing and employment.

The following diagram shows how much housing has been delivered in Bradford on Avon from 2006 to 2022.

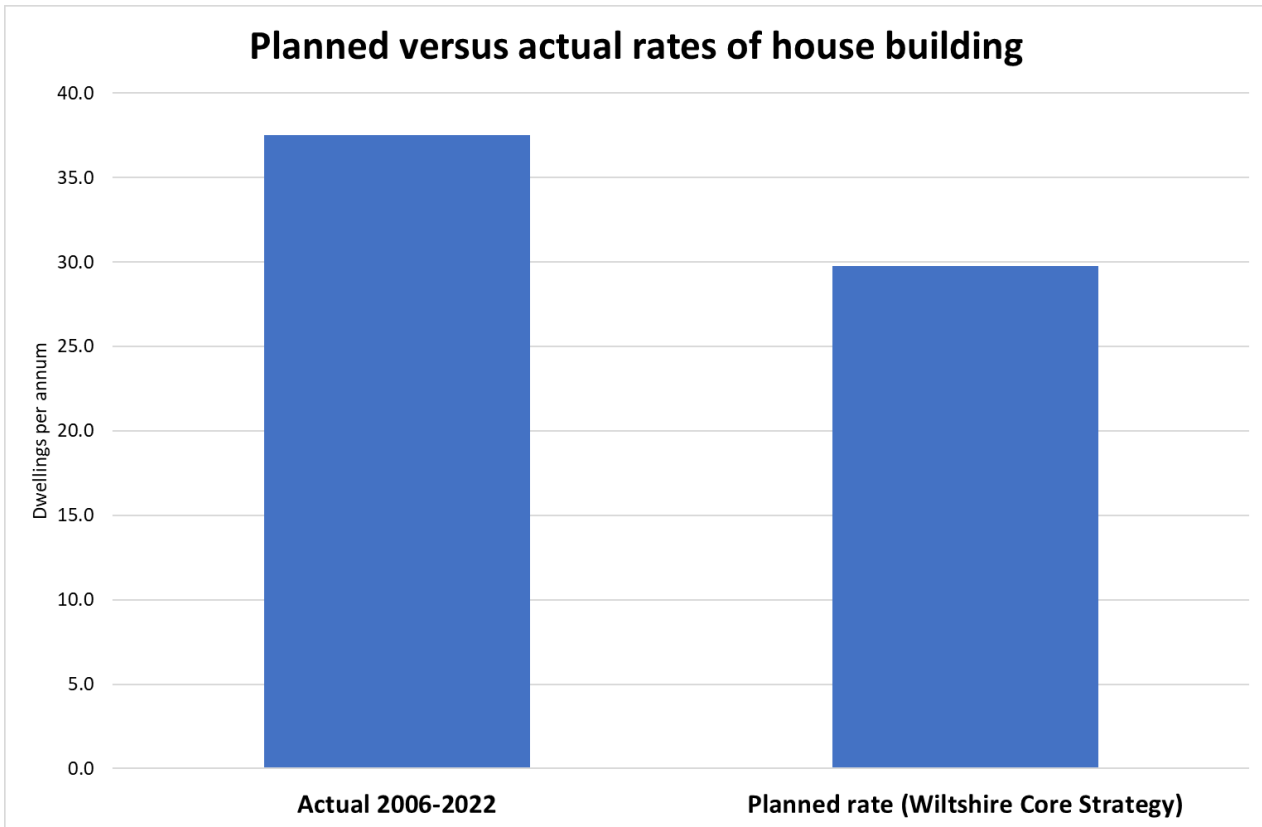


Figure 2. Planned growth versus actual rates of house building in Bradford-on-Avon

Bradford on Avon has grown as anticipated through Core Policy 7 in the WCS. Current policy states that the strategy for Bradford on Avon is to provide growth on a modest/small scale and in order to deliver additional employment, thereby helping to improve the self-containment of the town by providing jobs locally.

The Wholesale & Retail trade sector, including the repair of motor vehicles and motorcycles, and the Manufacturing sector are large employers in the area. Of sectors that influence demand for office space, the Professional, Scientific & Technical sector is the largest, in absolute terms. This sector, alongside the Financial & Insurance sector are the only ones to have seen employment grow over the period analysed. There has been the construction of a new headquarters and production facility for R&D-led automotive business, AB Dynamics, as part of the Kingston Farm mixed-use development, with further new business units following.

There is little evidence for demand for new sites; with demand for 0.4-1.0 ha for offices and 0.1 ha for industrial uses respectively. There are no available sites in Bradford on Avon, but there are sites at both Trowbridge and Westbury that can accommodate forecast growth in this cluster of towns. There is significantly more supply than demand in this area. Some of the demand arising from the rest of the FEMA, outside the settlements, could also be met on these sites.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Bradford on Avon is considered to be a healthy town centre. It co-exists alongside nearby centres, such as Trowbridge and Bath and has, over many years, found its own niche, serving both the day to day needs of the local community and also a wider shopping catchment which is attracted to its niche comparison goods / service offer.

Whilst the proportion of vacant retail units in the centre should be kept under close observation, the centre benefits from the very attractive built environment and river-side setting, which is a key attractor to the centre. Bradford on Avon is dominated by a large number of local independent niche retailers. There is no identified capacity / need for net additional retail floorspace for the town in the new Local Plan.

The Neighbourhood Plan identifies three key areas of opportunity, two of which are in the town centre. The focus for the improvement of these areas is in the public realm and improving linkages with the surrounding area and, in the case of the station car park, an improved gateway into the town centre.

Maintenance and investment in the built environment across the centre is considered to be good and the continued refurbishment and re-purposing of buildings in the centre continues to maintain and enhance its overall health.

The busiest parts of the town were around St Margaret's Street, Silver Street, Market Street and Bridge Yard. The narrow width of some pavement areas can affect the ease of pedestrian movement in the town centre, although this does not appear to be a particular issue in relation to the attractiveness of the centre for visitors.

The map below illustrates the Wiltshire Core Strategy land use policies, along with significant development sites at the town.

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

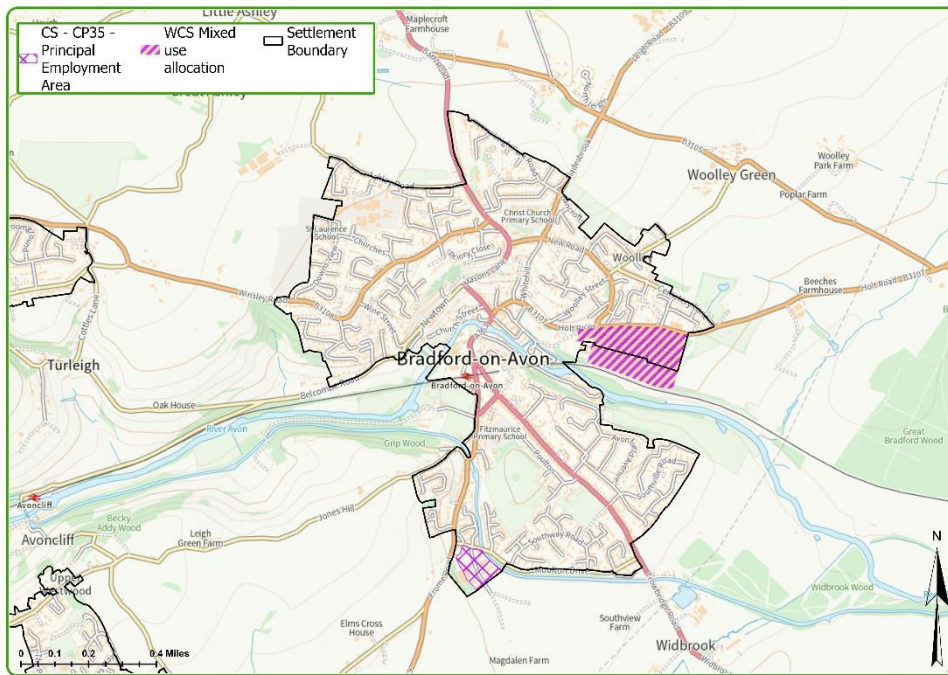


Figure 3. Current development plan allocations in Bradford-on-Avon

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Bradford on Avon has developed over recent years is in summary:

Bradford on Avon is small market town heavily constrained in environmental terms by the position of the greenbelt that surrounds the town. There have been several large-scale developments in housing and employment growth at the town, as planned for in the Wiltshire Core Strategy. The priority for the town is delivering a moderate scale of growth, to help sustain and enhance current levels of services and facilities and promote better levels of containment, whilst maintaining the historic and landscape values of the town.

A set of Place Shaping Priorities (PSPs) address the matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Bradford on Avon Town Council, and wider consultation with the community and other stakeholders, carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP 1 Employment: Delivery of employment growth and retention of all existing employment sites.

PSP 2 Affordable Housing: Provision of affordable housing to help reduce high levels of need in the town.

PSP 3 Air Quality: Improved air quality within the town centre of Bradford on Avon, reducing the impact of traffic, particularly within the Air Quality Management Area.

PSP 4 Historic Environment: Continue to conserve, maintain, and enhance the unique historic architecture and recognise and give proper attention to the landscape character of Bradford on Avon.

PSP 5 Walking and Cycling: Improve the pedestrian and cyclist environment through and around the town.

PSP 6 Design: Achieve high quality design in new buildings and the public realm that respects and responds to its context.

PSP 7 Climate: Addressing the climate emergency and enhancing biodiversity, using multifunctioning techniques such as natural flood controls e.g., flood plains.

PSPs sit alongside the spatial strategy for Bradford on Avon. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Bradford on Avon that guides development and the direction of growth.

PSPs therefore provide a succinct, strategic context, within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan, with the function of neighbourhood plans, prepared by town and parish councils, setting more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how, and more precisely where, development will take place, as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy³, respond to concerns about the loss of greenfield land, coupled with the significant environmental constraints which restrict the availability of land for development.

The new strategy identifies a requirement of 140 homes for the plan period 2020 to 2038. A decrease in rates of house building, compared to the Wiltshire Core Strategy, is justified moving forwards. This requirement should be able to be met through the provision of small

³ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

and medium sized sites peppered around the town. Should this not occur a reserve site has been identified.

The Employment Land Review⁴ concludes that there are no available sites in Bradford on Avon, but there are sites at Trowbridge and Westbury that can accommodate forecast growth in this cluster of towns. (comprising 0.4-1.0 ha for offices and 0.4ha for industrial uses).

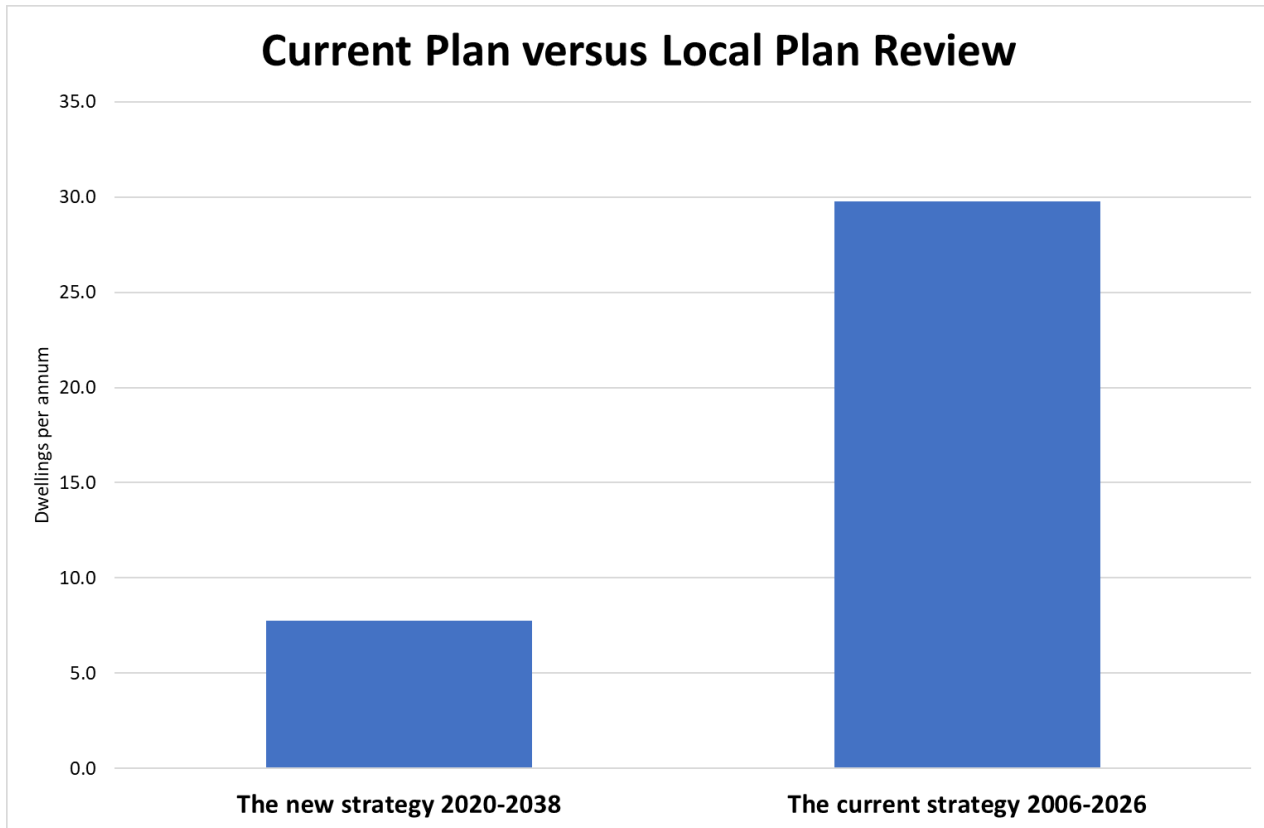


Figure 4. Wiltshire Core Strategy levels of growth compared with Local Plan Review levels of growth in Bradford-on-Avon

The growth planned for Bradford on Avon will help to support the vitality and viability of the town centre and increase the available mix and tenure of housing within the town. If it can be located as near to the centre as possible this will help to capitalise on growth.

Improvements to footpaths, cycleways and public transport can be provided in conjunction with development. Growth can be guided to ensure continued investment in the town centre. This would accord with PSPs 3 and 5 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace but to refurbish and re-purpose existing retail instead.

⁴ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

3. Local Plan Proposals

Protecting the environment

Bradford on Avon is surrounded by Greenbelt and consideration must also be given to the colonies of bats, relating to the Bath and Bradford on Avon Bat SAC. These present significant environmental constraints to the outward expansion of the town. The Plan recognises, and protects, their importance and any future growth of the settlement must conserve both landscape and scenic beauty and give protection to bats species.

Whilst brownfield development proposals are preferred, unfortunately there are no sites put forward for us to assess. Careful consideration has been given to the potential impacts of any new development on traffic congestion within the town and that these developments are well connected to the town centre, allied with scope for provision for sustainable transport and active travel routes to the town centre and railway station, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

From the reduced scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left, and necessary to plan for, is called the residual requirement. When the number of homes built and in the pipeline are deducted, it leaves a further 80 homes to be accommodated at Bradford on Avon up until 2038.

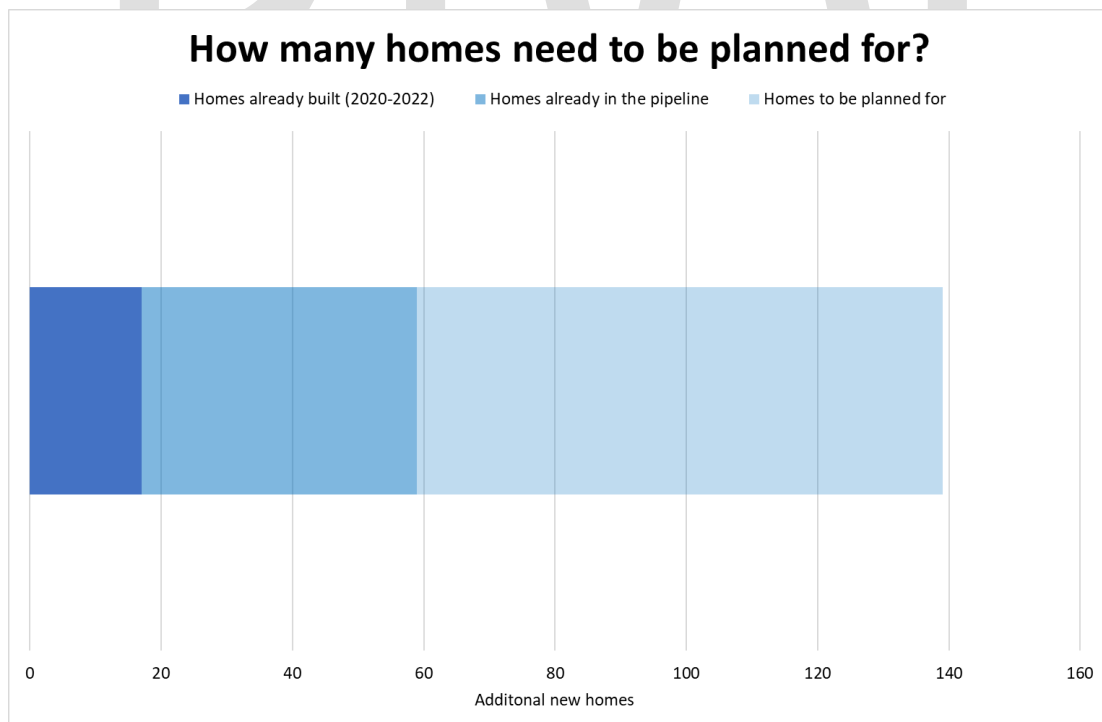


Figure 5. Calculating how many homes need to be planned for in Bradford-on-Avon.

Selecting sites

Two sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal. The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

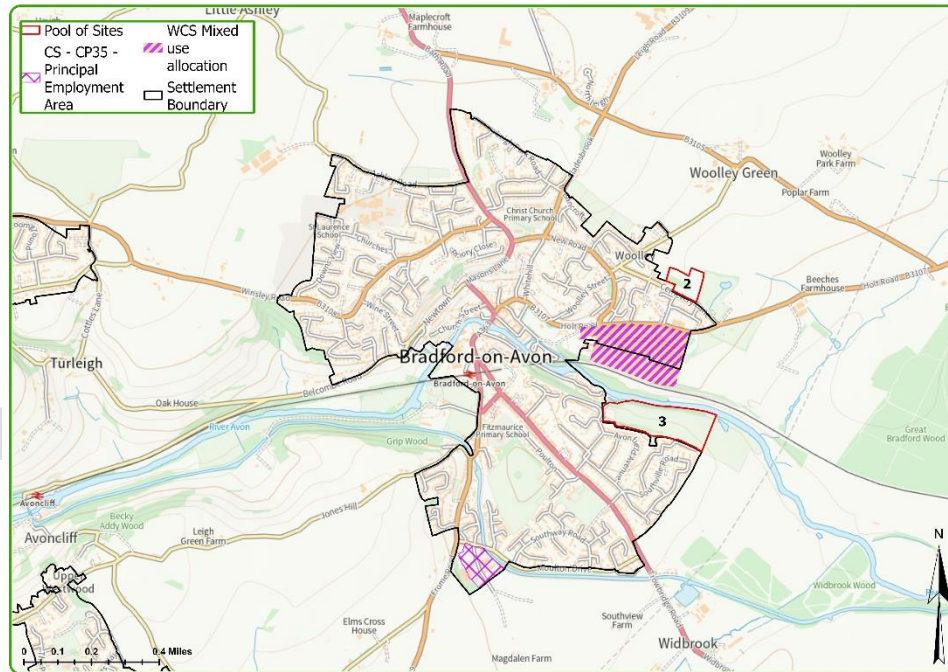


Figure 6. The pool of sites for sustainability appraisal at Bradford-on-Avon

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits.

Sustainability appraisal therefore ranked sites by their social, environmental, and economic effects. The site selection was also informed by how well each site was likely to perform against the settlement's PSPs.

The Sustainability Appraisal showed both these greenfield sites had a range of effects. Site 2, Land North of Holt Road, and North of Cemetery Lane was comparable to Site 3, the Former Golf Club, against most criteria except landscape, where it scored slightly worse.

However, Site 2 was assessed as having a major adverse outcome and that, at development capacity, it would likely render allocation and development of the site unfeasible with regards to bat mitigation. The site is likely to be used for commuting and as a foraging habitat for a range of bat species, including Annex II species. It may also be used by roosting bats. The central and western area of the site is mapped as broadleaved woodland, while hedgerow with broadleaf trees, delineate the eastern boundary of the site and the eastern section of the northern boundary. A long-established broadleaved tree line, with sections of low hedge bank, borders the southern boundary of the site along Cemetery Lane. This would constitute priority habitat that should be retained, with wide buffer/ecological protection zones. These

buffers should remain unilluminated or subject to additional light spill and be retained as 'dark corridors.

Based on this evidence Site 2 was removed from further assessment at Stage 3 of the process. This left Site 3, the Former Golf Club, the only remaining site to be further assessed.

Site 3 performed well against the PSPs due to the site having strengths against three of the PSPs – the provision of affordable housing, protection of the historic architecture of the town and the possible delivery of well-designed homes, especially in relation to climate change and energy efficiency. The site scored neutral against the PSPs relating to employment and improving pedestrian and cycleways. The site is close to the town centre which could allow residents to use active travel and access public transport. However, the main access of the site, would be via Greenland View, with a secondary access to Mythern Meadow, which could increase traffic on Trowbridge Road and therefore any traffic going to Bath would likely go through the AQMA. This is a notable weakness.

The methodology and detailed assessments made in the site selection process are all explained in Appendix 2. The SA process, and its results, are contained within the Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)⁵

What development is proposed?

The plan recognises that, at some main settlements, the supply of greenfield sites is either severely limited (for example because of green belt designation) or the release of land needs to be managed particularly carefully, minimising its use so as not to harm the overall character and setting of a settlement.

At Bradford on Avon, the main constraint to outward urban expansion is the West Wilts Green Belt. As a result, no allocations are proposed in this plan. Instead, sites of less than 10 dwellings are being relied upon to deliver the 80 dwellings.

Reserve Site

Reserve sites are proposed at main settlements and will only be released for development should, for any reason, other allocations be delayed or the contribution from small sites fail to materialise. A strategic policy of the Plan sets out precisely, in what circumstances and under what conditions, a reserve site may obtain planning permission.

At Bradford on Avon, Site 3 Land at Former Golf Club is identified as a reserve site.

On current evidence, there is only a small need for employment land in Bradford on Avon and, whilst no sites have been identified currently, there is a surplus number of sites that may accommodate the need within the locality of Trowbridge and Westbury.

Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

proposals of the Local Plan Review. Currently the Town Council are looking at whether to review the adopted Neighbourhood Plan for Bradford on Avon.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses, found in the central area, function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Plan defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Bradford on Avon is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

Bradford on Avon town centre has an attractive and rich historic character. There is a strong independent market which serves locals. The unique offer, in combination with the charming environment, are key draws for tourists. The current assortment of frontages is an important aspect of the town centre's character and should be maintained over the plan period. The main vehicular through route is positioned within the town centre and is associated with air quality issues. Nonetheless, the central area boasts quite good public transport links and active travel routes.

The Retail and Town Centres Study indicates a sufficient supply of retail floor space. Whilst there are limited opportunities for retail floorspace growth, there is a need to maintain the independent niche element and the strong range of provision. The very good health of the town centre should, as far as possible, be protected and supported over the period to 2036 and will form a key consideration for any proposals for new food stores. There could be potential to grow the food and beverage market over the plan period.

There are limited opportunities for growth and regeneration of the town centre. Opportunities for enhancement are apparent in other forms, such as through growth of tourism and enhancements of blue and green infrastructure pathways, such as the Kennet and Avon canal. This could encourage active travel to other towns, such as Trowbridge and Bath, improving the health and wellbeing of the community, whilst potentially improving the

air quality of the town. The implementation of the Bradford on Avon Cycling and Walking Infrastructure Plan will play a key role in supporting measures to reduce car dependency in the town centre.

The Bradford on Avon Neighbourhood Plan identified 'areas of opportunity' within the town centre, including the train station car park. The review of the Bradford on Avon Neighbourhood Plan will consider a detailed framework for this site, and any other small/medium scale site opportunities within the town centre, which could support the long-term health and resilience of the central area.

The Wiltshire Retail and Town Centres Study (WRTCS)⁶ concludes that, overall, Bradford on Avon is considered to be a healthy town centre and based on shopping trends and growth in catchment spending, no allocations for additional retail floorspace are required.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council, as local planning authority, determines their planning applications in accordance with the Local Plan. It also determines them in accordance with the policies of a Neighbourhood Plan, that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Bradford on Avon that have been devised in consultation with Bradford on Avon Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the

⁶ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

Currently the Town Council are looking at whether to review the made Neighbourhood Plan for Bradford on Avon. There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Bradford on Avon neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁷. Ten per cent of the scale of growth suggests a baseline requirement of around 15 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Bradford on Avon neighbourhood area requirement (2020 to 2038)	15
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Local Infrastructure

The growth of Bradford on Avon needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the

⁷ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to address growth proposals for Bradford on Avon, as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

There are currently only a small number of surplus places in the Bradford on Avon primary schools, with limited scope for expansion. St Laurence Academy is at capacity but there is some scope for small scale expansion to meet the demand for up to 300 new homes.

Sustainable transport

The A363 runs through Bradford on Avon and provides a link to Bath (and the M4) to the north via the A4, and to Trowbridge to the south, and thence to the A350 at Yarnbrook. Bradford on Avon is also served by a number of radial B roads: the B3107 connects the town to Melksham and the A350 to the east, the B3109 links the town to Corsham in the north and Frome to the south, and the B3108 links Bradford on Avon to the village of Winsley and the A36 to the west.

The town is relatively well served by bus routes. The D1 service runs frequently between Bath and Warminster via Bradford on Avon, Trowbridge and Westbury with an extension to Salisbury every 2 hours.

Bradford on Avon rail station is well served by the Cardiff to Portsmouth and Bristol to Weymouth services. These provide direct links to Bath, Bristol, Trowbridge and Salisbury.

Current constraints and/or local concerns are:

- The A363 crosses the River Avon on Town Bridge, the only road crossing of the river in the town. The roads in the historic town centre are very narrow and, with a daily traffic flow of 20,000 vehicles, this leads to congestion at peak periods. Three out of five vehicles originate outside the town.
- The high volume of traffic, together with the narrow streets and footways, has resulted in the town centre being dominated by vehicles and having a poor pedestrian environment.
- Due to the high traffic flows, an Air Quality Management Area (AQMA) has been declared in the town centre.
- Peak hour delays on the A363 also affect bus services.
- Rail services do not connect directly to Chippenham or Swindon.
- The historic fabric of Bradford on Avon, its hilly topography, and numerous environmental constraints (River Avon, Kennet and Avon Canal and railway line) restricts pedestrian and cycling connectivity.

- Facilitating future development growth would increase pressure on the A363 through Bradford on Avon, causing more congestion and potentially exacerbating the existing air quality issues.

Opportunities:

- The A363 through Bradford on Avon is identified in the Department for Transport's Major Road Network (MRN) consultation. The MRN status provides the potential opportunity to secure funding to improve the function of this section of MRN.

Health and social care

There are capacity issues within Bradford on Avon. There is one General Practitioner surgery in Bradford on Avon. The buildings are considered to not be fit for purpose. A new building is required.

Utilities

Electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy and further investment to reinforce the current infrastructure.

With regard to the foul water network capacity, development at Bradford on Avon may lead to the need for an investment scheme in AMP8. Capacity is likely to be available for a moderate proportion of the residual requirement for Bradford on Avon, beyond which improvements are highly likely to be required. Significant foul water infrastructure may cross sites.

Appendix 1 Policy Context

Strategic policy	Title	RETAINED, REPLACED or DELETED
WCS Core Policy 7	Spatial Strategy for Bradford on Avon Community Area. Principal Employment Areas: Treenwood Industrial Estate and Elm Cross Trading Estate.	Replaced with Policy 57 Bradford-on-Avon
West Wiltshire District Plan Policy R10	Poulton Field, Bradford on Avon	Replaced by Policy 84 Open Space
West Wiltshire District Plan Policy CF9	Bradford on Avon Police Station. The policy safeguards an area of land to the west of the fire station, in Bradford on Avon, for a police station.	DELETE
West Wiltshire District Plan Policy SP1	Town Centre Shopping	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP4	Primary Retail Frontages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP5	Secondary Retail Frontages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP6	Local Shopping in Towns and Villages	Replaced with Policy 68 Managing Town Centres

West Wiltshire District Plan Policy TC1	Upper Floor Uses in Town Centres	Replaced with Policy 68 Managing Town Centres
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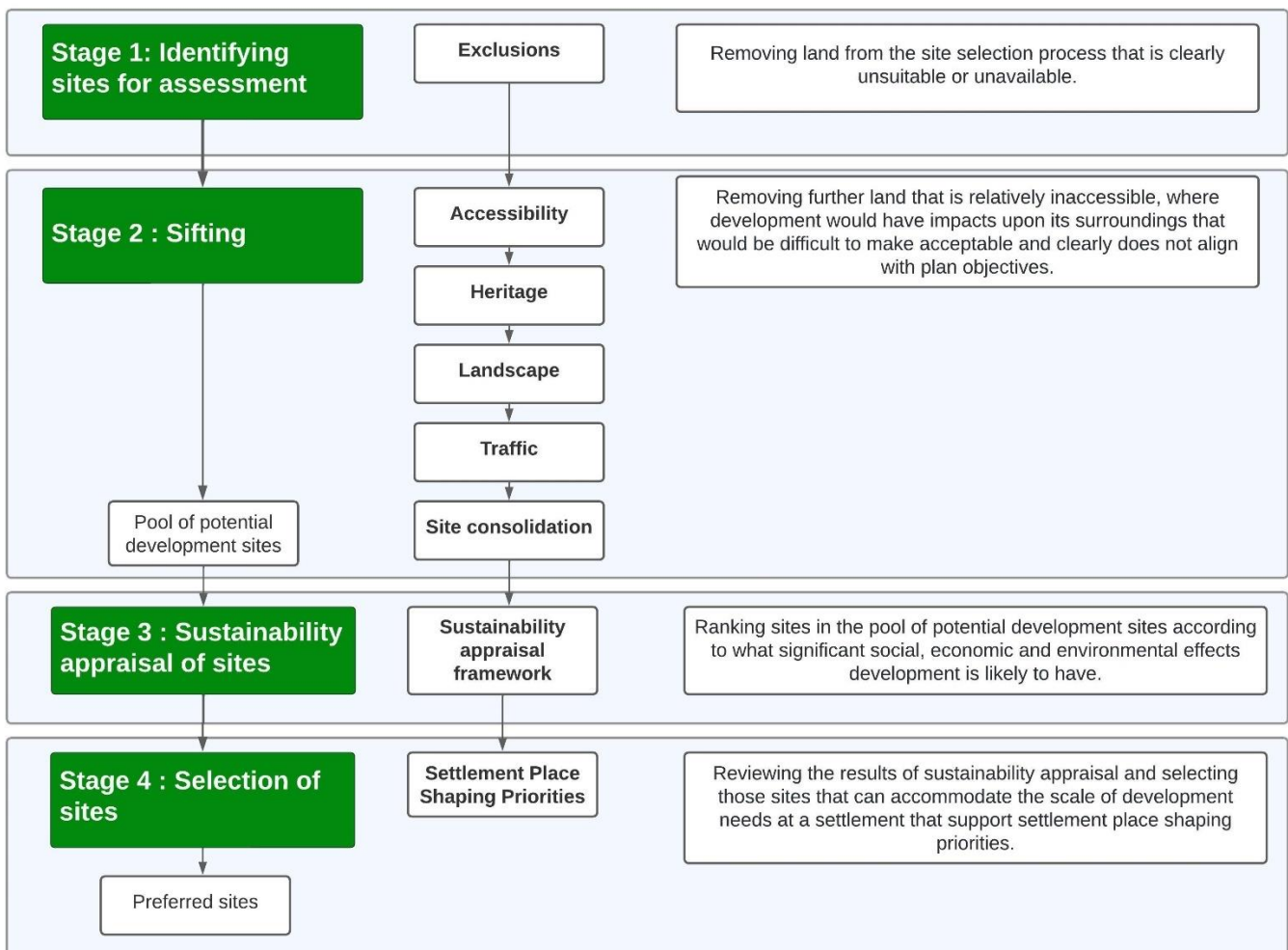
Appendix 2 Site Selection

Site Selection: Bradford on Avon

The purpose of this appendix is to explain the site selection process at Bradford on Avon, which has taken place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁸ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁹. Plan preparation, and not the SHELAA, determines what land is suitable for development, through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The map below shows the SHELAA sites that were considered through the site selection process at Bradford on Avon.

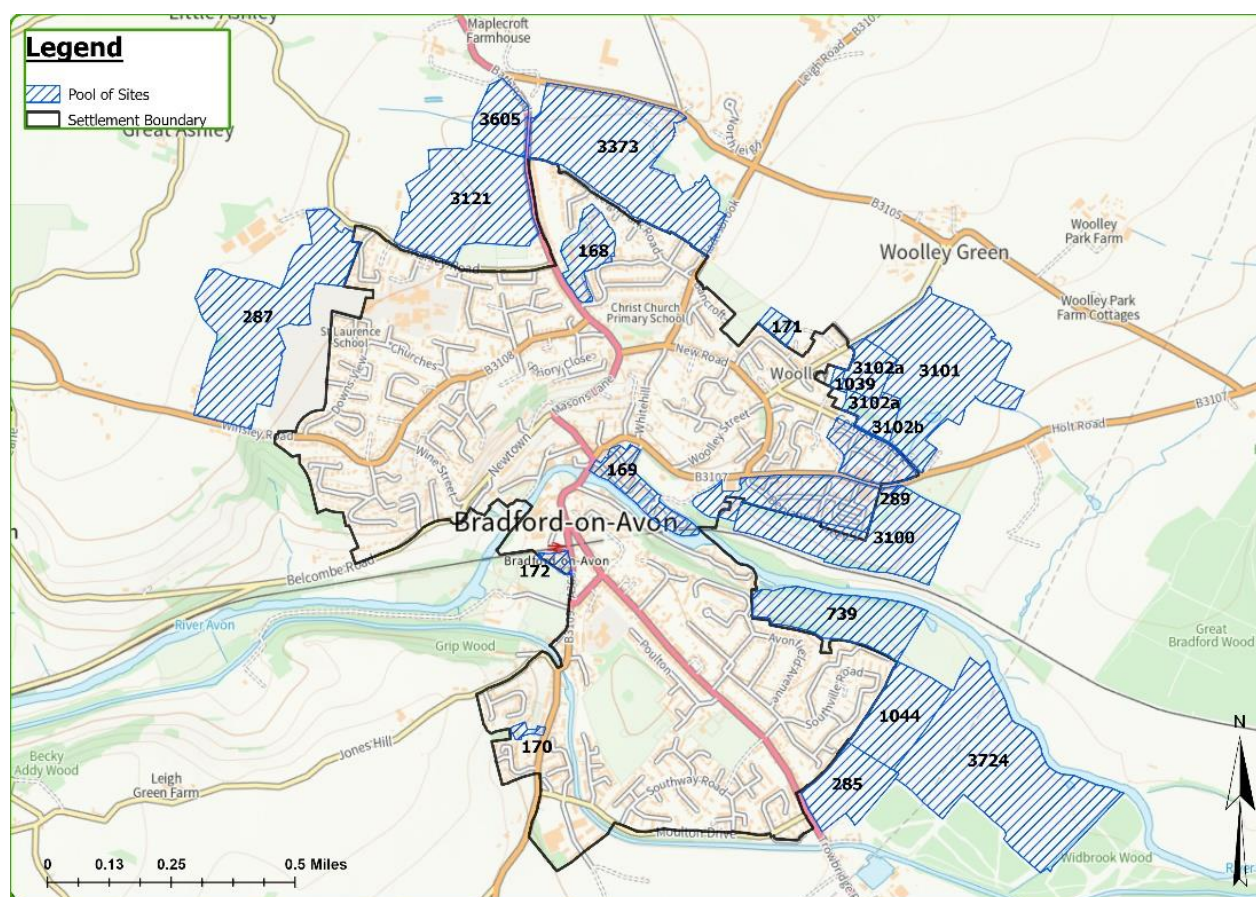


Figure 7. The pool of sites at the stage of the site selection process at Bradford-on-Avon

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

⁸ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁹ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constituted unsuitable land for development if they were unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology. While sites at High Post do not adjoin the built edge of a main settlement, the sites were considered to have strategic potential that warranted further testing through the site selection process.

Nine sites at Bradford on Avon were excluded at Stage 1.

Site name	Reason for removal at Stage 1
168	Site built out. Unavailable.
169	Site comprises land already built out for residential and employment. Unavailable
170	Site comprises land already built out for residential. Unavailable
171	Landowner response to January 2021 consultation. Land no longer available.
172	Land no longer available.
285	Land within the Greenbelt. Unavailable.
287	Land within the Greenbelt. Unavailable.
289	Site comprises land already built out for residential and employment. Unavailable.
1044	Land within the Greenbelt. Unavailable.
3100	Land within the Greenbelt. Unavailable.
3101	Land within the Greenbelt. Unavailable.
3121	Land within the Greenbelt. Unavailable.
3373	Land within the Greenbelt. Unavailable.
3605	Land within the Greenbelt. Unavailable.
3724	Land within the Greenbelt. Unavailable.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹⁰) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The

¹⁰ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

criteria considered at Stage 2 were related to **Accessibility and Wider Impacts** and **Strategic Context** and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example, if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained, or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm, was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

The assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement, to be ruled out.

Context criteria	Detail
Long-term pattern of development	Historically, Bradford on Avon has developed along the line of the River Avon but has seen limited growth over recent years, with the most notable extensions occurring during the 1960s – 1980s around the southeast and northwest of the town.

	<p>More recently, the Kingston Mills site has been redeveloped, to create a mix of retail, office and residential uses and the allocated site in the Local Plan, Land off Holt Road, has also been built out. The latter is located in an area to the east of Bradford on Avon that was excluded from the Green Belt in the West Wiltshire District Local Plan 2004, so that it could be safeguarded for longer term development.</p>
<p>Significant environmental factors</p>	<p>The Western Wiltshire Green Belt covers a significant area, close to the settlement boundary of Bradford on Avon, and is a significant constraint to development.</p> <p>Air quality/traffic congestion is an issue for the centre of the town (particularly where Market Street meets Sliver Street where an AQMA has been designated). The potential for new development to help to alleviate this issue should be considered.</p> <p>Bradford on Avon is known as an historic woollen town, but there is evidence of occupation since the Roman period. St Laurence Church, one of the few remaining buildings in the country dating from the Saxon period, is located close to the town centre.</p> <p>The history and distinct vernacular of the town, and its setting, is popular with tourists. This is reflected in the large Conservation Area for Bradford on Avon, which covers a large proportion of the town and extends to the limits of development in a number of places. There are some areas of flood risk associated with the river Avon, which flows through the centre of the town. The local area also has strong links with the Bath and Bradford on Avon Bats Special Area of Conservation.</p>
<p>Scale of growth and strategic priorities</p>	<p>The scale of growth is relatively low, reflecting land availability and constraints to development at Bradford on Avon.</p> <p>Place shaping priorities include:</p> <ul style="list-style-type: none"> • Delivery of employment growth and retention of all existing employment sites • Provision of affordable housing to help reduce high levels of need in the town. • Improved air quality within the town centre in Bradford on Avon, reducing the impact of traffic, particularly within the AQMA. • Continue to conserve, maintain and enhance the unique historic architecture of the town of Bradford on Avon • Improve the pedestrian and cyclist environment through and around the town. • Achieve high quality design in new buildings and the public realm that respects and responds to its context.

	<ul style="list-style-type: none"> Addressing the climate emergency and enhancing biodiversity, using multifunctioning techniques such as natural flood controls e.g. floodplains.
Future growth possibilities for the urban area	The Green Belt is a significant constraint to development at Bradford on Avon which, in combination with Local Green Spaces designated in the Bradford on Avon Neighbourhood Plan, means that there are a limited number of realistic options for meeting future housing and employment needs at the town to 2036. Brownfield development is likely to continue to play a key role in meeting the town’s housing needs.

Trowbridge HMA: Bradford on Avon Sites Assessment:

Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
739	Former Golf course						This is the largest site of the remaining options under consideration. Flood Zones 2/3 cover a marginal area towards, the northern edge of the site. The site is, however, also the location of an historic landfill (ref EAHLD09639) and, particularly given the relationship of the site with the adjacent river, there is a potential risk associated with contaminated land and land stability issues. The accessibility criteria for the site scores ‘amber’ but the assessment of accessibility at this stage is limited to proximity, rather than physical access or route. Achieving suitable physical access for the site is, however, likely to be challenging. The only access would be through the existing housing estate onto the existing junction with Trowbridge Road. It would also mean that westbound traffic would need to travel through the AQMA. Currently insufficient reasons to discount this site against the criteria for this stage. These issues will need to be fully considered in subsequent more detailed assessments.	✓
1039	Land adjacent to Holt Road						This site is relatively small and lies adjacent to site 3102a. As such, it is subject to the same constraints to development in relation to its physical accessibility (see below commentary on site 3102a). It is, however, unconnected to site 3102a, with the area in between (that falls within	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>the original footprint of site 3102a), designated as Local Green Space. The site is a rear garden of an existing house in a Conservation Area. It has large existing trees that provide a setting to the building. Development of this site would affect both the setting of the Conservation Area to the west and the local green space to the north. The Conservation Area Character Assessment notes the importance of views across this open area within the settlement and the importance of scattered fruit trees (remnants of former orchards) in contributing to the historic character of the area. Exclude from further consideration on landscape and heritage grounds.</p>	
3102a	Land North of Holt Road and North of Cemetery Lane						<p>The site is open to the north, with views across the Avon Valley and clay vales. The Wooley Conservation Area is within 100m of the site, to the west, so development of the site could potentially affect its setting. A large area of the site has established tree cover, which may limit the developable area. There may, however, be opportunity to enhance Local Green Space to the north.</p> <p>There is no access to this site via Cemetery Lane, which runs along the southern boundary of the site, because this road will be closed for vehicular access as part of the construction of the 'Bellway' development on site 3102b. It has also been established that access, via Woolley Street, through a Local Green Space covering the north of the site and designated as such in the adopted Neighbourhood Plan, would be unsuitable. This was established through the recent determination of withdrawn and refused planning applications. The site is also sensitive, in landscape terms, and adjacent to the Wooley Conservation Area. Recent decision (19/09366/OUT) refused planning permission for housing development of this site. However, the feasibility of crossing the pedestrianised lane, or the creation of a pedestrian/ cycle overpass to enable the site to gain acceptable access to the highway, will need to be considered at a later stage of assessment. Insufficient reasons to exclude at this stage so carry forward for further assessment.</p>	✓

Of those sites that are taken forward, it was appropriate in some cases to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
2	Land North of Holt Road and North of Cemetery Lane	3102a
3	Former Golf course	739

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal (SA), by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the SA methodology is provided in the Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)¹¹, including the detailed assessments made for each site. [Monitoring and evidence - Wiltshire Council](#)

SA enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the SA criteria used.

The table below shows the SA conclusions for the reasonable alternative sites that were assessed. The overall SA score is shown in column 3 of the table.

The SA weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the SA concludes that development would result in one or more ‘major adverse effect’ (highlighted in red with a triple negative).

At Bradford on Avon, the SA identified that there were likely major adverse effects arising from the development of Site 2 within the pool of sites due to the impact of

¹¹ The Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

protected species. Therefore, only one site was taken forward for further consideration at Bradford on Avon.

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Planning For Bradford on Avon

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Bradford on Avon: Table showing summary of assessment scores listed in order of site sustainability performance (More ▾ Less)

Page 66	SITE	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
	2	- 11 (=1st)	---	-	--	--	-	0	-	-	+	-	-	+
	3	- 11 (=1st)	--	-	--	--	-	0	-	--	+	-	-	+

Stage 4 – Selection of Sites

Stage 4 enabled the results of the SA outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan's objectives for each community – in particular, the identified 'Place Shaping Priorities'. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The SA identifies that Site 2 was likely to result in major adverse effects in respect of ecological impacts. Therefore, this site was removed from further consideration with only one site being taken forward for assessment at Stage 4.

The outcome of Stage 4 refined the results of the Stage 3 SA, by assessing the remaining site against the Place Shaping Priorities.

Broad proposals were then developed for the preferred site, which in this case is identified as a reserve site. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

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Site	SA Rank	PSP1 Employment	PSP2 Affordable Housing	PSP3 Air Quality	PSP4 Historic Architecture	PSP5 Pedestrian and cyclist environment	PSP6 High quality design	PSP6 Climate Change
Site 3	2	Neutral	Strength	Weakness	Strength	Neutral	Strength	Strength
Page 68		The site is promoted for residential use only therefore will not deliver employment growth nor take from existing employment space. Unlikely to affect this priority.	Delivery of approximately 200 new homes both market and affordable.	The site is close to the town centre which could allow residents to use active travel and access public transport. However, the main access of the site, would be via Greenland View, with a secondary access to Mythern Meadow, which could increase traffic on Trowbridge Road and therefore any traffic going to Bath would likely go through the AQMA.	The site should not impact upon the historic architecture of the town and could be designed to b in fitting with the town.	The concept plan illustrates the footpaths that run through the site. Although this enables people to use active travel, it doesn't improve upon what already exists, as the priority states.	It would be possible to deliver homes that are designed to a high quality, especially in terms of energy efficiency.	Opportunities for development to consider Bradford on Avon's local climate and environmental emergency pledges.

Planning For Bradford on Avon

The outcome of Stage 4 of the site selection process for Bradford on Avon can be summarised under the 'What development is proposed' section earlier in this paper; concluding that the following site has emerged as a reserve site at Bradford on Avon:

- Land at Former Golf Club

The map below illustrates the outcome of the site selection process (Stages 1-4) at Bradford on Avon.

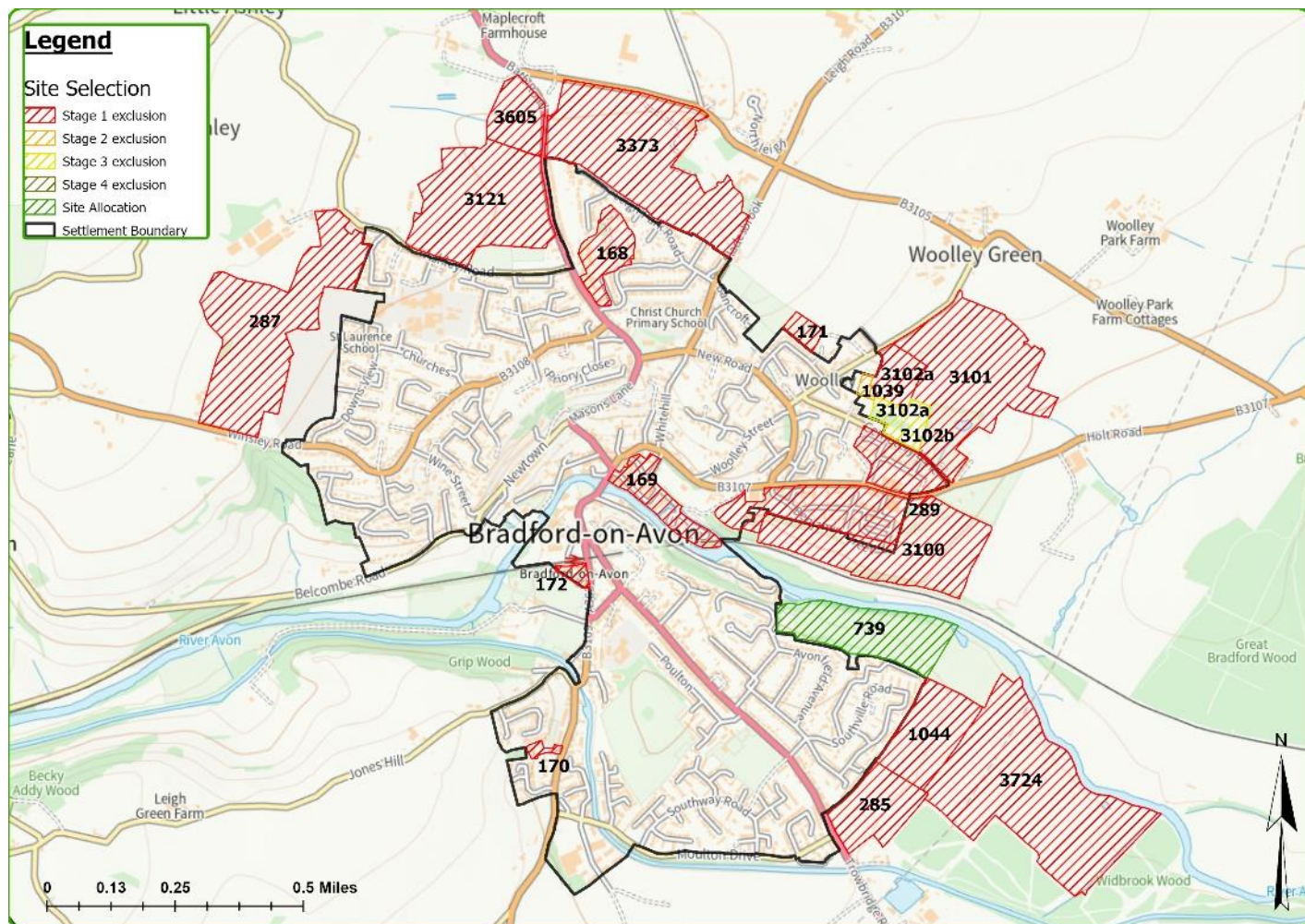


Figure 8. The results of the site selection process at Bradford-on-Avon

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Planning For Calne

July 2023

1. Introduction

‘Planning for Calne’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the current policy context that has informed the place-based policies for Calne within the Plan, as follows:

Policy	Title
9	Calne
10	Land off Spitfire Road
11	Land to north of Spitfire Road

The Plan sets out what local priorities will shape development and future growth in Calne (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on, not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Calne - Context and challenges

Population	19,100 ¹	4th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

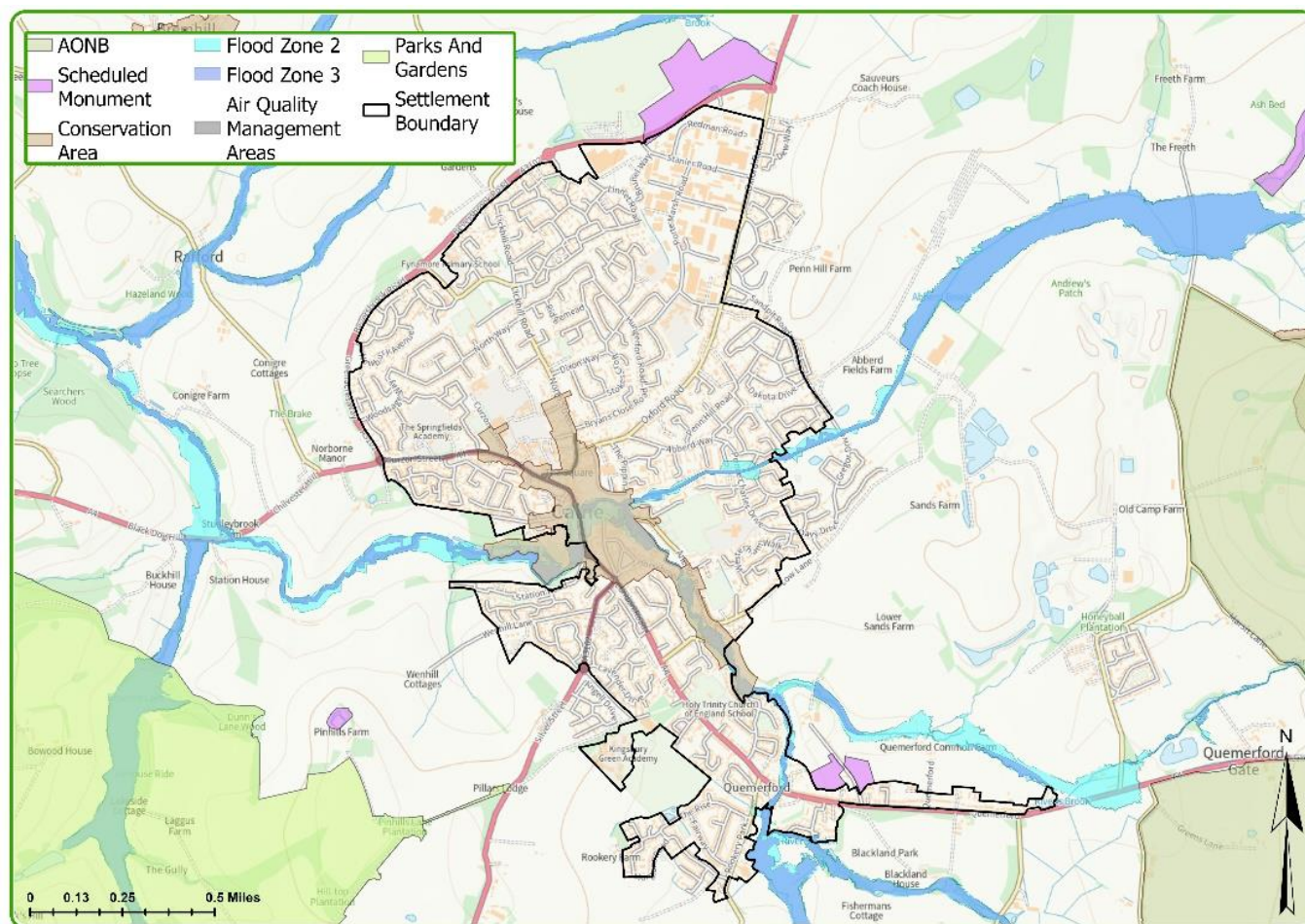


Figure 1. Environmental constraints and designations at Calne.

¹ [Census 2021, ONS](#)

The town is located in close proximity to the west of the North Wessex Downs Area of Outstanding Natural Beauty (AONB). Expansion of the settlement must conserve its landscape and scenic beauty, having regard to its setting.

The town is situated on the River Marden and development must avoid flood risk areas (zones 2 and 3 as shown above).

Bowood House and historic gardens lie to the south and west of the town. The protection of this and other heritage assets and their settings include the scheduled monuments of medieval settlements at Beaversbrook Farm and Quemerford, north and south of the town respectively.

There is a major waste and quarry site to the east of Calne between the town and the AONB.

Calne is one of the oldest market towns in Wiltshire. It provides an attractive and important centre for the surrounding area. The River Marden has potential as a significant Green and Blue Infrastructure asset. The town centre is within Calne Conservation Area and notable buildings include St Mary's Church, an array of listed properties on The Green and Calne Town Hall.

The A4 passes through the town. It has peak time traffic congestion leading to air pollution and the designation of an Air Quality Management Area (AQMA) in the town centre. Development at the town should not worsen these conditions.

How has Calne developed?

During the late 1990s and early 2000s, Calne saw rapid expansion compared to most other towns in the County. The Lansdowne Park housing development (completed in early 2007) substantially increased the size of the town.

The following diagram shows how much housing has been delivered in Calne from 2006 to 2022.

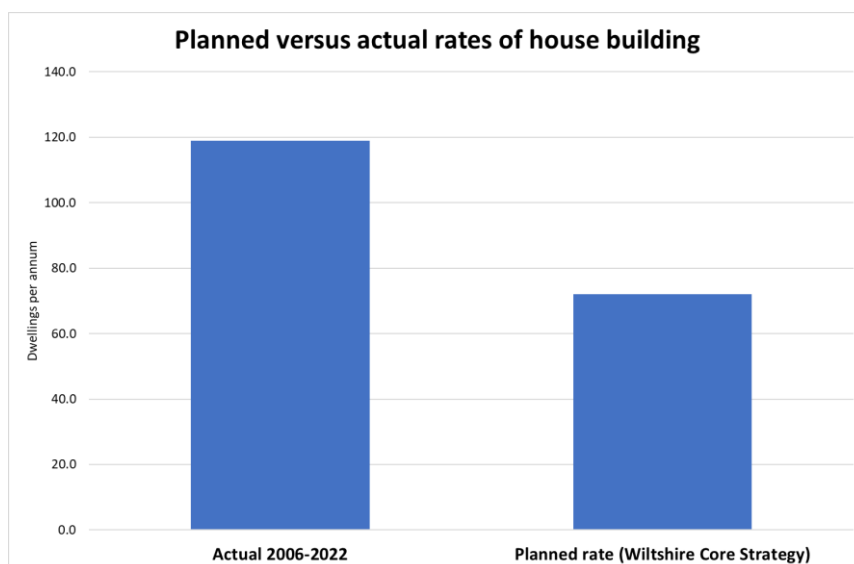


Figure 2. Wiltshire Core Strategy planned growth against actual rates of house building at Calne.

Calne has continued to see significant housing growth particularly to the east of the town, along Oxford Road and Sand Pit Road. This has not been matched by the employment growth envisaged in the Wiltshire Core Strategy. While expansion of retail has not benefited the vitality and viability of the town centre, as this has come forward in out of centre locations to the north of the town, it has improved job opportunities locally and provides for greater choice, enabling more shopping trips to be undertaken at the town.

Larger businesses, reflecting a concentration in manufacturing, are concentrated in Porte Marsh Industrial Estate and land and premises are protected from alternative uses by designation as a Principal Employment Area (PEA). However, a small part of the PEA was lost to housing development at Brunel Way². The area saw Deceuninck expand back into its 110,000 sq. ft warehouse facility therefore supporting production growth at Stanier Road. However, job forecasts predict a continuing decline in the manufacturing sector on which many local jobs rely.

Permission has been granted, subject to the completion of a Section 106 Legal Agreement for ten business units, on the 3.2 hectare employment land allocated east of Beversbrook Farm and Porte Marsh Industrial Estate, but this has been in combination with a Lidl supermarket. The whole site is therefore not being delivered for the employment uses envisaged in the Core Strategy.

The town centre has benefited from regeneration projects in recent years, including provision of a new library and the completion of improvements to Calne Leisure Centre as part of the Community Campus and Hub programme. The reopening of the refurbished

² 0.73Ha. Planning Application N/12/03740/FUL

Planning For Calne

leisure centre completes the overall project, which also included work to the Calne Community Hub and Beversbrook sports facility.

The Wiltshire Retail and Town Centres Study (WRTCS)³ concludes that, overall, Calne is considered to be a town centre with a localised retail function whose catchment is influenced by the nearby higher order centre of Chippenham. Over recent years vacancies in the town centre have been a concern, being above the national average, although they have been falling. The closure of the Co-op store is a blow to the level of choice in the centre for convenience goods, with current proposals to replace it with residential properties and commercial/business units.

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. A new Asda Express, on the site of a former petrol station, is one example.

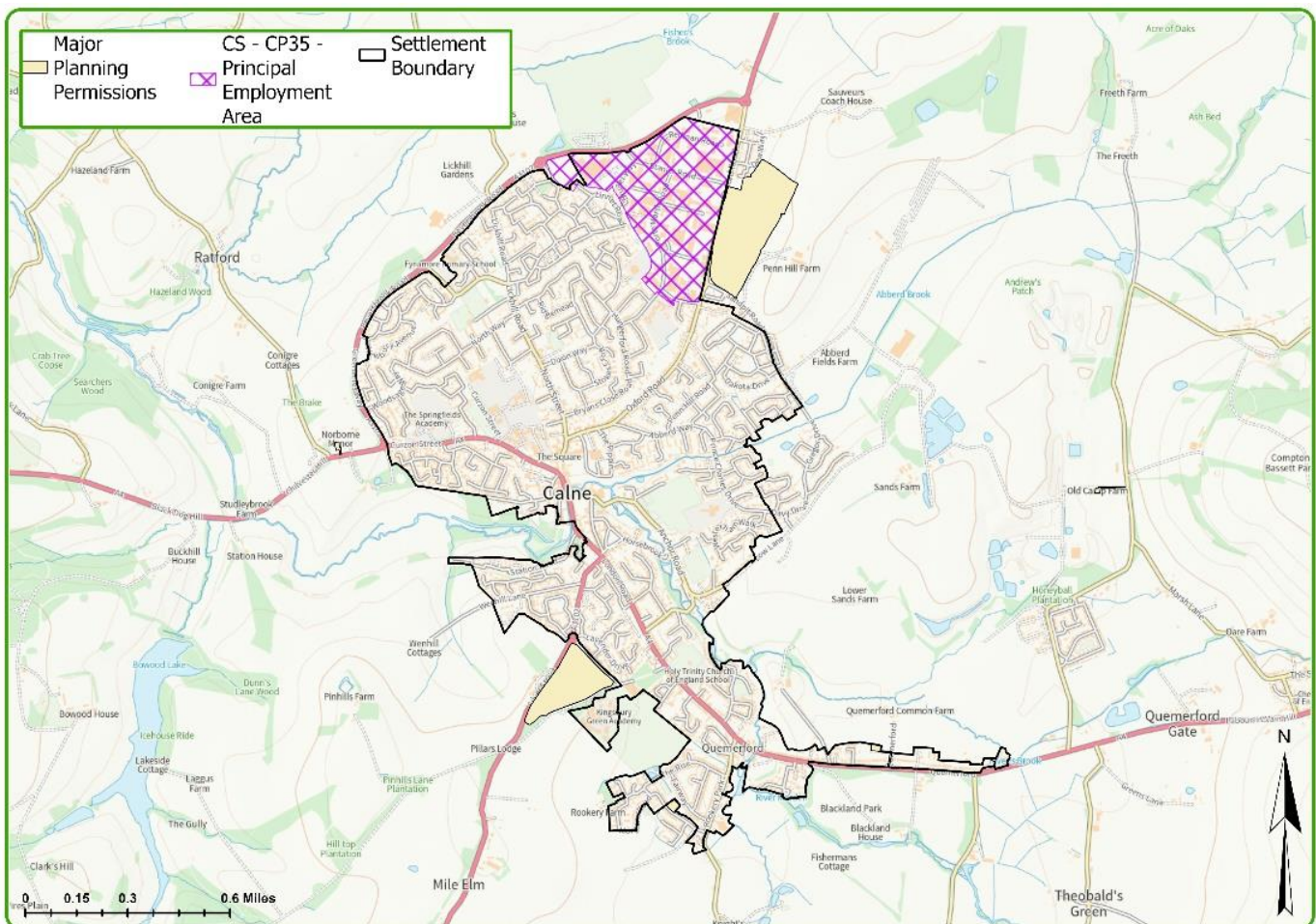


Figure 3. Current major planning applications and development plan policies at Calne.

³ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Calne has developed over recent years is in summary:

There are vulnerabilities at Calne from a concentration in manufacturing and by overshadowing from larger nearby town centres. Recent house building needs to be balanced with additional investment in business, services for the local community and a stronger town centre.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Calne Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Housing needs: A balanced approach to housing growth, that allows the wide-ranging housing needs of Calne to be met whilst preserving the special market town feel of the town, including its heritage and landscape qualities.

PSP2 Employment land: Protect existing employment land and provide new employment land, ensuring the role and function of Calne is maintained as an important local employment centre.

PSP3 Sustainable communities: Support development that is well connected to Calne town centre by sustainable modes of transport and encourage delivery of infrastructure such as primary schools, open space, allotments, land for cemetery space and NHS services to support sustainable communities.

PSP4 Transport: Ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air quality in the town centre.

PSP5 Calne Town Council Climate and Environmental Emergency Pledge: Minimise the impact of development and associated infrastructure on the environment to help to meet the Calne Town Council Climate and Environmental Emergency Pledge.

PSP6 Town Centre: be supported by the implementation of a Town Centre Masterplan to ensure continued investment in the town centre and improve the provision of town centre services, facilities and amenities, particularly the level and quality of retail outlets, hospitality venues and public spaces.

PSP7 Sustainable transport: Provision and promotion of sustainable transport and active travel, including new and improved bus routes and pedestrian and cycling routes.

PSPs sit alongside the spatial strategy for Calne. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Calne that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how, and more precisely, where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy⁴, respond to concerns about the population increasing more than anticipated rates, coupled with job growth not corresponding to the recent increase in new homes built at the town.

Fresh employment land would provide an opportunity to address the imbalance. The spatial strategy for Calne reflects the findings of an Employment Land Review⁵, which concludes there is an indicative forecast demand for around 3ha of employment land at the town (comprising 0.2 - 0.5ha for office and 2.7ha for industrial).

⁴ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

⁵ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

The new strategy identifies a requirement of 1,230 homes for the plan period 2020 to 2038. A reduction in rates of house building at Calne compared to the Wiltshire Core Strategy is justified moving forwards.



Figure 4. Wiltshire Core Strategy planned growth compared to the Wiltshire Local Plan Review planned growth.

The growth planned for Calne will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help.

Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 3, 6 and 7 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Calne is not significantly constrained in environmental terms when compared with other Market towns in the area - the proximity of the North Wessex Downs AONB to the east and south and Bowood House and Gardens to the south and west of the town are main environmental constraints to outward expansion. The Local Plan recognises and protects their importance.

Significant growth at Calne has been promoted for consideration as part of preparing the Plan on the basis that road improvements could relieve traffic congestion and improve the environment of the town centre. Further work, however, including detailed transport assessments, would be needed to ascertain whether or not improvements could be achieved in the town centre. Such concepts would also require increasing the scale of housing growth and this runs contrary to objectives to rebalance jobs and homes.

Careful consideration has been given to the potential impacts of any new development on traffic congestion and air quality issues along the A4 in Calne town centre. For these environmental reasons, as well as benefits for town centre trade (see above), development proposals are as well connected to the town centre as possible, allied to scope for provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

From the reduced scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left, and necessary to plan for, is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 630 homes to be accommodated at Calne up until 2038.

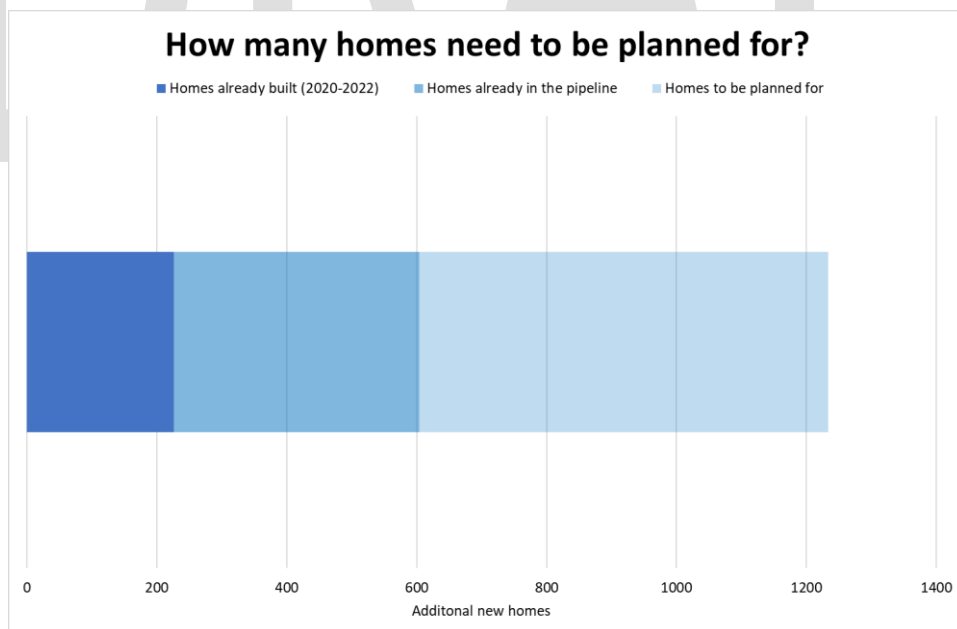


Figure 5. Calculating how many homes need to be planned for at Calne.

Selecting sites

Eight sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal. (See map).

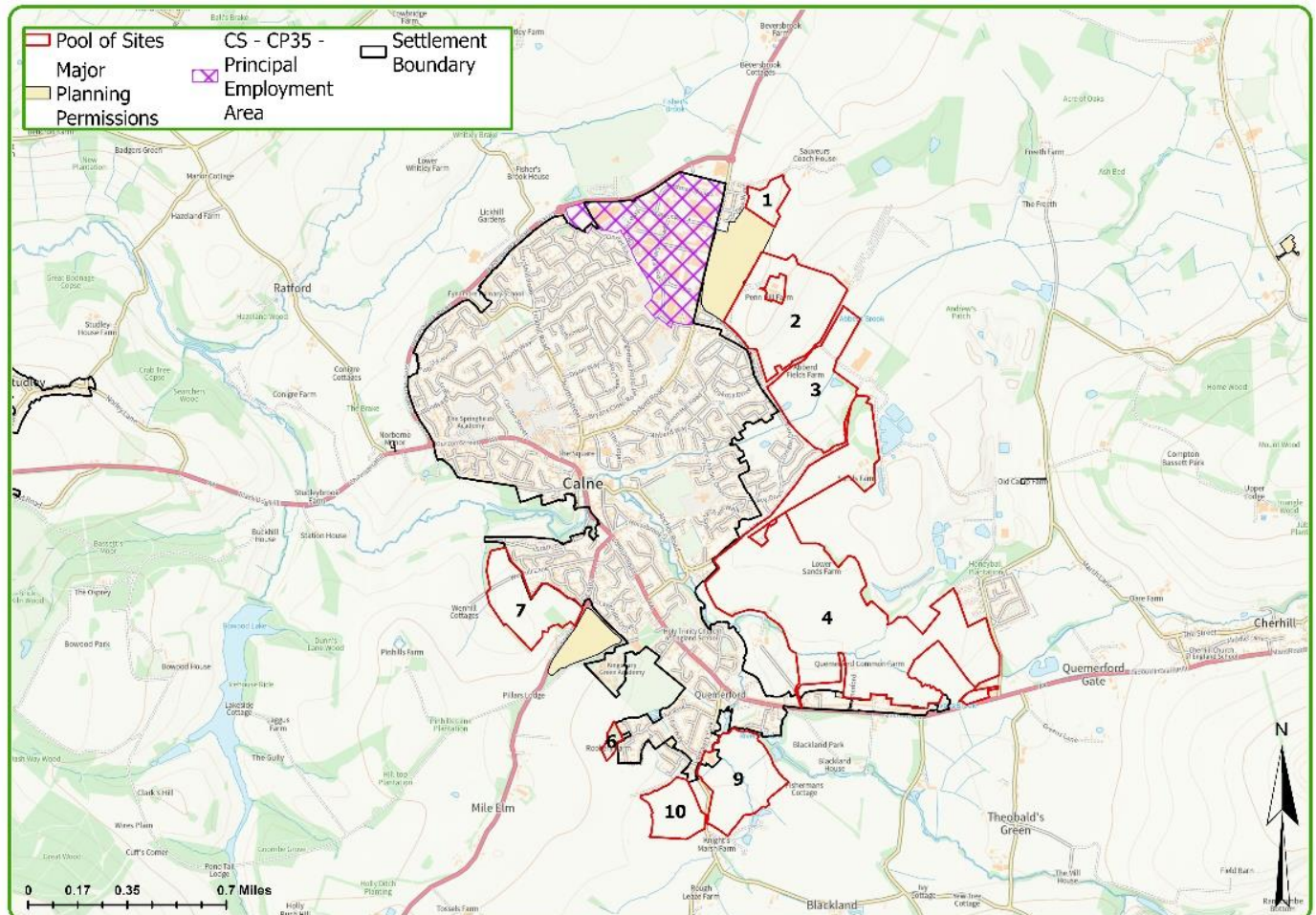


Figure 6. The pool of sites for sustainability appraisal at Calne.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability appraisal showed that all the sites had a range of negative environmental effects. They were all greenfield sites predominantly in agricultural use, except for Site 6 (Rookery Farm), which had the least adverse environmental effects. Site 1 (land south of High Penn track) had the next least adverse environmental effects. However, balancing

likely positive social and economic benefits against environmental effects, Site 2 (Land to north of Spitfire Road / Penn Hill Farm) performed better than Site 1. Sites 1, 2 and 3 (Abberd House Farm Buildings and Land) performed slightly ahead of others in terms of sustainability appraisal, including Site 6.

All the sites were then evaluated according to how well they could support the PSPs. Looking at the top three better performing sites from the sustainability appraisal, unlike the other two sites, Site 1 is not of a size that could include employment uses and it is a reasonable distance from the town centre with limited scope to improve connections. Whilst it would not significantly worsen congestion and air quality any more than another site, it did not offer scope to improve conditions either.

Sites that performed better in both sustainability terms and against the PSPs were Site 2 and Site 3. Both sites are considered likely to have some moderate adverse effects against some of the environmental objectives, but these effects can be effectively reduced through mitigation measures. In terms of benefits, both sites were considered likely to have major positive effects in terms of social inclusion, housing provision and for the local economy.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The sustainability appraisal process and its results are contained in a separate report⁶.

What development is proposed?

Sites 2 and 3 are more than capable of meeting the scale of residual requirements for both new homes and employment that should be planned for.

In due course, a review of the Calne Community Neighbourhood Plan is intending to allocate additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review. The overall amount of land earmarked for development will exceed residual requirements but will provide a good degree of contingency and flexibility, as well as a wider choice, in order to best ensure development needs are met.

The Local Plan Review, however, proposes the central, strategic, development proposals. They are explained below.

⁶ Wiltshire Local Plan Review Sustainability Appraisal Report July 2023

Site 2: Land to the north of Spitfire Road

Use	Scale/Area
Residential	Approximately 570 dwellings
Office	0.5ha
Education	0.3ha (80 place day care nursery)
Retail/Service	0.15ha (local centre)
Green space	Approximately 14.3ha
<p>Vehicular access is possible from both Sandpit Road and Spitfire Road</p> <p>Greenspace would include a range of children’s play areas. It would also include allotments and suitable alternative greenspace to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off-site.</p>	

The site’s main role is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes. The amount of housing provides good scope to provide a mix of housing types (PSP1)

Such a number of homes creates a new neighbourhood of the town that should have a local centre to include services and facilities to serve it. A small retail element would provide convenience without undermining the primary role of the town centre. Evidence shows there is a shortfall in nursery places and new nursery provision, of around 80 places, is necessary to enable development to go ahead. This may be situated at the local centre and co-located with new employment land.

An aim of the Plan is to provide opportunities for business (PSP2). The environment created by the housing development offers the opportunity of an attractive location for office uses, separate to new or existing industrial estates and capable of easy access from nearby. This would help broaden the town’s economic base and accord with PSPs.

The site is reasonably well connected to the town centre; approximately 1km for walking and cycling and there are already regular bus services within 250m. Residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. It is also in close proximity to a range of employment opportunities at Porte Marsh Industrial Estate. The proposals support Place Shaping Priorities for a balanced approach to housing growth, provision of employment, a more

vibrant town centre and sustainable travel choices. Development would support a potential new bus route being promoted from Oxford Rd, along Sand Pit Rd and connecting with Prince Charles Drive and Abberd Way to make a circular route back to the town centre. Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Traffic from this site is likely to contribute to elevated oxides of nitrogen, slowing recovery of the town centre's air quality. Funding contributions from a developer will be sought for measures that counteract possible negative effects.
- Noise and odour from the adjacent biomass process would be avoided by a design and layout that provides a good separation.
- As with all sites east of Calne, this site may require upgrades to drainage infrastructure connections.
- All development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- There is potential for development to be intrusive in the rural landscape setting where it encroaches east across the hillside towards the North Wessex Downs AONB. Reducing the amount of development on higher landform can reduce such impacts, alongside landscape buffers and retaining and enhancing hedgerows and trees as part of a mature landscape framework.

Site 3: Land off Spitfire Road

There is an existing supply of new employment land of just under 3ha. Additional employment land has been identified as a central component to planning for Calne going forward (see above). An indication of what amount comes from an assessment carried out on behalf of the Council by Hardisty Jones Associates. Their work forecasts a need for an additional 3.2ha for industrial and office floorspace.

Land within Site 2 will provide 0.5ha of land earmarked for office-type uses. That leaves a residual requirement of 2.7ha that should be more suited to industrial employment uses.

One site, Site 3, land off Spitfire Road, has been promoted specifically for employment use. The site selection assessment (see above) concludes that this area is well suited to development, and it is therefore being taken forward as a proposal in the Local Plan.

Use	Scale/Area
Industry and Office	2.7ha
Vehicular access is possible from Spitfire Road Site is adjacent to an existing industrial employment use with HGVs accessing onto Spitfire Road Part of the site comprises a derelict former farmyard and associated buildings	

An imbalance of population growth exceeding local jobs is a main concern of the Plan. Providing additional employment land is an important component that helps to address this. To allow scope for a mix of uses, away from other uses that may limit that scope, the whole site is proposed for employment uses which envisages various possible forms of industrial use. Maintaining the town’s role as a centre for employment is a place shaping priority.

As with Site 2, this site is reasonably well located in terms of access to the town centre and the potential for sustainable travel modes. As a destination, its location is also well related to existing and new homes, as well as businesses at Porte Marsh Industrial Estate. (PSP3, 4 and 6).

The site is within a reasonable walking and cycling distance from the town centre (approx. 1.2km) and there is already a bus stop with regular services to the town centre within approx. 800m of the site.

Development would increase the viability of a potential new bus route that has been promoted from Oxford Rd, along Sand Pit Rd and connecting with Prince Charles Drive and Abberd Way to make a circular route back to the town centre.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Protection and enhancement of existing hedgerows and trees throughout the site and overall layout and design should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
- All development to be located within Flood Zone 1 but a Flood Risk Assessment will be required to ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere. Development would need to be a suitable distance from Abberd Brook.

Planning For Calne

- Traffic from this relatively small site is likely to contribute slightly to elevated oxides of nitrogen, slowing recovery of the town centre's air quality. Funding contributions from a developer will be sought for measures that counteract possible negative effects.
- Noise and odour impacts from adjacent biomass processes, landfilling operations and HGV traffic serving the Hills Waste site would be accommodated as a part of design constraints.
- Landscape mitigation could include creating appropriate landscape buffers to new settlement edges and through the development, to ensure a well-integrated settlement expansion, retaining and enhancing Abberd Brook in its role as a green corridor linking to the town centre.
- There may be land contamination issues associated with the former farmyard and associated buildings. A more detailed assessment and, if necessary, remediation of the site would be required prior to any development coming forward.

How the two sites may be developed is shown on the draft framework plan below. This illustrates one treatment of the sites that meets mitigation requirements and the homes, employment, other uses and infrastructure envisaged.

Land off and North of Spitfire Road

Concept Plan

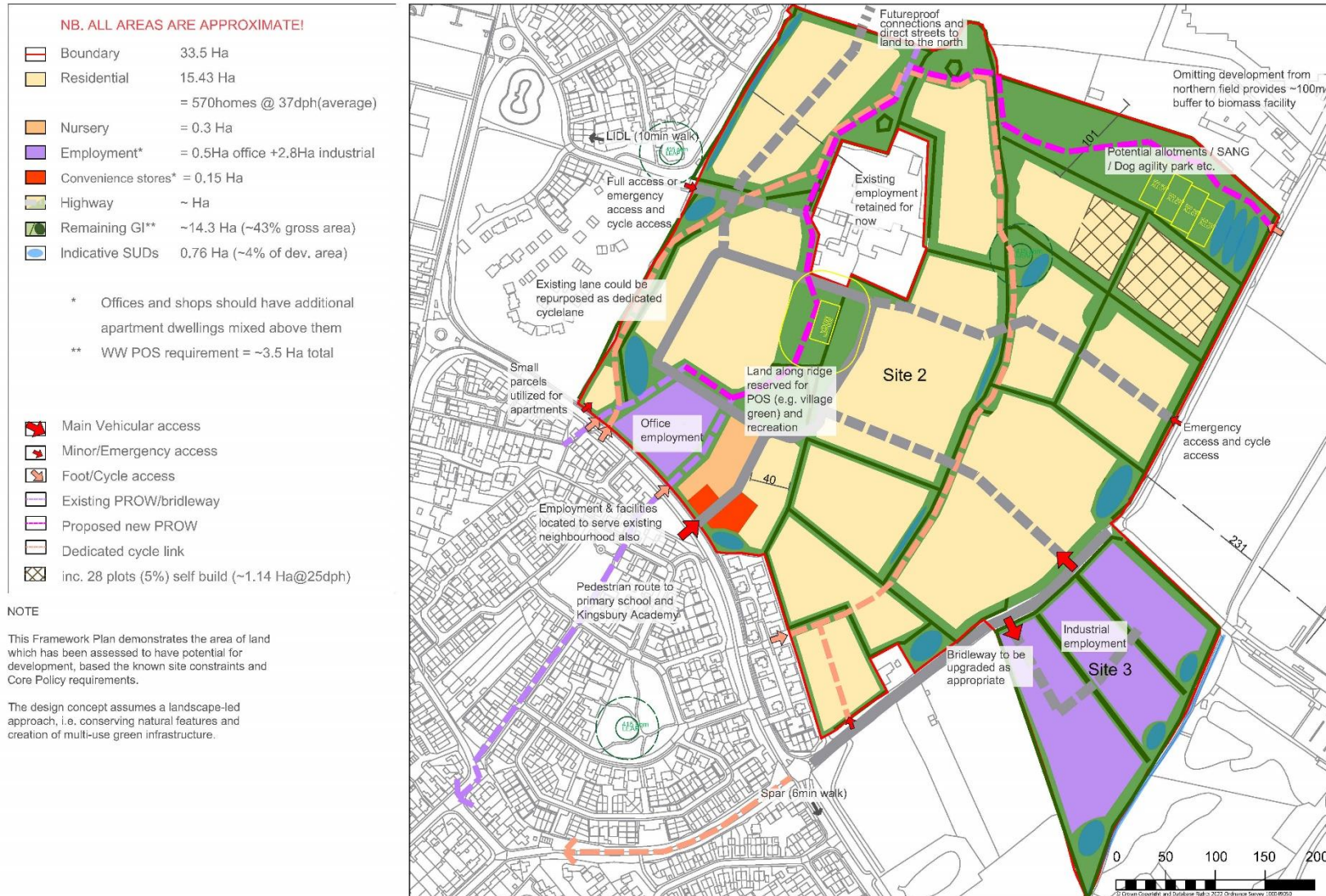


Figure 7. Concept plan for Land off Spitfire Road and Land North of Spitfire Road, Calne

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Calne is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan aim is to strengthen the town centre.

Calne is one of the oldest market towns in Wiltshire and provides an attractive and important centre for the surrounding area, although the town centre is considered to have a localised retail function whose catchment is influenced by the nearby higher order centre of Chippenham. Calne is the only town located on the River Marden. The town centre is within Calne Conservation Area and notable buildings include St Mary's Church, an array of houses on The Green and Calne Town Hall. Of particular note, is Calne Library which has won awards for its innovative design. Over recent years, shop vacancies in the centre have been a concern, being above the national average and, although they have been falling, the closure of the Co-op store is detriment to the level of choice in the centre for convenience goods.

The Wiltshire Town Centre and Retail Study⁷ does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending.

⁷ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This would include the night-time economy. Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.

A master plan for the town centre, adopted by the town council, has established a vision and areas for further work that could bring forward regeneration and enhance the visitor environment. A focus, integrating with the transport strategy, is to reduce the negative impacts of traffic.

The part played by the Local Plan is to position site allocations for homes and business that help to increase footfall due to their location and by good footpath, cycle and public transport connections.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Calne that have been devised in consultation with Calne Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Calne Community Neighbourhood Plan (CCNP) was 'made' on 6th February 2018. It sets out the vision, objectives and policies to ensure that Calne and Calne Without maintain their distinctiveness over the period 2016 to 2026. It seeks to enhance the natural environment, support and encourage high quality housing, local jobs and improved retail and leisure facilities in a healthy, green and attractive town and series of villages. It is now being updated to take account of the Local Plan's preparation.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

Ten per cent of the scale of growth identified at Calne suggests a neighbourhood area requirement for Calne of approximately 100 dwellings. The neighbourhood area designation includes Calne Without and the environs to the town. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

The neighbourhood area also includes the Large Village of Derry Hill/Studley, which is subject to a separate housing requirement of 30 dwellings for the purpose of neighbourhood

planning⁸. This will also need to be accommodated in planning for the designated neighbourhood area.

Calne neighbourhood area requirement (2020-2038)	130
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Local Infrastructure

The growth of Calne needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Calne, as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places, at both primary and secondary levels, will be provided, as necessary, by funding from developer contributions. The number of places can be forecast accurately based on the 570 homes planned for Site 2.

There are surplus places at Kingsbury Green Academy but there is also scope to provide additional places in the future if needed. If, at the time of detailed planning applications for Site 2, there is by then a shortfall, financial contributions would be sought to provide additional places.

There are some surplus places in the town's primary schools but not sufficient to meet the level of forecast demand. Financial contributions would be directed to the expansion of Priestley Primary School.

In response to an identified need, land on Site 2 and contributions will be required for a new onsite 80 place full day care nursery. Further contributions would be required for the remaining places.

Sustainable transport

Calne is well served by the A4 which provides a direct link to Chippenham and Bath with the A3102 forming a western bypass leading to Royal Wootton Bassett and the M4 at Swindon. These routes benefit from a regular bus service to Chippenham railway station and Swindon

⁸ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

with recent investment in ultra-low emission buses. The A4 and A342 are both designated as local lorry routes.

Current transport constraints/concerns include:

- a declared Air Quality Management Area (AQMA) in place in the centre of the town, mainly on the A4
- highway congestion around A4 Curzon Street, Mile Elm / Silver Street / White Hart causes delay and contributes significantly towards poor air quality.
- HGV concerns along the A4 / A342 through Calne. Hills Waste HGVs are also causing resident concern along Sandpit Road and Spitfire Road RBT junction.
- peak hour delays on the A4 also affect bus services (partly as a result of a lack of bus priority measures)

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport, are essential in supporting the scale of growth at the town, as reflected in the Place Shaping Priorities. These seek improvements to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes.

To help realise the opportunities presented by the locations chosen for development, and necessary for their development, funding contributions will be sought to the Calne Area Transport Strategy⁹ which is Wiltshire Council and Calne Area Transport Group's proposed long-term approach.

The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Calne:

- Urban walking routes - complete key gaps in the Calne walking network.
- Urban cycling routes – a safe connected network
- Improve access to local bus network to provide viable journey choices in Calne.
- Additional inter-urban bus services to increase destination choice.
- Enable interchange to public transport – better integration with other modes to make convenient, reliable end-to-end journeys.

Addressing town centre congestion

- Strategic parking plan, making best use of available parking to maximise accessibility and manage private car demand.
- Traffic management and re-routing to ensure vehicle movements are focused on the most appropriate routes.

⁹ Calne Area Transport Strategy – Wiltshire Council (Atkins, February 2021)

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- Invest in electric vehicle infrastructure.
- Review HGV network.
- Active travel promotional campaigns.

Health and social care

There are two GP surgeries in Calne. A planning application for a new surgery to replace the existing Patford House surgery, which has been outgrown, has been approved. The new surgery is situated on Silver Street, to the south of Calne. An extension has been built on the Northlands Surgery site. These new facilities provide sufficient facilities to meet the planned growth in patient numbers.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SEN), as Distribution Systems Operator, are working on to manage new capacity. Solutions may include flexible connections, renewable energy and further investment to reinforce the current infrastructure.

Information from SEN indicates the substation and supply points in and around Calne are currently unconstrained. However, the infrastructure is constrained in relation to energy generation, according to SEN's Generation Availability Map. This means new generators may require investment in the infrastructure to be able to connect to the grid.

Developing any sites east of Calne may require upgrades to recently constructed infrastructure connecting the area to Compton Bassett Water Recycling Centre; or further assessment may indicate connection to Calne Water Recycling Centre to be less disruptive and more easily achieved.

Appendix 1 Policy Context

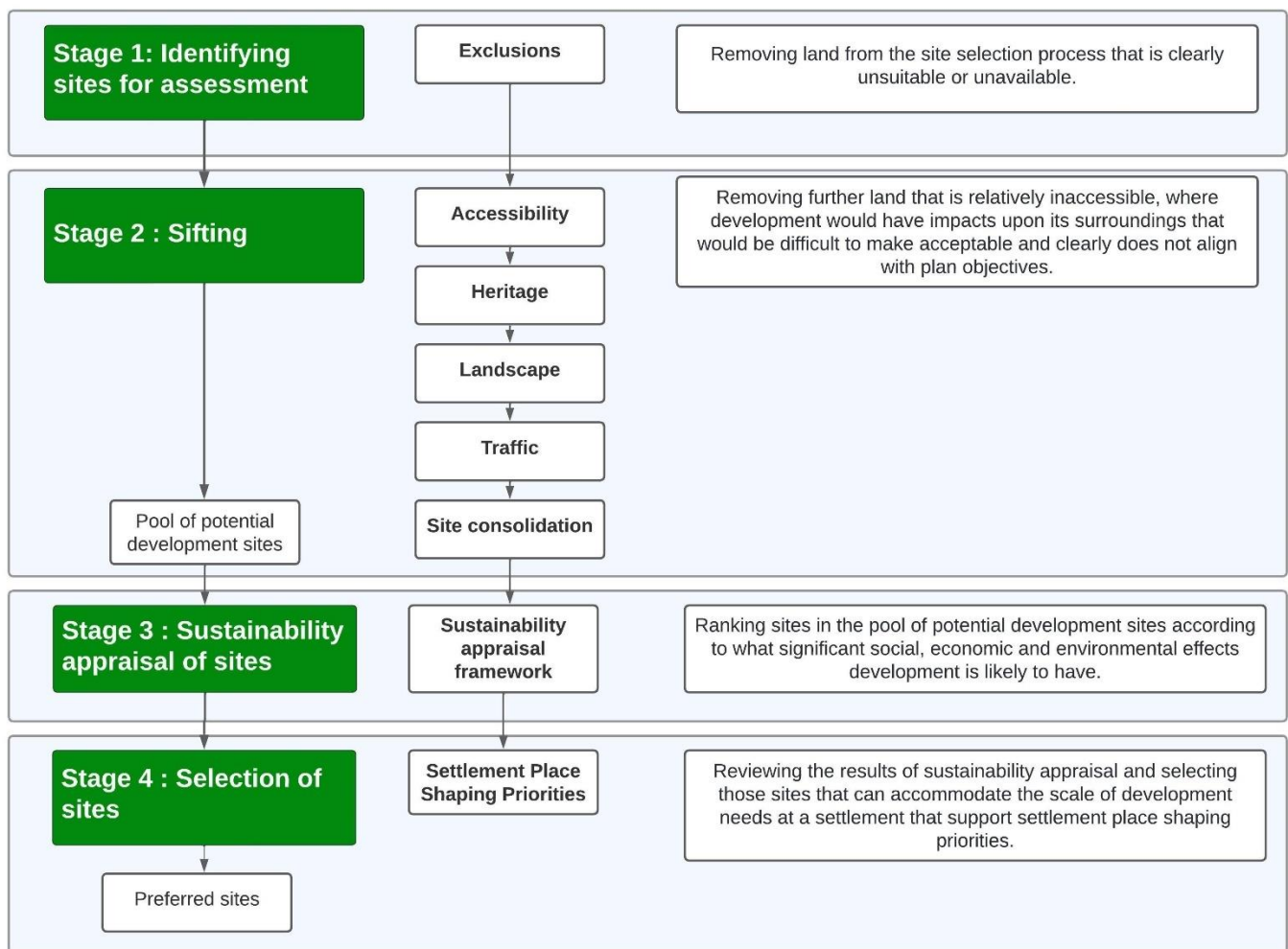
Strategic policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 8	Spatial Strategy for the Calne Community Area Principal Employment Area: Porte Marsh Industrial Estate	Replace with Policy 9 Calne Market Town
North Wiltshire Local Plan 2011 Policy H2	Allocated Residential Sites - Quemerford House and Land, Calne (16 dwellings) - Lower Quemerford Mill, Calne (12 dwellings)	Delete
North Wiltshire Local Plan 2011 Policy BD1	Employment Land - East of Beversbrook Farm and Porte Marsh Industrial Estate, Calne (4.4 ha)	Delete
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres	Deleted and Replaced with Policy 68 Managing Town Centres

Appendix 2 Site Selection

The purpose of this appendix is to explain the site selection process at Calne, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment¹⁰ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of

¹⁰ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

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land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans¹¹. Plan preparation, and not the SHELAA, determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Calne.

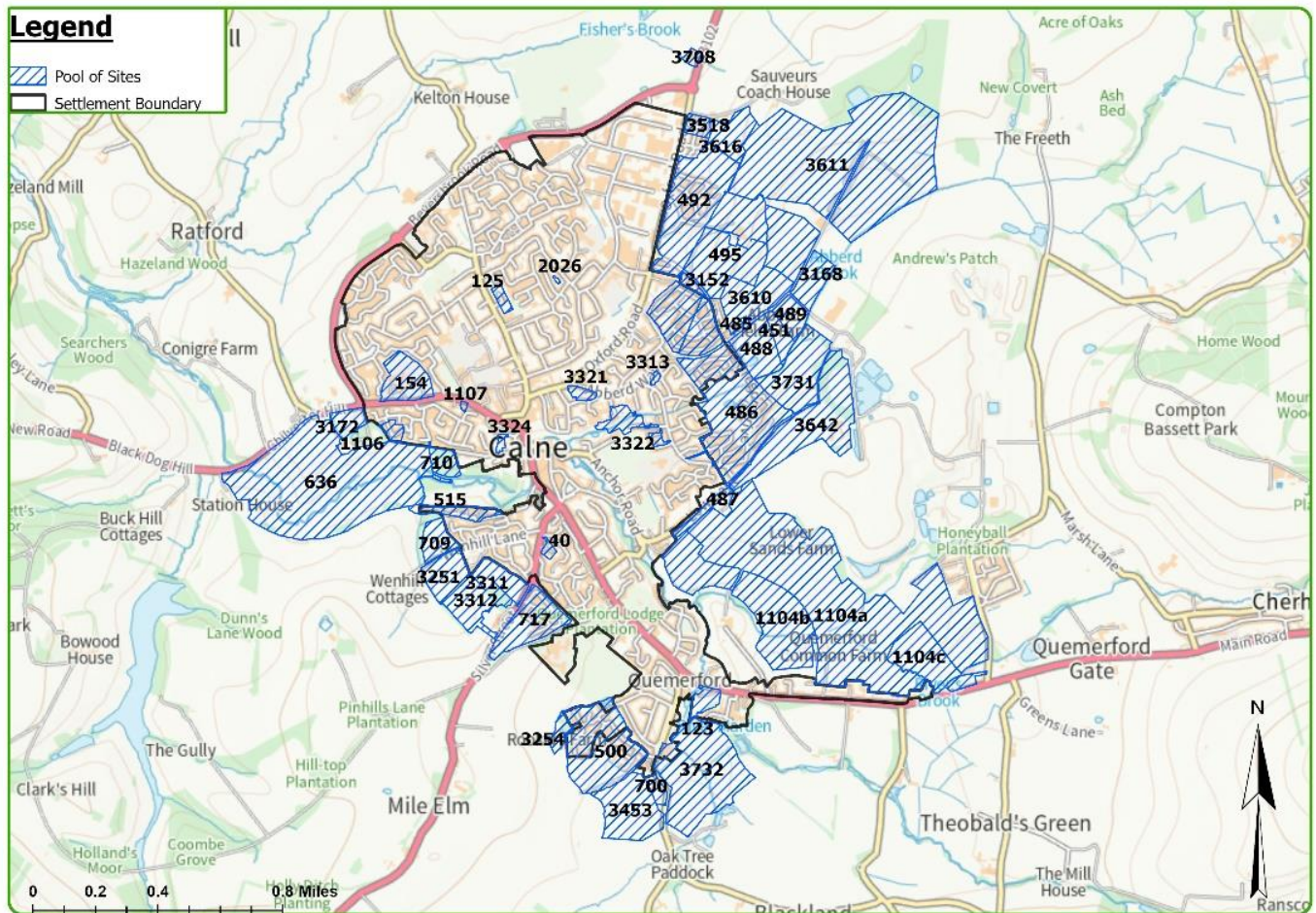


Figure 8. Pool of sites at the start of the site selection process at Calne.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constituted unsuitable land for development if they were unavailable, separated from the built-

¹¹ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Twenty-four sites at Calne were excluded at Stage 1.

Table 1: Sites Excluded

Site ref.	Reason for removal at Stage 1
40	Unavailable. Site built out.
123	Unavailable.
125	Unavailable. Site built out.
154	Unavailable.
485	Unavailable. Site built out.
486	Unavailable. Site built out.
492	Unsuitable. Electricity sub-station.
500	Unavailable. Site built out.
515	Unavailable. Site built out.
700	Unavailable.
710	Unsuitable. Allotments.
717	Unavailable. Site built out.
719	Unavailable. Site built out.
1106	Unavailable. Site built out.
1107	Unsuitable. Below site size threshold.
2026	Unsuitable. Below site size threshold.
3152	Unavailable. Site built out.
3172	Unavailable. Planning permission granted for development.
3313	Unsuitable. Below site size threshold.
3321	Unavailable. Site built out.
3322	Unavailable. Site built out.
3324	Unsuitable. Below site size threshold.
3518	Unavailable. Site built out.
3708	Unavailable. Site built out.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹²) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and may be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example, if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-

¹² To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Calne:

Context criteria	Detail
Long-term pattern of development	<p>In recent years, the town has expanded to the north and west of the town. In the late 1990s, a significant urban extension was delivered to the north and west of Calne.</p> <p>In more recent years, Calne has seen significant housing development located in four main areas to the east and south of the town – along Oxford Road, off Sand Pit Road, at Marden Farm and off Silver Street.</p>
Significant environmental factors	<p>An important environmental factor is the Air Quality Management Area (AQMA) that is designated in Calne town centre. As traffic volumes have increased, there has been a decrease in air quality. Air quality has been identified as a significant local concern.</p> <p>The River Marden flows through the centre of Calne. It is an important corridor for wildlife and biodiversity. The river and the old course of the Wilts & Berks canal are to be found in Castlefields Canal & River Park to the west of the town centre.</p> <p>The town is not covered by any national landscape designations, but the North Wessex Downs Area of Outstanding Natural Beauty (AONB) is in fairly close proximity to the town. Impacts on the setting of the AONB are likely to be a consideration for new development taking place on the outskirts of the town. There is a large town centre conservation area and the east of Calne is in close proximity to the Avebury section of the Stonehenge and Avebury World Heritage Site.</p>
Scale of growth and strategic priorities	<p>The scale of growth required is lower than the current Core Strategy housing requirement. A significant amount of the housing requirement is already in the pipeline.</p> <p>Strategic priorities include a potential review of the Town Centre Masterplan through the neighbourhood plan to ensure continued investment in the town centre and encouraging further employment opportunities, infrastructure improvements to the local road network to reduce traffic congestion and improve air quality in the town centre, minimising the impact of development on the environment to fulfil the Calne Town Council Climate and Environmental Emergency Pledge and the provision and promotion of sustainable transport and active travel, including new and improved bus routes and pedestrian and cycling routes.</p>
Future growth possibilities for the urban area	<p>There are several possibilities for future growth at Calne, continuing past directions, within the existing highways network and if some future growth will be dependent on significant highways infrastructure, and what form this should take.</p> <p>There are SHELAA sites promoted to the east, south and west of the town</p>

	<p>There are significant clusters of SHELAA sites to the east of Oxford Road along Spitfire Road, to the north of Quemerford and between Wenhill Lane and the A3102.</p> <p>There are SHELAA sites outside the broad extent of the urban area, particularly those north of Quemerford, that would set possible precedents and a significant departure from past patterns of growth.</p>
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Table 2: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
451	Abberd House Farm Buildings and Land						<p>On its own, this site is remote from the urban edge of Calne, but it is adjacent to other SHELAA sites which are adjacent to the settlement boundary. Flood risk is low, although the southern boundary borders Abberd Brook. No significant heritage or landscape issues. The site appears to be well screened to the south and could be developed with surrounding sites.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	✓
487	Land East of Calne 3 - Housing Locations						<p>This site is adjacent to the settlement boundary. There are no likely significant flood risk, heritage or landscape concerns. The site could be developed with surrounding sites.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	✓
488	Land East of Calne 4 - Employment Locations						<p>This site is adjacent to the settlement boundary and adjacent to housing development to the west. Low flood risk, although the southern boundary borders Abberd Brook. No likely significant heritage or landscape impacts. The site could be developed with surrounding sites.</p> <p>Take forward for further assessment as there does not appear to be any overriding</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							significant impacts that justify rejecting the site at this stage.	
489	Land East of Calne 5 - Employment Locations						<p>This site is not adjacent to the settlement boundary but is adjacent to SHELAA sites that are. On its own, the site is remote from urban edge, but could be developed with other adjacent sites. Part of the site is in Flood Zone 3 associated with Abberd Brook. Heritage impacts likely to be minimal. The site is closer to the Area of Outstanding Natural Beauty than some other sites therefore may be more sensitive to development.</p> <p>No justification for rejecting site at this stage. Take forward for further assessment.</p>	✓
495	Land to North of Sandpits Lane / Penn Hill Farm						<p>This site is adjacent to the settlement boundary and adjacent to new housing development. Likely low flood risk and heritage and landscape impacts. The site appears well screened and located adjacent to new developments.</p> <p>No justification for rejecting the site at this stage. Take forward for further assessment.</p>	✓
636	Berhills Farm						<p>The far eastern parts of this site are adjacent to the settlement boundary, but the majority of the site is remote from the urban edge. Flood zones 2 and 3 run through the centre of the site. There are potential adverse impacts on the Grade II listed Berhills Farm. Possible impacts on the setting of Bowood Grade I Registered Park and Garden and the site is adjacent to historic route of Wilts and Berks canal.</p> <p>The site has a prominent position on Chilvester Hill, sloping down markedly to the river valley. Calne’s current western boundary is well screened by hedgerows and trees. If this site were developed it would create significant urban encroachment into</p>	✗

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							the countryside and have a significant negative impact on the Marden valley. The southern part of the site would be detached from the north due to the floodplain. In landscape terms, development of this site would be likely to have significant adverse effects and site should not be taken forward for further assessment. On this basis the site is rejected.	
709	Land at Wenhill Heights, Wenhill Lane						Site is adjacent to the settlement boundary and to existing residential development. Low flood risk - entire site is in Flood Zone 1. In heritage terms, some potential impacts on the setting of Bowood Grade I (GI) Registered Park and Garden which will require further assessment. Mitigation may be a constraint. The site has broken views across the valley and, whilst there is a tree belt planted along the western boundary, this is currently immature and needs protection and enhancement to provide suitable screening on this urban / rural edge. No justification for rejecting site at this stage. Take forward for further assessment.	✓
1104a	Land at Quemerford (Parcel 1104a)						Site is adjacent to the settlement boundary at Quemerford and adjacent to other SHELAA sites. Low flood risk the entire site is Flood Zone 1, although parts of the site have Flood Zones 2 and 3 along site boundaries. In heritage terms, there are potential impacts on the scheduled monument (medieval rural settlement at Quemerford) and on the setting of Grade I listed Hayle Farm on the eastern edge. Mitigation may be difficult. In landscape terms, as a large, split site, there is potential for significant landscape impacts to the east. However, this is dependent on the extent and location of any development. Fewer impacts likely if development is located nearer to the centre	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							of Calne. No justification for rejecting site at this stage. Take forward for further assessment.	
1104b	North East Quemerford						Site is adjacent to the settlement boundary at Quemerford. Low flood risk, as the majority of the site is Flood Zone 1, with some areas in Flood Zones 2/3 next to the river. In heritage terms, potential impacts on the village of Quemerford in southern part of site. Landscape impacts likely to be less than for 1104a and 1104c which extend further to the east. No justification for rejecting site at this stage. Take forward for further assessment.	✓
1104c	Land at Quemerford (Parcel 1104c)						Site is adjacent to the settlement boundary at Quemerford and adjacent to SHELAA site 1104a. Site could not be developed unless part of a wider development. Low flood risk - entire site is Flood Zone 1 but Flood Zones 2 & 3a are present outside the southwest corner of the site. Few heritage impacts are likely. In landscape terms, the site is remote from the Calne urban area but adjacent to Quemerford and could form part of a larger development with significant landscaping and Green Infrastructure. No justification for rejecting site at this stage. Take forward for further assessment.	✓
3168	Land East of Calne 6						This site is not adjacent to the settlement boundary but is adjacent to other SHELAA sites which are. On its own, the site is remote from the Calne urban edge. Site could only come forward for development in association with adjacent sites 495, 3610, 489, 451 and 488. Only access is via Spitfire Road which is a bridleway (CALW56). More than 50% of the site appears to be in Flood Zones 2 and 3, therefore only the northern part of the site could be developed.	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							Few heritage impacts are likely. In landscape terms, potential impacts on the Area of Outstanding Natural Beauty but there is potential for using some of this site for mitigating the rural / urban edge in combination with other SHELAA sites here. No justification for rejecting site at this stage. Take forward for further assessment.	
3251	Land at Wenhill South						Site is adjacent to the settlement boundary. Low flood risk - entire site is in Flood Zone 1. Potential heritage impacts on the setting of Bowood GI RPG – mitigation may be a constraint. The site has broken views across the valley towards Penhill Farm and a strong planted woodland screen would need to be provided on the western boundary to link into that currently planted on site 709. In combination with other west of Calne sites, could potentially provide a link road that would reduce traffic impacts in centre. No justification for rejecting site at this stage. Take forward for further assessment.	✓
3254	Rookery Farm						Site is adjacent to the settlement boundary and adjacent to new housing development at Marden Farm. Low flood risk - entire site is Flood Zone 1. In heritage terms, no likely impacts. Site is well screened by existing trees and hedgerows, but these features would need to be retained on-site. The retention of these features will likely significantly reduce the number of homes that could be delivered on site. No justification for rejecting site at this stage. Take forward for further assessment.	✓
3311	Land adjacent Fynamore Gardens – Vern Lease A						Site is adjacent to the settlement boundary and to existing residential development. Low flood risk - entire site is Flood Zone 1. Potential for heritage impacts on the setting	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
		Green	Green	Yellow	Green	Red	of Grade II* listed Vernleaze and the setting of Bowood Grade I Registered Park and Garden; mitigation may be a constraint. Few landscape impacts considered likely. In combination with other west of Calne sites, could potentially provide a link road that would reduce traffic impacts in centre. No justification for rejecting site at this stage. Take forward for further assessment.	Green
3312	Land west of Vern Leaze – Vern Leaze B	Green	Green	Yellow	Yellow	Red	Site is adjacent to the settlement boundary and also to other SHELAA sites. Low flood risk - entire site is Flood Zone 1. In heritage terms, potential impacts on setting of Grade II* listed Vernleaze and setting of Bowood Grade I Registered Park and Garden - mitigation may be a constraint. Existing landscaping would need protection and enhancement to provide suitable screening on this urban / rural edge. In combination with other west of Calne sites, could potentially provide a link road that would reduce traffic impacts in centre. No justification for rejecting site at this stage. Take forward for further assessment.	Green ✓
3453	Land to the South of Marden Farm, Stockley Lane	Yellow	Yellow	Green	Red	Yellow	Site is adjacent to the settlement boundary and adjacent to new housing development at Marden Farm. Potential for some cumulative flood risk impacts. In heritage terms, no likely impacts. In landscape terms, the site is open and exposed to views to the south and development here could significantly affect the context of the North Wessex Downs Area of Outstanding Natural Beauty. However, mitigation may be possible and there could be potential for using this site as mitigation for development to the north using substantial woodland planting. Take site forward.	Green ✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3610	Land off Sandpit Road, Calne (N)	Yellow	Green	Green	Yellow	Green	<p>Site not adjacent to settlement boundary but is adjacent to site 495 which is.</p> <p>Low flood risk - entire site is in Flood Zone 1. In heritage terms, no likely impacts noted. In landscape terms, site will need further assessment of impacts on Area of Outstanding Natural Beauty. Potential for using some of this site to the north and east for mitigating the rural / urban edge in combination with other adjacent sites. As no likely significant impacts noted and site could come forward with other adjacent sites, site to be taken forward for further assessment.</p>	Green ✓
3611	Land off Sandpit Road, Calne (S)	Yellow	Green	Green	Red	Green	<p>Site not adjacent to the settlement boundary but is adjacent to site 3616 which is.</p> <p>Low flood risk - entire site is in Flood Zone 1, but Flood Zone 2/3 present just outside the boundary of site. In heritage terms, no likely impacts noted.</p> <p>The eastern part of this site is in use as a solar farm. However, in landscape terms, there is potential for significant impacts on the setting of the Area of Outstanding Natural Beauty to the east. This is a large, open site that has little connection with the urban area. Considered unlikely that mitigation could significantly reduce impacts on the Area of Outstanding Natural Beauty. There is also a Local Green Space designation (Calne Neighbourhood Plan) located adjacent to the site to the north - Penn Wood Wildlife Area - which could be adversely affected. Do not take site forward due to likelihood of significant landscape impacts.</p>	Red X
3616	Land south of High Penn Track, Calne	Green	Green	Yellow	Yellow	Green	<p>Site is adjacent to the settlement boundary. Low flood risk - entire site is in Flood Zone 1. Some potential heritage impacts as site close to scheduled medieval settlement site at Beversbrook and may be archaeology</p>	Green ✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>present. In landscape terms, the site is located adjacent to existing development sites and could form a suitable urban / rural edge, if the north of the site is set out as planted green infrastructure, linking in with the local nature reserve to the east. No justification for rejecting site at this stage. Take forward for further assessment.</p>	
3642	Land south of Low Lane, Calne						<p>Site is adjacent to the settlement boundary and to sites 487 and 1104a. Low flood risk – the entire site is in Flood Zone 1. In heritage terms, the site includes a farmstead with Grade II listed Sands Farmhouse and its surrounding land. The setting has already been compromised by quarrying and landfill on the adjacent land to the east, so the remaining agricultural setting has increased importance. Mitigation may be difficult but is potentially achievable. In landscape terms, there are potential impacts on views from the North Wessex Downs Area of Outstanding Natural Beauty at Cherhill which could potentially be mitigated through planting to the east of the site. No justification for rejecting site at this stage. Take forward for further assessment.</p>	✓
3731	Land north of Low Lane						<p>The site adjoins another SHELAA site that adjoins the settlement boundary. The site is in a peripheral location in terms of accessibility. On its own, the site is remote from urban edge, but could be developed with other adjacent sites. The site is generally low risk in terms of flood risk. The site is closer to the Area of Outstanding Natural Beauty than some other sites therefore may be more sensitive to development. There may be potential for using some of this site for mitigating the</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							rural / urban edge in combination with other surrounding sites here. No justification for rejecting site at this stage. Take forward for further assessment.	
3732	Land at Atwell Wilson Motor Museum						<p>The site adjoins the settlement boundary and is in a peripheral location in terms of accessibility.</p> <p>Large parts of site are at risk from flooding, albeit there is also land of lower risk. The site is closer to the Area of Outstanding Natural Beauty than some other sites therefore may be more sensitive to development. There may be potential for using some of this site for mitigating the rural / urban edge. The site has potential for development to impact on listed buildings/heritage assets in the area. No justification for rejecting site at this stage. Take forward for further assessment.</p>	✓

Of those sites that were taken forward, it was appropriate, in some cases, to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
495, 3610	The sites abut and have no strong physical barriers between them.
488, 451, 489, 3168, 3731	The sites abut and have no strong physical barriers between them.
3642, 487, 1104a, 1104b, 1104c	The sites abut and have no strong physical barriers between them.
709, 3251, 3312, 3311	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land south of High Penn Track	3616

2	Land to north of Spitfire Road / Penn Hill Farm	495, 3610
3	Abberd House Farm Buildings and Land	488, 451, 489, 3168, 3731
4	Land to the north of Quemerford	3642, 487, 1104a, 1104b, 1104c
6	Rookery Farm	3254
7	Land at Wenhill Heights, Wenhill Lane	709, 3251, 3312, 3311
9	Atwell Wilson Motor Museum	3732
10	Land to the south of Marden Farm, Stockley Lane	3453

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) were examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site¹³.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more ‘major adverse effect’ (highlighted in red with a triple negative).

All of the sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1: Land south of High Penn Track
- Site 2: Land to north of Spitfire Road / Penn Hill Farm

¹³ Wiltshire Local Plan Review Sustainability Appraisal Report Annex 2.3 Calne Strategic Sites Assessment July 2023

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- Site 3: Abberd House Farm Buildings and Land
- Site 4: Land to the north of Quemerford
- Site 6: Rookery Farm
- Site 7: Land at Wenhill Heights, Wenhill Lane
- Site 9: Atwell Wilson Motor Museum
- Site 10: Land to the south of Marden Farm, Stockley Lane

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Calne: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 2	-4 (1 st)	-	--	--	--	-	0	-	--	+++	+++	--	+++
Site 3	-5 (2 nd)	-	--	--	--	--	0	-	--	+++	+++	--	+++
Site 1	-6 (=3 rd)	-	-	-	--	-	0	--	-	+	++	-	+
Site 4	-6 (=3 rd)	--	--	--	--	-	0	--	--	+++	+++	--	+++
Site 7	-7 (=5 th)	-	-	--	--	-	0	--	--	++	++	--	++
Site 10	-7 (=5 th)	-	-	--	--	-	0	-	--	++	++	--	+
Site 6	-8 (7 th)	--	-	-	-	--	0	-	-	+	+	-	0

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SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 9	-10 (8 th)	--	--	--	--	--	0	--	--	++	++	--	++

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular, the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Calne, all eight sites that were assessed at Stage 3 were assessed at Stage 4 against the Place Shaping Priorities, which is set out in the following table:

Table 4 Place Shaping Priorities Assessment

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
Site 1	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral
	This smaller site could meet some of the residual housing requirement for Calne whilst preserving the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas	Given the size of this site, a mixed-use development to include employment is considered unlikely.	This site is approx. 1.75km from the town centre and therefore not within a reasonable walking and cycling distance. The nearest bus stop with regular services (Stagecoach West 55) to the town centre is within approx. 200m of the site. The site could provide for sufficient community infrastructure through S106 and/or CIL payments but is unlikely to provide such facilities on site.	Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air quality in the town centre. But it is not considered likely to significantly worsen the current situation.	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.	The town centre is approx. 1.75km from the site. Although the site may not provide many direct regeneration benefits, residents would be able to easily access the town centre through sustainable transport modes from here which would help to increase footfall/ patronage and vibrancy.	This site is approx. 1.75km from the town centre and therefore not within a reasonable walking and cycling distance. It is considered that development of this relatively small site would not help provide new and improved bus routes and pedestrian and cycling routes in the town.

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
Site 2	Strength	Strength	Strength	Neutral	Strength	Strength	Strength
	The residual housing requirement for Calne could be met on this site, including potentially some other mixed-uses, whilst preserving the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas	This site is large enough to potentially incorporate some employment uses and other community facilities. Development would not prejudice the protection of other existing employment areas	This site is within a reasonable walking and cycling distance from the town centre (approx. 1km). The nearest bus stop with regular services (Stagecoach West 55) to the town centre is within approx. 220m of the site. It is considered that the site is reasonably well connected to the town centre. The site could provide for sufficient community infrastructure through S106 and/or CIL payments and is large enough for some facilities to	Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air quality in the town centre. But it is not considered likely to significantly worsen the current situation.	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.	The town centre is approx. 1km from the site. Although the site may not provide many direct regeneration benefits, residents would be able to easily access the town centre through sustainable transport modes from here which would help to increase footfall/patronage and vibrancy.	This site is within a reasonable walking and cycling distance from the town centre (approx. 1km) and bus stops are in reasonable proximity (approx. 220m). Development in this location is in close proximity to a range of employment at Porte Marsh Industrial Estate and would increase the viability of a potential new bus route from Oxford Rd, along Sand Pit Rd/Prince Charles Drive/Abberd Way and back to the town centre.

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
			potentially be provided on site.				
Site 3	Strength	Strength	Strength	Neutral	Strength	Strength	Strength
	This smaller site could meet some of the residual housing requirement for Calne whilst preserving the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas	This site is large enough to potentially incorporate some employment uses and other community facilities. Development would not prejudice the protection of other existing employment areas	This site is within a reasonable walking and cycling distance from the town centre (approx. 1km). The nearest bus stop with regular services (Stagecoach West 55) to the town centre is within approx. 600m of the site. It is considered that the site is reasonably well connected to the town centre. The site could provide for sufficient community infrastructure through S106 and/or CIL payments and is	Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air quality in the town centre. But it is not considered likely to significantly worsen the current situation.	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.	The town centre is approx. 1km from the site and it is considered that the site is reasonably well connected to the town centre. Although the site may not provide many direct regeneration benefits, residents would be able to easily access the town centre through sustainable transport modes from here which would help to increase footfall/patronage and vibrancy.	This site is within a reasonable walking and cycling distance from the town centre (approx. 1km) and bus stops are in reasonable proximity (approx. 600m). Development in this location is in reasonable proximity to a range of employment at Porte Marsh Industrial Estate and would increase the viability of a potential new bus route from Oxford Rd, along Sand Pit Rd/Prince Charles Drive/Abberd Way

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
			large enough for some facilities to potentially be provided on site.				and back to the town centre.
Site 4	Strength	Strength	Neutral	Weakness	Strength	Strength	Strength
	The residual housing requirement for Calne could be met on this site, including potentially some other mixed-uses, whilst preserving the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas	This site is large enough to potentially incorporate some employment uses and other community facilities. Development would not prejudice the protection of other existing employment areas	The far western part of this large site is within a reasonable (approx. 1km) walking and cycling distance from the town centre. However, other parts of the site are between 2-3km away which is not reasonable. The nearest bus stops to this site are along the A4 and not very accessible from most of the site. It is considered that the site as a whole is not particularly well connected to the town centre given	Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air quality in the town centre. Instead, given the size of the site, distances from much of the site to the town centre and poor accessibility to bus routes, it is	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.	It is considered that the site as a whole is not particularly well connected to the town centre given distances and poor access to bus routes. However, this is a large site with a capacity for a significant number of dwellings. Although the site may not provide many direct regeneration benefits, residents are likely to use town centre services, facilities and amenities, increasing footfall/	It is considered that the site as a whole is not particularly well connected to the town centre by sustainable transport modes. However, this is a large site with a capacity for a significant number of dwellings which could allow for the delivery of new sustainable transport routes from the east of Calne to the town centre.

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
			distances and poor access to bus routes. The site could provide for sufficient community infrastructure through S106 and/or CIL payments and is large enough for some facilities to potentially be provided on site.	likely to significantly add to traffic volumes on local roads that could worsen the issue of town centre air quality.		patronage and increasing vibrancy and viability.	
Site 6	Strength	Neutral	Neutral	Neutral	Strength	Neutral	Neutral
	This small site could meet a small proportion of the residual housing requirement for Calne whilst preserving the special market town feel of the town, including its	Given the size of this site, a mixed-use development to include employment is considered unlikely.	This site is approx. 2.2km from the town centre and therefore not within a reasonable walking and cycling distance. The nearest bus stop with regular services (Stagecoach West 43) to the town	Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no	Development of this small site is considered likely to have negligible effects on town centre regeneration.	Development of this small site is not considered likely to be able to provide new and improved bus routes and pedestrian and cycling routes in the town for viability reasons and is not within a

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
	heritage and landscape qualities, and considering any impacts on the surrounding rural areas		centre is approx. 470m from the site. It is considered that the site is not particularly well connected to the town centre. The site could provide for sufficient community infrastructure through S106 and/or CIL payments but is unlikely to provide such facilities on site.	quality in the town centre. But it is not considered likely to significantly worsen the current situation.	details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.		reasonable walking and cycling distance of the town centre.
Site 7	Strength	Strength	Strength	Neutral	Strength	Strength	Neutral
	The residual housing requirement for Calne could be met on this site, including potentially some other mixed-uses, whilst preserving	This site is large enough to potentially incorporate some employment uses and other community facilities.	This site is within a reasonable walking and cycling distance from the town centre (approx. 800m). The nearest bus stop with regular services (Stagecoach West	Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and	The town centre is approx. 800m from the site and considered to be reasonably well connected to the town centre. Although the site may not provide	This site is approx. 800m from the town centre and is reasonably well connected to the town centre by sustainable transport modes.

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
	the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas	Development would not prejudice the protection of other existing employment areas	43 and Faresaver 33) to the town centre is within approx. 200m of the site. It is considered that the site is reasonably well connected to the town centre. The site could provide for sufficient community infrastructure through S106 and/or CIL payments and is large enough for some facilities to potentially be provided on site.	congestion and improve air quality in the town centre. But it is not considered likely to significantly worsen the current situation.	function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.	many direct regeneration benefits, residents would be able to easily access the town centre through sustainable transport modes from here which would help to increase footfall/ patronage and vibrancy.	However, it is not considered likely that development will help provide new and improved bus routes and pedestrian and cycling routes in the town.
Site 9	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral
	The residual housing requirement for Calne could potentially be met on this site whilst	This site is large enough to potentially incorporate some employment uses and other	This site is approx. 1.8km from the town centre and therefore not within a reasonable walking and cycling	Development of this site is not considered likely to ensure infrastructure improvements	Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing	The town centre is approx. 1.8km from the site. It is considered that the site is not particularly well	This site is approx. 1.8km from the town centre and therefore not within a reasonable walking and cycling

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
	preserving the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas	community facilities. Development would not prejudice the protection of other existing employment areas	distance. The nearest bus stop with regular services (Stagecoach West 43) to the town centre is within approx. 50m of the site. It is considered that the site is not particularly well connected to the town centre by sustainable transport modes. The site could provide for sufficient community infrastructure through S106 and/or CIL payments and could potentially provide some facilities on site.	to the local road network that will reduce traffic congestion and improve air quality in the town centre. But it is not considered likely to significantly worsen the current situation.	buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.	connected to the town centre by sustainable transport modes. However, although the site may not provide many direct regeneration benefits, residents are likely to use town centre services, facilities and amenities, increasing footfall/ patronage and increasing vibrancy and viability.	distance. It is considered that development of this site would not help provide new and improved bus routes and pedestrian and cycling routes in the town.
Site 10	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
	<p>This smaller site could meet some of the residual housing requirement for Calne whilst preserving the special market town feel of the town, including its heritage and landscape qualities, and considering any impacts on the surrounding rural areas</p>	<p>Given the size of this site, a mixed-use development to include employment is considered unlikely.</p>	<p>This site is approx. 2km from the town centre and therefore not within a reasonable walking and cycling distance. The nearest bus stop with regular services (Stagecoach West 43) to the town centre is within approx. 300m of the site. It is considered that the site is not particularly well connected to the town centre by sustainable transport modes. The site could provide for sufficient community infrastructure through S106 and/or CIL payments but is</p>	<p>Development of this site is not considered likely to ensure infrastructure improvements to the local road network that will reduce traffic congestion and improve air quality in the town centre. But it is not considered likely to significantly worsen the current situation.</p>	<p>Calne Town Council declared a climate emergency in 2019. They expect to see that all new building and conversions of existing buildings are designed to reduce emissions of greenhouse gases and function in a changing climate. There are no details, currently, about how this site would be developed. But it is considered that this site could incorporate design and layout features to reduce emissions of greenhouse gases.</p>	<p>The town centre is approx. 2km from the site. It is considered that the site is not particularly well connected to the town centre by sustainable transport modes. However, although the site may not provide many direct regeneration benefits, residents are likely to use town centre services, facilities and amenities, increasing footfall/ patronage and increasing vibrancy and viability.</p>	<p>This site is approx. 2km from the town centre and therefore not within a reasonable walking and cycling distance. It is considered that development of this relatively small site would not help provide new and improved bus routes and pedestrian and cycling routes in the town.</p>

Site	PSP1 Housing needs	PSP2 Employment land	PSP3 Sustainable communities	PSP4 Transport	PSP5 Calne Town Council Climate and Environmental Emergency Pledge	PSP6 Town Centre regeneration	PSP7 Sustainable transport
			unlikely to provide such facilities on site.				

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Summary

Site	Stage 4 ranking	SA ranking of site	PSP1 Employ	PSP 2 TC	PSP 3	PSP 4	PSP 5	PSP 6	PSP 7	Change from SA ranking
1	5 th (joint)	3 rd	✓	-	-	-	✓	✓	-	↓
2	1 st (joint)	1 st	✓	✓	✓	-	✓	✓	✓	→←
3	1 st (joint)	2 nd	✓	✓	✓	-	✓	✓	✓	↑
4	7 th	4 th	✓	✓	-	x	✓	✓	✓	↓
6	8 th	7 th	✓	-	-	-	✓	-	-	↑
7	3 rd	5 th	✓	✓	✓	-	✓	✓	-	↓
9	4 th	10 th	✓	✓	-	-	✓	✓	-	↑
10	5 th (joint)	6 th	✓	-	-	-	✓	✓	-	↑

The outcome of Stage 4 of the site selection process for Calne is summarised under the 'What development is proposed' section earlier in this paper; concluding that two sites emerged as the preferred sites, Site 2: Land to the north of Spitfire Road and part of Site 3: Land off Spitfire Road.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Calne.

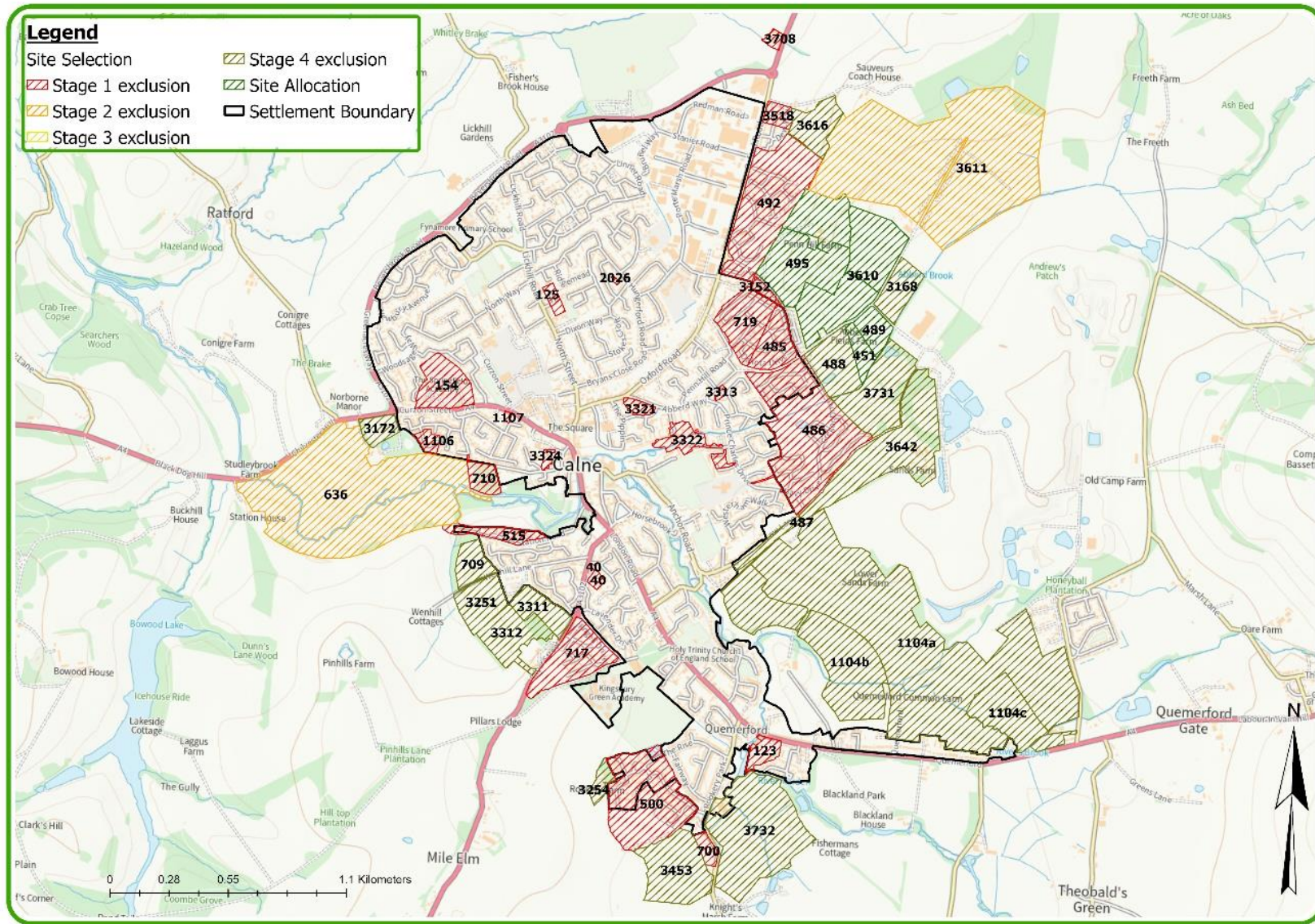


Figure 9: The results of the site selection process at Calne

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Planning For Chippenham

July 2023

1.Introduction

‘Planning for Chippenham’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the current policy context that has informed the place-based policies for Chippenham within the Plan, as follows:

Policy	Title
6	Chippenham
7	Land South of Chippenham and East of Showell Farm
8	Chippenham Town Centre

A table containing the current planning policies for Chippenham and their status is included in Appendix 1.

The Plan sets what local priorities will shape development and future growth in Chippenham (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Chippenham - Context and challenges

Population	36,500 ¹	3rd largest of the County's 16 main settlements
Strategic role	Principal Settlement	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

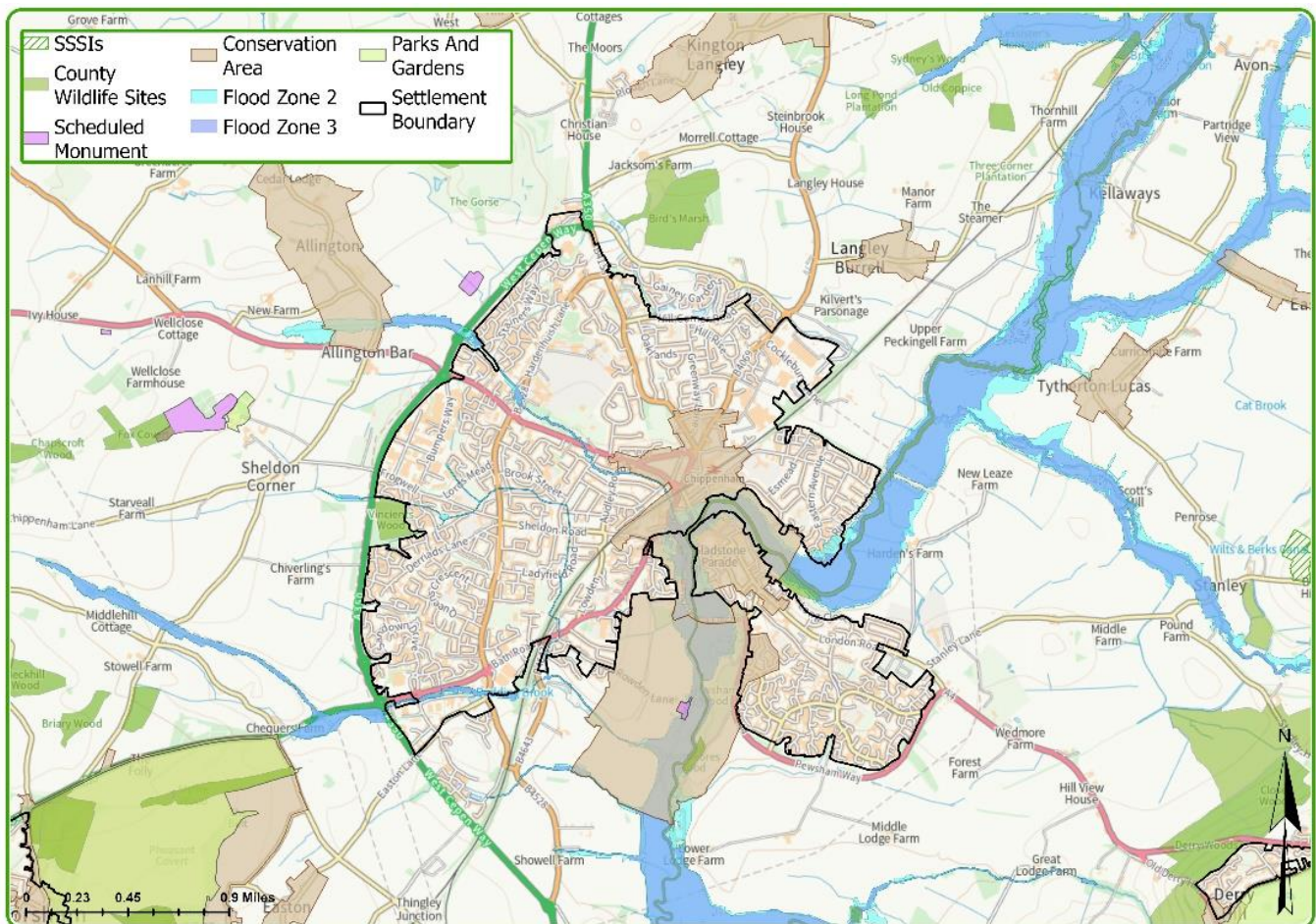


Figure 1 Environmental constraints and designations at Chippenham.

The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain.

¹ Census 2021, ONS

To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.

Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town.

Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.

Hardens Farm to the east of the River Avon is a listed building.

Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham. The listed Kilvert Parsonage is also located in this area.

The listed Rowden Manor, Showell Farm and Lackham House are located to the south of the town.

There is a Minerals Safeguarding Area alongside the River Avon.

How has Chippenham developed?

The River Avon is the original and defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.

CSAP Site CH1 South West Chippenham is a mixed use allocation to provide 1400 dwellings, 18ha employment land and supporting infrastructure. The site consists of Rowden Park and three smaller extension sites. Rowden Park and two of the smaller sites have planning permission and development is underway, Showell Farm is allocated to provide the employment land, has planning permission and development has commenced. The smaller Holywell House site has yet to have planning permission granted.

CSAP Site CH2 Rawlings Green is a mixed-use allocation to provide 650 dwellings, 5ha employment land and supporting infrastructure. The site has outline planning permission, but development has yet to commence. A Link Road from Parsonage Way to Darcy Close, including a bridge over the main railway line and a road to Darcy Close (Cocklebury Link Road) is required, but has yet to be completed.

Both sites include substantial new areas adjacent to and relating to the River Avon set aside for country parks which will help the strategic sites integrate with the town. CSAP Policy CH3 Chippenham Riverside Country Park outlines the uses which will be acceptable in the country park which includes informal open space, extended existing and new rights of way, areas for protection and enhancement of nature conservation interest, sports pitches and enhanced routes for cycling and walking to and from the town centre.

Two other significant sites which now have planning permission and where development is underway are North Chippenham and Hunters Moon. In 2023 planning permission has also been granted on appeal on part of the Barrow Farm site (Site 7) at north Chippenham.

The following diagram shows how much housing has been delivered in Chippenham from 2006 to 2022.

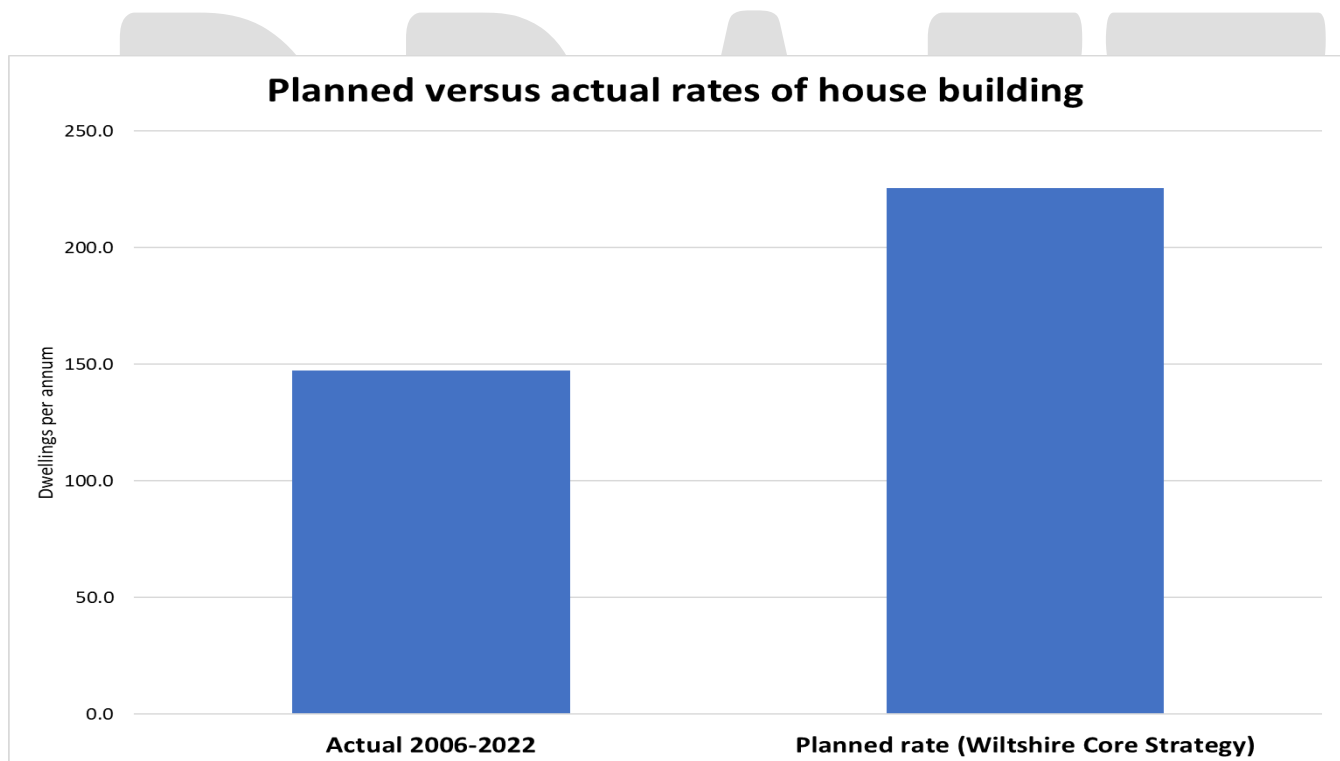


Figure 2. Wiltshire Core Strategy planned growth compares to actual rates of house building at Chippenham.

Public Administration & Defence is by far the most dominant employment sector in Chippenham. The Wholesale & Retail, Repair of Motor Vehicles and Motorcycles sector is relatively concentrated although it has experienced a small decline in recent years. The Transport & Storages sector has seen some growth in recent years, albeit from a small base.

Chippenham is home to a number of the county’s larger employers in sectors including manufacturing, pharmaceuticals and IT/electronics; with concentrations at Langley Park,

Bumpers Farm and Methuen Park. There is virtually full occupancy of sites/premises, and businesses report a shortage of availability.

Recent investments include the 32 ha St Modwen Park development north of the town at M4 Junction 17 now coming forward for large unit uses up to 74,000 sq m; Woods Valldata's new HQ on the last undeveloped site on the Bumpers Farm Estate, which enjoys very high levels of occupancy; former Herman Miller office and industrial facilities taken up by Bechtle and Wincanton respectively; Wavin Group's factory/stockyard expansion; and mixed use redevelopment at Langley Park. The forthcoming 18 ha Southpoint Business Park south of the town at Showell Farm is expected to help meet demand for larger business units up to 500,000 sq ft (46,500 sq m). The multi-partner new Business Cyber Centre at Greenways Business Park represents a significant IT sector investment. Building of eight small units has started at Methuen Park, all of which have been sold off plan.

Chippenham is the strongest office location in Wiltshire, but commuting levels have not recovered to pre-pandemic levels. Of note is the emerging pharmaceuticals sector in the Chippenham and Corsham area, which is looking for larger offices for headquarters functions.

It remains the case that Bumpers Farm, Methuen Park and Parsonage Way should continue to be designated as Principal Employment Sites.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Chippenham remains a healthy town centre, which has been able to adapt to the on-going trends facing the UK retail sector and also the changes in out of centre floorspace in the town. The town centre has seen falling vacant retail units alongside changes to the comparison goods and service sectors, which have mirrored the national trend. Given the growing amount of food store floorspace outside of the town centre, the centre will increasingly concentrate upon top-up food shopping trips and there is a need to ensure that the High Street and the two purpose-built shopping areas (Emery Gate and Borough Parade) continue to underpin the health of the centre.

There has been a noticeable increase in the number of convenience goods retailers in the centre over the past several years. The proportion of comparison goods retailers remains above the national average although the number of such retailers in the centre has declined in line with the national trend. The number of service uses has increased, and service uses now occupy the same proportion units in the centre as comparison goods retailers.

Within the convenience goods sector, the largest retailers are Tesco Metro in the Emery Gate, an Iceland on High Street and a Little Waitrose in Borough Parade. Due to their size, these

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

stores are generally orientated towards top-up food shopping and provide an important contribution to the overall role and function of the town centre.

Chippenham has long had a good range of convenience goods floorspace across the whole town. Over the past three decades this provision has been dominated by the Sainsburys and Morrisons supermarkets which are located on the western and northern edges of the town respectively. They draw from a wide area and have traditionally been the dominant main food shopping destinations. The town centre has a modest-sized Tesco along with a selection of local independents, an Iceland and a Little Waitrose store. Over the past couple of years these stores have been joined by an ALDI store at Langley Park and a Lidl store at Hungerdown Road. This now gives Chippenham a good range and choice of provision albeit skewed towards stores outside of the town centre. The strength in the quality of the convenience offer in the town is supported by three quarters of first choice main food trips and three quarters of top-up trips being retained. This is reinforced by the attraction of main and top-up food shopping trips from surrounding areas/settlements.

The town centre includes comparison retail provision, but this is supplemented by provision elsewhere in the town. Hathaway Retail Park is located within walking distance of the primary shopping area. In addition to this, there is out of centre comparison goods floorspace located at Methuen Park which includes Next, TK Maxx and B&M. Whilst it may be suggested that recent new comparison goods retailers located outside of the town centre, could be an influence/threat over its future health, they have provided significant additional choice and competition and have allowed some retailers to locate in Chippenham that would not have had the opportunity to otherwise do so.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

Planning For Chippenham

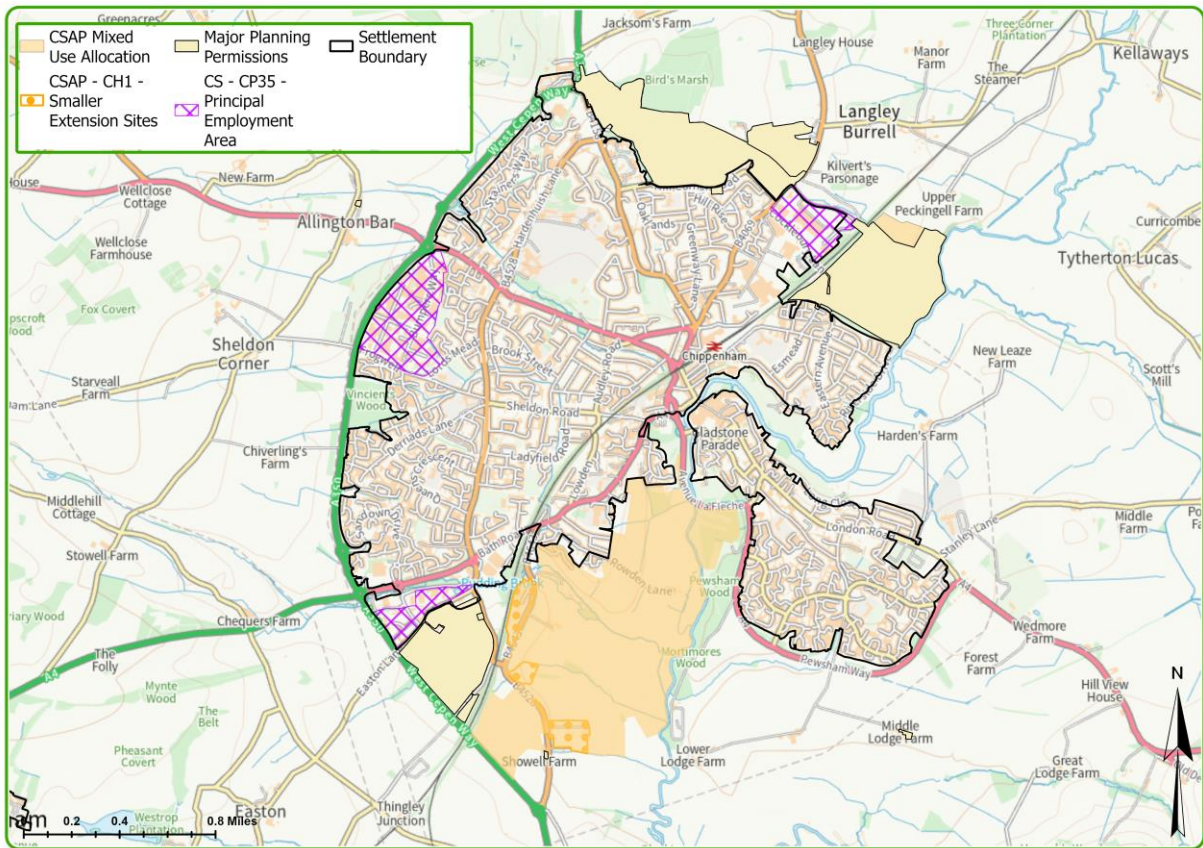


Figure 3. Current major planning applications and development plan allocations at Chippenham.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Chippenham has developed over recent years is in summary:

Chippenham is experiencing significant growth. There are opportunities for future growth, but some represent a new direction. The town has excellent transport links, which makes it an attractive location for economic investment. All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre and a new distributor road to link the A4 with the A350 will be necessary.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Chippenham Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Development to provide new employment opportunities including for SMEs and start-up businesses with a strong emphasis on timely delivery to redress the existing levels of net out-commuting within the town and better enable people to live and work locally.

PSP 2 Ensuring the Town Centre will be a vibrant meeting place for the community to shop, interact and enjoy their leisure time, and a visitor destination in its own right by:

- Serving as a centre for sub-regional public services; and retaining a mix of national traders and attracting independent traders whose presence will embed its Market Town character.
- Conserving and enhancing the special historic character of the Town Centre.
- Developing the Bath Road Car Park / Bridge Centre site as a mixed-use scheme which complements and enhances the Town Centre and secures completion of planned highways improvements.
- Continuing to make improvements to Chippenham Railway Station and Cocklebury Road area to attract inward investment to this area.

PSP 3 Improved access to the River Avon valley through Chippenham as an important green and blue infrastructure corridor for the town.

PSP 4 Ensuring a network of well-connected footpaths and cycleways and connectivity for public transport across the town, to/from the town centre, and through into the surrounding countryside, so that more people can choose active travel and public transport as a means of getting around.

PSP 5 Linking the A4 to the A350 which will provide for a more resilient local network addressing traffic congestion within the town centre.

PSP6 Respect the individual identities of villages within the landscape setting of Chippenham and their relationship to the town.

PSPs sit alongside the spatial strategy for Chippenham. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Chippenham that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy³, respond to concerns about the loss of greenfield land, coupled with the significant environmental constraints which restrict the availability of land for development.

The new strategy identifies a requirement of 5850 homes for the plan period 2020 to 2038. An increase in rates of house building at Chippenham compared to the Wiltshire Core Strategy is justified moving forwards.

The Employment Land Review concludes there is an indicative forecast demand for around 9ha employment land at the town (comprising 1.5-3.8ha offices and 5.2ha industrial land). Due to the constraints identified at Corsham which may prevent the delivery of employment land in that location, the employment land for Chippenham has been increased to 15ha.

³ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

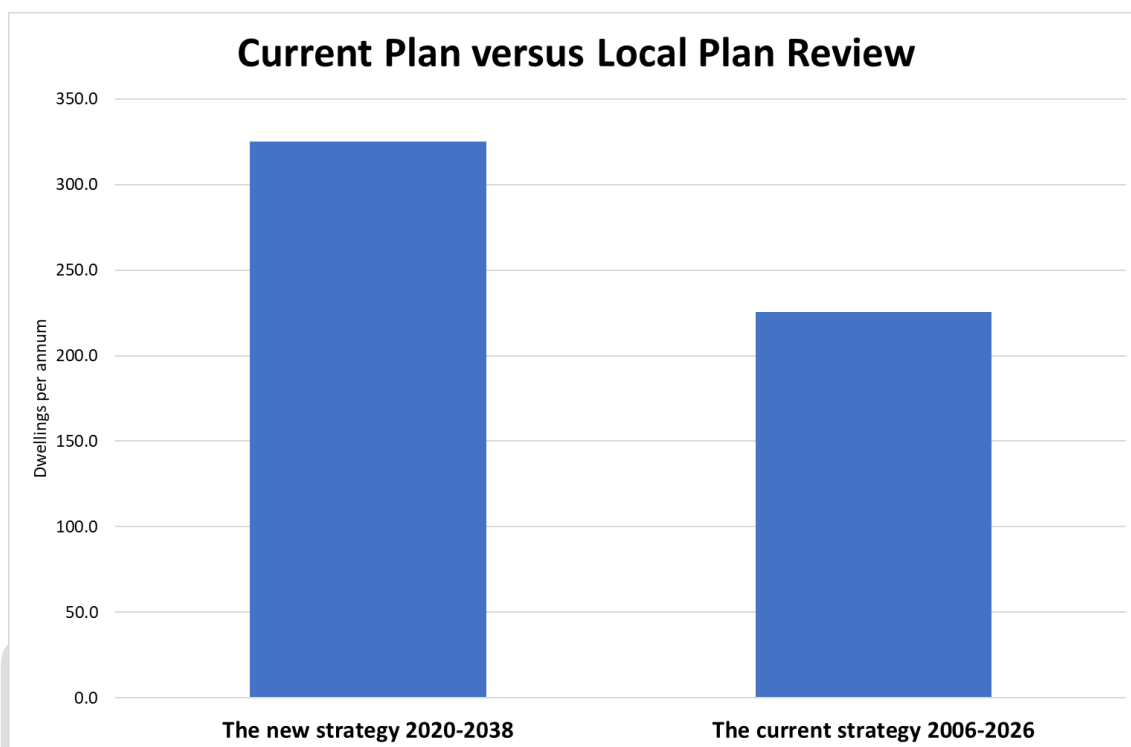


Figure 4. Wiltshire Core Strategy growth compared with Wiltshire Local Plan Review growth.

The growth planned for Chippenham will help to ensure it continues to be a Principal Settlement. Opportunities are provided for appropriate economic growth which supports both inward investment and the expansion and creation of local businesses, coupled with the timely delivery of supporting infrastructure to mitigate the impact of growth on local services and facilities and the provision of mixed-use development to provide the opportunity for people to choose to live and work locally.

3. Local Plan Proposals

Protecting the environment

The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain. To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.

Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.

Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham.

How many more homes?

From the increased scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 2091 homes to be accommodated at Chippenham up until 2038.

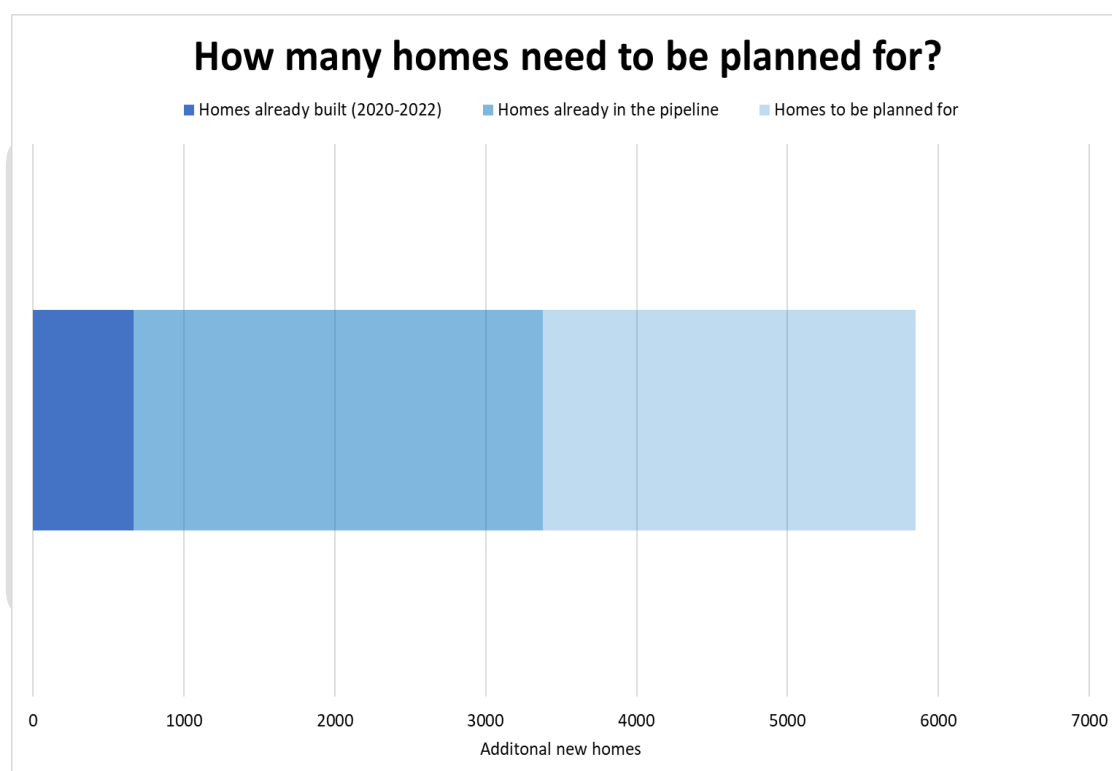


Figure 5. Calculating how many homes need to be planned for at Chippenham.

Selecting sites

Eight sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal (See Figure 6).

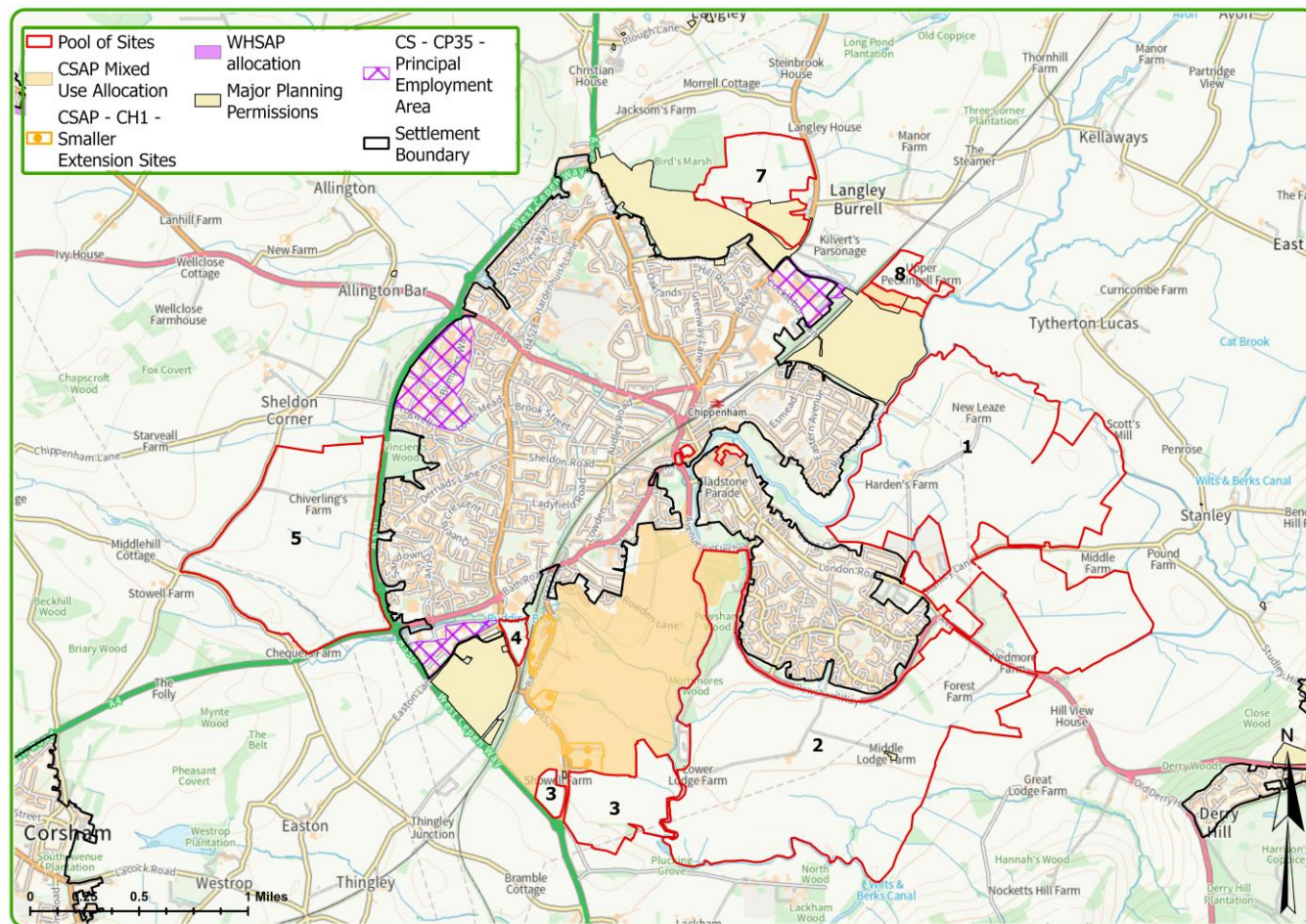


Figure 6. The pool of sites for sustainability appraisal at Chippenham.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits.

Representations were submitted to the Regulation 18 consultation in 2021 from the developers of Rawlings Green seeking an extension of the site towards Peckingham Farm and change of use of land designated to be part of the Country Park area in the Chippenham Site Allocations Plan Policy CH2.

Following the consultation in 2021, Site 6 has been removed from further consideration because no representations were received at the Regulation 18 stage.

Recently a planning application was granted on land which forms part of Site 7 and is for up to 230 dwellings, a local centre and supporting infrastructure with vehicular access from the B4069.⁴

A new site has also been submitted for consideration.

Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed that all the sites have a range of positive and negative effects.

From the seven sites assessed through the Sustainability Appraisal, Site 1 performs strongly in housing, employment and transport objectives, but overall, the differences between the sites are graduated without any one being more marked. Sites 2, 3, 5 and 7 score better than the other sites partly due to having more positive effects for housing, employment and transport. Sites 4 and 8 perform marginally worse.

All the sites were then evaluated according to how well they could support the Place Shaping Priorities.

Site 1 continues to perform well. the site performs strongly in achieving most of the Place Shaping Priorities. However, it is now clear that Site 1 East Chippenham is not currently available during the plan period due to access issues and therefore does not perform strongly against PSP5 and therefore cannot be selected as the preferred site for this plan period.

Sites 2 and 3 perform more strongly in terms of achieving Place Shaping Priorities compared to sites 5 and 7 and merits sites 2 and 3 being selected as the preferred sites for this plan period.

Sites 4 and 8 do not perform well against several of the Place Shaping Priorities.

The methodology and detailed assessments made in the site selection process are all explained in Appendix 2. The Sustainability Appraisal process and its results are contained in a separate report⁵.

⁴ PL/2022/04681 - Land off the B4069 East of Barrow Farm, Langley Burrell - APP/Y3940/W/22/3309170

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

What development is proposed?

Sites 2 and 3 are more than capable of meeting the scale of residual requirements for new homes that should be planned for in this plan period.

In due course, a review of the Chippenham Community Neighbourhood Plan may lead to the allocation of additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review. The overall amount of land earmarked for development will exceed residual requirements but will provide a good degree of contingency and flexibility, as well as a wider choice, in order to best ensure development needs are met.

The Local Plan Review, however, proposes the central strategic development proposals. They are explained below.

Land South of Chippenham and East of Showell Farm

Use	Scale/Area
Residential	Approximately 2525 dwellings
Employment	Approximately 15ha.
Green space	Open space provision to include an extension to the Riverside Country Park. Enhancement of retained features to mitigate against the loss of pastoral land of relatively low ecological value.
Landscape	Landscape mitigation to safeguard areas of highly sensitive surviving historic landscape character.
Education	Two 2FE primary schools incorporating two 80 place nurseries. Two additional 80 place nurseries. Financial contributions required towards the expansion of existing secondary schools and a site safeguarded for a future 10FE secondary school.
Road Infrastructure	A new southern road connecting the A4 with the A350 including a bridge over the River Avon and floodplain.

Walking and Cycling Infrastructure	Include sustainable transport linkages and onsite PRowS to increase access to the town centre and existing services.
Health Provision	Financial contributions towards health services.
Community Infrastructure	Allotments; District and Local Centre
<p>Vehicular access is possible from the A4 and the A350 at the Lackham roundabout. A bridge over the River Avon and floodplain is required. The delivery of the road will be phased and the phasing for the delivery of the development including housing and employment land will have to take this into account.</p> <p>The site is extensive. The existing River Country Park will be extended. The greenspace would help to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site. Including sustainable transport links and onsite PRowS will increase access to the town centre and existing services including the Chippenham Community Hospital.</p>	

The site's main role is to provide additional homes and employment land over the plan period.

There will be a variety of dwelling types, including a significant proportion of affordable homes.

It will include employment land responding to the demand for further employment growth in Chippenham.

The site is extensive and supporting infrastructure including a local and district centre and primary schools will be provided. Financial contributions will be sought towards the expansion of the existing Hardenhuish, Sheldon and Abbeyfield Secondary Schools. A new secondary school is not required at present, but a new site will be safeguarded for the provision of a 10FE secondary school in the future.

Some facilities are within a 20-minute walk of certain areas of both sites. There would be the opportunity to improve the pedestrian and cycleways to and from the town centre, so residents would be able to easily visit the town centre through sustainable transport modes, However, there is likely to be some reliance upon public transport to access the town centre and local facilities. Overall, these improvements would help to increase footfall and boost local trade.

The Chippenham Community Hospital cannot be accessed directly from the site. Provision to address this will need to include a crossing over the River Avon allowing onward travel through Rowden Park to the hospital site. Potential measures required include bespoke provision of bus service provision and/or footway/cycleway across third party land.

The area of development also does not encroach on nearby villages including Derry Hill and Lacock.

The proposals support Place Shaping Priorities. Evidence establishes potential for a range of negative effects that can be mitigated as follows:

- Creation of buffers adjacent to both sides of all watercourses and to the protected route of the former canal. All hedgerows and treelines to be retained and enhanced, and habitat areas created that connect existing habitat, especially woodland areas.
- The site is within a mineral safeguarding area and to prevent the unnecessary sterilisation of minerals, the prior extraction of minerals, where practicable, will be encouraged.
- Make necessary provision to prevent harm or pollution to any surface or groundwater, particularly when designing Surface Water Drainage Systems.
- The area covered by Wessex Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site.
- Significant water infrastructure crosses the site. It is likely that significant off-site water supply and foul network infrastructure reinforcements would be required. An offsite sewer would be required direct to the works and works may be required to the twin syphons crossing beneath the river.
- To address the impacts the surface water, development should follow the surface water hierarchy. Where infiltration is not a viable option then flows being released from the site would need a controlled discharge and to be agreed with the council on a site-by-site basis. Flows from greenfield sites should aim for 20% betterment over pre-developed discharge rates.
- The site is close to sewage treatment works so there may be odour implications which will need to be investigated and will require mitigation such as separation distance.
- The availability of a range of reliable and accessible sustainable transport options will be necessary to help avoid significant impacts on local air quality.
- More stringent policy with regards the control of surface water discharges from new development is required.
- There are possible impacts on several designated and non-designated heritage assets. The requirement to respect the setting of Lackham House is likely to preclude some or all development over the southern part of the site. Further detailed heritage assessment will be required prior to any application.
- There are possible impacts on archaeological remains across the site, where preservation is likely to be required. A mitigation strategy could also include preservation and a potential management strategy.
- There are a number of public rights of way that will need to be protected and enhanced.

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- The development is of such a scale that local constraints are varied and widespread and will include capacity insufficiencies in the Town Centre and onto the Principal Road network.
- Traffic from new development in this location would feed into the network of roads that goes through Chippenham, Calne, Corsham and Bradford on Avon, with potential to further contribute to elevation of emissions.
- There will need to be a positive strategy for energy and there are parts of the sites that could be suitable for renewable and low carbon energy sources and supporting infrastructure. It is considered that the current energy infrastructure would struggle to cope with the increased demand of this site, increasing the cost associated with reinforcing the grid. However, further evidence is required to confirm this.
- New developments should consider incorporating EV charging points, which will encourage the use of more sustainable modes of transport but will increase the energy demand of the site.
- Sustainable transport linkages and onsite PRowS could be improved to increase access to the town centre and existing services and facilities in the town.
- A new access onto the A350 will require capacity to accommodate dualling of the main line. The internal access roads will also need to accommodate through traffic from growth in Chippenham.

How the site may be developed is shown on the draft framework plan below (Figure 7). This illustrates one treatment of the sites that meets mitigation requirements and the homes, employment, other uses and infrastructure envisaged.

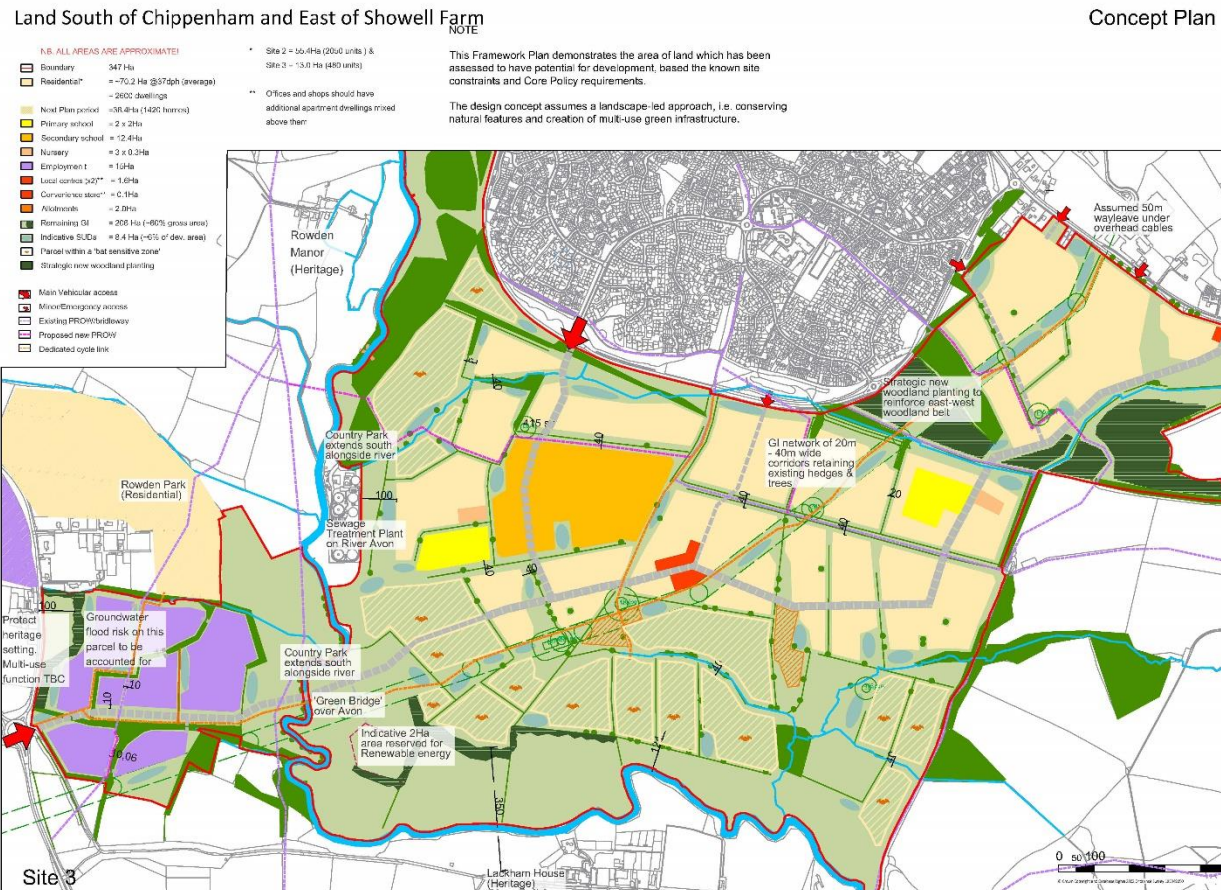


Figure 7. Concept plan for Land South of Chippenham and East of Showell Farm.

Broad Location for Growth

The plan commits to planning for a longer-term pattern of growth for the town. This would include consideration of a significant urban extension or ‘broad location for growth’. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and Plan for the co-ordination of major infrastructure and extensive community engagement to shape their form. They are intended to be delivered toward the end of the plan period and beyond its end date.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy

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defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Chippenham is defined as a Principal Settlement in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

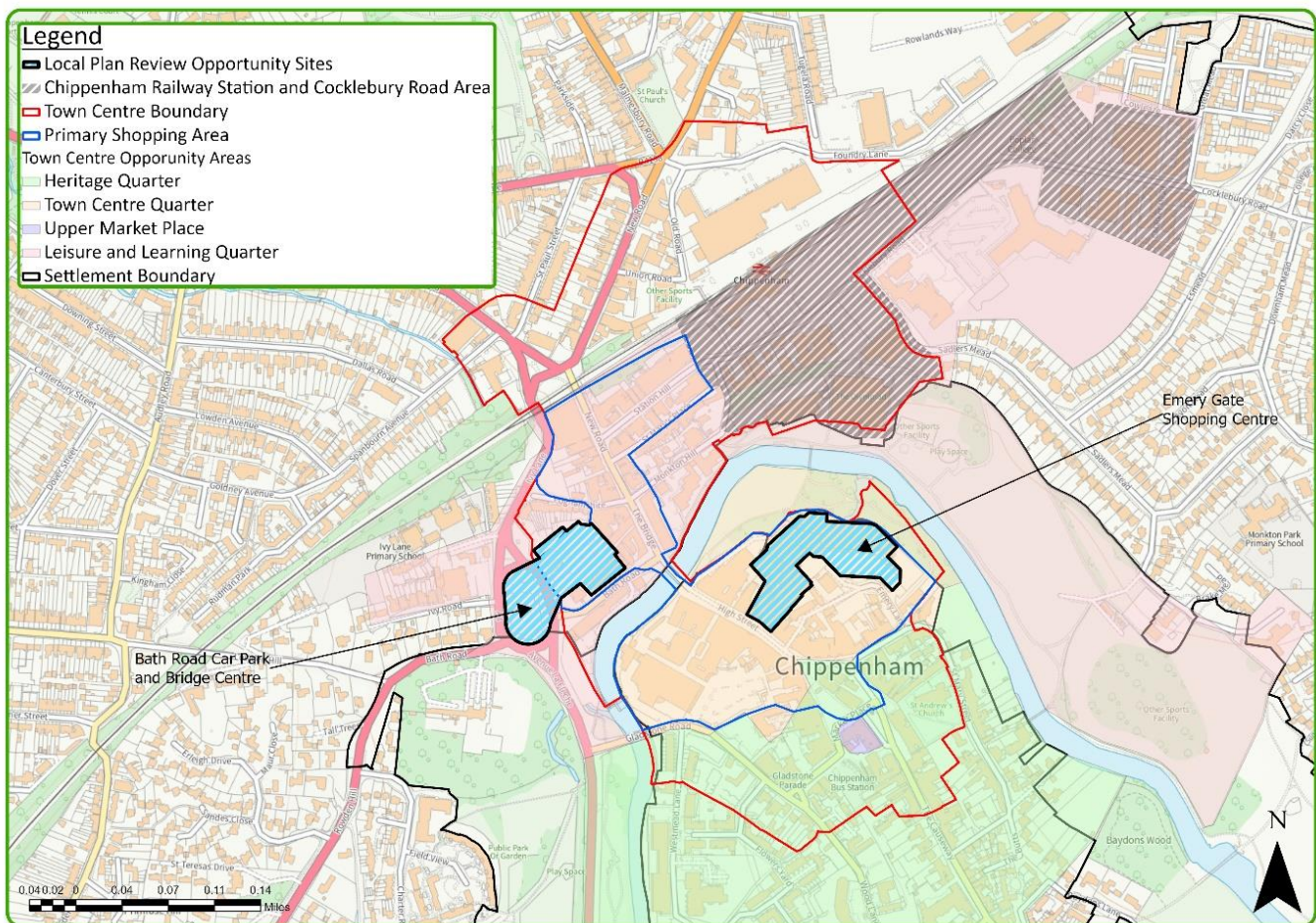


Figure 8. Chippenham town centre and areas of opportunity

The Local Plan aim is to strengthen the town centre.

Chippenham is a Principal Settlement which provides services and facilities for the local community and residents in surrounding villages in North Wiltshire. The Retail Study 2020 identifies that Chippenham experienced a decade of strong retail growth between 2010 to 2020. This included the development of several out-of-town convenience and comparison-shopping sites. The town centre has in recent years seen changes to the comparison goods and service sectors and more recently as a result of the COVID pandemic has experienced an increase in the number of vacant units. There is also competition from comparison goods retail shops at Bath, Bristol, Swindon and Cribbs Causeway.

The Retail Study forecasts a need for additional convenience and comparison retail floorspace at Chippenham, based on shopping trends and growth in catchment spending.

However, the operators Aldi and Lidl have both had planning permission granted for new stores in Chippenham since 2020 which have been built and are now operating at Langley Park (Aldi), Methuen Park (Aldi) and Pewsham Way (Lidl) and so it is not necessary to allocate new sites at Chippenham for additional convenience retail in the Local Plan Review.

In terms of comparison shopping, the Study cautions whether Chippenham has any needs for improvement beyond those already achieved over the past decade because this is likely to be challenging on the basis of the current state of the UK non-foods sector and a general reluctance by a number of retailers to open new stores/expand existing floorspace; the improvements that have already been made in recent year may comprise a natural limit for what the town can achieve (in terms of improvements) in the short to medium term; and the continuing influence of larger competing destinations such as Bath, Bristol, Swindon Outlet Centre and Cribbs Causeway which will inevitably continue to draw some trips of comparison shopping trip away from Chippenham.

In the Wiltshire Core Strategy, regeneration of the town centre was a priority. Core Policy 9 Chippenham Central Area of Opportunity included key principles to be taken into consideration when delivering development on sites in the central area. Bath Road/Bridge Centre Site and Langley Park were identified as two key regeneration opportunity sites:

- (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.

A Chippenham Central Area masterplan was also prepared to provide a more detailed framework for regeneration opportunity sites in the town centre.

Since the Core Strategy was adopted, Langley Park has been redeveloped in part to provide a mix of uses including an Aldi supermarket, hotel and residential development. The remaining part of the site continues to be used for employment and is called the Langley Park Industrial Estate. It is an important employment site in Chippenham, which benefits from its location near to the Chippenham Railway Station. Representations were submitted to the Regulation 18 Local Plan Review consultation in 2021 seeking the allocation of part of the employment site for alternative uses including residential uses. Since then, new owners have taken over and the Council understands they no longer want part of the site to be considered for allocation for alternative uses and instead are focusing on making improvements to the site for employment purposes. This site is removed from the Local Plan Review Chippenham Town Centre policy.

Chippenham Railway Station and Cocklebury Road area is an important public transport interchange and transport gateway to the town centre and to the nearby Wiltshire College and businesses located including those on Langley Park Industrial Estate and therefore is identified in the Chippenham Town Centre policy.

The Bath Road/Bridge Centre site has yet to be redeveloped. The site remains an important site for the town, but it is no longer appropriate for large scale retail development. Bath Road is currently used as a car park and the Bridge Centre roundabout serves as an important gyratory in facilitating traffic management in and around the town centre. Any future proposals for the site could potentially include a mix of uses including residential, retail, employment and leisure uses, but part of the site should be retained for continued use as a car park. The roundabout gyratory forms an important part of the transport network in the town and any proposals for the redevelopment of the site must include highway improvements.

Chippenham Town Council are preparing a Neighbourhood Plan which includes evidence and policies for the town centre and mixed-use proposals for the Bath Road and Bridge Centre Site.

The Bath Road Car Park and Bridge Centre Site continues to be identified as an opportunity site in the Local Plan Review. Any such proposals for the site must ensure heritage assets are protected and enhanced, and pedestrian links to the town centre and River Avon corridor are improved and enhanced.

The owners of Emery Gate Shopping Centre submitted representations to the Regulation 18 consultation in 2021 seeking more flexibility in planning policy to enable alternative uses

including residential to be provided alongside retail at the shopping centre. They highlighted there being some uncertainty about Tesco's future tenancy and therefore a future reconfiguration of the shopping centre needed to be considered. Since 2021, the owners of the shopping centre have changed, but the Council understands the new owners are continuing to explore options for a reconfiguration of the shopping centre in order to provide more leisure and residential uses alongside retail. Therefore, the Emery Gate Shopping Centre is identified an opportunity site in the Local Plan Review.

Any development proposals for Emery Gate must ensure the shopping centre retains some anchor retail units, which in combination with other uses help to encourage people to visit the town centre. Any residential uses must be on upper floors and not have a detrimental impact on the continuing use of other units for retail, leisure and commercial uses. Active frontage on to the River Avon corridor must be maximised, and improved pedestrian links provided between the shopping centre, the River Avon and the High Street. A review must be carried out of car parking requirements at the Emery Gate Car Parks to consolidate that use where possible and open up development opportunities on the site.

Chippenham Railway Station and Cocklebury Road Area are also important areas for the town centre. Proposals for further inward business investment in this area should be supported, with opportunities to ensure improved pedestrian and cycling links to/from the Railway Station, nearby residential areas and the town centre.

An updated Chippenham Masterplan is being prepared by the Chippenham Town Centre Partnership Board, which includes representatives from Wiltshire Council, Chippenham Town Council and other stakeholders. Four opportunity areas have been identified, within which there are specific proposals for improvements considered necessary to deliver a thriving, vibrant and prosperous town centre.

All these proposals will contribute to delivering three of the Chippenham place shaping priorities, which concern the town centre (2, 3 and 4). Policy 8 Chippenham Town Centre has been included in the plan.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Chippenham that have been devised in consultation with Chippenham Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

A Chippenham Neighbourhood Plan is being prepared. A Regulation 14 consultations took place in 2022 and 2023. The Neighbourhood Plan contains the vision, objectives and policies identified by the community over the period 2023 to 2038. The Neighbourhood Plan is not allocating any sites for housing, although it is including proposals for the redevelopment of the Bath Road and Bridge Centre site in the town centre which include residential uses as part

of a mix of uses. Although this Neighbourhood Plan does not include housing allocations, there is a possibility that a future plan review could do so.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Chippenham neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁶. Ten per cent of the scale of growth identified at Chippenham suggests a neighbourhood area requirement for Chippenham of approximately 585 dwellings. There is a limited supply of brownfield sites in the town and most opportunities will be windfall and difficult to identify, meaning a lower baseline requirement is necessary.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Chippenham neighbourhood area requirement (up to 2038)	200
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Local Infrastructure

The growth of Chippenham needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Chippenham as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Three nurseries and two 2FE primary schools will be required and a site safeguarded for a future 10FE secondary school. Financial contributions will be required towards the expansion of existing secondary schools. Abbeyfield School is already due to be expanded to accommodate needs arising from existing new development as a result of the Chippenham Site Allocations Plan allocations.

⁶ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Sustainable transport

Chippenham is located adjacent to the A350 primary route corridor which provides north-south links in west Wiltshire to the M4 in the north and A36 in the south.

Other main routes include the A4 linking to the west towards Bath and east towards Calne and Marlborough, and the A420 linking to Bristol in the west and Swindon in the east.

The above routes are serviced by bus routes with regular 20-minute services to Bath and Swindon with others providing links to other surrounding towns and many neighbouring villages. Chippenham also benefits from a bus station. Chippenham Railway Station, well connected to the town centre, is served by the Great Western Mainline providing direct rail links to Bath, Bristol and onwards to South Wales in the west and Swindon, Reading and London to the east.

Current constraints/local concerns:

- AM and PM peak hour delays particularly on the A350, A4 and the A420.
- Congestion within the town centre at the Bridge Centre gyratory and Park Lane/New Road/Marshfield Road one-way system to the north of the town centre.
- The A350 around Chippenham carries the highest volume of vehicles and HGVs on Wiltshire's Primary Route Network.

Opportunities:

- A new road linking the A4 with the A350.
- Good quality radial cycle routes and safe cycle storage facilities if high levels of mode shift from car to bicycle are to be realised.

Health and social care

There are four GP surgeries in Chippenham.

Lodge Surgery has been redeveloped internally to support an increasing population. Hathaway Surgery has some capacity for new patients, but other practices do not.

Chippenham Hospital has been identified for potential redevelopment or new build and is a way to provide additional provision in the town. This has not taken place yet, but a strategic approach and review is underway.

Financial contributions towards health provision will be required.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

It is considered that the current energy infrastructure at Chippenham would struggle to cope with the increased demand of these sites, increasing the cost associated with reinforcing the grid. However further evidence is required to confirm this. As these are large sites the energy demand would be significantly higher than a smaller site.

If the sites were to be bought forward with their own self-supporting local network through renewable energy generation, these costs could be significantly less.

Due to the uptake of low carbon technology, and the move towards net zero, the Climate Change Committee have estimated that energy demand could almost treble by 2050. This increased pressure on the system is something SSEN, as Distribution Systems Operator, is working on to manage new system capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure. Early engagement with SSEN may be required to discuss connections issues and new solutions may be required.

It is likely that significant off-site water supply and foul network infrastructure reinforcements would be required. An offsite sewer would be required direct to the works. Depending on the scale of development west of the River Avon, works may be required to the twin syphons crossing beneath the river.

Appendix 1 Policy Context

Strategic policy	Title	Retained, Replaced or Deleted
WCS Core Policy 9	Chippenham Central Area of Opportunity (i) Bath Road Car Park/Bridge Centre Site (ii) Langley Park	Replaced with Policy 8 Chippenham Town Centre
WCS Policy 10	Spatial Strategy for Chippenham Community Area Includes Principal Employment Areas: Bumpers Farm Industrial Estate, Methuen Park and Parsonage Way Industrial estate	Replaced with Policy 6 Chippenham
CSAP Policy CH1	South West Chippenham	Retained
CSAP Policy CH2	Rawlings Green	Retained
CSAP Policy CH3	Chippenham Riverside Country Parks	Retained
North Wiltshire Local plan 2011 Policy H2	Housing Allocations: Works, Cocklebury Road, Chippenham (as part of a mixed use scheme) 66 dwellings	Deleted

	Foundary Lane, Chippenham (as part of a mixed use scheme) 250 dwellings	
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres	Deleted and Replaced with Policy 68 Managing Town Centres

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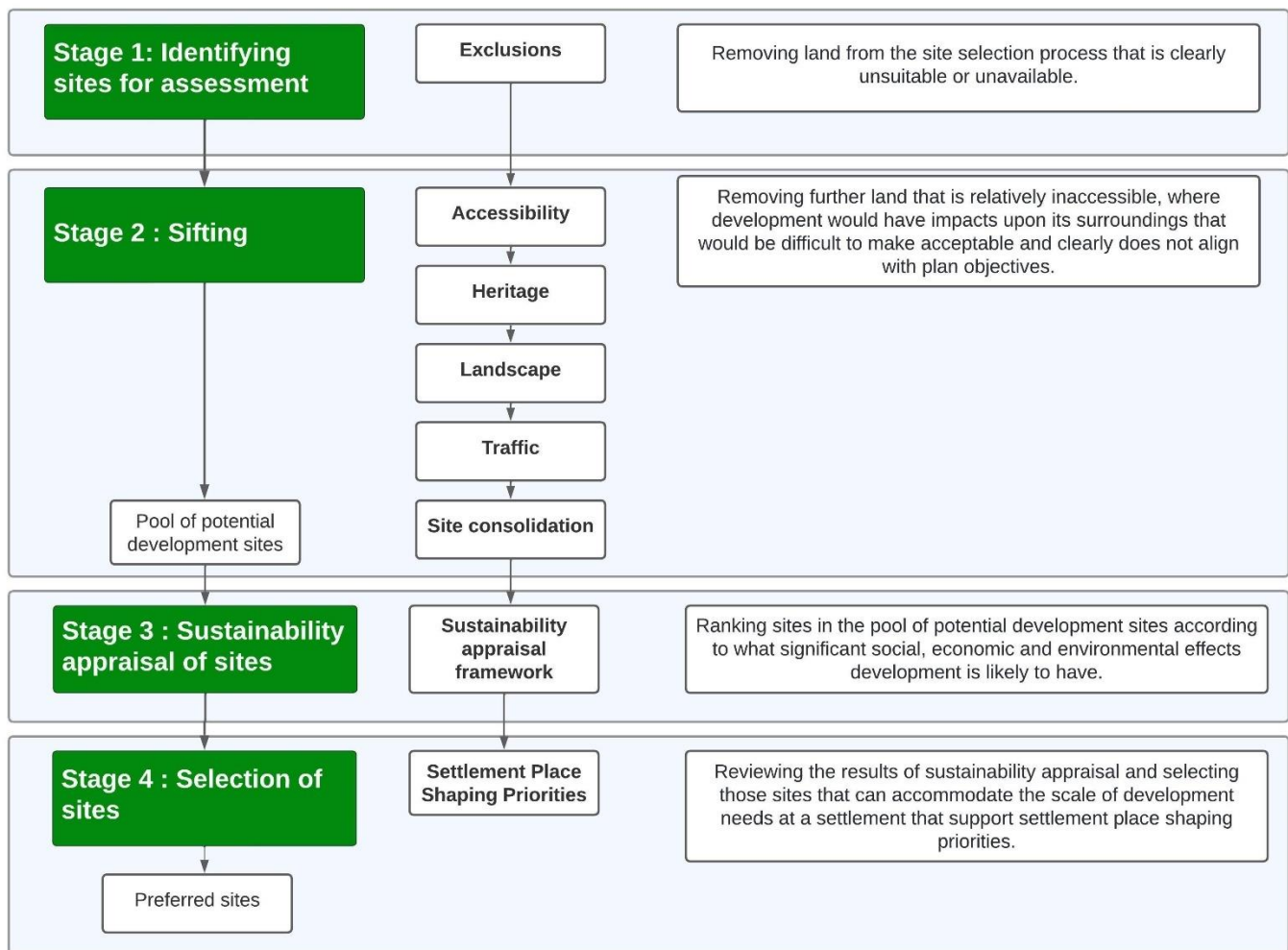
Appendix 2 Site Selection

Site Selection: Chippenham

The purpose of this appendix is to explain the site selection process at Chippenham, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁷ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁸. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Chippenham.

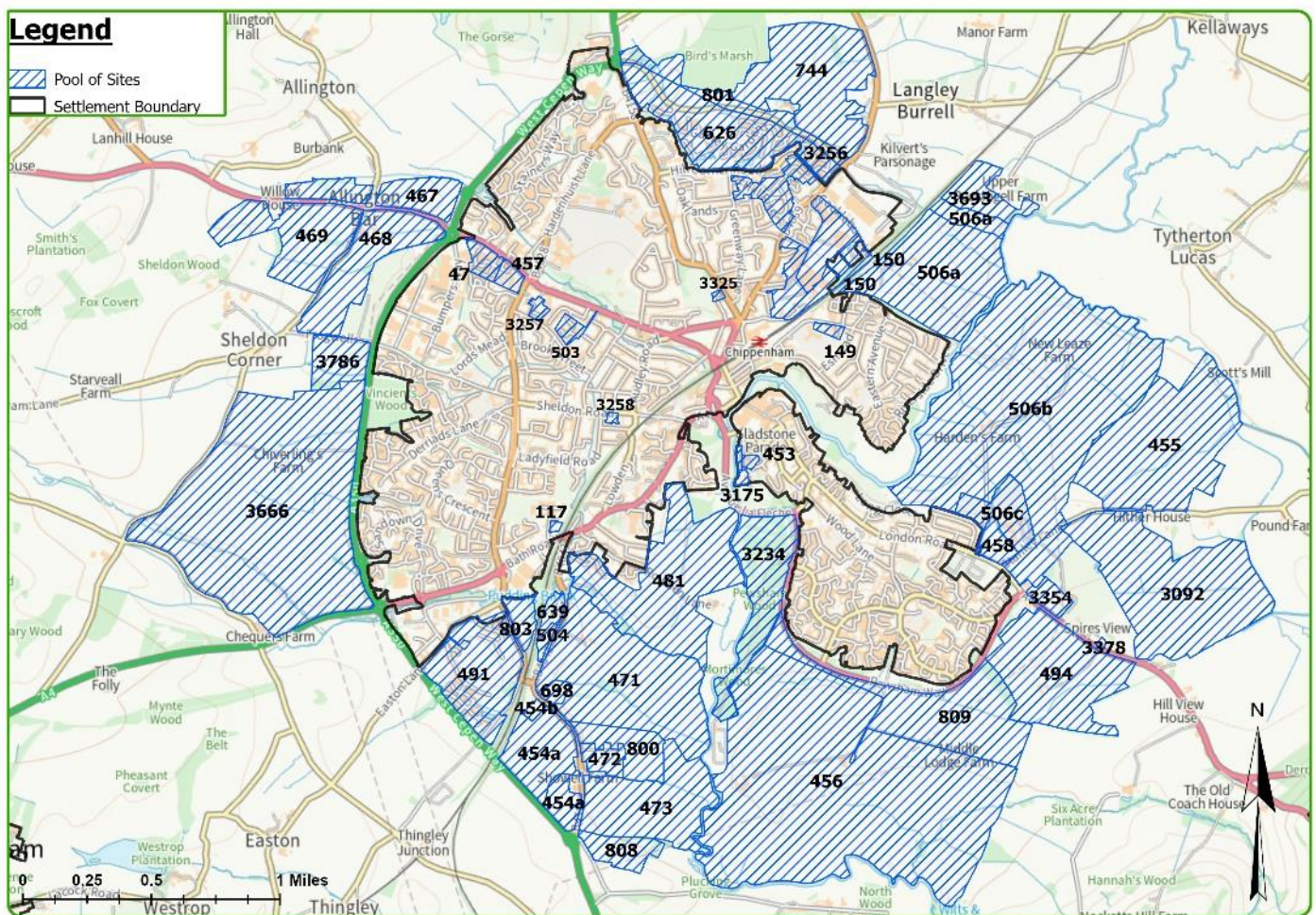


Figure 9. The pool of sites at the beginning of the site selection process at Chippenham.

⁷ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁸ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

23 sites at Chippenham were excluded at Stage 1.

Table 1: Sites Excluded

Site ref.	Reason for removal at Stage 1
47	Built out.
117	Unavailable. Small Site. Part of Industrial Estate
149	Built out
150	Has planning permission and partially completed
453	Unavailable. Redevelopment completed
454a	Part of CSAP CH1 South West Chippenham (Northern part of site) Remainder of site isn't being promoted.
457	Built out
458	Unavailable.
467	Unavailable. No reps submitted at Reg 18 consultation stage.
468	Unavailable. No reps submitted at Reg 18 consultation stage.
469	Unavailable. No reps submitted at Reg 18 consultation stage.
471	Part of Part of CSAP CH1 South West Chippenham
472	Part of CSAP CH1 South West Chippenham
473	Part of CSAP CH1 South West Chippenham
481	Part of CSAP CH1 South West Chippenham
491	Has planning permission. Being built out.
503	Built out.
504	Part of CSAP CH1 South West Chippenham
626	Has planning permission. Being built out.
639	Part of CSAP CH1 South West Chippenham

698	Part of CSAP CH1 South West Chippenham
800	Part of CSAP CH1 South West Chippenham
801	Has planning permission. Being built out.
3258	Small site
3257	Unavailable. Redeveloped.
3175	Built out.
3256	Unavailable. Existing housing.
3325	Small Site

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁹) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to Accessibility and Wider Impacts, and Strategic Context, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

⁹ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal, but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Chippenham:

Context criteria	Detail
Long-term pattern of development	<p>The River Avon is the original and defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.</p>
Significant environmental factors	<p>The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain.</p> <p>To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts.</p> <p>There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.</p> <p>Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.</p>

	<p>Hardens Farm to the east of the River Avon is a listed building.</p> <p>Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham. The listed Kilvert Parsonage is also located in this area.</p>
<p>Scale of growth and strategic priorities</p>	<p>Chippenham is designated as a Principal Settlement. The town is experiencing significant growth. Further growth is now planned.</p> <p>Chippenham has excellent transport links, being in close proximity to the M4, the A350 and is located on the main Bristol to London railway route (Great Western Railway); which makes it an attractive location for economic investment.</p> <p>The Place Shaping priorities identified for Chippenham include providing new employment opportunities to enable people to live and work locally; improving the resilience of the town centre; continuing with improved access to the River Avon valley through Chippenham as an important Green Infrastructure corridor for the town; having a network of well-connected footpaths and cycleways and connectivity for public transport; linking the A4 to the A350 with the provision of a new road; and respecting identities of villages within the landscape setting of the town.</p>
<p>Future growth possibilities for the urban area</p>	<p>There are opportunities for future growth, but some represent a new direction. Combined with the scale of growth intended this indicates a significant impact.</p> <p>Land to the east of the River Avon and south of Pewsham provide ample opportunities for further housing and employment development. Other areas to the north are more limited, and land west of the A350 also provide opportunities for further housing and employment development.</p> <p>Generally, the larger land opportunities will breach the current boundaries of the A350 and River Avon respectively and need new infrastructure to do so.</p> <p>All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre. Work on the Chippenham Site Allocations Plan showed that a connection from the A4 and the A350 was essential to the long-term growth future of the town; and safeguarding measures were made within its allocations to allow for future connections to be made.</p>

Table 2: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Floodrisk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Strategic context and overall judgement	Taken Forward
506b	Land at East of Chippenham (Hardens Farm and New Lease Farm)						<p>This site is located east of Chippenham.</p> <p>It has average accessibility to local facilities.</p> <p>A small part of the site is affected by pluvial flooding associated with the River Avon and surface water flooding around Hardens Farm and further east. Management measures are achievable.</p> <p>The site would be visible from the Monkton Park housing estate and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road.</p> <p>The site contains designated and non-designated heritage assets Development could have an impact on historic assets: setting of Grade II listed Hardens Farm, Tytherton Lucas Conservation Area and non-designated New Lease Farmstead.</p> <p>The site, to the east of the River Avon, would represent a fresh direction for expanding the urban area.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓

455	Land to the North of London Road and West of Stanley Lane						<p>This site is located to the east of site 506b (East of Chippenham). It borders Stanley Lane and has average accessibility to local facilities.</p> <p>The River Marden is situated to the north of the site. As a result, there is a fluvial flood risk, particularly at the top of the site. A small part of the site has been subject to historical flooding. Management measures are achievable. There is a surface water flood risk, in the centre of the site and downstream of the North Wiltshire River Cycle route.</p> <p>The site would be visible from Stanley lane and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road. Development would have some impact on settings of Grade II listed Hither Farm and Middle Farm. This impact would significantly increase in combination with Site 3092.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3354	Jeys Farm, Pewsham						<p>This is a small site located to the east of Chippenham adjacent to the A4. It has good accessibility to local facilities in Pewsham and in the town centre.</p> <p>Flood risk is low. Management measures are straightforward and there is no reduction in the site capacity. There is considered to be no</p>	✗

						<p>harm to heritage assets. The site is well screened from A4 London Road and distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. The site is small and is not considered to be strategic. It is accessible from the A4 but is not immediately adjacent to other sites being promoted in the area and so cannot be considered in combination with one or more of them. Exclude from further consideration because of its size and isolation.</p>	
3092	Forest Gate Farm					<p>.This site is located east of Chippenham between Stanley Lane and the A4. It has average accessibility to local facilities. The only flood risk associated with the site is surface water flooding, which is widespread across the site, but particularly toward the south of the site around Green Lane Farm. Management measures are achievable. Development will have some impact on Grade II listed Hither Farm and Middle Farm. Impact significantly increased in combination with Site 455. Southern edge adjacent to route of former canal. Possible impact on setting of the Grade II* listed Bowood Registered Park and Garden. Impact on separate character of Old Derry.</p> <p>The site would be highly visible from Stanley Lane and the various isolated farmsteads along it. There are also distant views to Derry Hill to the South East.</p> <p>There is good access to the A4. The site in combination with site 506b and 3092 provides the opportunity for a</p>	✓

						<p>new eastern link road to link the A4 with the A350 if required.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
456	Land South of Pewsham					<p>This site is located south of Pewsham, east of the River Avon and extends towards Lacock. Part of the northern boundary is near to the A4, although it is separated by a strip of land belonging to site 809.</p> <p>It has average accessibility to local facilities. Historical flooding has taken place, to the south of the site associated with the River Avon. There is also a surface water flood risk associated with the River Avon tributaries. Consequently, the site has a medium risk of flooding. Management measures are achievable.</p> <p>There are some less than significant heritage impacts. The southern half of the site has a potential impact on setting of Grade II listed Lackham House and its designed landscape. The North-west side of the site impacts on Rowden Conservation Area.</p> <p>This is a large site that would have a visual impact on the Avon Valley and Lackham College. The site will be open to distant views from the hills to the south and south east. The site in combination with site 809 provides the</p>	✓

						<p>opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
809	Lane South of Pewsham Way					<p>This site is located south of Pewsham. It borders the A4 road and is between sites 494 and 456. It has good access to the A4. It has average accessibility to local facilities.</p> <p>There is a medium flood risk, associated with surface water flooding towards the east of the site. This may be a capacity issue with water passing under the main road and holding back into this site. Management measures are achievable</p> <p>There is no harm to heritage assets, although there is a contribution of the landscape setting to the Grade I listed Bowood Registered Park and Garden and impact on settings of non-designated farmsteads. The site has open views from Pewsham Way and the south of the site will be open to distant views from the hills to the south and south east. Eastern edge is adjacent to route of former canal.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓

494	Forest Farm						<p>This site is located south east of Pewsham and is adjacent to the A4 road. It has good access to the primary route network. It has average accessibility to local facilities. Flood risk is rated good, although there is evidence of surface water flooding. Management measures are straightforward.</p> <p>There is less than substantial harm to heritage assets. There is the possibility of impact on setting of Grade I listed Bowood Registered Park and Garden, Grade II listed Pewsham House and non-designated heritage farmsteads.</p> <p>The site is highly visible from A4 London Road with distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. Mitigation is possible.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3234	Patterdown / Rowden						<p>This site is located south of Pewsham between the River Avon and Pewsham Way. It has good access to the primary route network. It has good accessibility to local facilities in the town. There is a risk of surface water flooding and pluvial flooding as a result of its location adjacent to the River Avon. . Historical</p>	✓

						<p>flooding has affected some of the site. Management measures are straightforward.</p> <p>The site is considered to have less than significant impact on heritage assets. There will be some impact on Rowden Conservation Area and setting of Grade II and II* listed buildings and scheduled moated site at Rowden Manor.</p> <p>The landscape impacts are acceptable with some mitigation. The site is well screened from Pewsham way with good tree and hedgerow cover. There are middle distance views to the West across the Avon Valley to the Community Hospital site and adjacent residential areas. Mortimer's Wood Nature Reserve is in the southern portion of the site.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
473	Land Opposite Showell Farm					<p>This site is located immediately south of the South West Chippenham site which is an existing allocation and has planning permission.</p> <p>Accessibility to local facilities is average and the site has good access to the A350 and B4528. This site has a medium flood risk due to the proximity to</p>	✓

						<p>the River Avon and the historical flooding which has taken place on the eastern side of the site. There is a risk of surface water flooding on part of the site and this site carried the highest groundwater risk which can be overcome.</p> <p>The site is considered to have less than significant impact on heritage assets. Grade II listed Showell Farm is a large multi yard farmstead with good survival of significant buildings. Whilst currently well screened from views to the A350 any access from this road onto the site is likely to significantly degrade this.</p> <p>The site in combination with site 456, 494 and 809 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
494	Forest Farm					<p>This site is located south east of Pewsham and is adjacent to the A4 road. It has good access to the primary route network. It has average accessibility to local facilities.</p> <p>Flood risk is rated good, although there is evidence of surface water flooding. Management measures are straightforward.</p> <p>There is less than substantial harm to heritage assets. There is the possibility of impact on setting of Grade I listed Bowood Registered Park and Garden, Grade II listed Pewsham House and non-designated heritage farmsteads.</p>	✓

						<p>The site is highly visible from A4 London Road with distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. Mitigation is possible.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
803	Land at Chippenham Business Park adjoining Saltersford Lane					<p>This site is located south of Methuen Park between Hunters Moon and the railway line. Accessibility to local facilities is good and the site has no significantly harmful effects on congested roads. The site is rated as having good flood risk impacts. The key impacts are Groundwater / Surface Water and recorded flooding risks. The groundwater risk is the highest possible but can be mitigated. The surface water risk is predominantly located at the far north and south of the site. The recorded historical flooding is also situated at the top of the plot and associated to the nearby watercourse. Management measures are achievable. There is no harm to heritage assets. Grade II listed Patterdown Farm is physically and visually separated by railway embankment. The site is generally well screened from view with the railway embankment as a green infrastructure corridor running along its eastern boundary. Whilst there are some gaps along the hedge</p>	✓

							<p>line along Saltersford Lane these can be dealt with through mitigation.</p> <p>Take forward for further consideration. This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
808	Land East of Access to Lackham College						<p>This site is located south of Showell and the South West Chippenham allocation. The A350 is nearby.</p> <p>Accessibility to local facilities is average and access to the primary road network is good. This site has medium flood risk.</p> <p>This site is at risk of surface water flooding which is located towards the east of the plot and also in the North East corner. Historically, a small part of the site has also flooded due to channel capacity issues from the nearby River Avon. Management measures are achievable.</p> <p>There is no harm to heritage assets.</p> <p>The site is exposed to views from the A350 which would require mitigation.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
744	Land to the North of Barrow Farm						<p>This site is located to the north of Chippenham and east of Birds Marsh Wood. It is adjacent to the north Chippenham urban extension which is being built out. which has planning permission.</p>	✓

							<p>Accessibility to local facilities is average, and the site has no significantly harmful effects on any congested roads.</p> <p>The site is classed as having medium flood risk and management measures are achievable, This site has risks from groundwater and surface water flooding, which can be mitigated against.</p> <p>This site will have a less than substantial impact on the settings of listed buildings including Barrow Farm which is within the site and Langley House to the north east of the site.</p> <p>Whilst the southern half of the site is low lying the site rises up to the North east making any development here more incongruous within the predominantly rural context. Development of this site risks coalescence between Chippenham and the village of Langley Burrell.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
3666	Land west of Chippenham						<p>This site is located west of Chippenham and the A350 and north of the A4 where the two roads meet. Accessibility to facilities is average and has no significantly harmful effects on congested corridors. This site has medium flood risk. The risks</p>	✓

						<p>from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the entire site. Management measures are achievable. Main site would have severe impact on setting of Grade II listed Chiverlins Farm leading to complete loss of agricultural setting. Southern section would impact on the intact Mynte Farmstead group and Chequers Farm. Farmsteads have a fundamental relationship with their surrounding hinterland and mitigation likely to be difficult. South of site has likely impact on setting of high status Corsham Court Registered Park and Garden and approach. The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4 with the land rising up from Holywell. Take forward for further consideration. Does not appear to have any overriding significant impacts that justify</p>	
--	--	--	--	--	--	---	--

							excluding the site at this stage.	
3693, and Part of 506a	Land at Peckingell Farm and Rawlings Green						<p>This site is located to the north east of Chippenham and to the east of the railway line. Land to the south of the site is allocated for development (CSAP CH2 Rawlings Green) with the southern section of this site forming the northern section of the Rawlings Green site and is designated as a country park</p> <p>The site has flood risk, but management measures are achievable. This site has some groundwater risk. This too can again be mitigated.</p> <p>It has average accessibility to local facilities. The accessibility of the location is dependent on the delivery of the adjacent Rawlings Green site including a bridge over the railway.</p> <p>The site would have an impact on setting of Grade II listed Upper Peckingell and Lower Peckingell farmsteads and remove much of remaining immediate agricultural setting and context. Mitigation is likely to be very difficult to achieve to offset harm caused. There could be some level of development linked to the site to south but there would be a need for mitigation in form of landscaping which would be likely to reduce capacity.</p> <p>The pattern of vegetation creates a locally wooded landscape that contributes to a strong sense of separation between Chippenham and outlying rural settlements.</p>	✓

							<p>The railway and associated vegetation also provide separation of the site from Langley Burrell to the north. Trees towards the southern area of the site provide a narrow buffer to the allocated land to the south forming part of Rawlings Green site.</p> <p>Take forward for further consideration</p>	
3786	Adj A350						<p>This site is located west of Chippenham and the A350. Accessibility to facilities is average and has no significantly harmful effects on congested corridors.</p> <p>This site has medium flood risk. The risks from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the site. Management measures are achievable.</p> <p>There may be some impact on setting of Grade II listed Chiverlins Farm</p> <p>The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4.</p> <p>Take forward for further consideration.</p>	✓

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
506b; 455; 3092;	These sites mostly abut each other and are all located east of Methuen Park, Rawlings Green, the River Avon and between the River Avon and the A4 corridor.
494; 809; 456	These sites abut each other and are all located South of Pewsham, West of the River Avon.
473; 808; 454b	These sites are located west of the River Avon, either side of the B4578, south of Rowden Park near to the Lackham Roundabout onto the A350
3666 and 3786	These sites abut one another and are both located west of the A350.
3693 and 506a (Part)	These sites abut one another and form an extension of the Rawlings Green site.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land East of Chippenham	506b; 455; 3092; 458; 3354
2	Land South of Chippenham	494; 809; 456, 3234
3	Land East of Showell Farm	473,808
4	Land Adj Saltersford Lane	803
5	Land West of A350 Chippenham	3666 and 3786
7	Barrow Farm	744
8	Land at Peckingell Farm and Rawlings Green	3693, 506a(part)

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report¹⁰, which also includes the detailed assessments made for each site.

¹⁰ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

Seven sites assessed through Sustainability Appraisal at Stage 3, were taken forward as preferred sites for further consideration at Stage 4:

- Site 1 Land East of Chippenham
- Site 2 Land South of Chippenham
- Site 3 Land East of Showell Farm
- Site 4 Land at Chippenham Business Park adjoining Saltersford Lane
- Site 5 Land West of Chippenham Adj a350 and A4
- Site 7 Barrow Farm
- Site 8 Land at Peckingell Farm and Rawlings Green

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

TABLE SHOWING SUMMARY OF ASSESSMENT SCORES LISTED IN ORDER OF SITE SUSTAINABILITY PERFORMANCE

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Site	Overall site score (+ position)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
1	-5(1 st)	-	--	--	--	-	0	--	-	+++	+++	--	+++
2	-7 (2 nd Joint)	--	--	--	--	-	0	--	--	+++	++	--	+++
3	-7(2 nd Joint)	-	--	--	--	--	0	--	-	+++	++	--	++
5	-7(2 nd Joint)	-	--	--	--	-	0	--	--	+++	++	--	++
7	-7(2 nd Joint)	--	--	--	--	-	0	--	--	+++	+++	--	++
4	-8(6 th Joint)	-	-	--	--	--	0	-	0	+	+	-	+
8	-8(6 th Joint)	-	--	--	--	-	0	--	--	++	+	--	+

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Chippenham were assessed against the Place Shaping Priorities, which is set out in the following table:

Table 4 Place Shaping Priorities Assessment

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
1	1st	Strength	Neutral	Strength	Strength	Strength	Neutral
		<p>Could include employment land as part of a mixed-use development. This would provide employment land on the eastern side of the town, to enable people to live and work locally. Employment opportunities on the site, in the town centre and near the railway</p>	<p>This site is a large site, parts of which are some distance from the town centre. However, there is the opportunity to include paths, cycleways and public transport routes linking with the town centre, enabling people to visit the town centre shops and services.,</p>	<p>The River Avon is to the west of this site and the Country Park established as part of the Rawlings Green allocation is opposite. There is the opportunity to extend the Riverside Country Park and enhance the ecology along the River Avon and</p>	<p>There is the opportunity to include a network of footpaths and cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around e.g. improved links to and from Abbeyfield School and</p>	<p>This site is located to the east of the town and provides the opportunity to include a new eastern link road from A4 to the A350. This will help to address congestion issues in and around the town centre. The site also provides the opportunity to improve the pedestrian,</p>	<p>Part of this site north of the North Rivers Cycle Route including New Leazes Farm may have an effect on the landscape setting of Tytherton Lucas village. The eastern part of this site may have an effect on the landscape setting of</p>

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
		station and Cocklebury Road area would be accessible by walking, cycling and public transport. Development of this site may encourage further inward investment in and around the railway station and Cocklebury Road area.	ensuring the town centre continues to thrive and remain vibrant.	provide further opportunities for pathways and cycleways to and from the town centre.	Stanley Road Playing Fields. .	cycling and public transport links between areas to the north of Chippenham (e.g. Monkton Park) and Abbeyfield Secondary School.	Derry Hill village. A large part of the site falls outside of these areas.
2	joint 2nd	Strength	Neutral	Strength	Strength	Strength	Neutral
		Could include employment land as part of a mixed-use development.	This site is a large site, parts of which are some distance from the town	The River Avon is to the west of this site and the Country Park	This site could include a network of well-connected footpaths and	This site is located to the south of the town and provides the	Part of the site around Forest Farm may have an effect on the

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
		<p>This would provide employment land on the eastern side of the town and enable people to live and work locally</p>	<p>centre, however there is the opportunity to include paths and cycleways linking with the town centre, enabling people to visit the town centre, shops and services., ensuring the town centre continues to thrive and remain vibrant, minimising congestion and improving air quality.</p>	<p>established as part of the South Chippenham (Rowden Park) site on the opposite side. There is the opportunity to extend the Riverside Country Park to provide further opportunities for pathways and cycleways linking the site to the town centre and to enhance the ecology along the River Avon Corridor.</p>	<p>cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around.</p>	<p>opportunity for a new southern link road from A4 to the A350 if required.</p>	<p>landscape setting of Derry Hill village. A large part of the site falls outside of these areas.</p>

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
3	joint 2nd	Neutral	Neutral	Strength	Strength	Strength	Strength
		Could include employment land as part of a mixed-use development, which would provide further employment opportunities to enable people to live and work locally.	This site is some distance from the town centre, however there is the opportunity to include paths and cycleways linking with the Rowden Park site and the town centre, which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and	The River Avon is to the east of this site and to the north is the Country Park established as part of the Chippenham Site Allocations Plan is part of the South Chippenham (Rowden Park) site There is the opportunity to extend the Riverside Country Park which will also provide further opportunities	This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided across the town, to/from the town centre, and through into the surrounding countryside,	This site is located adjacent to the B4528 road and is near to the Lackham roundabout which connects with the A350. Land will be required for a southern link road to join up with the A350 at the Lackham roundabout.	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
			improving air quality.	for pathways and cycleways to be established linking the site to the town centre and to enhance the ecology along the River Avon Corridor.			
4	Joint 6th	Weakness	Neutral	Weakness	Weakness	Weakness	Strength
		This is a relatively small site, which could provide some employment land to complement other sites offer in the town including nearby	The town centre is easily accessible from this site along the A4. and there is the opportunity for people to visit and use the shops and	This site is not located near to the River Avon and so limits the opportunity to improve access to the River Avon valley through	This site is a small site which is near to the A4 and the railway line. Although there are footways and public transport provided along the A4 and the	This site is a small site which on its own won't help to provide for a more resilient local network addressing traffic	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
		on the Methuen Business Park., but the amount of land this site could provide may not be substantial and other land would be required.	services ensuring the town centre remains vibrant, minimising congestion and improving air quality. However, there are a range of out of town shops near to this site e.g. Bath Road Retail Park and Sainsbury's, Cepen Park which may deter trips to the town centre.	Chippenham as an important green infrastructure corridor for the town.	existing built up area, which can be accessed from the site, the site may not be large enough or suitable to include extensive new links..	congestion within the town.	
5		Strength	Neutral	Weakness	Neutral	Weakness	Strength

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
	Joint 2nd	<p>Could include employment land as part of a mixed-use development. to enable people to live and work locally. The site benefits from a location adjacent to A350 which is an important economic corridor. However, the A350 is also a barrier to linking any development with the town and providing opportunities for people to travel</p>	<p>The town centre is accessible via the A350/A4, but as this site is on the western side of the A350, there would be significant severance for pedestrian and cyclist trips to the town centre which may restrict visits to the town centre shops and services or it may encourage car based trips to the town centre, both of which could</p>	<p>This site is not located near to the River Avon and it doesn't provide the opportunity to improve access to the River Avon valley through Chippenham.</p>	<p>This site is located adjacent to the A4/A350. This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided. However, the site is located on the western side of the A350 and the A350 is a barrier to linking development</p>	<p>This site is located adjacent to the A4/A350. It doesn't provide any opportunities to provide for a more resilient local network addressing traffic congestion within the town.</p>	<p>This site doesn't have any effect on villages near to Chippenham and their landscape setting.</p>

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
		to the site from elsewhere in Chippenham by foot or bicycle in particular.	have an negative impact on the vibrancy of the town centre, traffic congestion and air quality. There are shops and facilities in the Cepen Park, Bumpers Farm, and Bath Road areas which also may deter trips to the town centre.		with the town which may deter people from making trips by foot and bicycle in particular.		
7	Joint 2nd	Strength	Strength	Weakness	Strength	Weakness	Weakness
		Could include a mix of employment as part of a mixed-use development	This site is to the north of the town and could provide opportunities	This site is not located near to the River Avon and doesn't provide the	This is a large site where there is the space to include a network of well-	This site would be accessed via the Northern distributor road being provided	This site could have an impact on the landscape setting for

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
		in order to provide employment opportunities to enable people to live and work locally.	for people to visit and use the facilities available in and around the town centre and enable the town to remain vibrant, improve congestion and air quality.	opportunity to improve access to the River Avon valley through Chippenham.	connected footpaths and cycleways and connectivity for public transport could be provided.	as part of the North Chippenham development and wouldn't provide any further opportunities to provide for a more resilient local network addressing traffic congestion within the town.	Langley Burrell. The entire site is located with the landscape setting of the village.
8	Joint 6th	Strength Could include a mix of employment as part of a mixed use development in order to	Strength This site could provide opportunities for people to visit and use the facilities	Strength This site is located adjacent to the River Avon and would provide the	Strength This is a large site where there is the space to include a network of well-connected	Neutral This site would be accessed via the Cocklebury Link Road and northern distributor road	Weakness A large part of the site could have an impact on the landscape setting for

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
		provide employment opportunities to enable people to live and work locally.	available in and around the town centre and enable the town to remain vibrant, improve congestion and air quality.	opportunity to improve access to the River Avon valley through Chippenham.	footpaths and cycleways and connectivity for public transport could be provided. However, this may be reliant on the railway crossing and Cocklebury Link Road being provided as part of the existing Rawlins Green site.	via a new railway bridge which has yet to be built. It wouldn't provide any further opportunities to provide for a more resilient local network addressing traffic congestion within the town.	Langley Burrell and is located within the landscape setting of the village.

Summary

Site	Stage 4 ranking	SA ranking of site	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	Change from SA ranking
1	1 st (joint)	1 st	√	√/x	√	√	√	√/x	No Change
2	1 st (joint)	2 nd (joint)	√	√/x	√	√	√	√/x	↑
3	1 st (joint)	2 nd (joint)	√	√/x	√	√	√	√/x	↑
8	4 th	6 th (joint)	√	√/x	√	√	√	x	↑
5	5 th	2 nd (Joint)	√	√/x	x	√	x	√	↓
7	6 th	2 nd (joint)	√	√/x	x	√	x	x	↓
4	7 th	6 th (Joint)	x	√/x	x	x	x	√	↓

The outcome of Stage 4 of the site selection process for Chippenham can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that Land South of Chippenham and Land East of Showell Farm emerged as the preferred sites at Chippenham:

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Chippenham.

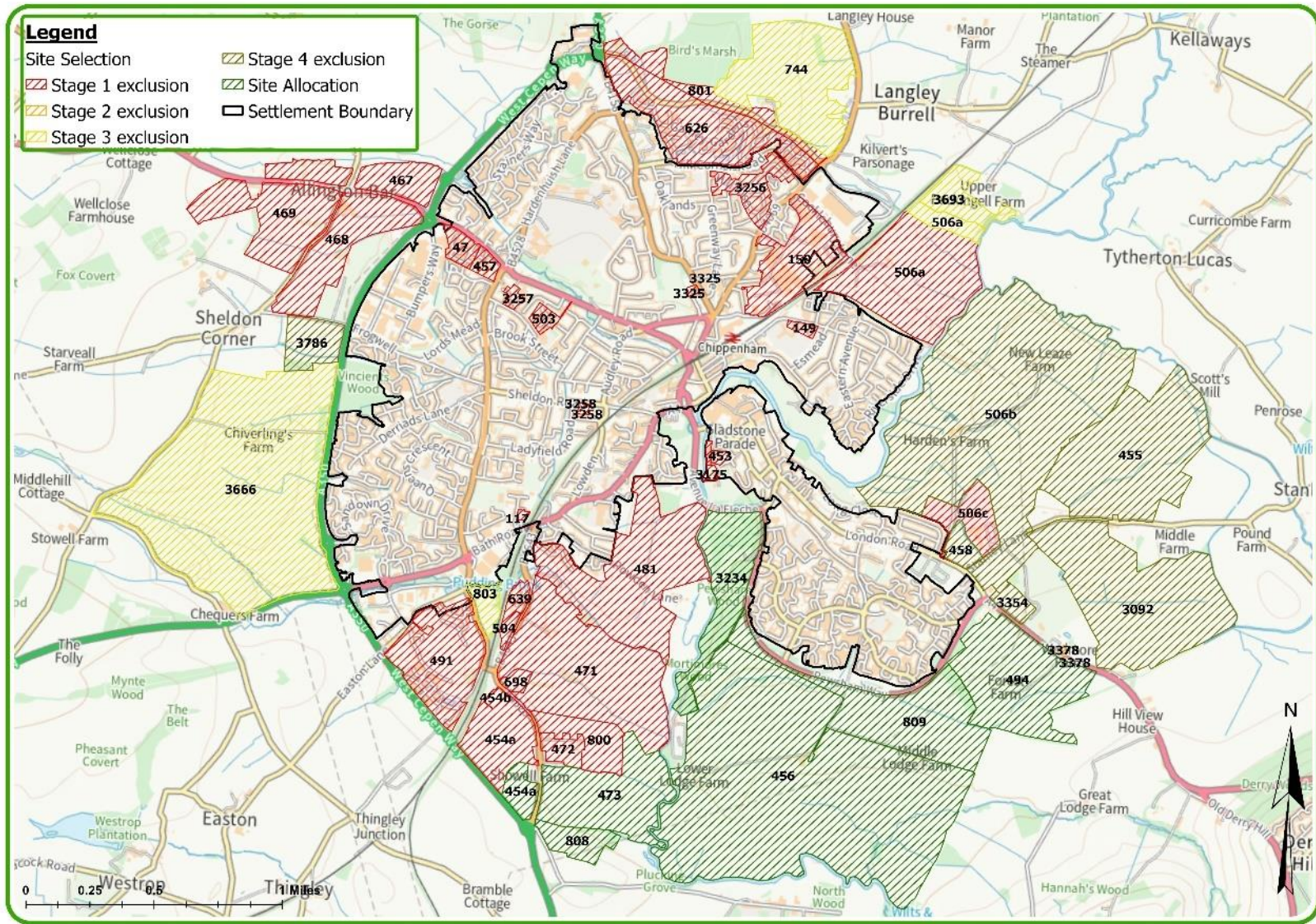


Figure 9. The results of the site selection process at Chippenham.

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Planning For Corsham

July 2023

1. Introduction

‘Planning for Corsham’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Corsham, as follows:

Policy	Title
12	Corsham Market Town
13	Land South of Dicketts Road

A table containing the current planning policies for Corsham, and their status, is included in Appendix 1.

The Plan sets what local priorities will shape development and future growth in Corsham (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on, not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail may also be examined.

2. Corsham - Context and challenges

Population	13,400 ¹	10th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary, enhance their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

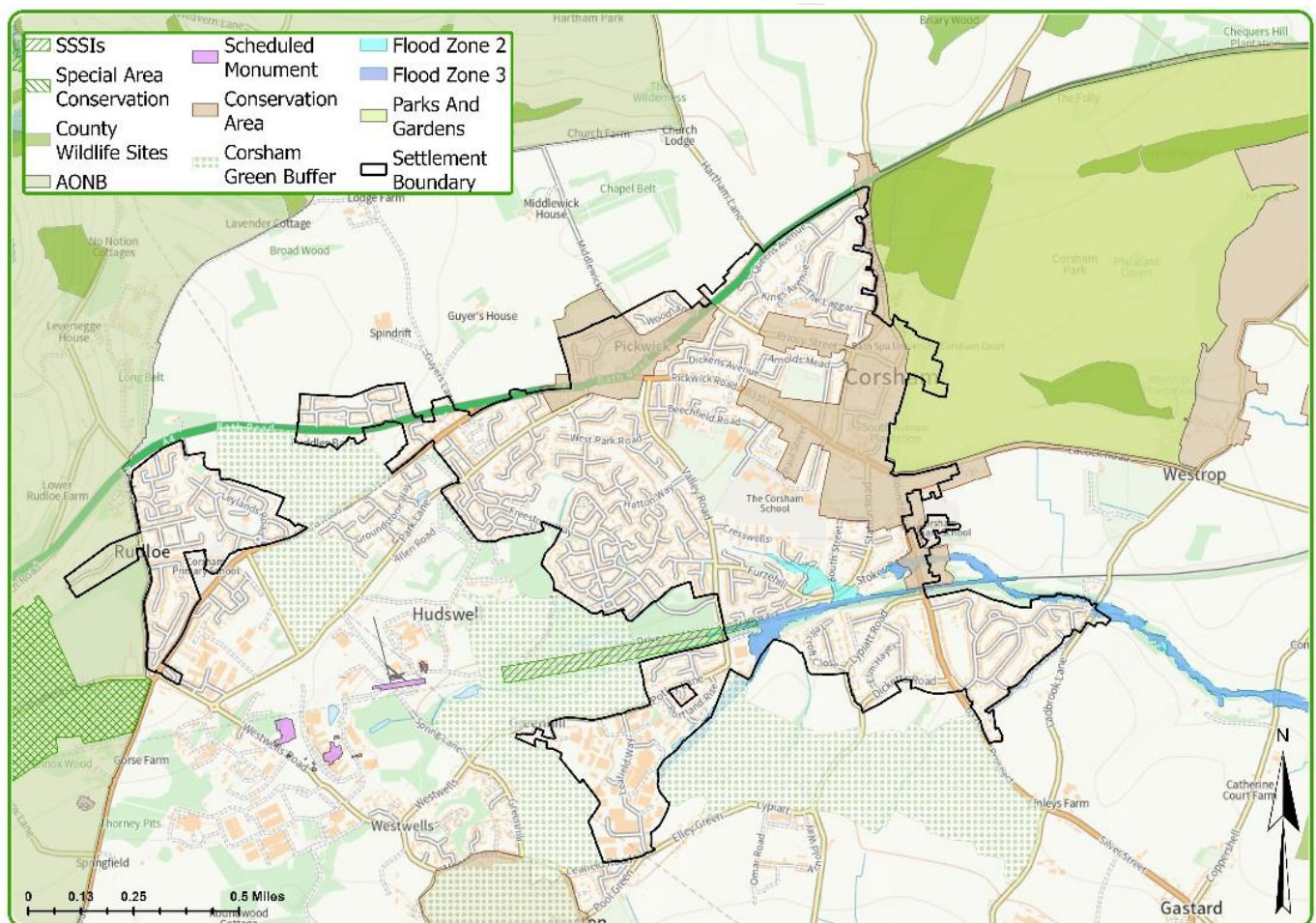


Figure 1. Environmental constraints and designations at Corsham

¹ [Census 2021, ONS](#)

Bath and Bradford on Avon Bats Special Area of Conservation (SAC) to the west and associated foraging habitats and flight corridors are significant constraints to development. A Corsham Batscape Strategy, which accompanies the Corsham Neighbourhood Plan, sets out mitigation measures.

There are some areas of flood risk associated with the small tributaries heading east towards the River Avon.

The Historic Park and Garden of Corsham Court restricts development to the east of the town.

Historic and current mining activity has influenced historic growth and potentially limits options for future growth, particularly to the north at Hartham Park, which is an extensive and active mine.

The need to maintain the character and identity of the villages of Rudloe, Westwells and Neston also limits growth of the town. A rural green buffer has been identified in the Corsham Neighbourhood Plan to ensure that the separation of settlements is maintained.

How has Corsham developed?

Strongly influenced by its Bath stone mining history, Corsham has generally grown in a north and then westward direction, between the A4 and the railway. More recent growth has extended towards Rudloe.

The following diagram shows how much housing has been delivered in Corsham from 2006 to 2022.

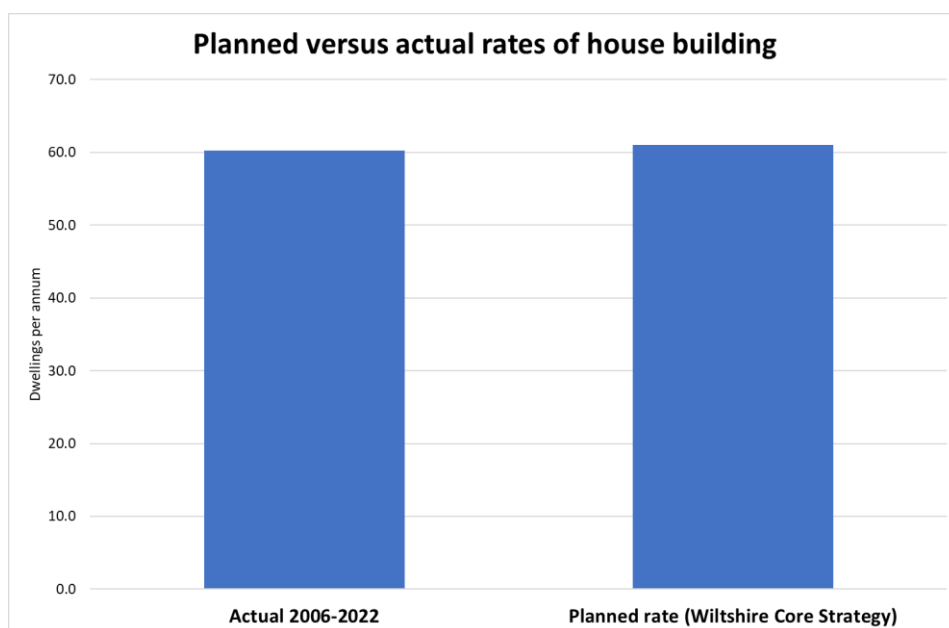


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building.

The Real Estate sector in Corsham has an extremely high concentration of employment compared with the national average and is a relatively large employer in absolute terms. The Financial & Insurance sector has seen extremely high growth in recent years, but compared with the national average it remains a small employer. On the whole, office-based sectors have generally seen higher employment growth in recent years.

The presence of the Ministry of Defence (MOD) Global Operations and Security Control Centre is significant. Corsham Science Park continues to grow, with Pharmaxo completing a new manufacturing/R&D facility and other business space and a third phase of 20 flexible business units designed to meet expected demand from science-related businesses. Digital Mansion Corsham acts as a hub and for tech growth SMEs and a catalyst for start-ups and is full; Ark Data Centres have continued to expand their large-scale data facilities at Spring Park.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Corsham performs a localised retail and service function. The convenience goods offer of the centre has remained constant over the past several years, continuing to focus upon primarily a top-up food shopping role, with main food shopping trips by local residents primarily flowing to nearby Chippenham. The role and function of the centre is influenced by nearby Chippenham. It is recommended the rise in vacancies in the centre over the past several years be monitored by the Council going forwards.

In terms of the quality, range and choice of convenience goods stores in Corsham, these include a medium sized Co-op store in the town centre, a smaller Co-Op at Macie Drive, along with a selection of small stores in the town centre including newsagent, butcher, baker, Spar convenience store and a greengrocer. These stores provide an important day-to-day function for the local population. However, the size and retail offer of these stores, along with the influence of nearby Chippenham (and to a lesser extent Melksham), mean that they are able to attract only 5% of main food shopping trips and retain one third of top-up food shopping trips. This suggests a qualitative case for improvement, which is supported by the Corsham neighbourhood plan, for a second supermarket, although care will need to be taken, in terms of the location and scale of any such new store, in order to protect the health of the town centre and also the finite level of expenditure capacity.

The comparison goods sector in Corsham is dominated by local independent traders who occupy small units and serve niche individual functions. They provide day to day shopping facilities for the population, which seek to differentiate themselves from the wider retail offer in Chippenham. There is nothing to suggest that any particular strategy needs to be adopted

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning For Corsham

in order to change and/or expand the comparison goods retail sector in Corsham. It should, instead, be protected as far as practicably reasonable to do so, via development management policies in the Local Plan Review.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

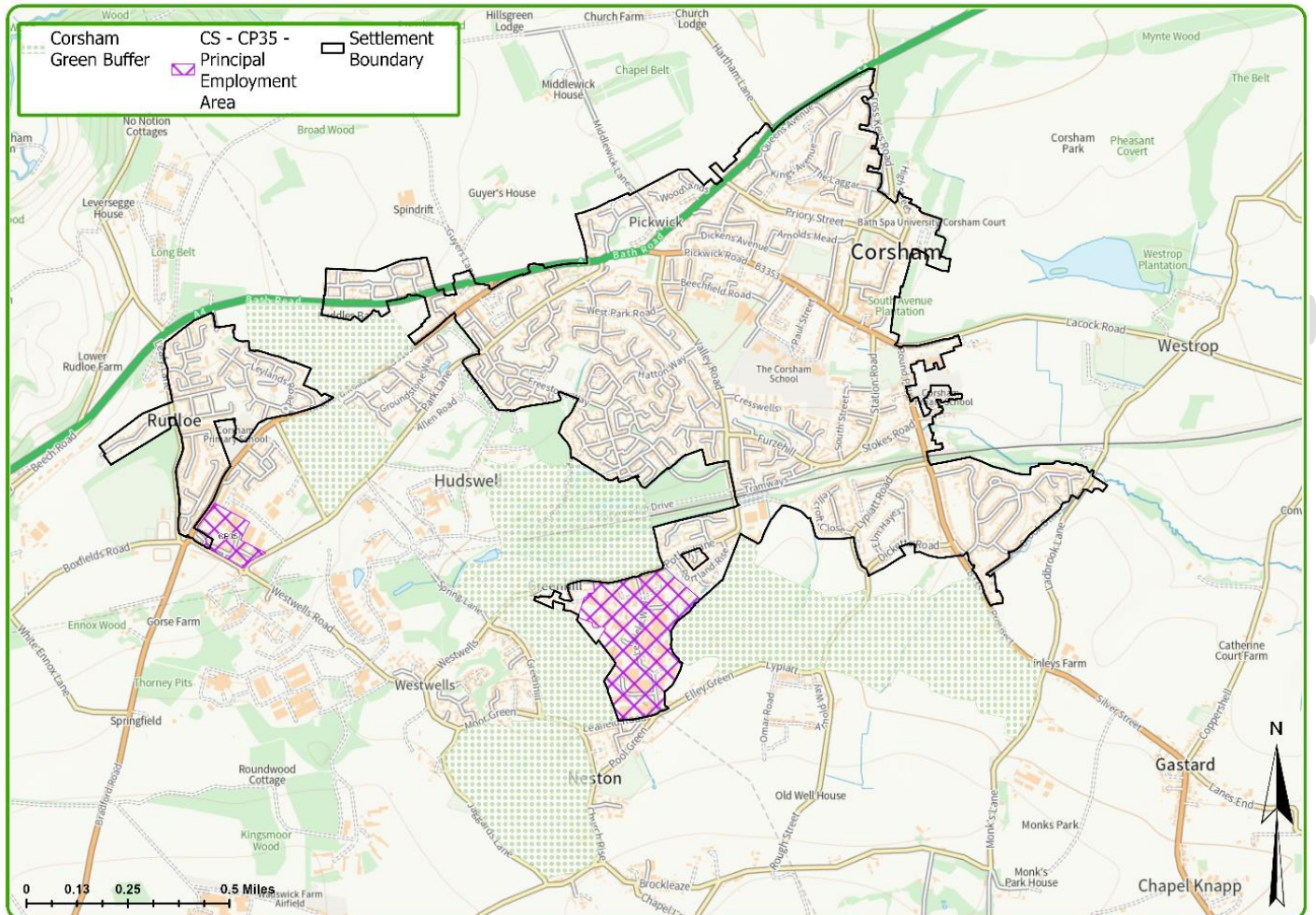


Figure 3. Current development plan commitments at Corsham.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Corsham has developed over recent years is in summary:

Corsham has experienced significant greenfield housebuilding in recent years, although it does have significant constraints including stone mining areas, a rural green buffer and a bats corridor.

There has been some investment from business. The real estate and financial sectors have seen higher employment growth. The presence of the MOD Global Operations and Security Control

Centre is significant and Corsham Science Park continues to grow to meet an expected demand from science related businesses and Ark Data Centres continue to expand their large-scale data related facilities. Housebuilding needs to be balanced with maintaining the separate identities of Corsham from nearby villages, conserving and enhancing the distinctive characteristics of Corsham's historic landscape, whilst encouraging additional investment in business, services for the local community and a stronger town centre.

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A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Corsham Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP 1 Rural Identity Maintain the separate identities of Corsham from the settlements to the west of around the town (Rudloe, Westwells, Gastard and Neston)

PSP 2 Town Centre Regeneration and revitalisation of Corsham Town Centre, in particular the Martingate Centre

PSP 3 Green Infrastructure Protect, Improve and extend the green and blue Infrastructure network, including protecting the important habitats for bats and providing additional allotment sites to meet high demand.

PSP 4 Transport Connectivity Improve public transport connectivity and pedestrian and cycle routes in and around Corsham and improve road network capacity (particularly to address congestion at junctions along the A4).

PSP 5 Transport Infrastructure Safeguard land for a new railway station

PSP 6 Retail Provision of a second supermarket for the town to provide the opportunity for people to shop locally.

PSP 7 Landscape To conserve and enhance the distinctive characteristics of Corsham's historic landscape, historic centre and other heritage rich areas including underground.

PSPs sit alongside the spatial strategy for Corsham. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Calne that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan, with the function of neighbourhood plans, prepared by town and parish councils, setting more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how, and more precisely where, development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy³, respond to concerns about the loss of greenfield land, coupled with the significant environmental constraints which restrict the availability of land for development.

The new strategy identifies a requirement of 360 homes for the plan period 2020 to 2038. A reduction in rates of house building at Corsham, compared to the Wiltshire Core Strategy, is justified moving forwards. Constraints in the area restrict the land that may be considered for further housing including the Rural Green Buffer, Bats Corridor and underground mines in Mineral Safeguarding Areas.

³ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

The Employment Land Review⁴ concludes there is an indicative forecast demand for around 7ha employment land at the town. There is demand for further employment land, preferably to the west of Corsham, near to the MOD site and the villages of Rudloe and Westwells.

Corsham Neighbourhood Plan Policy BE3 supports development which safeguards and/or contributes to the strengthening of the vitality and identity of West Corsham, which includes expanding the business potential of West Corsham, in accordance with an identified need.

However, constraints in the area restrict the land that may be considered for further employment uses including the Rural Green Buffer and Bats corridor.

Consequently, the employment land figure for Corsham has been reduced to 0ha during the plan period. Leafield Industrial Estate and Five Ways Trading Estate will continue to be designated as Principal Employment Areas.



Figure 4. Wiltshire Core Strategy planned growth versus Wiltshire Local Plan Review planned growth.

The growth planned for Corsham is modest and recognises that the town has already experienced significant greenfield housebuilding and does have some environmental constraints which restrict further extensive development. The growth planned will help to ensure that Corsham remains an important employment location in Wiltshire. and will help to facilitate the delivery of improved services and facilities in the Corsham area including any forthcoming proposals for the redevelopment of the Corsham Railway Station site. The railway

⁴ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

station is currently a safeguarded site under saved Policy T5 from the North Wiltshire Local Plan 2011 and will continue to be safeguarded in the Local Plan Review as part of Policy 75 Strategic Transport Network.

3. Local Plan Proposals

Protecting the environment

Corsham is constrained in environmental terms when compared with other towns in the area - Bath and Bradford on Avon Bats Special Area of Conservation (SAC) and associated foraging habitats and flight corridors to the west, some areas of flood risk associated with small tributaries heading east towards the River Avon, the Historic Park and Garden of Corsham Court to the east of the town, historic and current mining activity to the north at Hartham Park which is an extensive and active mine and a rural green buffer to the west and south of the town to maintain the character and identity of the villages of Rudloe, Westwells, Gastard and Neston. The Local Plan recognises and protects their importance.

How many more homes?

From the reduced scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 260 homes to be accommodated at Corsham up until 2038.

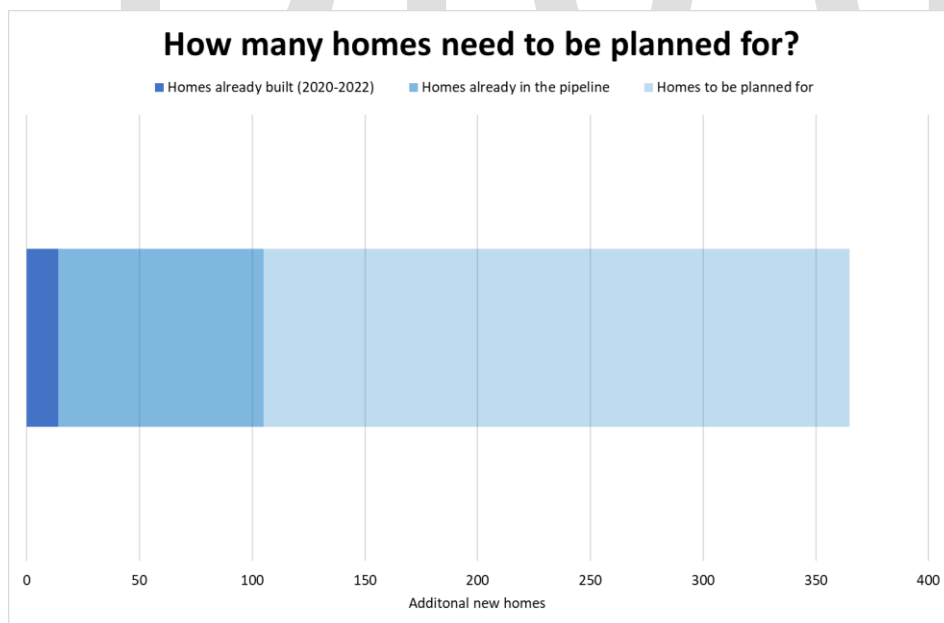


Figure 5. Calculating how many homes need to be planned for at Corsham.

Selecting sites

Five sites were considered reasonable alternatives for new homes and assessed through the Sustainability Appraisal. (See map)

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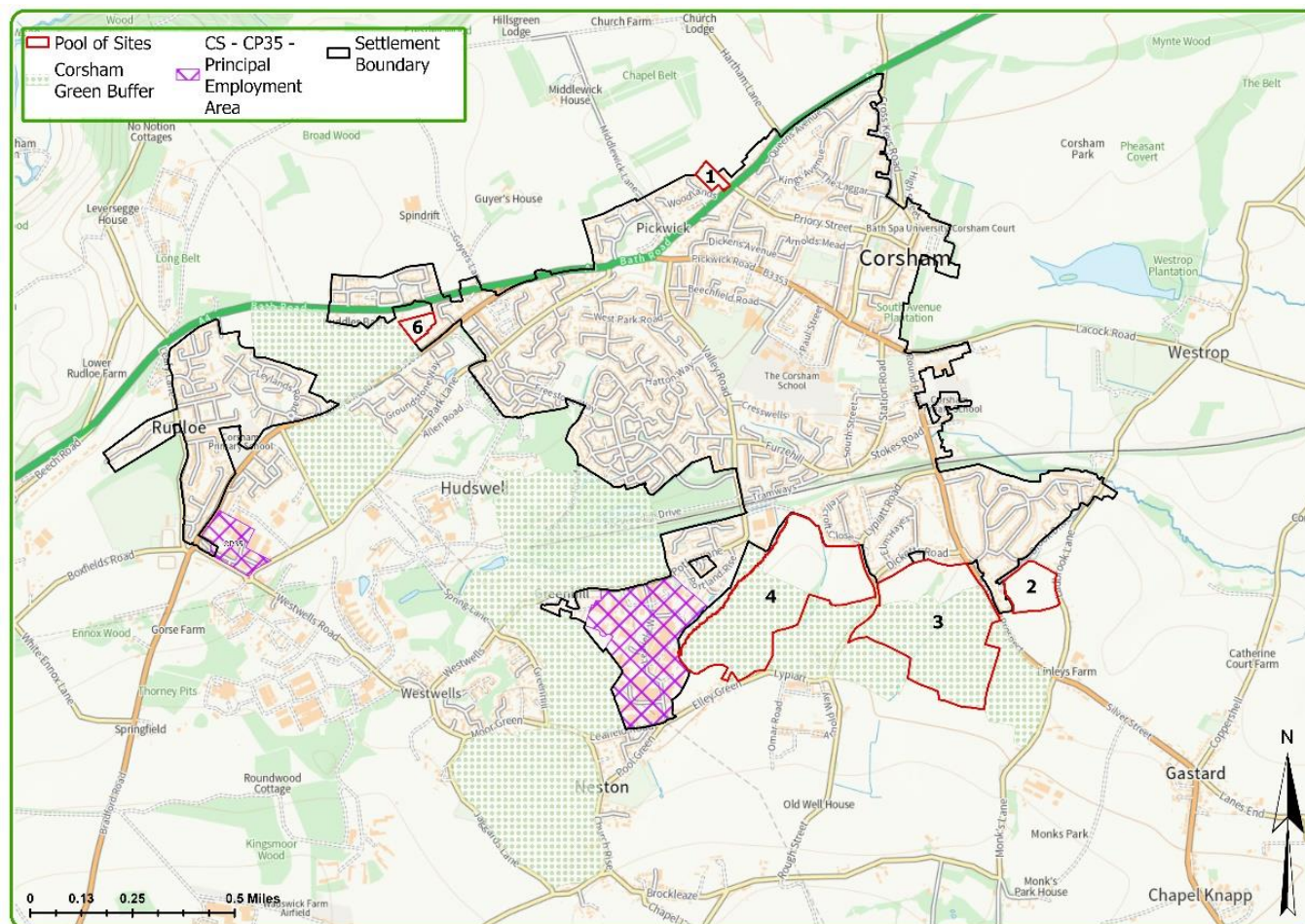


Figure 6. The pool of sites for the Sustainability Appraisal at Corsham.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. The Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. The Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Representations were submitted to the Regulation 18 consultation in 2021 by the MOD asking for Site 5 to be removed from further consideration as part of the site selection process due to the site still being in operational use.

Following this, the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

The Sustainability Appraisal showed that all the sites had a range of negative environmental effects.

From the five sites assessed through the SA, Site 1, in overall terms, scores better than the other sites due to having less impact on biodiversity, although it does have an adverse impact on historic assets. Sites 2, 3, 4 and 6, in overall terms, are less sustainable. Sites 3 and 4 perform marginally better than Sites 2 and 6. Site 6 is less sustainable due to the impact on inclusive communities. Site 2 is less sustainable due to the impact on biodiversity and landscape.

All the sites were then evaluated according to how well they could support the PSPs.

Site 1 performed worse due to the impact on historic assets and because it is located away from the railway line and will not enable a new railway station to be safeguarded and delivered.

Site 2 is adjacent to the settlement boundary, has existing housing on one side and is outside the local green buffer. It performed better in sustainability terms, but poorly against one of the PSPs because it is not located near enough to the railway line to be able to contribute to the delivery of a new railway station. The site could be suitable for a small housing development to round off the housing in that area but is of a size that it would only provide a small proportion of the residual housing requirement and is not suitable for employment land. It could be a possible site for the Neighbourhood Plan to consider.

Site 6 is adjacent to the settlement boundary, has existing housing on three sides and is outside the local green buffer. It performed better in sustainability terms and against the PSPs and could be suitable for a small housing development to round off the housing in that area but is of a size that it would only provide a small proportion of the residual housing requirement and wouldn't be large enough to provide employment land. Both a bat survey and biodiversity net gain would be required, which may result in a lower number of houses being provided. It could be a possible site for the Neighbourhood Plan to consider.

Sites 3 and 4 also performed better in both sustainability terms and against the PSPs. Both sites are located nearest to the existing safeguarded railway station site and may provide the opportunity for a new southern expansion of Corsham, linked to the delivery of a new railway station on the safeguarded site. Both sites contain some land which has been designated as local green buffer in the Corsham Neighbourhood Plan, the purpose of which is to maintain the separation between Corsham and the surrounding villages, which in this case are Gastard and Neston. Both sites contain land which is nearest to existing built up areas of Corsham which is not designated as local green buffer.

However, in this plan period, due to there being a low residual housing requirement, only Site 3 is required during this plan period, with Site 4 identified as a reserve site should, for any reason, other allocations be delayed or the contribution from small sites fail to materialise or it could be identified as a site allocation in a future review of the Corsham neighbourhood plan.

There may be a need for a new water pumping station within Site 3. There is an existing public water main crossing Site 4 and Wessex Water are proposing a new sewer scheme to replace a strategic sewer currently running close to the railway track. Suitable easements will need to be observed.

Sites 3 and 4 are also located within an important corridor for bats between Drews Pond, Devizes, Biss Wood, Trowbridge and Box Mines identified in the Corsham Batscape Strategy. Further survey work may be necessary to establish the use of the sites by bats and any mitigation measures required.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁵.

What development is proposed?

Site 3 is more than capable of meeting the scale of residual requirements for new homes that should be planned for in this plan period. Site 4 is identified as a reserve site. Both sites are located near to the safeguarded railway station site for which there is work underway to secure funding for its reopening.

In due course, a review of the Corsham Community Neighbourhood Plan may lead to the allocation of additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review.

The Local Plan Review, however, proposes the central, strategic, development proposals. They are explained below.

Site 3: Land South of Dicketts Road

Use	Scale/Area
Residential	Approximately 105 dwellings
Green space	Approximately 5.7ha

Vehicular access is possible from both Prospect and Lypiatt Road. There is already a children's play area to the north on Dicketts Road that is easily accessible from the site. The site would also include allotments to help meet demand in Corsham. The

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

greenspace would help to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site.

The site's main role is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected to the town centre; within an approximate 15-minute walk to the town centre. There would be the opportunity to improve the pedestrian and cycleways to and from the town centre, so residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade.

The site is also in close proximity to a range of employment opportunities at Leaffield Trading Estate, with alternative employment opportunities available in the west of Corsham area and in the town centre.

The proposals support Place Shaping Priorities by maintaining the separate identities of Corsham from the settlements to the west of around the town (PSP1), contributing to a more vibrant town centre (PSP2) and improving sustainable travel choices (PSP3).

There is a PSP for a new retail supermarket. Site 3 is unlikely to be suitable, taking into consideration, as set out in the Retail Study, that it is important when considering the location of a new supermarket to take into account the potential impact on the town centre shops and, in this case, the site is located on the edge of the town.

Corsham Neighbourhood Plan Policy BE2 supports the development of a hotel in a convenient and sustainable location within walking distance of the site safeguarded for the future Railway Station. Site 3 is within walking distance of the safeguarded railway station, but the land available may not be large enough to be able to provide a hotel as well. This potential opportunity could be explored further as part of any future allocation of Site 4.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- The site lies within the greater horseshoe bat 4km core area / consultation zone around the Bath and Bradford-on-Avon (BBOA) Bats SAC. Loss of and/or impacts to bat habitat at the sites has potential to lead to likely significant effects on the SAC and its qualifying species. Any residential development scheme will need to adhere to the Corsham Batscape Strategy.
- It is likely that significant off-site water supply and foul water infrastructure reinforcement would be required. - An existing public water main crosses the site which will require suitable easements. Land may need to be put aside for a pumping station.

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- Surface water would need to be discharged in accordance with local and national policy, and there must be no surface water connections to the foul sewer network. If surface water from this development is to connect upstream to the Southerwicks / Station Road surface water network appraisal must assess impact and mitigation measures.
- Sustainable transport enhancements are required across the site and to the surrounding area to support access to onsite and offsite employment uses, as well as the town centre.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the sites that meets mitigation requirements and the homes, other uses and infrastructure envisaged.

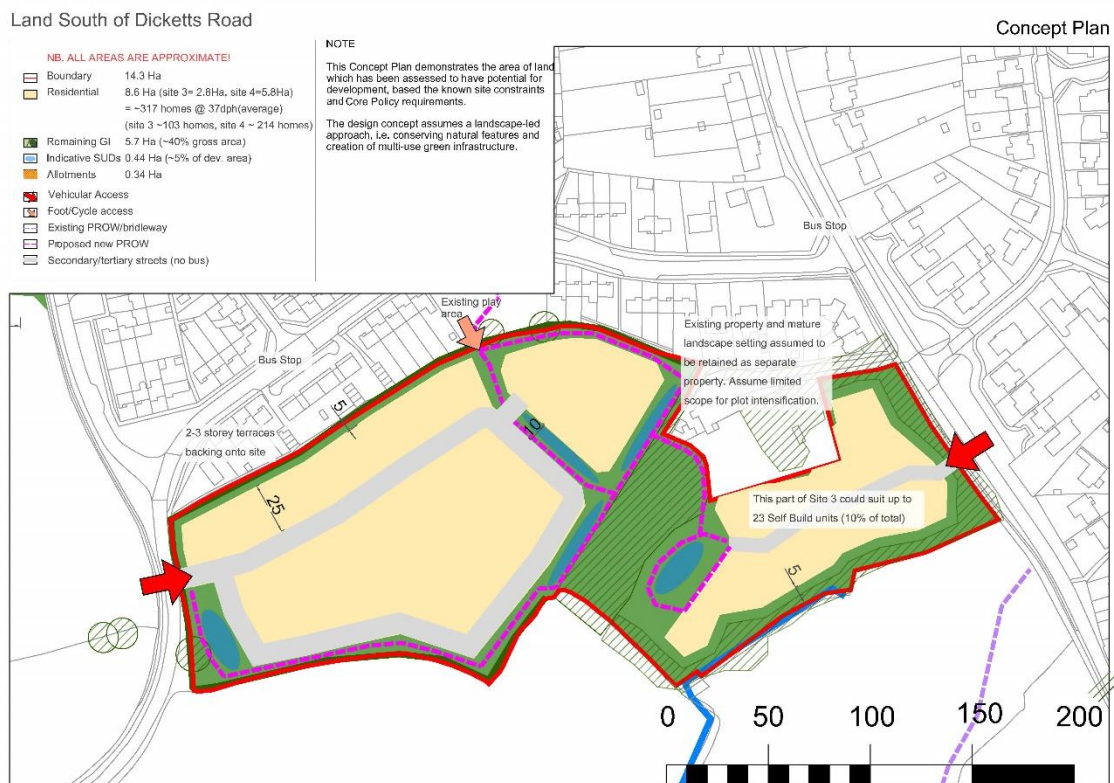


Figure 7. Concept plan for Land south of Dicketts Road.

Reserve Site

Reserve sites are proposed at main settlements and will only be released for development should, for any reason, other allocations be delayed or the contribution from small sites fail to materialise. A strategic policy of the Plan sets out precisely, in what circumstances and under what conditions, a reserve site may obtain planning permission.

At Corsham, Site 4 Land East of Leafield is identified as a reserve site.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 - Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Corsham is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan's aim is to strengthen the town centre.

Corsham's town centre is attractive and characterful, set within a conservation area and benefits from many historic buildings and points of interest, such as Corsham Court and its listed parkland. The town centre area occupies much of the Anglo-Saxon core of Corsham, along with the site of a short-lived 12th century Benedictine Abbey. It is important to conserve and enhance Corsham's historic centre, whilst also supporting innovatively designed proposals which add to the vitality.

The town centre performs a localised retail and service function. The convenience goods offer has remained constant over the past several years, continuing to focus upon primarily a top-up food shopping role, with main food shopping trips by local residents primarily flowing to nearby Chippenham. There is an opportunity to enhance or remodel the Martingate Shopping Centre. An opportunity for new convenience retail floorspace catering for main food shopping to promote self-containment could also be supported with care taken relating to scale and location to protect town centre vitality and viability.

The Retail and Town Centres Study 2020 indicates a small oversupply of retail floorspace through the period to 2035, however there is some potential for a new food store to come forward within the town centre during the plan period, to provide a better range of and to further support local shopping needs. The Study outlines a sufficient supply of comparison good retail floorspace at the town, which supports local independent traders and differentiates from the retail offer at Chippenham. There is also a small potential to grow the food and beverage market over the plan period.

The town has below national average town centre unit vacancy rates, although there has been a rise in vacancies in the centre over the past several years and this should be monitored going forwards.

The Corsham Community Area Framework 2016 suggested a significant opportunity, comprising the remodelling of the development fronting the southern extent of Newlands Road, to transform Newlands Road into a street environment for people rather than a through route for vehicles. It would also provide a positive and welcoming first impression to visitors and encourage people to stop and explore Corsham.

The Corsham Neighbourhood Plan (made 2019) supports development that will enhance the vitality of the town centre for residents of Corsham and visitors. It says there are opportunities to enhance and remodel the Martingate Centre and to develop a new supermarket, along with mixed-use opportunities and associated infrastructure, although any loss of car parking spaces would be detrimental to the town.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council, as local planning authority, determines planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic

policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Corsham that have been devised in consultation with Corsham Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Corsham Neighbourhood Plan (CCNP) was 'made' (adopted) on 15 November 2019. The Neighbourhood Plan contains the vision, objectives and policies identified by the community and that are at the heart of future sustainable development in Corsham over the period 2019 to 2026. By 2026 Corsham will achieve development of high-quality homes, education, health and wellbeing opportunities and a thriving economy providing employment locally, all of which are supported by improved transport infrastructure and sustainable and sensitive use of our environment preserving its heritage. Corsham will be a place where people will continue to enjoy living and working and plan to spend their future. Currently, the Town Council are considering whether to review the adopted Neighbourhood Plan for Corsham, and if so, whether to allocate some sites for housing.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Larges Villages within the Corsham neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁶. Ten per cent of the scale of growth identified at Corsham suggests a neighbourhood area requirement for Corsham of approximately 36 dwellings. The limits of development for the Corsham area are restricted by environmental constraints. However, there may be some opportunities for medium or smaller sites, within or adjacent to the built-up area, which are suitable to be allocated for housing. A total neighbourhood area designation housing requirement is therefore set at 40 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Corsham neighbourhood area requirement (up to 2038)	40
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Local Infrastructure

The growth of Corsham needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Corsham as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

If there is a shortfall of places financial contributions would be required for the expansion of local nurseries, a local primary school and the secondary school.

Sustainable transport

Corsham is well served by the A4 which provides a direct link to Chippenham and Bath, connecting northwards towards the M4 via the A350. The main highway routes radiate outwards from the A4 and provide links towards the east, south and west of the community area. Corsham is well served by bus routes with regular services to Bath and Chippenham and less frequent services to Trowbridge.

Current transport constraints/concerns include:

- AM and PM peak hour delays on the A4 particularly at the Cross Keys and Chequers junctions.

⁶ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

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- Peak hour delays on the A4 and into key destinations also affect bus services (partly as a result of a lack of bus priority measures).
- Bus services to outlying settlements are limited unless they lie on key routes.
- Corsham has no railway station – the nearest station is at Chippenham.
- The urban form of Corsham has a strong impact on pedestrian connectivity.
- Facilitating future development growth would increase pressure on the A4 through Corsham and at its junction with the A350.
- Pressure on car parking leading to increasing parking in residential areas and/or illegal parking.

The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Corsham:

- Improvements to A4 would help relieve a local congestion hot spot.
- Potential reopening of Corsham Station is identified and is also an emerging place shaping priority for the town. Initial feasibility work has been undertaken.
- Strategic parking plan, to make best use of available parking to maximise accessibility but manage private car demand.
- Traffic management and re-routing to ensure vehicle movements are focused on the most appropriate routes.
- Invest in electric vehicle infrastructure.
- Review the HGV network.
- Active travel promotional campaigns.

Health and social care

There is one GP surgery in Corsham and one GP Surgery in Box. Both surgeries have capacity issues. The sites will be expected to provide a financial contribution towards health service provision.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy and further investment to reinforce the current infrastructure.

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In Corsham, it is considered that the current energy infrastructure could withstand further development however reinforcement works may be required to increase network capacity. Further discussions with SSEN would be required.

With regard to water supply and foul network capacity, it is likely that significant off-site infrastructure reinforcement would be required.

DRAFT

Appendix 1 Policy Context

Strategic policy	Title	Retained, Replaced or Deleted
WCS Core Policy 11	Spatial Strategy for the Corsham Community Area Including Principal Employment Areas – Leaffield Industrial Estate and Five ways Trading Estate	Replace with Policy 12 Corsham
North Wiltshire Local Plan 2011 Policy T5	Safeguarding <ul style="list-style-type: none"> • Corsham Railway Station 	Retain
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres	Deleted and Replaced with Policy 68 Managing Town Centres

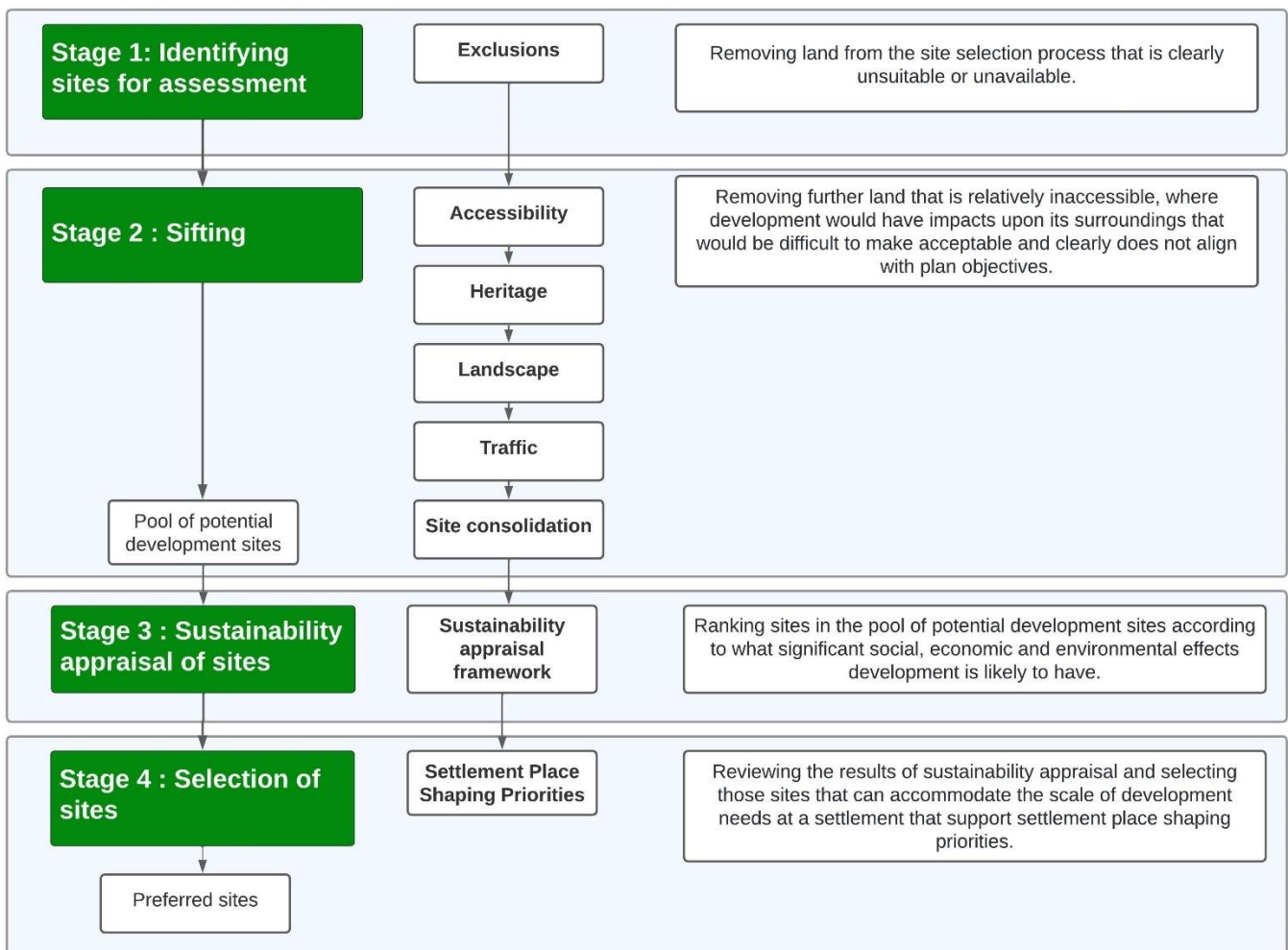
Appendix 2 Site Selection

Site Selection: Corsham

The purpose of this appendix is to explain the site selection process at Corsham, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁷ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁸. Plan preparation, and not the SHELAA, determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The map below shows the SHELAA sites that were considered through the site selection process at Corsham.

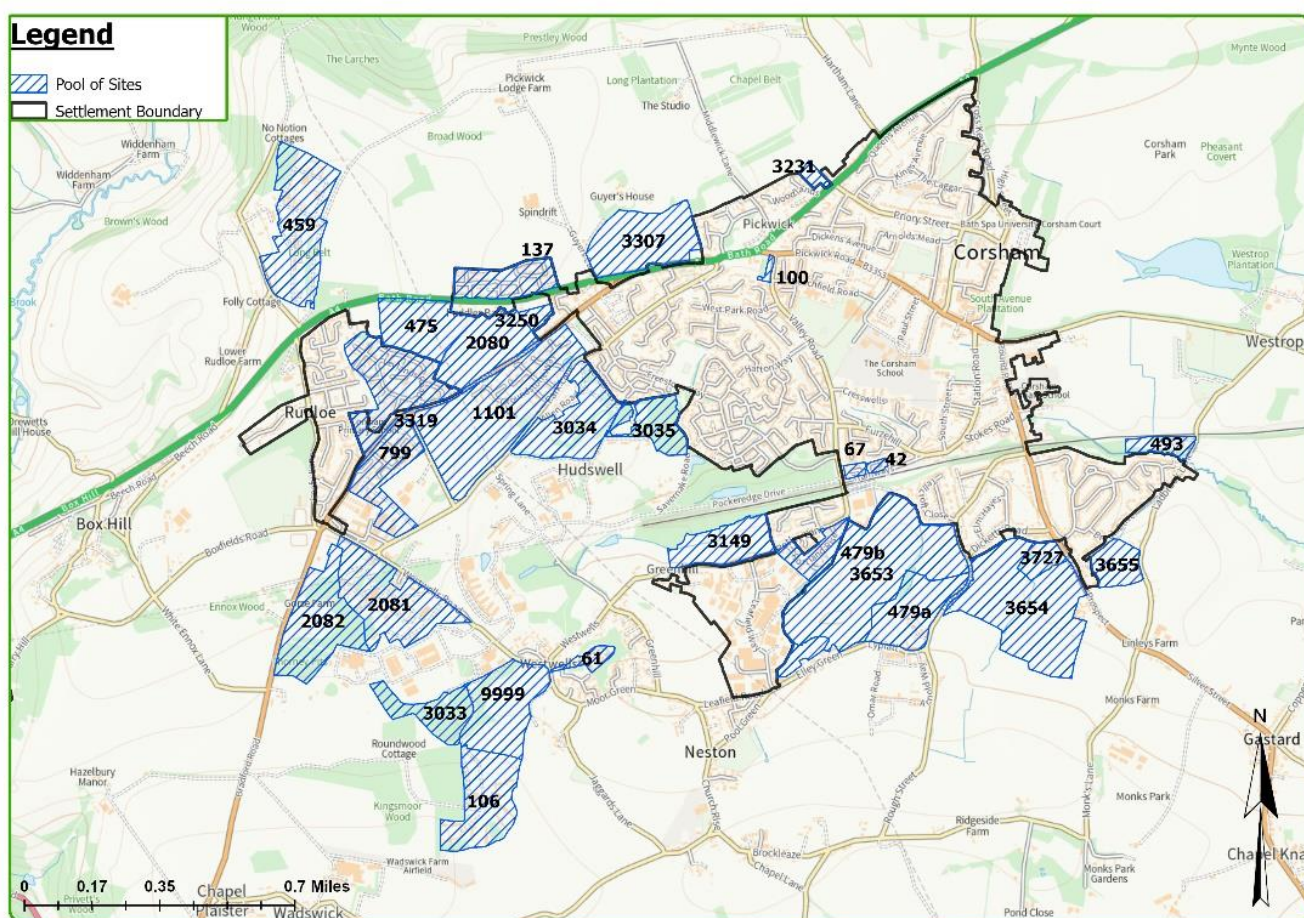


Figure 8. The pool of sites at the start of the site selection process at Corsham.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

⁷ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁸ Other land, not included in the SHELAA, may be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constituted unsuitable land for development if they were unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Fourteen sites at Corsham were excluded at Stage 1.

Table 1 Sites Excluded

Site ref.	Reason for removal at Stage 1
3034	Unavailable. Withdrawn from further consideration at the Regulation 18 consultation stage.
137	Built out
100	Small Site
42	Small Site
67	Small Site
479b	Built Out
799	Built out
2081	Part of Rudloe, separate from Corsham
2082	Part of Rudloe, separate from Corsham
3033	Part of Westwells Village separate from Corsham
9999	Part of Westwells Village, separate from Corsham
106	Part of Westwells Village, separate from Corsham
61	Small Site
459	Part of Rudloe, separate from Corsham

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁹) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using the Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

⁹ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites, in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through the Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement, to be ruled out.

Strategic Context – Corsham:

Context criteria	Detail
Long-term pattern of development	Strongly influenced by its Bath stone mining history, Corsham has generally grown in a north and then westward direction between the A4 and the railway. More recent growth has extended towards Rudloe.
Significant environmental factors	Bath and Bradford on Avon Bats Special Area of Conservation (SAC) to the west and associated foraging habitats and flight corridors are significant constraints to development.

	<p>There are some areas of flood risk associated with small tributaries heading east towards the River Avon.</p> <p>The Historic Park and Garden of Corsham Court restricts development to the east of the town.</p> <p>Historic and current mining activity has influenced historic growth and potentially limits options for future growth, particularly to the north at Hartham Park, which is an extensive and active mine.</p> <p>The need to maintain the character and identity of the villages of Rudloe, Westwells and Neston also limits growth of the town. A rural green buffer has been identified in the Corsham Neighbourhood Plan to ensure that the separation of settlements is maintained.</p>
<p>Scale of growth and strategic priorities</p>	<p>The scale of growth is relatively low, reflecting constraints to development at Corsham.</p> <p>Place-shaping priorities include:</p> <ul style="list-style-type: none"> • Maintain the separate identities of Corsham from the settlements around the town (Rudloe, Westwells, <u>Gastard</u> and Neston) • Regeneration and revitalisation of Corsham Town Centre, in particular the Martingate Centre • Protect, improve and extend the Green Infrastructure network, including protecting the important habitats for bats and providing additional allotment sites to meet high demand. • Improve transport infrastructure public transport connectivity and pedestrian and cycle routes <u>in</u> and around Corsham and improve road network capacity (particularly to address congestion at junctions along the A4) • Safeguard land for a new railway station • Provision of a second supermarket for the town to provide the opportunity for people to shop locally. • To conserve and enhance the distinctive characteristics of Corsham’s historic landscape, historic centre and other heritage rich areas including underground mines.
<p>Future growth possibilities for the urban area</p>	<p>The likeliest future growth possibilities are through small extensions to the town to the west and south.</p> <p>There are SHELAA sites being promoted between Corsham and Rudloe, which are in close proximity to ecological constraints (Bath and Bradford on Avon Bats SAC) and may not support the maintenance of separation of settlements. Nor would this be consistent with the role and status of the large village of Rudloe. In this sense, sites to the south of the town (3653, 3654 and 3655) are potentially better located.</p> <p>It would be logical to consider this area comprehensively, to what extent and for what uses the area may be suitable for development.</p>

Table 2: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
475	Land Adjacent to A4 at Rudloe	Yellow	Green	Green	Red	Green	<p>The site falls wholly within the Corsham Rural Green Buffer, designated in the Corsham Neighbourhood Plan (Policy CNP E5). The buffer seeks to retain open space to prevent coalescence of settlements and ensure that bat habitat, connected to the Bath and Bradford on Avon Bats SAC, is protected from unsuitable development. Part of the site is also adjacent to Rudloe and is, there seems, limited scope to allow development of this site without unacceptable narrowing of the gap between Rudloe and Corsham, compromising the neighbourhood plan policy.</p> <p>The site has below average accessibility and is within 1,500m of a congested corridor, although this does not in itself preclude development.</p> <p>Remove from further consideration on landscape grounds.</p>	X
479a	Land to the east of Leaffield Trading Estate	Green	Yellow	Yellow	Red	Yellow	<p>The Corsham Rural Green Buffer is a constraint to development of this site in landscape terms (coalescence of settlements).</p> <p>The site is open to potential long-distance views to Bowden Hill to the east although this could be mitigated with suitable planting along the eastern boundary.</p>	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>The site has above average accessibility but is within 1,500m of a congested corridor, although this does not in itself preclude development.</p> <p>Development of this site would be likely to result in unacceptable narrowing of the gap between Gastard and Corsham. Remove from further consideration on landscape grounds.</p>	
1101 (part of)	Land at Rudloe						<p>The undeveloped part of this site falls wholly within the Corsham Rural Green Buffer, designated in the Corsham Neighbourhood Plan (Policy CNP E5). The buffer seeks to retain open space to prevent coalescence of settlements and ensure that bat habitat connected to the Bath and Bradford on Avon Bats SAC is protected from unsuitable development. The land to the northeast of the site, which was permitted at appeal, is currently being built out. The approved layout of the site includes housing close to the site boundary.</p> <p>The site has above average accessibility but is within 1,500m of a congested corridor, although this does not in itself preclude development.</p> <p>Development of this site would be likely to result in unacceptable narrowing of the gap between Rudloe</p>	X

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
SHELAA								
2080	Box School						<p>The site falls wholly within the Corsham Rural Green Buffer, designated in the Corsham Neighbourhood Plan (Policy CNP E5). The buffer seeks to retain open space to prevent coalescence of settlements and ensure that bat habitat connected to the Bath and Bradford on Avon Bats SAC is protected from unsuitable development.</p> <p>The site has below average accessibility and is within 1,500m of a congested corridor, although this does not in itself preclude development.</p> <p>Development of this site would result in unacceptable narrowing of the gap between Rudloe and Corsham.</p> <p>Remove from further consideration on landscape grounds.</p>	X
3035 CCC Wood	CCC Wood						<p>The site is a densely covered woodland area which provides a valuable green infrastructure corridor into the centre of Corsham. There is likely to be considerable harm to the green infrastructure of Katherine Park Field to the north if this site was developed.</p> <p>The site also constitutes a significant green gap maintaining relationship of historic core with rural surroundings and constituting rural setting of properties 17 and 19.</p>	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>The site has above average accessibility but is within 1,000m of a congested corridor, although this does not in itself preclude development.</p> <p>Remove from further consideration on landscape grounds</p>	
3231	Pickwick Paddock, Bath Road						<p>Whilst the site allows views into the wider countryside, there is potential for a carefully designed small-scale scheme to be developed on the western half of the site, retaining connectivity with the rural setting. The number of dwellings deliverable on this site would, however, be reduced significantly (estimated in the region of 15 dwellings). Access appears be achievable. Traffic impact from a scheme this size is unlikely to be significant.</p> <p>The site has above average accessibility but is within 500m of a congested corridor, although this does not in itself preclude development.</p> <p>These issues are not considered sufficient to warrant excluding the site at this stage. Carry forward to next stage to test feasibility of achieving an acceptable layout in landscape terms.</p>	✓
3250	Land to the north of 16 Bradford Road						<p>No significant issues are identified. The site is generally well screened from views to the north and south and is immediately adjacent to existing housing. Its small size and location</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>ensure there is not a risk to coalescence with Rudloe and Corsham.</p> <p>The site has above average accessibility but is within 1,000m of a congested corridor, although this does not in itself preclude development.</p> <p>Traffic impact from a scheme this size unlikely to be significant.</p> <p>Carry forward to next stage of assessment.</p>	
3653	Land east of Leaffield Trading Estate & west of Lypiatt Road						<p>The Corsham Rural Green Buffer is a constraint to development of this site in landscape terms (coalescence of settlements). However, the part of the site outside of the Green Buffer, and closer to</p> <p>the urban form at Corsham, is 9.3 hectares in area so could still accommodate a reasonably large-scale development. The site is open to potential long-distance views to Bowden Hill to the east although this could be mitigated with suitable planting along the eastern boundary.</p> <p>A limited area along the western boundary of the site is within flood risk zones 2 and 3 but this shouldn't impede significantly on the development potential of the site.</p> <p>The site has above average accessibility but is within 1,500m of a congested corridor, although this does not in itself preclude development.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>These issues are not considered sufficient to warrant excluding the site at this stage.</p> <p>Carry forward to next stage for further assessment, including part of site within the Green Buffer which may have potential to provide mitigation through habitat/ landscape enhancement.</p> <p>The site is close to 3654, albeit separated by the Lypiatt Road, so these sites could be considered in combination.</p>	
3654	Land east of Lypiatt Road and west of B3353						<p>The Corsham Rural Green Buffer is a constraint to development of this site in landscape terms (coalescence of settlements). However, the part of the site outside of the Green Buffer, and closer to the urban form at Corsham, is 2.7 hectares in area so still offers reasonable potential for development.</p> <p>In heritage terms, the farmsteads have a fundamental relationship with their surrounding hinterland and mitigation is likely to be a significant constraint here, although avoiding development within the Rural Green Buffer is likely to go some way to mitigate this impact.</p> <p>The site has above average accessibility and less impact on congested corridors, although this does not in itself preclude development.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
		Green	Green	Yellow	Red	Green	<p>The part of the site within the Green Buffer may have potential habitat/landscape enhancement. The site is close to 3653, albeit separated by the Lypiatt Road, so these sites could be considered in combination.</p> <p>These issues are not considered sufficient to warrant excluding the site at this stage.</p> <p>Carry forward to next stage of assessment</p>	Green
3655	Land South of Brook Drive	Yellow	Green	Green	Yellow	Green	<p>The site is open to potential long-distance views to Bowden Hill to the east, although this could be mitigated with suitable planting along the eastern boundary.</p> <p>The existing settlement boundary is open, with built forms visible, so developing this site provides the opportunity to create a stronger urban / rural settlement edge.</p> <p>The site would form a logical extension to the existing built area.</p> <p>The site has below average accessibility but is less likely to impact on congested corridors. These issues are not considered sufficient to warrant excluding the site at this stage.</p> <p>Carry forward to next stage of assessment</p>	Green ✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3149 Land North	Land North of Leafield Industrial Estate	Yellow	Green	Green	Yellow	Green	<p>The site falls wholly within the Corsham Rural Green Buffer, designated in the Corsham Neighbourhood Plan (Policy CNP E5). The buffer seeks to retain open space to prevent coalescence of settlements and ensure that bat habitat, connected to the Bath and Bradford on Avon Bats SAC is protected from unsuitable development.</p> <p>The site has above average accessibility but is within 1,500m of a congested corridor, although this does not in itself preclude development.</p> <p>Remove from further consideration on landscape grounds</p>	X
3727	South of Dicketts Road	Yellow	Green	Yellow	Yellow	Yellow	<p>The existing settlement boundary is open, with built forms visible, so developing this site provides the opportunity to create a stronger urban / rural settlement edge.</p> <p>The site would form a logical extension to the existing built area.</p> <p>The site has below average accessibility but is less likely to impact on congested corridors. These issues are not considered sufficient to warrant excluding the site at this stage.</p> <p>Carry forward to next stage of assessment</p>	✓
3307	Land North of Bath Road	Yellow	Green	Yellow	Yellow	Yellow	The 10ha site is located to the immediate north of the A4 Bath Road,	

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>toward the western side of Corsham and comprises a large arable field, with a smaller historic pasture inset. A public right of way crosses the site from southeast to northwest, linking Corsham Town to the listed Guyers House, which is located a short distance from the northern site boundary. Some harm to the setting of Guyers House would be experienced. The Corsham Conservation Area borders the site and in the immediate vicinity notable buildings include the Grade II-listed St Patrick’s Church and The Coach House, together with the unlisted but historic no.51 Pickwick. The site has above average accessibility but is within 1,000m of a congested corridor, although this does not in itself preclude development.</p> <p>Hartham Park Stone Quarry is located beneath the site. The consented mineral workings have progressed in a south-westerly direction from the oldest part of the mine, away from the site. The consent runs until 2042. There is the potential for noise and vibration to pose a risk to the amenity of residents above ground.</p> <p>Until 2021 the site benefitted from an outline planning consent for 150 homes. The planning permission lapsed in 2021 for reasons relating to the underground quarry. For this reason, the site is not taken forward for further consideration.</p>	X

Of those sites that are taken forward, it was appropriate, in some cases, to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
3654 & 3727	Two sites adjacent to one another.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site no.	Site Name	SHELAA reference
1	Site 1 Pickwick Paddock, Bath Road	3231
2	Site 2 Land South of Brook Drive	3655
3	Site 3 Land South of Dicketts Road	3654 & 3727
4	Site 4 Land East of Leafield Estate	3653
5	Site 6 Land North of 16 Bradford Road	3250

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) were examined through the Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site ¹⁰

The Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this

¹⁰ Wiltshire Local Plan Review Sustainability Appraisal Report Annex 2.5 Chippenham Sites Assessment (Wiltshire Council July 2023)

type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3, where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

Five sites assessed through the Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

Site 1 Pickwick Paddock, Bath Road

Site 2 Land South of Brook Drive

Site 3 Land South of Dicketts Road

Site 4 Land East of Leafield Estate

Site 6 Land North of 16 Bradford Road

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Planning For Corsham

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Corsham: Table showing summary of assessment scores listed in order of site sustainability performance (More \uparrow Less)

SITE	Sustainability performance (MORE→LESS)	Overall site score (+ position)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 2	Page 231 	-7 (1 st Joint)	--	-	--	-	+	-	--	+	+	-	+	
Site 3		-7(1 st Joint)	--	--	--	-	--	0	-	--	+++	++	--	++
Site 4		-7 (1 st Joint)	--	--	--	-	-	0	--	--	+++	++	--	++
Site 6		-8 (4 th)	--	-	--	--	-	+	-	-	+	+	--	0
Site 1		-9 (5 th)	--	-	--	--	-	0	---	-	+	++	-	+

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Corsham were assessed against the Place Shaping Priorities, which are set out in the following table:

Table 4: Place Shaping Priorities Assessment

	PSP1 Separate Identity	PSP2 Town Centre Regeneration	PSP3 GI Network	PSP4 Transport	PSP5 New Railway Station	PSP6 New Supermarket	PSP7 Historic Environment
	Strength	Neutral	Weakness	Neutral	Weakness	Weakness	Neutral
Site 1	This is a smaller site, located in the Pickwick area to the north of the town and therefore will not have an impact on the separate identity of surrounding villages.	The town centre is accessible from the site, although improvements would be required to the pedestrian and cycle networks. The site is likely to support the vitality and viability of the town shops through new users.	This is a smaller site and, as such, is unlikely to enable the GI network to be expanded including measures to protect the bats habitat or to include plots for allotments.	There are bus stops linking Corsham with other towns. The site is accessed from the A4 Bath Road, which does have issues with congestion. Development is unlikely to resolve this issue. Further improvements could be made to the pedestrian and cycleway network.	This site is not located near to the safeguarded railway station site.	This site is too small to accommodate a new supermarket.	The site is in a conservation area and a minerals safeguarding area. The site, if developed, could be designed so as to enhance the historic characteristic.
	Strength	Neutral	Strength	Neutral	Weakness	Neutral	Neutral
Site 2	This site is located to the southwest	The site is within a 20 min walk of the	This site may be able to include	There are bus stops nearby	This site is not located near to the	This site could include a new	The site is in a minerals

	PSP1 Separate Identity	PSP2 Town Centre Regeneration	PSP3 GI Network	PSP4 Transport	PSP5 New Railway Station	PSP6 New Supermarket	PSP7 Historic Environment
	of the town but will not have an impact on the separate identity of surrounding villages.	town centre. Some improvements would be required to the pedestrian and cycle network. The site is likely to support the vitality and viability of the town shops through new users.	some GI and additional plots for allotments.	along the B3353 served by services which link the site to other towns. Further improvements could be made to the pedestrian and cycleway network.	safeguarded railway station site.	supermarket but is located outside the town centre.	safeguarding area. The site if developed could be designed so as to enhance the historic characteristic.
	Neutral	Neutral	Strength	Neutral	Strength	Weakness	Neutral
Site 3	This is a large site and includes land which is designated in the Corsham Neighbourhood Plan as a green buffer. There is a parcel of land adjacent to the existing built-up area which is outside the designation and	The site is within a 20 min walk of the town centre. Some improvements would be required to the pedestrian and cycle network. The site is likely to support the vitality and viability of the town shops through new users.	The site is large enough to include measures to increase GI and, by excluding the southern part of the site, will enable the bats corridors to be maintained and measures to increase habitat for bats to be incorporated.	There are bus stops nearby along the B3353 served by services which link the site to Corsham and other towns. Further improvements could be made to the pedestrian and cycleway network.	The site is on the southern side of the town and is near to the safeguarded railway station site.	The site is large enough for a new supermarket, but this would be located outside the town centre.	The site is in a minerals safeguarding area. The site, if developed, could be designed so as to enhance the historic characteristic.

	PSP1 Separate Identity	PSP2 Town Centre Regeneration	PSP3 GI Network	PSP4 Transport	PSP5 New Railway Station	PSP6 New Supermarket	PSP7 Historic Environment
	may be suitable for development.						
	Neutral	Neutral	Strength	Neutral	Strength	Neutral	Neutral
Site 4	This is a large site and includes land which is designated in the Corsham Neighbourhood Plan as a green buffer. There is a parcel of land adjacent to the existing built-up area which is outside the designation and may be suitable for development.	The site is within a 20 min walk of the town centre. Some improvements would be required to the pedestrian and cycle network. The site is likely to support the vitality and viability of the town shops through new users.	The site is large enough to include measures to increase GI and, by excluding the southern part of the site, will enable the bats corridors to be maintained and measures to increase the habitat for bats be incorporated.	There are bus stops nearby along the B3353 served by services which link the site to Corsham and other towns including Melksham. and Chippenham. Further improvements could be made to the pedestrian and cycleway network.	The site is on the southern side of the town and is near to the safeguarded railway station site.	The site is large enough for a new supermarket, but this would be located outside the town centre.	The site is in a minerals safeguarding area. The site, if developed, could be designed so as to enhance the historic characteristic.
	Strength	Neutral	Weakness	Neutral	Weakness	Weakness	Neutral
Site 6	This land is located outside the designated Green buffer area.	The site is within a 20 min walk of the town centre. Some improvements would be required to the pedestrian	This is a smaller site and as such is unlikely to enable the GI network to be expanded and will restrict the	This site is located between the A4 Bath Road and Bradford Road. There are bus stops along	This site is not located near to the safeguarded railway station site.	This site is too small to accommodate a new supermarket.	The site is in a minerals safeguarding area. The site, if developed, could be designed so as

	PSP1 Separate Identity	PSP2 Town Centre Regeneration	PSP3 GI Network	PSP4 Transport	PSP5 New Railway Station	PSP6 New Supermarket	PSP7 Historic Environment
		and cycle network. The site is likely to support the vitality and viability of the town shops through new users.	ability to include measures to protect the bats habitat or to include plots for allotments.	Bradford Road within 400m of the proposed development site. These bus stops are served by the X31 service which links Bath and Chippenham. The site has poor access to the public transport network. Opportunities to enhance connectivity may be limited due to the size of the site.			to enhance the historic characteristic.

Summary

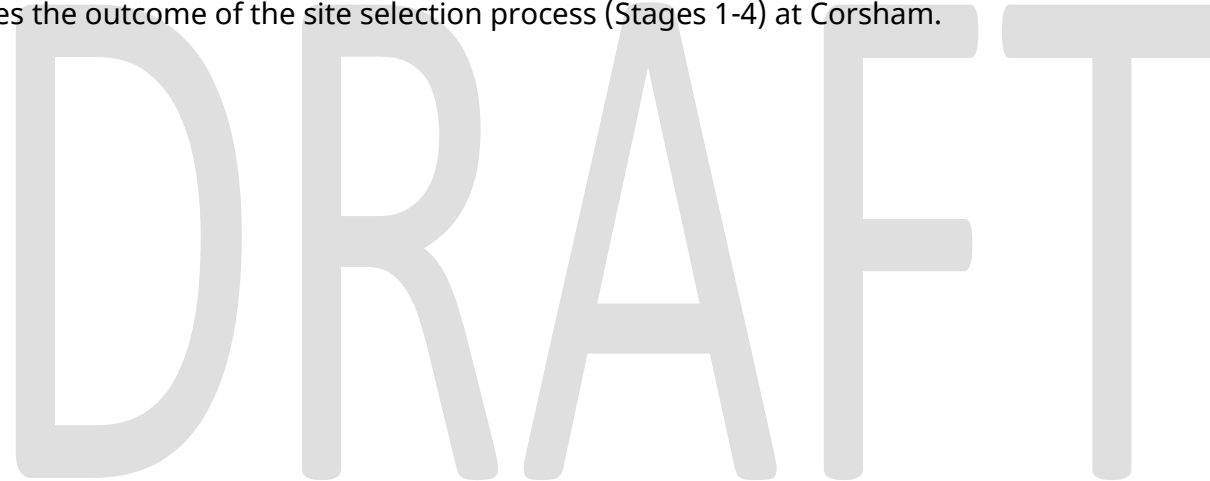
Site	Stage 4 Ranking	SA Ranking of Site	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	PSP7	Change from SA Ranking
1	3 rd Joint	5 th	✓	+/-	-	+/-	-	-	+/-	↑
2	2 nd	1 st Joint	✓	+/-	✓	+/-	-	+/-	+/-	↓
3	1 st Joint	1 st Joint	+/-	+/-	✓	+/-	✓	+/-	+/-	↔

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4	1 st Joint	1 st Joint	+/-	+/-	✓	+/-	✓	+/-	+/-	↔
6	3 rd Joint	4 th	✓	+/-	-	+/-	-	-	+/-	↓

The outcome of Stage 4 of the site selection process for Corsham can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that Site 3 Land South of Dicketts Road emerged as the preferred site at Corsham and Site 4 Land East of Leafield identified as a reserve site.

The map below illustrates the outcome of the site selection process (Stages 1-4) at Corsham.



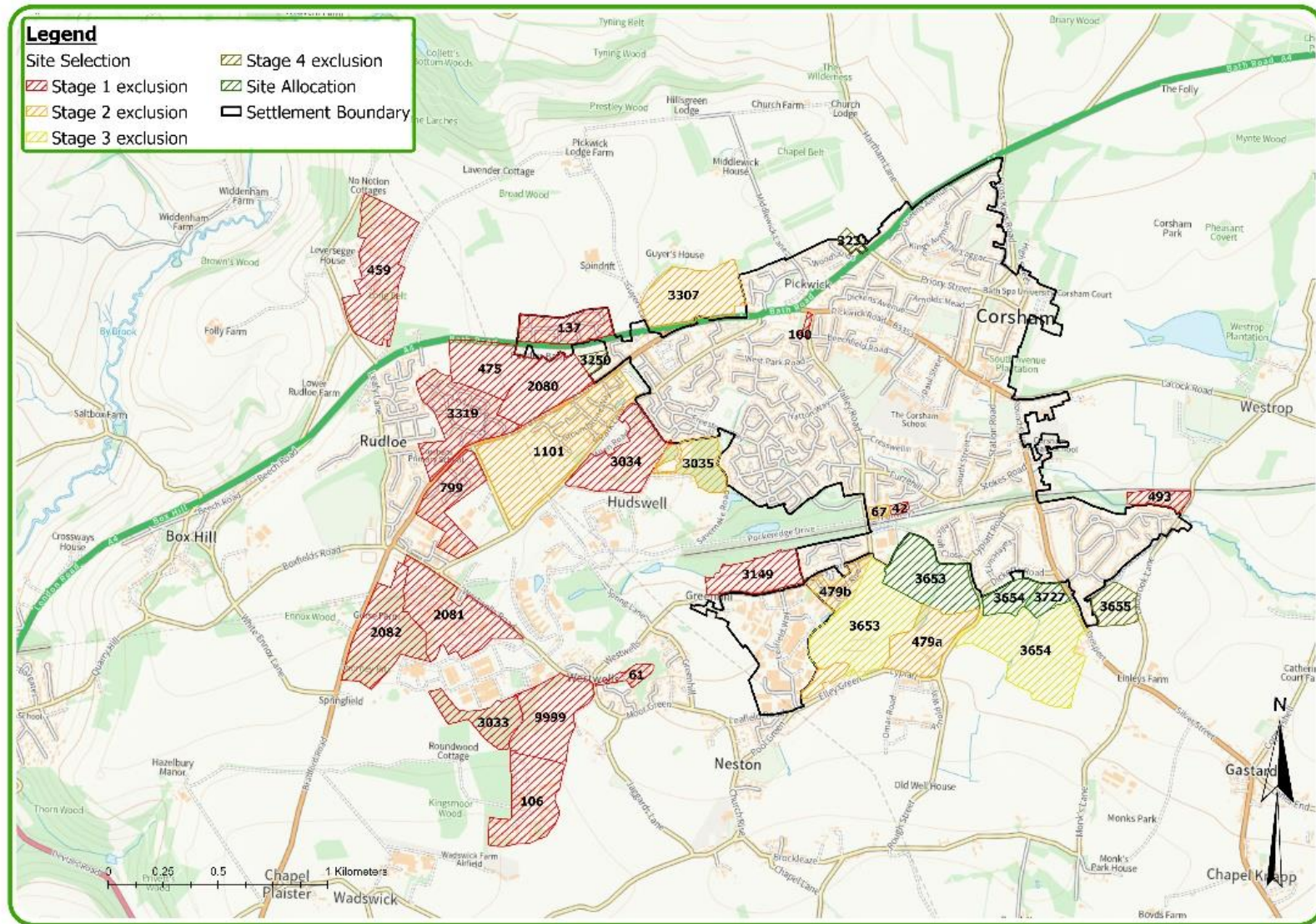


Figure 9. The results of the site selection process at Corsham.

Planning For Devizes

July 2023

1. Introduction

‘Planning for Devizes’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Devizes, as follows:

Policy	Title
14	Devizes Market Town
15	Land at Devizes Wharf, Assize Court and Wadworth Brewery, Devizes

A table containing the current planning policies for Devizes and their status is included in Appendix 1.

The Plan sets what local priorities will shape development and future growth in Devizes (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced, so further detail can also be examined.

2. Devizes - Context and challenges

Population	16,900 ¹	7 th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development that will increase the jobs and homes in each town to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

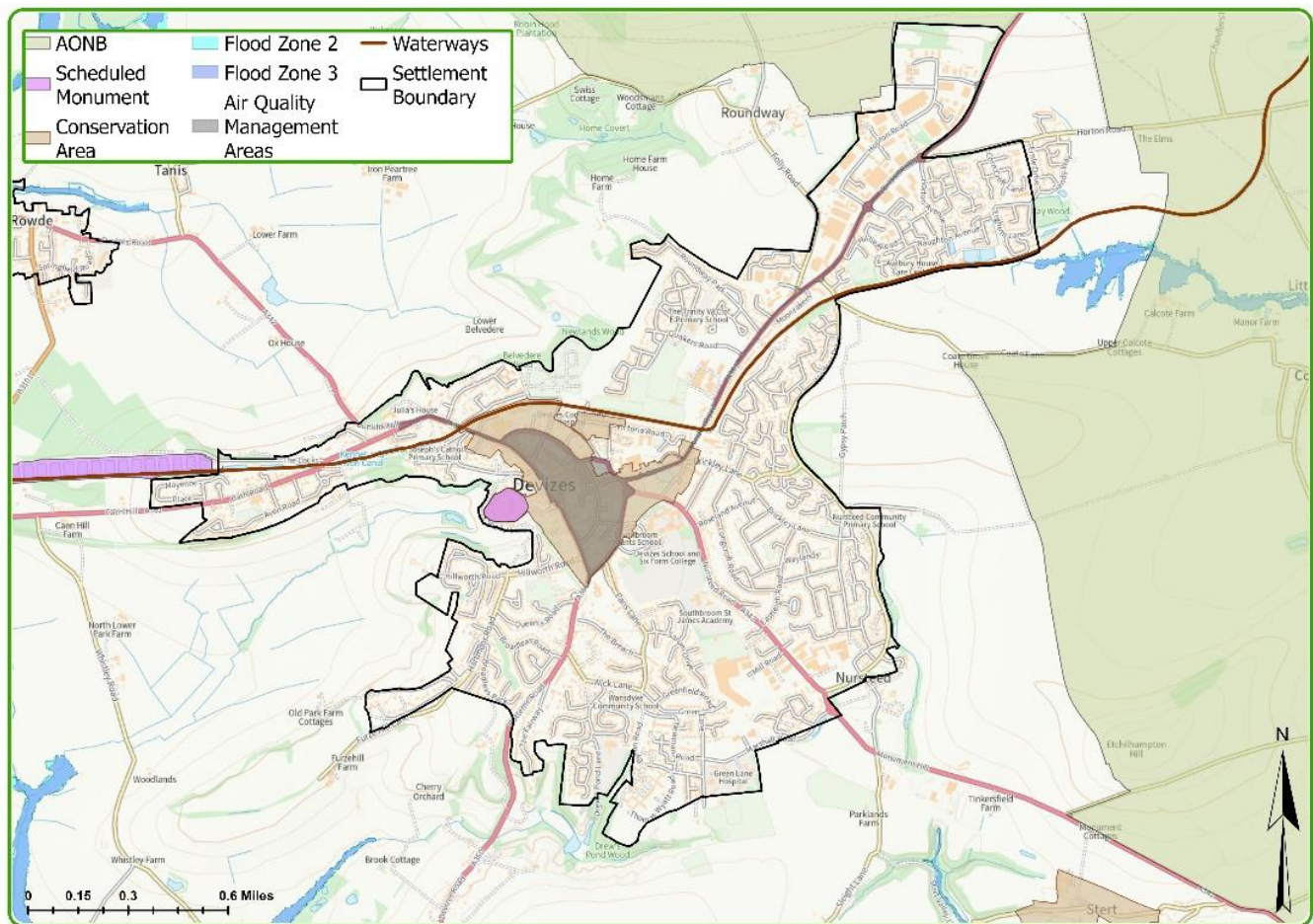


Figure 1. Environmental constraints and designations at Devizes.

Devizes has a very high quality natural and built environment. Physically the outskirts of the town are surrounded by a number of environmental designations and their settings which

¹ [Census 2021, ONS](#)

must be considered in any development proposals. The North Wessex Downs Area of Outstanding Natural Beauty (AONB) is located to the north and east of the town. The land between the AONB and Devizes provides an important setting for the AONB. To the north of the town sits Devizes White Horse and Roundway Hill and to the northeast is Caen Hill and the associated Scheduled Ancient Monument of Caen Hill locks. The Scheduled Ancient Monument of Devizes Castle and grounds sit to the west of the town. All of these features have associated topography which provides a setting to the town, and this makes expansion to the north and west complicated.

Devizes has a rich heritage and a wealth of historic buildings. As well as Devizes Castle and Caen Hill locks the town centre is covered by a Conservation Area and contains over 500 listed buildings. The marketplace is the focus of the town and is surrounded by historic buildings. Devizes Wharf, Assize Court and the Wadworth Brewery provide a further area of historic importance. The regeneration of that area could enhance those heritage assets.

The Kennet and Avon Canal flows through the town from Caen Hill locks to the northeast and via the Devizes Wharf in the centre of the town. The wharf is the location for Devizes to Westminster Canoe race and this is one example of the Canal and Wharf bringing tourists to the town. There is scope to improve this already important Green and Blue Infrastructure for transport, biodiversity and recreation purposes.

Devizes is not located on the council's strategic road network, but it is at the crossroads of the A361, A360 and the A342. These routes link the town to Chippenham, Salisbury, Swindon and the M4. The town and town centre experiences longstanding traffic congestion and related air quality issues and this has been the case for many years. There is an Air Quality Management Area (AQMA) identified at Shane's Castle to the west of the town. Traffic congestion and air quality continue to be a key issue for the town and any development at the town should contribute towards alleviating these issues.

How has Devizes developed?

Devizes is one of the largest market towns in Wiltshire and has been the historic focus for growth in the East Wiltshire area.

Housing development has occurred to the north east of the town in the London Road area. In recent years development has also occurred on brownfield land at Le Merchant Barracks and Quakers Walk. Land has also been allocated in the Devizes Neighbourhood Plan (made September 2015) and this has focused on smaller brownfield sites within the existing built form of the town. Some of these allocations are still to come forward.

The scale of growth at the town had already started to slow down through the Wiltshire Core Strategy plan period to reflect the environmental constraints at the town and the issues related to town centre traffic congestion and air quality. This context remains the same and the scale of growth going forward reflects these constraints and issues.

The following diagram shows how much housing has been delivered in Devizes from 2006 to 2022.

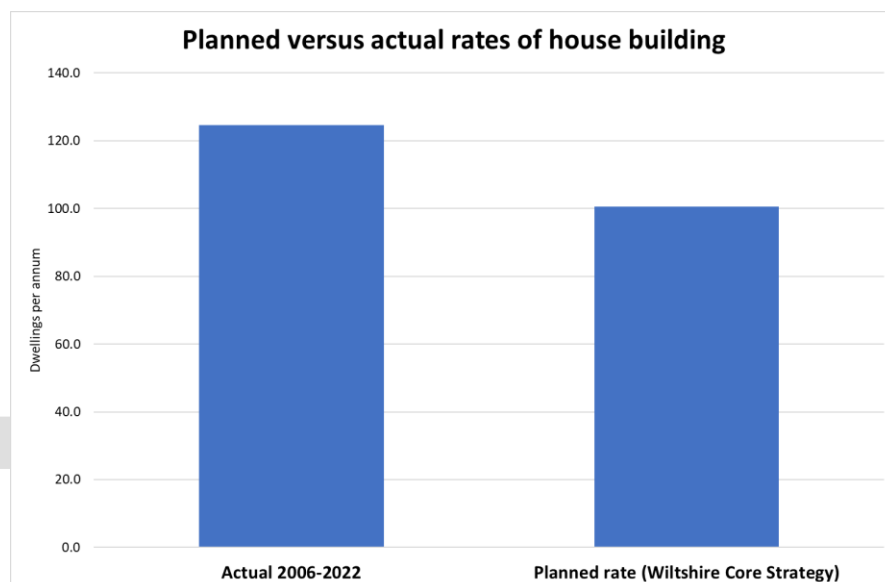


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Devizes.

Devizes has a large and varied employment base with a number of key employers who have remained in the town long term. It has a good record of attracting employers. There are a number of industrial estates to the northeast of the town including Hopton Park and Le Marchant Barracks Industrial Estate where there is a concentration of larger manufacturing businesses. The Employment Land Review 2023² found there has been strong growth in jobs in recent years with a high concentration of jobs in the public administration sector. The Wholesale, Retail and Manufacturing sector were also found to have above average levels of employment. Recent investments have included a second production facility for MSA Latchways, Cross Manufacturing's expansion and growth at Bakkavor. Businesses have reported strong demand for sites.

Devizes has Principal Employment Areas identified at Banda Trading Estate, Folly Road, Hopton Industrial Estate, Hopton Park, Le Marchant Barracks, Nursted Industrial Estate and the Police Headquarters.

The Wiltshire Core Strategy allocated two sites for new employment land. These were 1.5ha of employment land at Nursted Road, this had been saved policy from the Kennet Local Plan. This site now has planning permission for a car and lorry crane testing area. A total of

² Wiltshire Employment Land Review (Hardisty Jones Associates, 2023)

8.4ha of employment land was also allocated on land between the A361 and Horton Road. This employment allocation has not yet come forward although there has been some interest in the site. There is clear demand for employment sites in the town.

Devizes has an attractive and vibrant town centre. The Wiltshire Retail and Town Centres Study (WRTCS)³ found it to be a healthy town centre with a limited but strong catchment area. The centre attracts a large majority of main and top-up food shopping trips from residents of the town and the surrounding area, along with a reasonable amount of food shopping trips from Pewsey. The town centre has a strong market penetration rate for a settlement of its size and the very high quality of the built environment is a key benefit for Devizes. Devizes town centre has a higher than average proportion of comparison goods retailers across a mix of local independent and national multiple retailers (with the balance in favour of the former). There is some capacity for additional convenience goods retail and a sufficient supply of comparison goods retail floorspace. An appropriate site for new convenience goods retail has not been identified by the Plan, however it should be located within or on the edge of the town centre.

There are two sites in Devizes that were identified as potential regeneration sites in the Wiltshire Core Strategy saved from Kennet Local Plan policies. These are The North Gate, The Wharf, Lower Wharf and the Devizes Hospital site. They have presented an opportunity to enhance and develop the heritage of these areas through development that will include tourism, recreation and community uses as well as incorporating other uses. The regeneration of the Devizes Wharf has been a long term policy aim and the policies that set out the parameters and site footprint of the regeneration of this area were saved from the Kennet Local Plan (adopted 2004). These policies are ED21 The North Gate, The Wharf and Devizes Hospital and ED22 Lower Wharf, Devizes. The Wiltshire Core Strategy suggested a Supplementary Planning Document should be produced to comprehensively plan for this area but this has not come to fruition. However public consultation was carried out in 2011 by Wiltshire Council on a planning brief for the Devizes Wharf area. In 2017 New Masterplanning and PER Consulting were appointed by Wiltshire Council to undertake a redevelopment and feasibility study that built on this earlier work by Wiltshire Council. The Devizes Wharf Area Redevelopment and Feasibility Study was completed in September 2017 and set out the regeneration priorities, design principles and options for regeneration. The area this study covers is different to that set out by the saved policies (the area closer to the town centre has been removed and it includes Wadworth Brewery and additional land to the southeast).

Wadworth Brewery has operated in Devizes from its landmark building in the centre of the town since 1885. Recently the company has sought to relocate the brewery away from this

³ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning for Devizes

historic building to a new modern brewing facility. This new site is also within the town at Folly Road ensuring that Wadworth remains a key part of Devizes and employer in the town.

The relocation of Wadworth Brewery sites frees up a significant site within the town centre boundary of Devizes. As well as the iconic Grade 2 Listed Wadsworth Brewery this includes land behind the brewery adjacent to the Kennet and Avon Canal. The brewery site links up the extant Devizes Wharf allocation and the Assize Court Museum site. The combination of these sites provide an opportunity for the regeneration of this part of Devizes offering mixed use development of homes, tourism potential, cultural facilities, employment, public realm, green/ blue infrastructure improvements and the enhancement of the heritage assets in the area. These sites will also provide opportunity to link to the High Street and key shopping area of Devizes. The availability of the Wadworth Brewery site will act as a driver to enable the long standing regeneration opportunities at Devizes Wharf to come to fruition bringing many benefits to the town. A further study by New Masterplanning has been carried out to update the 2017 work and include the potential redevelopment of the Wadworth site as part of the wider Devizes Wharf redevelopment. This study by New Masterplanning – Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update (May 2022) - supersedes the previous study and will be published alongside the Local Plan Review consultation.

Assize Court is a former courthouse, a Grade 2 Listed building on the Historic England's Heritage at Risk Register and has been vacant for over 30 years. It is an iconic building located on the main road as you enter the town centre from the northeast. It is owned by the Devizes Assize Court Trust whose intention is to restore the building and relocate Wiltshire Museum to the site, becoming a key visitor venue for the town. The site forms part of the wider Devizes Wharf regeneration opportunities.

There is a long-term aspiration to secure a railway station to serve Devizes. Proposals are being developed to bring forward a Devizes Parkway Station located at Lydeaway to the south-west of the town. There is scope for this to bring further visitors into the central area. It should be ensured that sustainable transport routes such as walking, cycling and bus provision are provided to ensure that the town centre can be easily accessed.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

Planning for Devizes

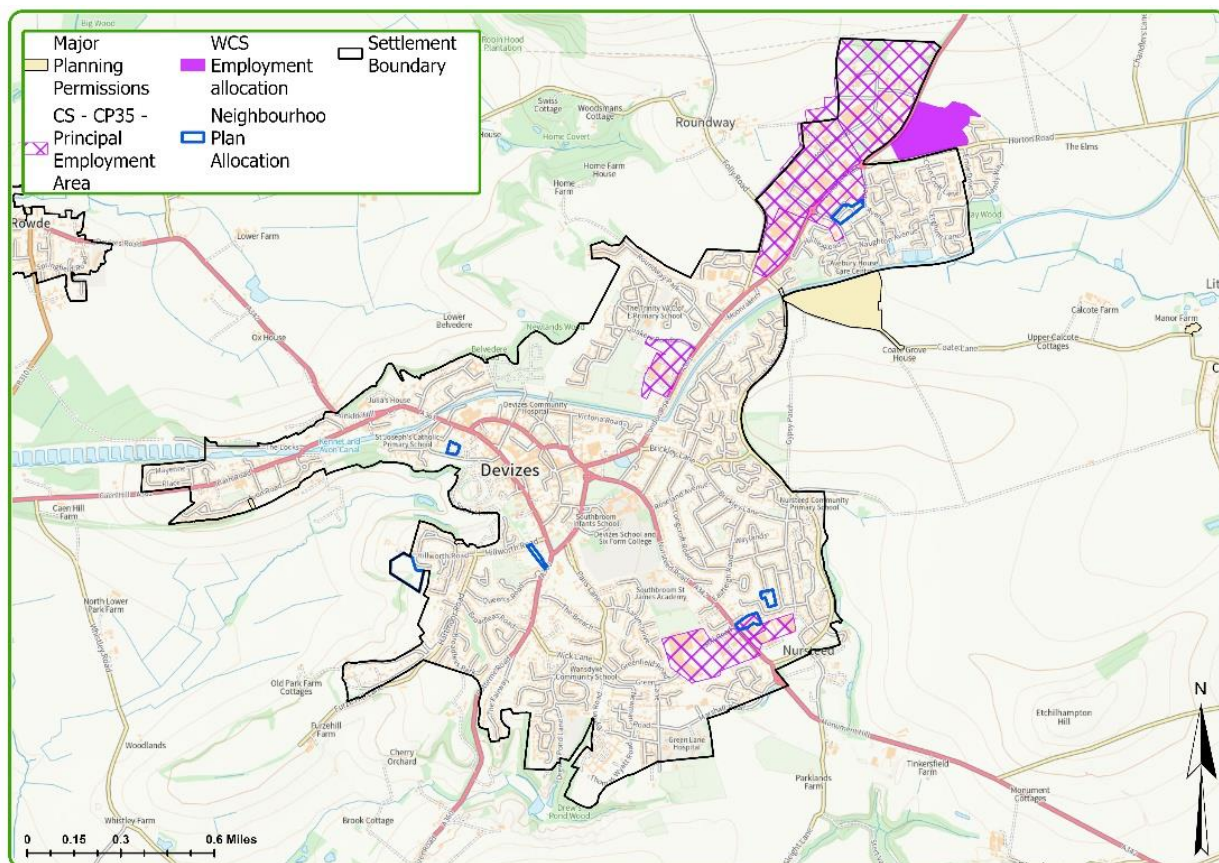


Figure 3. Currently major planning permissions and development plan commitments at Devizes.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Devizes has developed over recent years is in summary:

Devizes is constrained by the physical landscape and topography surrounding the town as well as by ongoing traffic congestion and air quality issues that need to be improved. For these reasons the level of housing growth will be reduced from what has previously been planned for. The town performs well economically with a number of key employers, and this will be maintained. It has a high quality built environment and there is a long term aim to regenerate the Devizes Wharf and Assize Court site. Wadworth Brewery now also forms part of this regeneration site providing a driver to bring this brownfield site forward delivering commercial, residential, recreation and cultural use. Greenfield housing development alongside this can be delivered by the Devizes Neighbourhood Plan Review.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Devizes Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Housing needs Deliver homes to respond to local needs that are within the environmental constraints of the town recognising the proximity of the North Wessex Downs Area of Outstanding Beauty, the unique topography, historic fabric and setting of the town, the extent of best and most versatile agricultural land and air quality issues.

PSP2 Air quality Development should contribute towards the improvement of air quality and support the Air Quality Management Area (AQMA) in Devizes town centre.

PSP3 Employment Deliver jobs to maintain a buoyant local economy in Devizes, including bringing forward the employment allocations and employment development through mixed uses.

PSP4 Town centre regeneration and Devizes Gateway Encourage town centre and tourism-led regeneration including through the delivery of the Devizes Wharf Regeneration and Assize Court Scheme, and support for the Devizes Gateway train station proposal.

PSP5 High quality design Ensure new development has high design standards to reflect the high-quality built form in Devizes.

PSP6 Sustainable transport Ensure new development is well connected to the town centre to encourage the use of sustainable transport methods, particularly walking and cycling, and help alleviate traffic congestion.

PSP7 Green and blue infrastructure Ensure new development connects to and protects green and blue infrastructure and assets in the town. Respect the integrity of the Bath and Bradford on Avon Bats Special Area of Conservation (SAC) by protecting and enhancing important bat habitats around the town.

Planning for Devizes

PSPs sit alongside the spatial strategy for Devizes. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Devizes that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy⁴, respond to concerns about the population increasing more than anticipated rates, coupled with job growth not corresponding to the recent increase in new homes built at the town.

The spatial strategy for Devizes reflects the findings of an Employment Land Review⁵, which concludes there is an indicative forecast demand for around 5ha of employment land at the town (comprising 0.7-1.8ha for office and 3.2 for industrial).

The new strategy identifies a requirement of 980 homes for the plan period 2020 to 2038. This is a much lower level of house building at Devizes compared to the Wiltshire Core Strategy.

⁴ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

⁵ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)



Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Devizes.

The growth planned for Devizes will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre through the Devizes Wharf, Wadworth Brewery and Assize Court Regeneration site, in accordance with PSPs 4 and 6 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors and through the regeneration of Devizes Wharf, Wadworth Brewery and Assize Court

3. Local Plan Proposals

Protecting the environment

Devizes is constrained in environmental terms when compared with other towns in Wiltshire. The outskirts of the town comprise The North Wessex Downs AONB to the north and west, Roundway Hill and Devizes White Horse to the north and Caen Hill, the locks and Devizes Castle to the west. These landscape considerations and associated topography all make growth of the town more difficult. To the south there are ecological constraints linked to Drews Ponds Wood priority habitat. There are a high number of bat records throughout the Devizes area including records of Annex 2 bat species (the rarest in the UK and those of

greatest conservation concern). The Kennet and Avon canal and the disused railway line in Devizes are important areas for bats. Bats have also been recorded moving between woodland to the south and east of Devizes and these flight lines should not be by development at the town.

There are ongoing traffic congestion and air quality issues including the designated AQMA at Shane’s Castle that currently further constrain growth at the town without solutions to address these issues. Careful consideration must be given to the potential impacts of any new development on traffic congestion and air quality issues in the town centre and on the A361. Any development must contribute to the Devizes Transport Strategy.

For these environmental reasons, and to reduce congestion in the town development proposals must be as well connected to the town centre as possible, enabling the provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes. Any longer-term proposals for a train station at the Lydeaway will need to be well connected to the centre of the town by sustainable transport options.

How many more homes?

From the of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 470 homes to be accommodated at Devizes up until 2038.

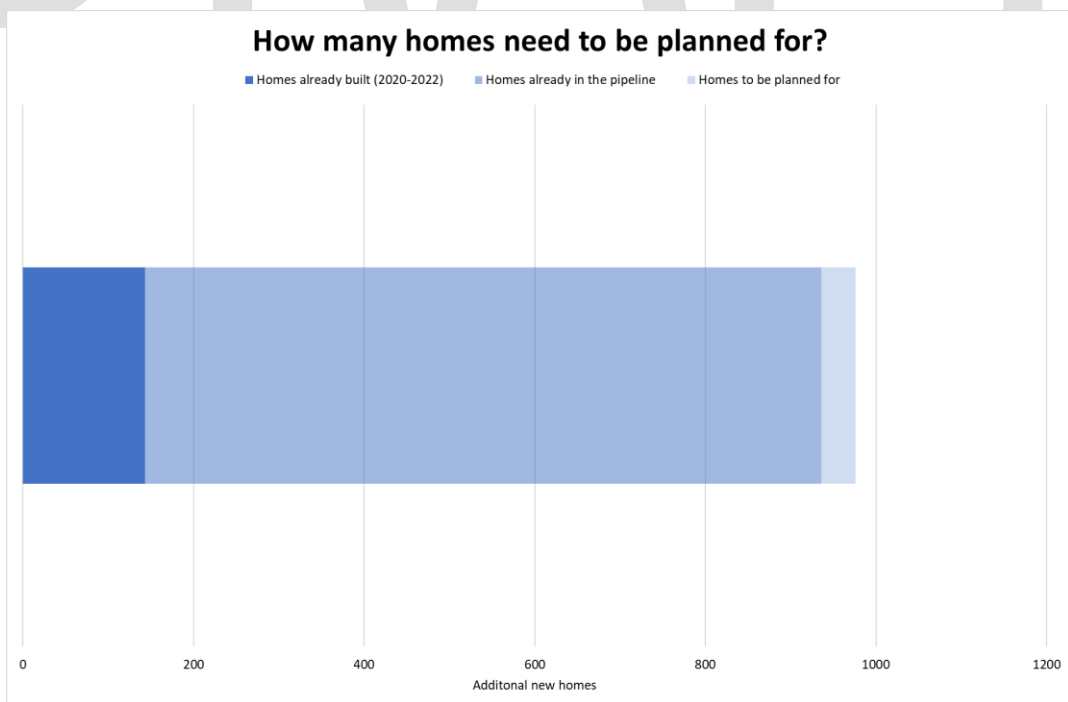


Figure 5. Calculating how many homes need to be planned for at Devizes

Selecting sites

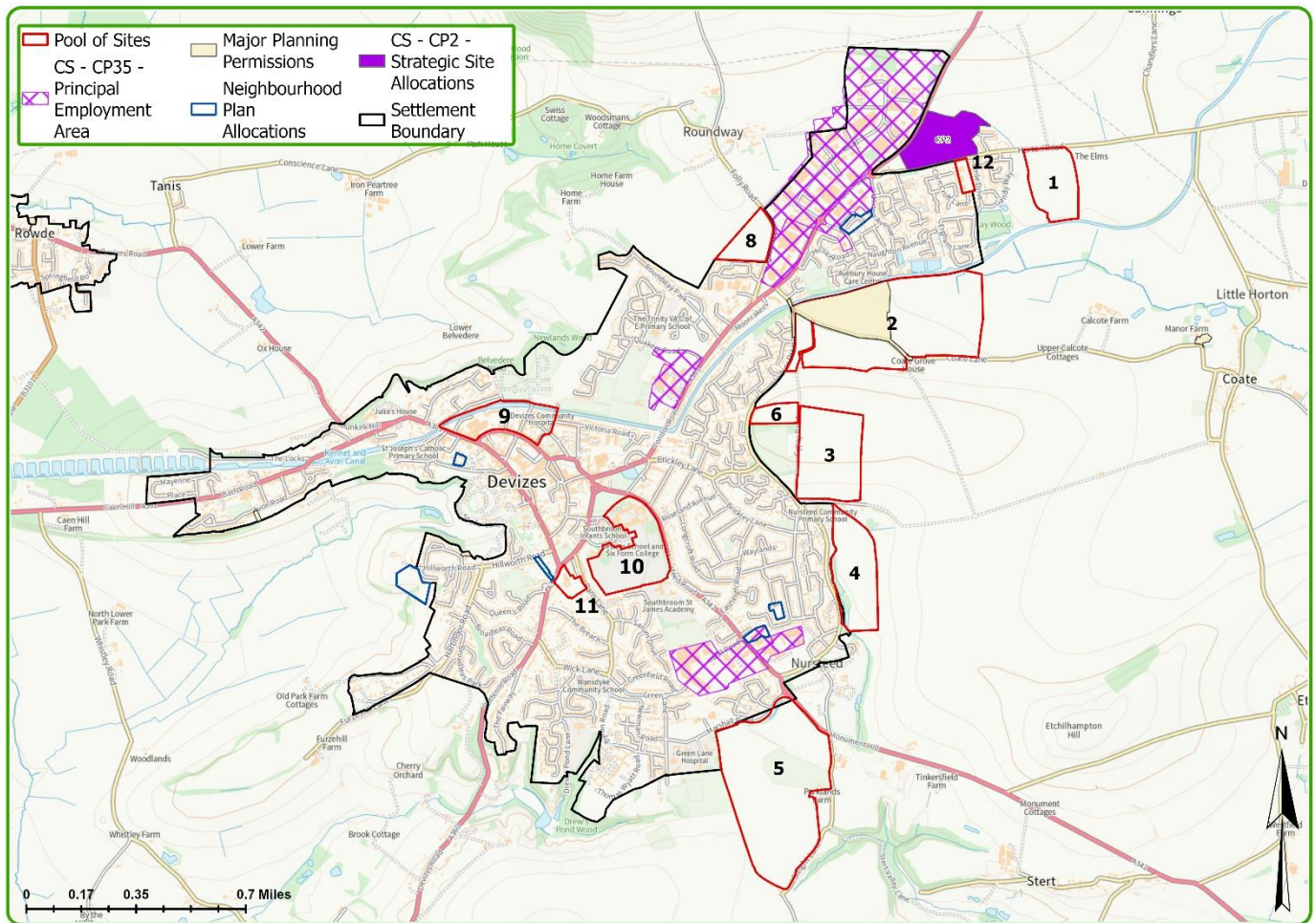


Figure 6. The pool of sites for sustainability appraisal at Dezives.

In Dezives 11 sites were considered reasonable alternatives and have been assessed through the site selection process for new homes and assessed through Sustainability Appraisal. (See map) Of these 4 are brownfield site within the town and 7 are greenfield sites on the edge of the town.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

The Sustainability Appraisal showed that all the sites had a range of negative environmental effects. As outlined above Devizes is a constrained settlement and the eight greenfield sites available on the edge of the settlement are mainly constrained by landscape considerations, ecological issues and being high grade agricultural land. Of the two other brownfield sites not going forward assessed land at Southgate House does perform well in the site selection process and could come forward through the development management process. Land at the school playing fields should be protected for recreation use.

Through both the SA assessment process and the application of the PSPs the two sites that come out as most sustainable and rank best are the same. These are site 419 Devizes Wharf and site 3717 Wadworth Brewery. Part of site 419 Devizes Wharf is currently allocated in a saved Kennet Local Plan policy for regeneration. These sites score well for use of previously developed land, economic and regeneration opportunities and because they have less impact on the sensitive landscape surrounding Devizes. Both sites are brownfield sites that adjoin centrally located areas with scope for major regeneration and mixed uses. They are both very well connected to the town centre by sustainable transport means and also offer heritage, economic and tourism benefits and opportunities. Careful masterplanning will be required to enhance the heritage of the area and protect priority habitat of the Kennet and Avon Canal. It will be essential that the development connect to the town centre using sustainable transport measures and that the proposals do not exacerbate traffic congestion in the centre. Allocating such sites will increase certainty for market processes and enable key objectives for their redevelopment to be set in policy.

The scale of growth for Devizes is relatively low and this reflects the constrained nature of the town with landscape and topography sensitivities, traffic congestion and air quality issues and emerging evidence of protected bat populations and their flightpaths in the area. These two sites go some way to meeting the residual requirement.

The methodology and detailed assessments made in the site selection process are all explained in Appendix 2. The Sustainability Appraisal process and its results are contained in a separate report (ref).

What development is proposed?

Following this process it is proposed to allocate the Devizes Wharf, Assize Court and Wadworth Brewery for regeneration to act as a mixed use quarter in the town that will deliver commercial, residential, recreation and cultural uses.

The allocation is split into three distinct areas as shown on the map below⁶. These comprise the Lower Wharf, Central Wharf and Upper Wharf. The three areas combined for a large

⁶ Map taken from the New Masterplanning (May 2022) Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update.

Planning for Devizes

regeneration project for Devizes, which will be guided by a masterplanned approach. Further work to progress the scheme will take account of the New Masterplanning (May 2022) Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update.



Figure 7. A map of Devizes Wharf areas

A review of the Devizes Neighbourhood Development Plan is intending to allocate additional greenfield land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Greenfield sites in the neighbourhood plan will supplement the allocation of the regeneration site at Devizes Wharf, Assize Court and Wadworth Brewery. The overall amount of land earmarked for development in the LPR contribute towards the residual requirements as well as bringing wider benefits to the town.

Land at Devizes Wharf, Assize Court and Wadworth Brewery: Regeneration and redevelopment on land at the Devizes Wharf, Assize Court and Wadworth Brewery to include mixed commercial, residential, recreation and cultural uses.

Use	Scale/Area
Commercial mixed use residential, recreation and cultural	Scale and area to be informed by the New Masterplanning – Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update (May 2022)

	<p>Proposals could well deliver at least as many as 100 dwellings. However since proposals are yet to be crystallised, while work continues, it would not be helpful if the plan prescribed a number of homes as this might pre-judge an outcome or prejudice the regeneration of the site to meet a range of different needs.</p>
<p>Green space</p>	<p>Protection of the Kennet and Avon Canal corridor</p>
<p>Regeneration and redevelopment of Devizes Wharf on land at the Lower Wharf, Central Wharf and Upper Wharf Areas, including Assize Court and Wadworth Brewery, will secure the conservation and viable use of heritage assets and provide mixed commercial, residential, recreation and cultural uses.</p> <p>Development of the three wharf areas combined must ensure:</p> <p>Land use and Masterplanning Requirements</p> <ul style="list-style-type: none"> • The three wharf areas must be developed in combination to ensure that that the full wharf area is regenerated in line with the New Masterplanning (May 2022) Devizes Wharf Redevelopment and Feasibility Study Update • The Wadworth Brewery site should be redeveloped to contain a mix of uses including securing the restoration and reuse of the historic brewery building in its optimum viable use • The community hospital site and police station should be redeveloped to contain a mix of uses including securing the retention and reuse of non-designated heritage assets • The Lower Wharf area should be redeveloped to secure the future use of Assize Court as the new Wiltshire Museum and to create an attractive interface with adjacent development and the canal. All new development should retain active frontages onto the sides and rear of Assize Court • Development in the three wharf areas must ensure that linkages are extended from the current town centre to create an integrated network of streets and public space from the market square to the canal • A continuous footpath will be provided along the south side of the canal including between the Central and Lower Wharf area • Development on New Park Street will be carefully designed to provide an attractive gateway into the Devizes Wharf development • The pedestrian routes between the town centre and the canal, between key destinations and from the car parking will be improved to ensure better and safe access throughout the site • Access to the canal through the brewery building is opened up • Redevelopment should be of high quality design which enhances existing heritage assets and creates positive interfaces between key buildings and sites within the area • A review of car parking requirements at the Wharf and Station Road car parks should be carried out as part of the planning application process to consolidate that use where possible and to open up development opportunities at the Wharf 	

Heritage Requirements

- Listed buildings which are currently vacant or underused, including the former Wadworth Brewery and Assize Court must be retained, restored and converted to viable new uses. Their settings should be conserved and enhanced and development on adjacent sites should not impact negatively on the viability of their future uses
- Non designated heritage assets that make a positive contribution to the character of the Conservation Area should be retained including the Kennet and Avon Visitor Centre, Wharf theatre and historic buildings at the former community hospital
- Redevelopment of the area must respect the settlement pattern, character and appearance of the town and the settings of heritage assets inside and outside the area, including Assize Court, brewery and canal
- The alignment of New Park Street in relation to the outer bailey of Devizes Castle should be respect
- Investigation will be needed to identify the presence and significance of unknown archaeological remains across the site. Mitigation should include avoidance of high value archaeological remains where preservation in situ is likely to be required

Transport Requirements

- A funding contribution should be made toward measures in the Devizes Transport Strategy Refresh, including upgrades to the A361/A342/A360 junction in the town centre, improvements to the Market Place/Long Street for pedestrians and cyclists and works to improve air quality around Shane's Castle

Protection of the canal and its uses

- The Kennet and Avon Canal borders the north of the site and must be retained along with all hedgerows and /trees along with a wide buffer and ecological protection zone. This should include the root protection zone of the tree line on the northern edge of the site. The canal is a well used commuting and foraging route for bats, otters, water voles and birds and the buffer and ecological protection zone should be maintained to avoid light spill onto the canal corridor either from external lights or interior lighting within buildings
- Public space alongside the canal should be safeguarded

The Devizes Wharf Regeneration Site covers three areas each which have their own character and development potential:

- **The Lower Wharf** – this includes a number of key buildings comprising the Wadworth Brewery site, former courthouse Assize Court, the canoe club, forge and New Park Street.
- **The Central Wharf** – this area is characterised by public access to the Kennet and Avon Canal. It includes public canal activity space, car parking, the Wharf theatre, visitor centre, police station and residential.
- **The Upper Wharf** – this mainly comprises Devizes Community Hospital.

The map below shows the site area – (map taken from the New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update):

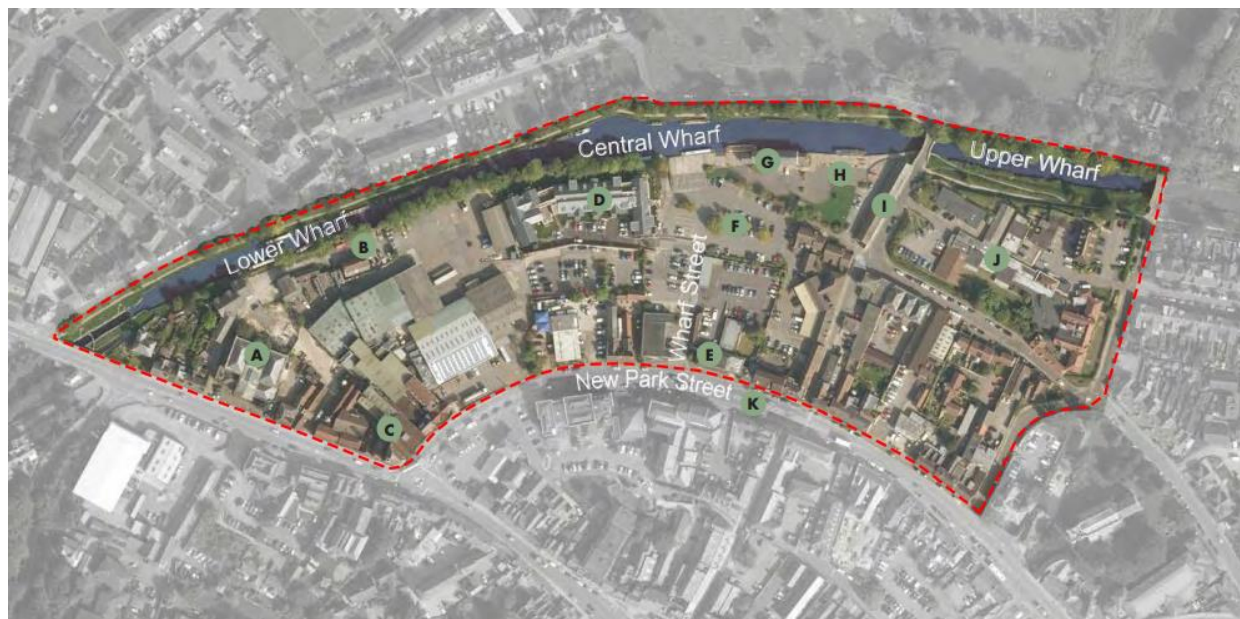


Figure 8. Masterplan from the New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022

The regeneration of the three areas covers a number of potential uses and The New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update sets out the following land use strategy:

Leisure and culture

- Historic former Brewery buildings retained and re-purposed as visitor destination.
- Tap room, brewery tours and creation of further food / drink / leisure associated activities.
- Internal courtyard spaces and public access through to the canal side
- Assize Court converted for museum use with associated rear cafe space.
- Waterside leisure uses to address the canal, including the existing Canoe Club.
- Canalside theatre with outdoor performance space
- Lively ground floor uses to encourage positive frontages to public realm

Commercial mixed use

- Repair built frontage to New Park Street.
- Commercial / retail ground floor activity to extend the town centre.
- Uses to benefit from passing trade potential.
- Potential for upper floor residential or commercial uses.
- Potential for hotel use within Central Wharf

Residential

- Residential uses to benefit from more tranquil aspect and canal side views.
- Potential to extend established residential warehouse character at Anstie Court.
- Potential residential uses within refurbished historic buildings
- Potential for other ground floor uses and waterside leisure activities to address the canal, including the existing Canoe Club.
- Potential to include later living accommodation.

Planning for Devizes

This allocation is split into three distinct areas as outlined on the map above. The three areas combined will form a large regeneration project for Devizes taking account of The New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update to provide mixed use commercial, residential, recreation and cultural uses as shown in Map 2 below.

Map 2 shows potential land uses (map taken from the draft New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update):



Figure 9. Potential land uses from the draft New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022

Map 3 shows key opportunity sites within the Devizes Wharf (map taken from the draft New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update):



Figure 10. Key opportunity sites within the Devizes Wharf from the draft New Masterplanning Devizes Wharf Area Redevelopment and Feasibility Study 2022 Update

The proposed site has positive effects against all of the PSPs identified for Devizes. In regard to PSP1 the site is brownfield and in a central location with less impact on the environment surrounding Devizes. The proposals will provide housing in a sustainable central location with good access to employment and services. The site encompasses very high heritage value which will need to be carefully conserved but the opportunity to enhance the heritage in the area and for that heritage to help regenerate the area is a key positive.

PSP2 aims to work towards improving air quality in the town centre. Whilst difficult to measure, the location of this site in the centre of the town and the provision of a mix of uses will offer occupants the opportunity to travel by sustainable transport means and not by the private car.

PSP3 aims to bring forward existing employment allocations in the plan, the continued allocation of land between the A361 and Horton Road for this use enables this. This will be complemented by tourism and recreation-based employment through the regeneration site.

PSP4 aims to deliver the long-held aim of regenerating the Devizes Wharf site and this proposal clearly meets that.

PSP4 high quality design, PSP5 sustainable transport and PSP Green and Blue Infrastructure are all interwoven into the proposals for the development of this regeneration site. The high heritage value of the site and numerous landmark buildings as well as linked to Devizes Castle necessitate high quality design. There is the opportunity for heritage and regeneration teams to work together for this site. The location of the site on the edge of the primary shopping area will enable key routes to be built on and ensure provision on the site to connect the marketplace via sustainable means. The site is located on the Kennet and Avon Canal which will be both protected to ensure biodiversity is protected and enhanced, whilst enabling better access for travel and recreation.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- All development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes, which are within the AQMA. Specific measures would need to be put in place to prevent further deterioration of the AQMA and enable improvement of the AQMA or CIL/S106 contributions would be required to enable actions for the revocation of the Air Quality orders. Air Quality assessment would be required of the cumulative effects of development on relevant receptors in the AQMA in Devizes.
- The site is located in a Conservation Area and there are numerous Listed Buildings including the Grade 2 Listed Wadworth Brewery. Careful design and masterplanning will be essential to ensure these buildings are conserved and enhanced.

The site has a number of medium and high value archaeological considerations. This includes the outer bailey boundaries from Devizes Castle (probable, is within the medieval settlement of Devizes and is medieval deer park. The site is heavily constrained by archaeological remains and further investigation will be needed during a planning application process to identify the presence and significance of as yet unknown archaeological remains across the site. Mitigation could include avoidance of high value archaeological remains where preservation in situ is likely to be required. Should preservation be part of a mitigation strategy, opportunities to interpret and enhance understanding and / or improve land management regimes could be taken forward. Mitigation strategy could include preservation by record where relevant.

Planning for Devides

- The site is in proximity to the Scheduled medieval Devides Castle. Mitigation will need to consider the continuity and sensitivity of the medieval settlement core. Changes to the site may need to consider the potential impacts on the Scheduled Devides Castle, as associated bailey/settlement remains may be within the site.
- Any impact on biodiversity in the Kennet and Avon Canal can be mitigated by allowing at least 10m between the edge of development and the canal bank at the northern edge of the site. Layout and lighting should be designed so that the 10m buffer strip can be kept at a lit level of 0.5 Lux or lower.
- There will be some loss of habitat through loss of trees but as the majority of the site is already hard standing the scope for significant biodiversity net gain is high. There may be scope to design in a minimum of 20% net gain.

Principal Employment Areas are retained at Banda Trading Estate, Folly Road, Hopton Industrial Estate, Hopton Park, Le Marchant Barracks, Nursteed Industrial Estate and the Police Headquarters.

8.4ha of employment land is retained as Local Plan employment Allocations at land between the A361 and Horton Road.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Devizes is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

Devizes is one of the main historic and cultural centres within the eastern part of Wiltshire and provides an attractive and unique retail environment with a strong presence of independent businesses. It is well regarded, and the town has a high level of self-containment. It has many heritage assets including the market square and listed buildings within it, a historic street pattern, the Wadworth Brewery building and the setting of the Norman Castle that is located to the west of the town centre.

Devizes is considered to have a healthy town centre with a limited but strong localised catchment area. The centre is able to attract a large majority of main and top-up food shopping trips from residents of the town centre and the surrounding area. The town centre also has a strong market penetration rate for a settlement of its size and the overall quality of the built environment adds to this.

The Retail and Town Centres Study 2020 indicates some capacity for additional convenience goods retail and a sufficient supply of comparison goods retail floorspace. An appropriate site for new convenience goods retail has not been identified by the Plan, however it should be located within or on the edge of the town centre. Ensuring market competition and avoiding potential impacts on existing food stores within the town centre will be a key consideration for any proposals. There could be potential to grow the food and beverage market over the plan period. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Devizes that have been devised in consultation with Devizes Town Council. The Place Shaping Priorities set a range of

outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Devizes Area Neighbourhood Plan (DNP) was 'made' (adopted) in September 2015. It sets out the vision, objectives, and policies for Devizes for the period 2015 to 2026. The DNP focuses on delivering smaller scale brownfield sites that are closer to the town centre, some of these have already been delivered. The DNP is currently being reviewed and will allocate further sites to meet the remaining requirement in Devizes that will come forward alongside the regeneration allocation at Devizes Wharf, Assize Court and Wadworth Brewery. It will also include a town centre masterplan that will connect to this site. The DNP review also now include the parish of Rowde within the area designation.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

Ten per cent of the scale of growth identified at Devizes suggests a neighbourhood area requirement for Devizes of approximately 100 dwellings. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites.

The neighbourhood area also includes the Large Village of Rowde, which is subject to a separate housing requirement of 67 dwellings for the purpose of neighbourhood planning⁷. This will also need to be accommodated in planning for the designated neighbourhood area.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Devizes neighbourhood area requirement (2020 to 2038)	170
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Local Infrastructure

The growth of Devizes needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Devizes as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Housing development at this site could generate the need for 13 early years places, 31 primary school places and 22 additional secondary places. However existing surplus could meet primary needs and some secondary needs. Up to 22 secondary school places may be required to be funded. A maximum of 13 early year spaces would need to be funded.

Sustainable transport

The Devizes Wharf site is within close walking distance to the town centre, health facilities, potential employment areas and schools. The Kennet and Avon Canal is accessible to the north of the site at Couch Lane, which functions predominantly as a recreation route. Development of the site provides opportunity to increase sustainable transport connections from the site.

⁷ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Current transport constraints/concerns include:

- a declared Air Quality Management Area (AQMA) in place at Shanes Castle. New development, including at the Devizes Wharf site, should contribute to the Devizes Transport Strategy including upgrades to A361/A342/A360 junction in the town centre, possible improvements to Market Place/Long Street for pedestrians and cyclists and junctions either end and works to improve air quality around Shane's Castle.

Health and social care

The Devizes Wharf site is relatively close to GP provision within Devizes at St James Surgery. Devizes has one of the lowest amounts of primary care support in Wiltshire. A new integrated care centre is permitted and would create additional primary care capacity and replace the community hospital. Financial contributions would be required to overcome the additional pressure that this site would place on local health care.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained.

There will need to be a positive strategy for energy from developers for example, solar panels and energy efficiency measures According to SSEN's generation availability map, the substation in Devizes is constrained, therefore could potentially struggle to withstand additional energy generation connections to the grid, if the site were to produce its own energy. According to SSEN's Network Capacity (demand) Map, the substation in Devizes is constrained, therefore could potentially struggle to withstand further demand. Further conversation with SSEN would be required to ensure connectivity to the grid.

Appendix 1 Policy Context

Strategic policy Wiltshire Core Strategy (WCS), Kennet District Plan (KDC)	Title	Retain, Replace or Delete
WCS Core Policy 12	<p>Spatial Strategy: Devizes Community Area.</p> <p>This includes an extant strategic employment allocation of 8.4ha on land between A361 and Horton Road which will be carried forward into the Local Plan Review.</p> <p>Principal Employment Areas: Banda Trading Estate</p> <p>Folly Road</p> <p>Hopton Industrial Estate, Hopton Park,</p> <p>Le Marchant Barracks</p> <p>Mill Road</p> <p>Nursteed Industrial Estate and Police Headquarters.</p>	Replaced by Policy 15 Devizes
KDC Policy ED19	Devizes and Marlborough Town Centres	Replaced by Policy 68 Managing Town Centres
KDC Policy ED20	Retail Development in Devizes Town Centre -	Replaced by Policy 68 Managing Town Centres
KDC Policy ED21	The North Gate, The Wharf and Devizes Hospital -	Replaced by new Policy Devizes Wharf Regeneration Site: Regeneration and redevelopment on land at the Devizes Wharf, Assize

		Court and Wadworth Brewery
KDC Policy ED22	Lower Wharf, Devizes -	Replaced by new strategic policy Devizes Wharf Regeneration Site: Regeneration and redevelopment on land at the Devizes Wharf, Assize Court and Wadworth Brewery

DRAFT

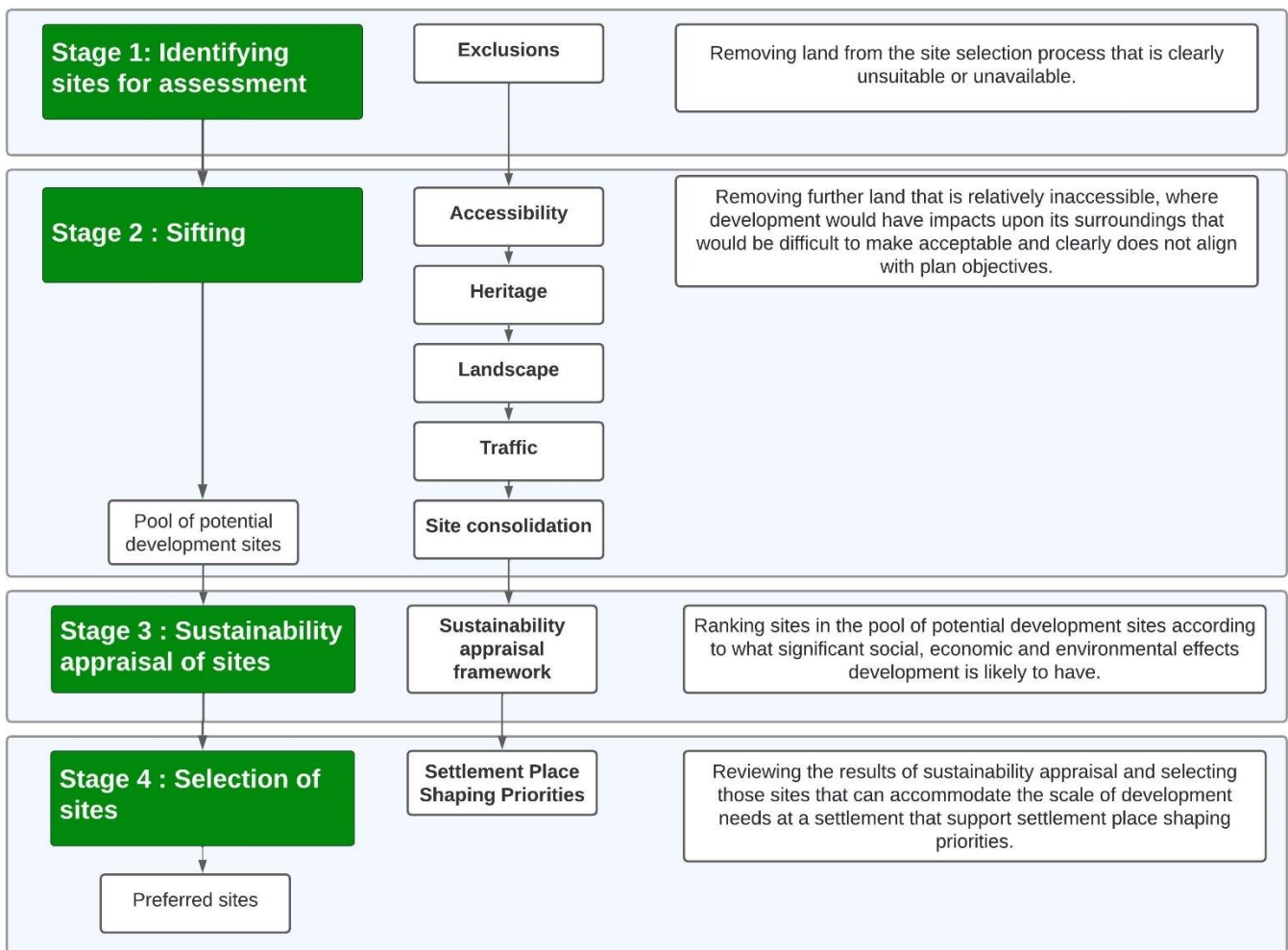
Appendix 2 Site Selection

Site Selection: Devizes

The purpose of this appendix is to explain the site selection process at Devizes, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁸ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁹. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Devizes.

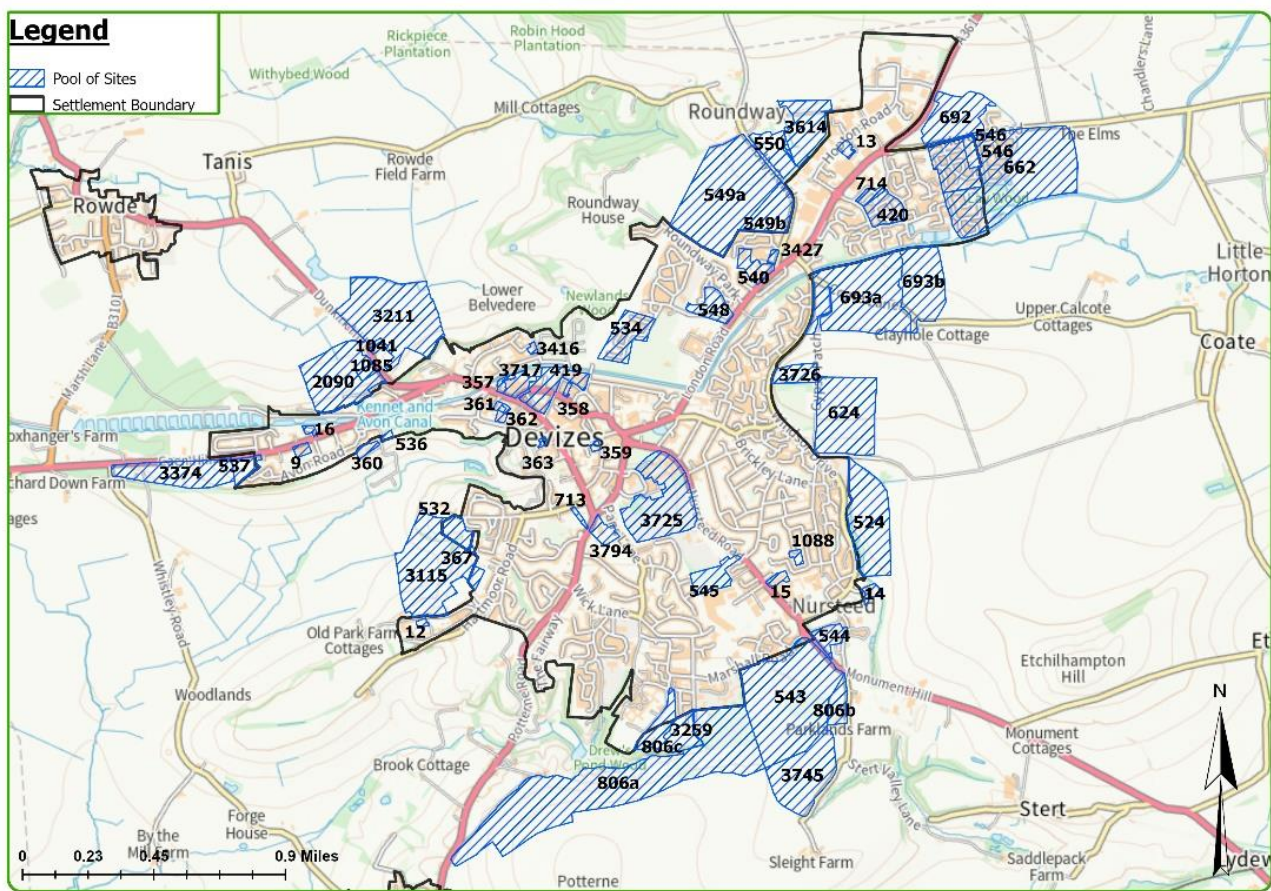


Figure 11. The pool of sites at the beginning of the site selection process at Devizes.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

⁸ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁹ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Twenty-nine sites at Devizes were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
9	Unsuitable. Below site size threshold.
12	Unsuitable. Below site size threshold.
13	Unsuitable. Part of Principal Employment Area.
14	Unavailable. Site built out.
15	Unsuitable. Part of Principal Employment Area.
16	Unsuitable. Below site size threshold.
358	Unsuitable. Below site size threshold.
359	Unsuitable. Below site size threshold.
360	Unavailable.
361	Unsuitable. Below site size threshold.
362	Unsuitable. Below site size threshold.
363	Unsuitable. Below site size threshold.
367	Unavailable.
420	Unavailable. Built out.
532	Unavailable.
534	Unavailable. Built out.
536	Unsuitable. Below site size threshold.
537	Unavailable.
540	Unavailable. Built out.
545	Unavailable. Football ground.
548	Unavailable.
692	Unavailable. Existing allocation.
713	Unsuitable. Below site size threshold.
714	Unavailable. Built out.
806c	Unavailable.

1041	Unsuitable. Below site size threshold.
1088	Unsuitable. Below site size threshold.
3416	Unsuitable. Below site size threshold.
3427	Unsuitable. Below site size threshold.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹⁰) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development

¹⁰ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

Planning for Devizes

- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Devizes:

Context criteria	Detail
Long-term pattern of development	<p>The town is located at the crossroads of the A361 and A342 which enables good road links to Chippenham, Swindon and the M4. Funding has recently been awarded to assess the viability of reinstating a railway station at Lydeaway, south east of the town, which would potentially improve public transport offer to and from the town.</p> <p>Housing development has also occurred to the north east of the town in the London Road area. There are a number of large industrial estates to the north east of the town.</p> <p>In recent years development has also occurred on brownfield land at Le Merchant Barracks and Quakers Walk. Land has also been allocated in the Devizes Neighbourhood Plan and this has focused on smaller brownfield sites within the existing built form of the town. Some of these allocations are still to come forward.</p> <p>Physically Devizes is constrained to the west of the town by Caen Hill and the associated locks. It is constrained to the north by the setting to Roundway Hill and Devizes White Horse. The North Wessex Downs Area of Outstanding Natural Beauty to the north and east provides a further landscape consideration for growth. It is also constrained to the west by Devizes Castle, its grounds and the gradient of the land in this area.</p>
Significant environmental factors	<p>The North Wessex Downs Area of Outstanding Natural Beauty (AONB) is located to the north and east of the town and land on this side of the town provides an important setting for the AONB.</p> <p>There have been air quality issues in recent years linked to traffic congestion in the town. There is an AQMA designated around Shane’s Castle.</p> <p>The Kennet and Avon Canal runs through the town providing green and blue infrastructure and opportunities for recreation.</p> <p>Roundway Hill and Devizes White Horse sit to the north of the town and land to the north of the town provides an important setting for this landscape.</p>

	<p>Devizes has numerous heritage assets including the castle, Caen Hill locks, an attractive and well-regarded town centre and Devizes Wharf.</p>
<p>Scale of growth and strategic priorities</p>	<p>The scale of housing growth in Devizes is relatively low reflecting its more constrained nature.</p> <p>The town has a strong and varied economic base with key employers in the town centre, including Wadworth's Brewery and large industrial estates to the north east of the town. This area includes a strategic employment allocation from the Wiltshire Core Strategy on land at Horton Road. There is a good degree of self-containment within the town.</p> <p>Devizes has rich cultural heritage and there is a long term development project to regenerate the Devizes Wharf and Assize Court.</p> <p>The following strategic priorities have been identified for the town:</p> <ul style="list-style-type: none"> • Deliver homes to respond to local needs that are within the environmental constraints of the town recognising the proximity of the North Wessex Downs AONB, extent of best and most versatile agricultural land and air quality issues. • Development should contribute towards the improvement of air quality and support the Air Quality Management Area (AQMA) in Devizes town centre. • Deliver jobs to maintain a buoyant local economy in Devizes, including bringing forward the employment allocations and employment development through mixed uses. • Encourage town centre and tourism-led regeneration including through the delivery of the Devizes Wharf Regeneration Scheme. • Ensure new development has high design standards to reflect the high-quality built form in Devizes. • Ensure new development is well connected to the town centre to encourage the use of sustainable transport methods, particularly walking and cycling, and help alleviate traffic congestion.
<p>Future growth possibilities for the urban area</p>	<p>There are opportunities for some growth at the town. For the reasons outlined above most sites for consideration are located on the eastern, north eastern and south eastern edge of the town with just a couple of sites to the west. The A361 which suffers from significant congestion and delays so transport solutions would need to be explored for any sites that access onto the A361.</p>

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Table X Stage 2 assessment conclusions

SHELLAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
524	Broadway Farm	Yellow	Green	Yellow	Green	Yellow	<p>The site is located to the east of Devizes but is well screened by extensive tree planting from Windsor Drive to the west and by landform to the east. There is potential heritage impact on the setting of listed Nursteed Farm southern half of the site.</p> <p>Take forward for further assessment.</p>	Green ✓
543	Off A342 and Sleight Road	Yellow	Yellow	Yellow	Yellow	Yellow	<p>The site is located to the south of Devizes, the site is well screened from the north west with good planting along Marshall Road. The north eastern boundary along the A342 is more open and would require significant mitigation. The southern boundary of the site is also open with intermittent views along Sleight Lane and to the wider landscape beyond and would require significant mitigation to reduce the urban encroachment into the rural setting.</p> <p>The site has medium groundwater flood risk.</p> <p>There would be potential impact on setting of the grade II listed Fox and Hounds and this should be considered along with risk of coalescence of Devizes with Nursteed village which contains several listed buildings.</p> <p>Take forward for further assessment.</p>	Green ✓
544	Off A342 (behind Fox & Hounds)	Green	Green	Yellow	Red	Yellow	<p>The site is the last remaining greenfield site to separate the hamlet of Nursteed from the outskirts of Devizes and thus risks losing its distinctive village character completely if developed.</p> <p>There is also potential heritage impact on the setting of the grade II listed Fox and Hounds as a rural public house and likely significant impact on settings of Nursteed Place (formerly the Elms) and Nursteed Lodge.</p>	Red X

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
SHELAA								
		Green	Green	Yellow	Red	Yellow	Exclude from further consideration on landscape and heritage grounds.	Red
550	Land to the south of Roundway Hill Farm	Yellow	Green	Yellow	Red	Red	<p>The site is located to the north of Devizes and is both highly visible from the White Horse Country Park, and North Wessex Downs AONB.</p> <p>Development of the site would also likely to contribute to unacceptable coalescence with Roundway hamlet and impact on settings of listed buildings within it including Roundway Hill Farm.</p> <p>Access from the site would be onto the A361 London Road which suffers from significant congestion and delays. There is little opportunity to significantly improve the A361. There are good pedestrian and cycling links into Devizes town centre along the A361 corridor.</p> <p>Exclude from further consideration on landscape grounds.</p>	Red with X
624	Land to the east of Windsor Drive	Yellow	Green	Green	Yellow	Yellow	<p>This site is located to the east of Devizes and is separated from the built up edge of the town by allotments. The site is generally well screened and the landform helps to shield it from most views. It is generally only visible from Windsor Drive as the site rises up the hill, but this can be mitigated with suitable planting, and is not a sensitive view in any case.</p> <p>Take forward for further assessment.</p>	Green with checkmark
662	Land Adjoining Lay Wood	Yellow	Green	Green	Yellow	Yellow	<p>This site is located to the north east of Devizes and the western part of site has planning permission for housing development which has been built out. The remaining part of the site on Horton Road is currently very exposed with little screening from both near views along Horton Road and from further views along the A361 to the North and Coate Lane to the south. The site also bounds the green infrastructure corridor of the Kennet and Avon Canal. There would need to be substantial mitigation to the boundaries of</p>	Green with checkmark

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							the development to prevent the site being seen as urban encroachment into the countryside. Take forward for further assessment.	
806a	Land to the South East of Devizes						This is a large site that runs along the southern edge of Devizes. The site is adjacent to the green infrastructure corridor of Drews Pond Nature reserve and the local streams and tree lines that link to this, as well as an allotment site. Landscape impacts likely to be very significant. Development would have potential to impact on listed buildings and their settings. There is high surface water flood risk on the site. Exclude from further consideration on landscape grounds.	X
806b	Land to the South East of Devizes						This is a large site to the south east of Devizes, and is remote in accessibility and landscape term, albeit may be more logically considered as part of a larger site. The site has medium groundwater flood risk. Take forward for further assessment.	✓
1085	Former Dunkirk Hill Farm						The site is located on the north western side of Devizes and has broken views to and from Dunkirk Hill due to its gentle rise up towards the edge of Devizes. Whilst there may be some scope for screening from near views, development here is likely to have a detrimental effect on views from the North Wessex Downs AONB and Olivers Castle. Whilst the skyline has already been broken on the hill crest by the housing development at High Lawn, any further development down this slope would cause further erosion to the urban edge defined by this crest and urban encroachment into this rural setting. There is also potential impact on the setting of 12-14 Dunkirk Hill, Dunkirk House and Hillside.	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>The site is close to Shanes Castle AQMA with a constrained junction at A361 Bath Road and A342 Dunkirk Hill. A junction improvement scheme has been developed at an estimated cost of £1m. The available pedestrian and cycling route is poor.</p> <p>Exclude from further consideration on landscape grounds.</p>	
2090	Dunkirk Hill Farm						<p>The site is located on the north western side of Devizes and has broken views to and from Dunkirk Hill due to its gentle rise up towards the edge of Devizes. Whilst there may be some scope for screening from near views, development here is likely to have a detrimental effect on views from the North Wessex Downs AONB and Olivers Castle. Whilst the skyline has already been broken on the hill crest by the housing development at High Lawn, any further development down this slope would cause further erosion to the urban edge defined by this crest and urban encroachment into this rural setting. Development would also affect the setting of 12-14 Dunkirk Hill, Dunkirk House and Hillside and Oxhouse Farm. There is high surface water flood risk on the site.</p> <p>Exclude from further consideration on landscape grounds.</p>	X
3115	Land at Hillworth Road						<p>This site is located to the west of Devizes and whilst the site is hidden from views from the town centre its position on a west facing slope would make its development highly visible from Whistley Road and North Lower Park Farm. Currently the development of Devizes is well screened from these views and development on this site could be seen as urban encroachment into the countryside.</p> <p>The site is within Devizes Old Park (royal hunting park) which remains otherwise largely open. The</p>	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>west part of the site may impinge on wide views of Castle Mound (Scheduled Monument) and would reduce ability to interpret as defensive site in landscape. There could be possible impact on setting of the listed Old Park and the associated adjacent Old Park Farm.</p> <p>Exclude from further consideration on landscape and heritage grounds.</p>	
3211	Land bottom of Dunkirk Hill						<p>The site is located to the north of the town and is currently very open from Dunkirk Hill especially the south of the site that gently rises up towards the edge of Devizes. Whilst there may be some scope for screening from near views, development here is likely to have a detrimental effect on views from the North Wessex Downs AONB and Olivers Castle. There is potential impact on the setting of 12-14 Dunkirk Hill, Dunkirk House and Hillside.</p> <p>There is high surface water flood risk on the site.</p> <p>The site is located close to Shanes Castle Air Quality Management Area (AQMA) with a constrained junction at A361 Bath Road and A342 Dunkirk Hill. A junction improvement scheme has been developed at an estimated cost of £1m.</p> <p>Exclude from further consideration on landscape grounds.</p>	X
3259	Greenacre Nursery, Green Lane						<p>This brownfield site is located to the south of the town and is generally well screened although there is a potential restriction to the south where the existing trees lead to a stream and then on to the Drews Pond Nature Reserve. There is potential impact on the setting of the grade II listed former Roundway Hospital (former County Lunatic Asylum).</p> <p>Take forward for further assessment.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3374	Caen Hill Farm, Whistley Road	Yellow	Green	Green	Green	Yellow	<p>The site is located to the east of the town on Caen Hill and is adjacent to the dual carriageway. It has interrupted views along much of its northern boundary to the A361 where the existing hedge and tree line would need reinforcement. The old railway embankment to the south makes an effective screen to all views from Whistley Road although care would need to be taken to ensure that rooflines do not crest this natural barrier.</p> <p>Access would be potentially required through the adjoining site which is not available, so this site should not be taken forward for further assessment.</p>	X
3614	Land at Roundway / Hopton Industrial Estate, Devizes	Yellow	Green	Yellow	Red	Red	<p>The site is located to the north east of the town and is both highly visible from the White Horse Country Park, and North Wessex Downs AONB and if developed will cause the coalescence of the Hamlet of Roundway with the urban area of Devizes.</p> <p>There is also potential impact on the settings of listed buildings, Roundway Hill Farm in particular.</p> <p>There is high surface water flood risk on the site.</p> <p>Access from the site would be onto the A361 London Road which suffers from significant congestion and delays. There is little opportunity to significantly improve the A361 but there are good pedestrian and cycling links into Devizes town centre along the A361 corridor.</p> <p>Exclude from further consideration on landscape grounds.</p>	X
549a	Land to the North East of Roundway Park	Yellow	Green	Yellow	Red	Red	<p>The site is located to the north of the town and is both highly visible from the White Horse Country Park, and North Wessex Downs AONB and if developed will cause the coalescence of the Hamlet of Roundway with the urban area of Devizes. It may also impact on settings of listed</p>	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>buildings within Roundway village and impinge on extensive designed setting of former Roundway House.</p> <p>Access from the site would be onto the A361 London Road which suffers from significant congestion and delays. There is little opportunity to significantly improve the A361 but there are good pedestrian and cycling links into Devizes town centre along the A361 corridor.</p> <p>Exclude from further consideration on landscape grounds.</p>	
549b	Land to the North East of Roundway Park						<p>This site is located to the north of Devizes but is more well related to the built form than other sites in this area. It has very little screening which makes it very exposed from Folly Road and the outskirts of the hamlet of Roundway.</p> <p>From a heritage perspective the key buildings in Roundway hamlet are farmsteads which have a fundamental relationship with surrounding land. Mitigation is therefore difficult although this site is closer to existing built area of Devizes could possibly be mitigated by establishing a new landscape boundary along established SW-NE building line. Only with major screening to the northeast could impact on Roundway, the North Wessex Downs AONB and White Horse Country Park be reduced.</p> <p>Access from the site would be onto the A361 London Road which suffers from significant congestion and delays. There is little opportunity to significantly improve the A361 but there are good pedestrian and cycling links into Devizes town centre along the A361 corridor.</p> <p>Take forward for further assessment.</p>	✓
693a	Land at Coate Bridge 1						<p>The site is located to the east of Devizes and bounds the Green Infrastructure Corridor of the Kennet and Avon Canal to the North with distant views of the North Wessex Downs AONB further</p>	✓

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
SHELAA								
							<p>to the north. There is also some potential impact on views further along Coate Lane looking back towards Devizes which currently have a rural character.</p> <p>Access from the site would be onto the A361 London Road which suffers from significant congestion and delays. There is little opportunity to significantly improve the A361 but there are good pedestrian and cycling links into Devizes town centre along the A361 corridor.</p> <p>Take forward for further assessment.</p>	
693b	Land at Coate Bridge 2						<p>The site is located to the east of Devizes and bounds the Green infrastructure Corridor of the Kennet and Avon Canal to the north with distant views of the North Wessex Downs AONB further to the north. There is also some potential impact on views further along Coate Lane looking back towards Devizes which current have a rural character.</p> <p>Take forward for further assessment.</p>	✓
357	Lower Wharf / Assize Court						<p>The site is centrally located with good prospects for accessibility and opportunities for active travel. It has been identified for its potential to form part of a regeneration scheme in Devizes.</p> <p>There is medium groundwater flood risk on the site, which would require further consideration.</p> <p>The site contains a listed building and is within a conservation area, which would need careful consideration.</p> <p>The site is urban in nature and unlikely to lead to adverse landscape impacts.</p> <p>While the site already forms part of an allocation, there is potential for a wider regeneration opportunity which could include this site. Take forward for further assessment.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
419	Land at North Gate/Wharf and Devizes Hospital	Green	Yellow	Yellow	Green	Green	<p>The site is centrally located with good prospects for accessibility and opportunities for active travel. It has been identified for its potential to form part of a regeneration scheme in Devizes. The southern part of the site has already been development, so only the northern part of the site remains a potential opportunity.</p> <p>There is medium groundwater flood risk on the site, which would require further consideration.</p> <p>The site contains listed buildings and is within a conservation area, which would need careful consideration.</p> <p>The site is urban in nature and unlikely to lead to adverse landscape impacts.</p> <p>While the site already forms part of an allocation, there is potential for a wider regeneration opportunity which could include this site. Take forward for further assessment.</p>	Green ✓
3794	Southgate House	Green	Green	Yellow	Green	Green	<p>The site is centrally located with good prospects for accessibility and opportunities for active travel.</p> <p>The site is urban in nature. There is low flood risk on the site.</p> <p>The site adjoins a conservation area and is close to listed buildings, which would need careful consideration.</p> <p>Take forward for further assessment.</p>	Green ✓
3717	Wadworth Brewery	Green	Yellow	Yellow	Green	Green	<p>The site is centrally located with good prospects for accessibility and opportunities for active travel. It has been identified for its potential to form part of a regeneration scheme in Devizes.</p> <p>There is medium groundwater flood risk on the site, which would require further consideration.</p> <p>The site contains listed buildings and is within a conservation area, which would need careful consideration.</p>	Green ✓

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
SHELAA								
							<p>The site is urban in nature and unlikely to lead to adverse landscape impacts.</p> <p>Take forward for further assessment.</p>	
3725	Devizes School						<p>The site is centrally located with good prospects for accessibility and opportunities for active travel.</p> <p>There is medium groundwater flood risk on the site, which would require further consideration.</p> <p>The site contains a listed building and adjoins a conservation area, which would need careful consideration.</p> <p>The site is urban in nature, albeit predominantly comprising playing field which could lead to some local landscape impacts; and potential increase traffic.</p> <p>Take forward for further assessment.</p>	✓
3726	Land east of Windsor Drive (2)						<p>This site is located to the east of Devizes, in a peripheral location in terms of accessibility.</p> <p>The site benefits from some screening, but is open from Windsor drive. Landscape impacts would require further consideration.</p> <p>There are unlikely to be flood risks on this site. Potential to increase traffic.</p> <p>Take forward for further assessment.</p>	✓
3745	Land south of Marshall Road						<p>The site is located extending to the south of Devizes, and is remote in accessibility and landscape term, albeit may be more logically considered as part of a larger site.</p> <p>The site has medium groundwater flood risk.</p> <p>Take forward for further assessment.</p>	✓
546	Former Council Depot/Bureau West						<p>This site is in a relatively peripheral location in terms of accessibility; albeit enclosed by existing residential development.</p> <p>The site is at low risk from sources of flooding.</p>	✓

Planning for Devizes

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							There are unlikely to be heritage constraints in this location; the site is previously development and enclosed from a landscape perspective. Take forward for further assessment.	

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
693a and 693b	The sites abut, having no strong physical barriers between them.
543, 806b, 3745	The sites abut, having no strong physical barriers between them.
3717, 357, 419 (part of)	The sites abut, having no strong physical barriers between them. The sites have potential for regeneration within Devizes central area.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land adjoining Lay Wood	662
2	Land at Coate Bridge 2 and Land east of 693b	693a, 693b
3	Land to the east of Windsor Drive	624
4	Broadway Farm	524
5	Off A342 and Sleight Road	543, 806b, 3745
6	Land east of Windsor Drive (2)	3726
8	Land to the North-East of Roundway Park	549b
9	Devizes Wharf, Wadworth Brewery and Assize Court	3717, 357, 419 (part of)
11	Devizes School	3725
12	Southgate House	3794
13	Horton Road Depot	546 (part of)

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site¹¹.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

Eleven sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1: Land adjoining Lay Wood
- Site 2: Land at Coate Bridge 2 and Land east of 693b
- Site 3: Land to the east of Windsor Drive
- Site 4: Broadway Farm
- Site 5: Off A342 and Sleight Road
- Site 6: Land east of Windsor Drive (2)
- Site 8: Land to the North-East of Roundway Park
- Site 9: Devizes Wharf, Wadworth Brewery and Assize Court
- Site 11: Devizes School
- Site 12: Southgate House
- Site 13: Horton Road Depot

¹¹ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

Planning for Dezives

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Dezives: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 13	2 (1 st)	0	+	-	--	-	0	-	+++	+	+	-	++
Site 9	-3 (2 nd)	-	++	--	--	-	0	--	-	+	++	-	++
Site 12	-5 (3 rd)	-	+	-	--	-	0	--	-	+	+	-	+
Site 2	-6 (4 th)	-	--	--	--	--	0	-	--	+++	++	--	+++
Site 5	-7 (5 th)	--	--	--	--	--	0	-	-	+++	++	--	++
Site 11	-7 (5 th)	-	++	--	--	-	0	--	-	++	--	--	++
Site 3	-8 (7 th)	-	--	--	--	-	0	-	--	++	++	--	+
Site 4	-8 (7 th)	--	--	--	--	-	0	-	--	++	+++	--	+
Site 6	-8 (7 th)	-	-	-	--	-	0	-	-	+	+	--	0

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SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 8	-8 (7 th)	-	-	--	--	--	0	--	-	+	+	-	++
Site 1	-9 (11 th)	-	-	--	--	--	0	-	--	+	+	--	++

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

The remaining site options was assessed against the Place Shaping Priorities, which are set out in the following table:

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Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
Site 1	11 th	Weakness	Neutral	Neutral	Neutral	Neutral	Neutral	Strength
		<p>This greenfield site is of a size that could deliver a range of housing to meet local needs, with supporting infrastructure.</p> <p>The site comprises approximately 50% best and most versatile agricultural land.</p> <p>The potential for significant adverse built heritage, archaeological and historic</p>	<p>Devizes has an AQMA and traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>	<p>This site will not directly deliver jobs except through construction. The site is unlikely to be big enough to support mixed use development.</p>	<p>The site is a greenfield site on the edge of Devizes and scored amber in the accessibility work at Stage 2. It has little relationship with the Devizes Wharf area although opportunities do exist to connect to the canal and existing public transport routes to both the town centre and Devizes Wharf.</p>	<p>This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.</p>	<p>This site scored amber in the Stage 2 accessibility work.</p> <p>Access to the site would be onto the A361 which suffers from congestion and delays.</p>	<p>The site is bounded to the south by the Kennet and Avon Canal offering opportunities to enhance blue and green infrastructure and use for recreation. There are existing footpaths to the east and south that connect out into the wider countryside.</p>

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		landscape effects are low. The site is bounded to the east and northern corner by the North Wessex Downs AONB, the site acts as a buffer between villages and suburbs of Devizes. There is potential for new development to negatively impact the special landscape qualities of the AONB designation						

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Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		setting. On balance there are environmental constraints on this site that may limit the capacity of the site.						
Site 2	4 th	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Strength
		This is a large greenfield site that is of a size that could deliver a range of housing to meet local needs, with supporting infrastructure. The site adjoins the North Wessex Downs	Access to the site would be onto the A361 which suffers from congestion and delays. Devizes has an AQMA and traffic associated with this development will add to the congestion on	This site will not directly deliver jobs except through construction. The site is big enough to accommodate mixed use development.	The site is a greenfield site on the edge of Devizes and scored amber in the accessibility work at Stage 2. It has little relationship with the Devizes Wharf area although opportunities do exist to	This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality	This site scored amber in the Stage 2 accessibility work. Access to the site would be onto the A361 which suffers from congestion and delays.	The site is bounded to the south by the Kennet and Avon Canal offering opportunities to enhance blue and green infrastructure and use for recreation. There are existing

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Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>AONB to the southern site boundary. There is potential for new development to negatively impact the special landscape qualities of the AONB designation setting. The site is important for maintaining rural separation between the town and villages to the east.</p> <p>The potential for significant</p>	<p>London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>		<p>connect to the canal and existing public transport routes to both the town centre and Devizes Wharf.</p>	<p>built form in Devizes.</p>		<p>footpaths to the east and south that connect out into the wider countryside.</p>

Planning for Devizes

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>adverse built heritage effects is low, historic landscape effect is very low and archaeological effects is very low.</p> <p>On balance there are environmental constraints that may reduce the capacity of the site.</p>						
Site 3	7 th	Weakness	Neutral	Neutral	Neutral	Neutral	Neutral	Weakness
		This is a large greenfield site that is of a size that could deliver a range of housing to meet local	Devizes has an AQMA and traffic associated with this development will add to the	This site will not directly deliver jobs except through construction. The site is unlikely to be	The site is a greenfield site on the edge of Devizes and scored amber in the accessibility work at Stage 2.	This PSP is not directly affected by site allocation. Wider policy can ensure that development in	This site scored amber in the Stage 2 accessibility work.	Annex II bats are known to commute close to existing development on the east of the town, where

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>needs, with supporting infrastructure.</p> <p>The North Wessex Downs AONB is 450m to the east of the site and the site is important for the feeling of separation between the town and AONB. The site does not directly adjoin the settlement boundary.</p> <p>The topography of the site may limit capacity.</p> <p>On balance there are</p>	<p>congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>	<p>big enough to support mixed use development.</p>	<p>It has little relationship with the Devizes Wharf area.</p>	<p>Devizes achieves a high design standard that reflects the high quality built form in Devizes.</p>		<p>habitats are well connected. Hedgerows throughout the site may be significant parts of commuting and foraging routes for Annex II bats. Annex II bats are known to commute close to existing development on the east of the town, where habitats are well connected. There is scope to enhance GBI on this site.</p>

Planning for Devizes

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		environmental constraints that may reduce the capacity of the site.						
Site 4	7 th	Weakness	Neutral	Neutral	Neutral	Neutral	Neutral	Weakness
		This is a greenfield site that is of a size that could deliver a range of housing to meet local needs, with supporting infrastructure. The North Wessex Downs AONB is 600m to the east, there is a sense of rural	Devizes has an AQMA and traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.	This site will not directly deliver jobs except through construction. The site is unlikely to be big enough to support mixed use development.	The site is a greenfield site on the edge of Devizes and scored amber in the accessibility work at Stage 2. It has little relationship with the Devizes Wharf area.	This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.	This site scored amber in the Stage 2 accessibility work.	There is a tree belt on the western site boundary that may be of importance for Annex II bats commuting north-south. There is scope to enhance GBI on this site.

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		separation from the AONB. 50% of the site is grade 1 agricultural land. The topography of the site may limit capacity. On balance there are environmental constraints that may reduce the capacity of the site.						
Site 5	5 th	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Weakness
		This is a greenfield site that is of a size that could deliver a range	Devizes has an AQMA and traffic associated with this	This site will not directly deliver jobs except through construction.	The site is a greenfield site on the edge of Devizes and scored amber in	This PSP is not directly affected by site allocation. Wider policy can	This site scored amber in the Stage 2 accessibility work.	There is a disused railway line that runs through the northern part of

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>of housing to meet local needs, with supporting infrastructure.</p> <p>>50% of the site is grade 1 agricultural land.</p> <p>On balance there are environmental constraints that may reduce the capacity of the site.</p>	<p>development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>	<p>The site is big enough to accommodate mixed use development.</p>	<p>the accessibility work at Stage 2. It has little relationship with the Devizes Wharf area.</p> <p>This is the closest site to the Devizes Gateway proposals.</p>	<p>ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.</p>	<p>This is the closest site to the Parkway Gateway proposals.</p>	<p>the site which is a known commuting route for Annex II bats. There is scope to enhance GBI on this site.</p>
Site 6	7 th	Weakness	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
		<p>This is a small greenfield site with a capacity for only 57-81 dwellings.</p>	<p>Devizes has an AQMA and traffic associated with this development</p>	<p>This site will not directly deliver jobs except through construction. The site is</p>	<p>The site is a greenfield site on the edge of Devizes and scored amber in the accessibility</p>	<p>This PSP is not directly affected by site allocation. Wider policy can ensure that</p>	<p>This site scored amber in the Stage 2 accessibility work.</p>	<p>This is a small site but there is scope to enhance GBI on the site.</p>

Planning for Devizes

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
			will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.	unlikely to be big enough to support mixed use development.	work at Stage 2. It has little relationship with the Devizes Wharf area.	development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.		
Site 8	7 th	Neutral	Neutral	Neutral	Neutral	Neutral	Strength	Neutral
		This is a greenfield site that is of a size that could deliver a range of housing to meet local needs. The setting of Roundway Ridge would need to be considered although the	Devizes has an AQMA and traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.	This site will not directly deliver jobs except through construction. The site is unlikely to be big enough to support mixed use development.	The site is a greenfield site on the edge of Devizes and scored amber in the accessibility work at Stage 2. It has little relationship with the Devizes Wharf area.	This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.	This site scored green in the Stage 2 accessibility work.	There is scope to enhance GBI on the site.

Planning for Devizes

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>site is well contained.</p> <p>On balance there are environmental constraints that may reduce the capacity of the site.</p>						
Site 9	2 nd	Neutral	Neutral	Strength	Strength	Neutral	Strength	Strength
		<p>This is a large brownfield site in the central area of Devizes that is already part allocated under a saved Kennet Local Plan policy. Redevelopment of the site may provide some housing</p>	<p>Devizes has an AQMA and traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which</p>	<p>The site offers the potential to bring forward a mixed use redevelopment with the opportunity of providing housing and employment uses. It has the potential to deliver jobs and</p>	<p>This is a large brownfield site in the central area of Devizes that covers Devizes wharf and Assize Court. It is already partially allocated for mixed use redevelopment in a saved</p>	<p>This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality</p>	<p>This site scored green in the Stage 2 accessibility work. The site is extremely well connected to the town centre via sustainable transport methods and offers the</p>	<p>The site is bounded to the south by the Kennet and Avon Canal offering opportunities to enhance blue and green infrastructure and use for recreation.</p>

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		development as part of a mixed use redevelopment scheme. Impact on landscape and historic landscape character is likely to be low. The site is in a conservation area and contains a number of listed buildings, the redevelopment of these buildings will be sensitive but there could be the opportunity with careful	would require mitigation.	employment opportunities through mixed uses.	Kennet Local Plan allocation. The redevelopment of the area site could provide a mix of uses including housing, retail and visitor uses. It directly delivers the Devizes Wharf and Assize Court element of this PSP.	built form in Devizes.	opportunity to further strengthen walking and cycling links to the town centre.	

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Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		design to protect enhance built environment.						
Site 11	5 th	Weakness	Neutral	Neutral	Neutral	Neutral	Strength	Weakness
		<p>This is a large brownfield site on the edge of the central area of Devizes where it may be possible to provide some housing development.</p> <p>The site is heavily constrained by archaeological remains. The site adjoins a Conservation Area and there</p>	<p>Devizes has an AQMA and traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>	<p>This site will not directly deliver jobs except through construction. The site is unlikely to be big enough to support mixed use development.</p>	<p>The site sits to the south of the central area of Devizes with potential good connectivity to both the town centre and Devizes Wharf but does not directly deliver the PSP.</p>	<p>This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.</p>	<p>This site scored green in the Stage 2 accessibility work. It is well connected to the town centre via sustainable transport methods and offers the opportunity to further strengthen walking and cycling links to the town centre.</p>	<p>The land is currently in use as school playing fields and development of this would lead to loss of amenity space.</p>

Planning for Devides

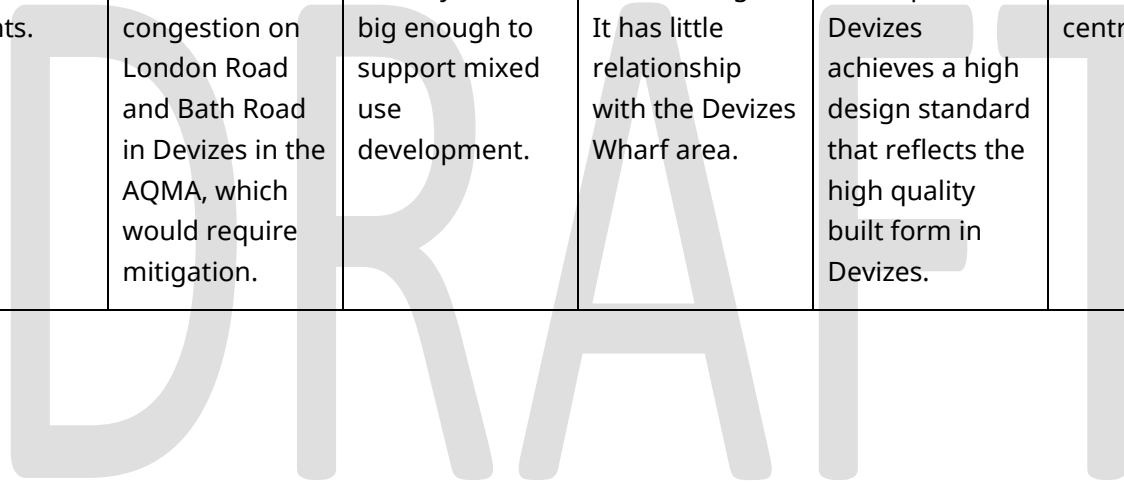
Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devides Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>are heritage assets that will reduce the capacity of the site.</p> <p>The site is in use as school playing fields and contributes to green links within the urban area.</p> <p>On balance there are heritage constraints that may reduce the capacity of the site and it has value as green space.</p>						
Site 12	3 rd	Neutral	Neutral	Neutral	Neutral	Neutral	Strength	Weakness

Planning for Devizes

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>This is a brownfield site on the edge of the central area of Devizes where it may be possible to provide some housing development.</p> <p>The site is heavily constrained by archaeological remains.</p>	<p>Devizes has an AQMA and traffic associated with this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>	<p>This site will not directly deliver jobs except through construction. The site is unlikely to be big enough to support mixed use development.</p>	<p>The site sits to the south of the central area of Devizes with potential good connectivity to both the town centre and Devizes Wharf but does not directly deliver the PSP.</p>	<p>This PSP is not directly affected by site allocation. Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.</p>	<p>This site scored green in the Stage 2 accessibility work.</p> <p>It is well connected the town centre via sustainable transport methods and offers the opportunity to further strengthen walking and cycling links to the town centre.</p>	<p>A copse on site links to the disused railway line to the northwest of the site, which links to the habitats around Devizes Castle. The northern end of the site is likely to be important for Annex II bats. There is scope to enhance GBI on the site.</p>
Site 13	1 st	Strength	Neutral	Neutral	Neutral	Neutral	Strength	Neutral
		<p>This is a small brownfield site with a capacity for only 54</p>	<p>Devizes has an AQMA and traffic associated with</p>	<p>This site will not directly deliver jobs except through</p>	<p>The site located to the north east of the town and scored</p>	<p>This PSP is not directly affected by site allocation.</p>	<p>This site scored green in the Stage 2 accessibility</p>	<p>There is scope to enhance GBI on the site.</p>

Planning for Devizes

Site	SA Rank	PSP1 Housing, landscape and historic environment	PSP2 Air quality	PSP3 Employment	PSP4 Town centre and Devizes Wharf	PSP5 Design	PSP6 Sustainable transport	PSP7 Green Infrastructure and biodiversity
		<p>dwellings. It is less limited by environmental constraints.</p>	<p>this development will add to the congestion on London Road and Bath Road in Devizes in the AQMA, which would require mitigation.</p>	<p>construction. The site is unlikely to be big enough to support mixed use development.</p>	<p>amber in the accessibility work at Stage 2. It has little relationship with the Devizes Wharf area.</p>	<p>Wider policy can ensure that development in Devizes achieves a high design standard that reflects the high quality built form in Devizes.</p>	<p>work but it some distance from the town centre.</p>	



Planning for Devizes

The table below illustrates how assessment of sites against the Place Shaping Priorities has altered the rankings that were established through the Sustainability Appraisal process.

Site	Stage 4 Ranking	SA Ranking of Sites	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	PSP7	Change from SA Ranking
1	=4th	11th	Red	Yellow	Yellow	Yellow	Yellow	Yellow	Green	↑
2	=3rd	4th	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Green	↑
3	=6th	=7th	Red	Yellow	Yellow	Yellow	Yellow	Yellow	Red	↑
4	=6th	=7th	Red	Yellow	Yellow	Yellow	Yellow	Yellow	Red	↑
5	=6th	=5th	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Red	↓
6	=5th	=7th	Red	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↑
8	3rd	=7th	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Yellow	↑
9	1st	2nd	Yellow	Yellow	Green	Green	Yellow	Green	Green	↑
11	=5th	=5th	Red	Yellow	Yellow	Yellow	Yellow	Green	Red	↔
12	=4th	3rd	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Red	↓
13	2nd	1st	Green	Yellow	Yellow	Yellow	Yellow	Green	Yellow	↓

The outcome of Stage 4 of the site selection process for Devizes can be summarised under the 'What development is proposed' section earlier in this paper; concluding that one site emerged as the preferred site at Devizes Wharf.

Part of Site 5 has recently received planning permission through the appeal process meaning approximately one third of the site now has permission for housing¹².

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Devizes.

¹² Planning application reference: PL/2021/04774 application for outline planning consent. Appeal reference: AP-36633.

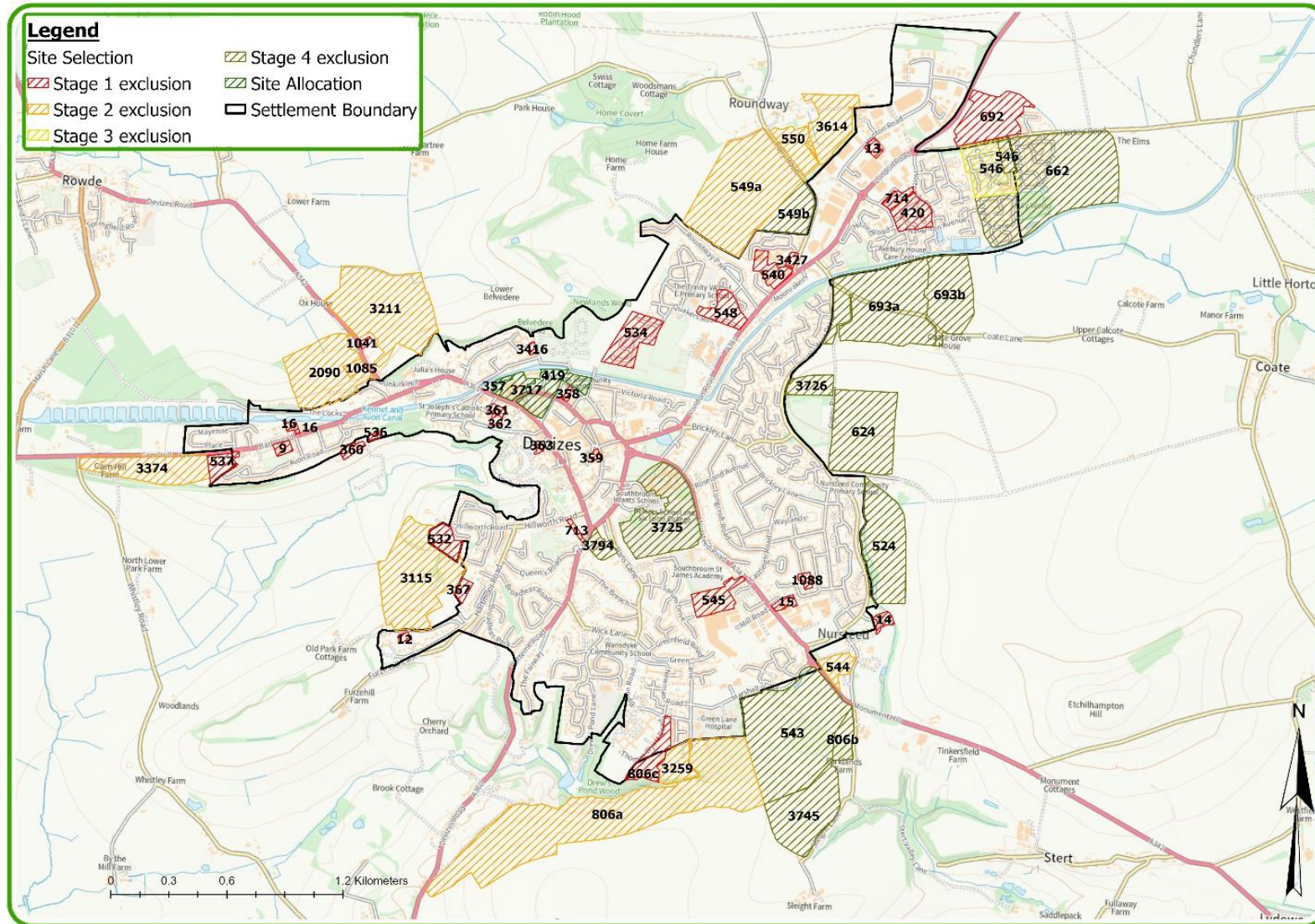


Figure 12. The results of the site selection process at Devizes.

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Planning For Malmesbury

July 2023

1. Introduction

‘Planning for Malmesbury’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Malmesbury, as follows:

Policy	Title
16	Malmesbury

A table containing the current planning policies for Malmesbury and their status is included in Appendix 1.

The Plan sets out what local priorities will shape development and future growth in Malmesbury (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Malmesbury - Context and challenges

Population	6000 ¹	15 th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development that will increase the jobs and homes in each town to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

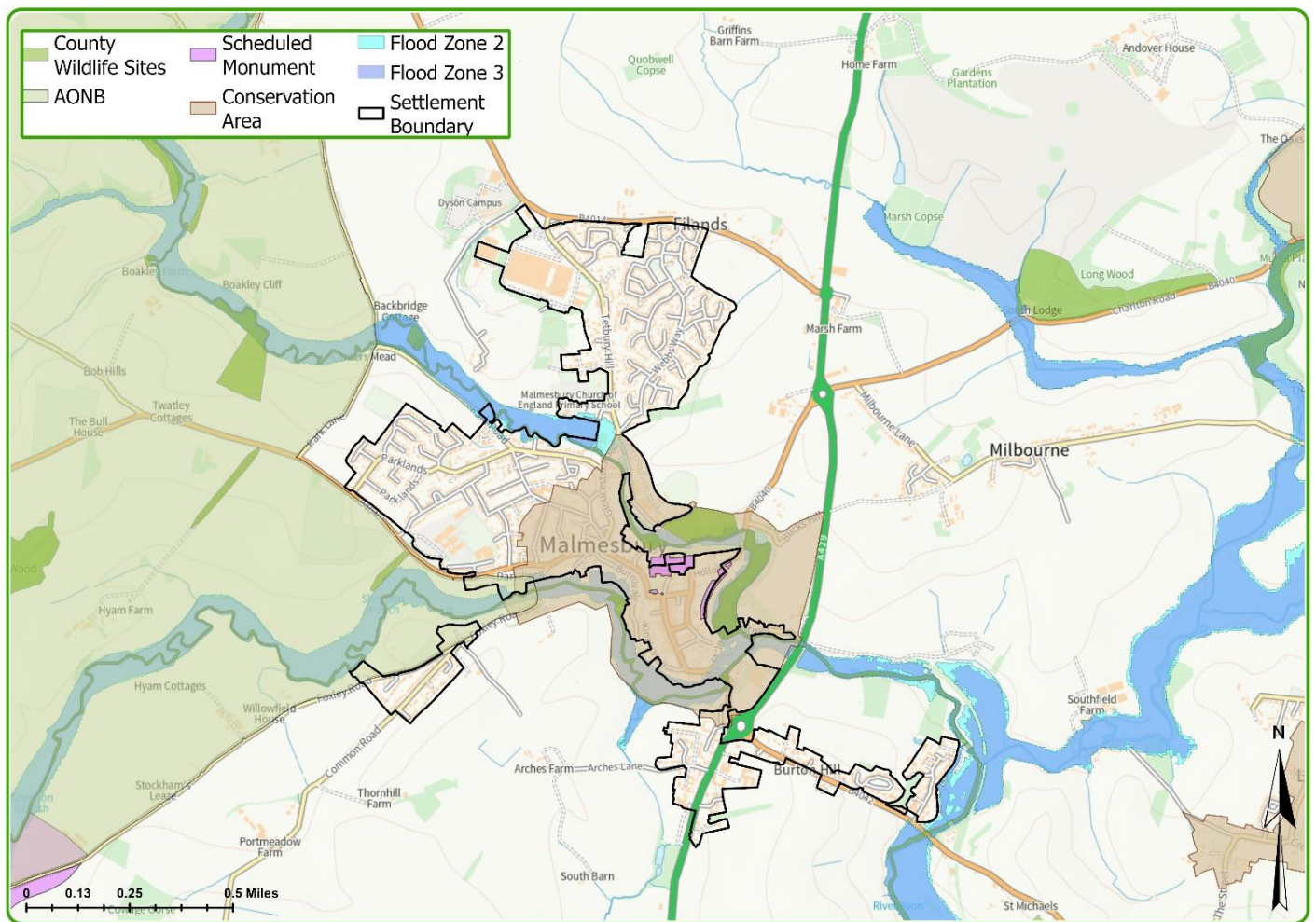


Figure 1. Environmental constraints and designations at Malmesbury.

Malmesbury is a small hilltop town serving a wider rural hinterland. It has a very high quality built and natural environment. The Cotswolds Area of Outstanding Natural Beauty (AONB)

¹ [Census 2021, ONS](#)

abuts the western edge of the town and the consideration of the AONB and its setting is a significant consideration for development proposals in this area.

The town has a high-quality historic core which includes the 12th century scheduled monument Malmesbury Abbey, the town walls and the market cross located in the town centre. The setting of and view to the Abbey from the east is a significant planning consideration. A large conservation area also covers the central part of the town. Development proposals in and around this area must be of a high-quality design, respecting the historic setting. The historic environment is important for the local economy, with Malmesbury being a tourist destination for the wider area.

The town is surrounded by the River Avon and Tetbury Avon which meet at the southern part of the town. Areas of flood zone associated with the river serve as a constraint to development in this part of the town. The river and its setting serve as social, environmental, and economic assets for the town and there is a wealth of Green and Blue Infrastructure benefits, including recreation opportunities and the enhancement of biodiversity in the town.

The routes of the B4040 and B4014 lie close to the town, also acting as physical barriers to development for some parts of the town. The busier A429 skirts the town more loosely on its eastern extent. The town is reasonably well connected by the A429 to the M4. It also has functional links north to Cirencester.

How has Malmesbury developed?

Malmesbury is a relatively small market town that serves a wider rural hinterland.

From the hilltop core at the confluence of the Tetbury Avon and the River Avon, the town has grown eastward between the course of these two rivers. Since then, it has expanded northward to the parts less environmentally constrained. Development has also occurred at Burton Hill which has been the exception to this, this area is located over the river on the southern approach to the town. In very recent years some residential development has come forward through the appeal process. This has included land northeast of the town off Park Road and land parcels northeast of the town around the Filand's development.

The level of housing growth proposed for the new plan period is lower due to the constrained nature of the town. As several sites for residential use have come forward through the appeal process in recent years no greenfield sites need to be allocated to meet the residual requirement for the plan period and instead local housing needs can be met through the small site contribution.

The following diagram shows how much housing has been delivered in Malmesbury from 2006 to 2022.

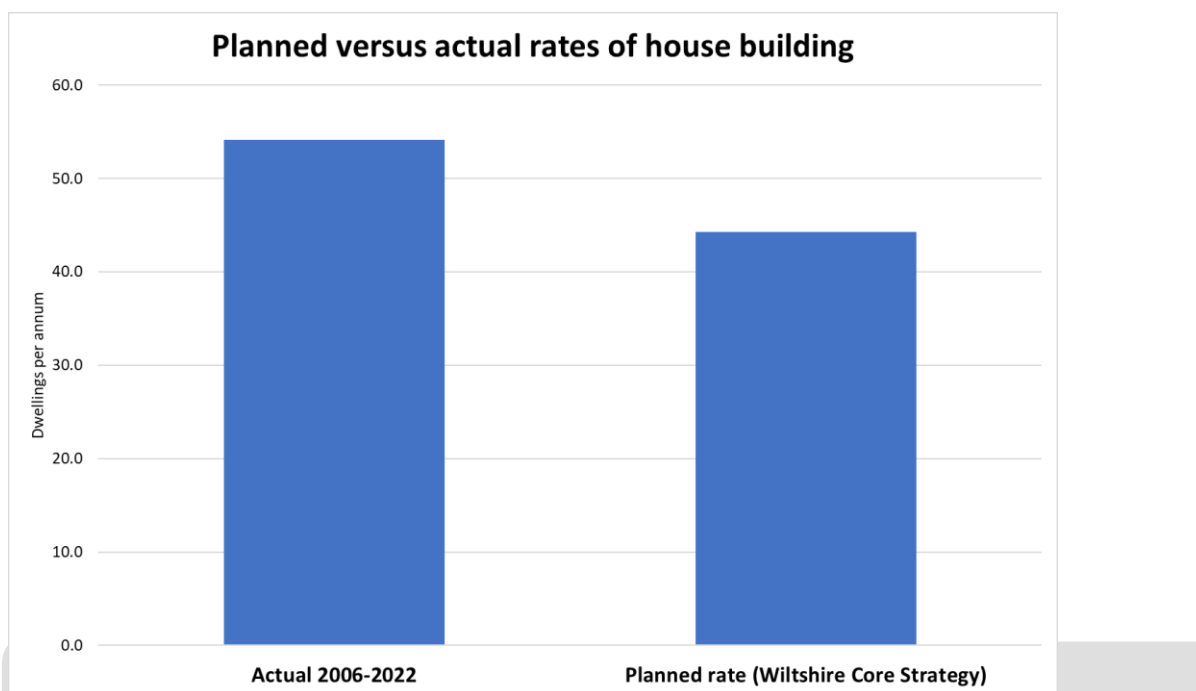


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building in Malmesbury.

Malmesbury has a small employment base to the north-west of the town that is dominated by Dyson. The town’s proximity to the M4 via the A429 provides impetus for attracting further employment growth. Malmesbury’s strongest sector is wholesale and retail trade. This includes the Dyson facility in Malmesbury, where most of the employment is classified in the “Wholesale of Electrical Household Appliances” sub-sector. Dyson has continued to invest, completing its Research Design Development campus including the new Dyson Institute, and further afield in North Wiltshire through the acquisition of Hullavington Airfield as a second new product development campus. There are three principal employment areas (PEA) identified in Malmesbury at Malmesbury Business Park, Dyson Site, and Land North of Tetbury Hill.

The Wiltshire Core Strategy allocated two sites for new employment land in Malmesbury, these sites were saved North Wiltshire allocations. These were 1 ha on Land north of Tetbury Hill and 4 ha on Land at the Garden Centre. Both these sites have received planning permission during the plan period.

Malmesbury has an attractive and vibrant town centre. It is an important retail centre for the local area and in recent years there has been a new Waitrose store to the east of the town centre as well as planning permission for an Aldi on an out of town saved North Wiltshire Local Plan allocation. Over the past several years vacancies in the centre have fallen which is an encouraging sign of the level of business demand for premises in the centre. Since the opening of the Waitrose store the number of convenience goods retailers does not appear to have been negatively affected and the trend in comparison goods retailers and services has generally followed the national average. The Retail and Town Centres Study found it to have a

Planning for Malmesbury

strong local socio-economic profile and an attractive town centre concluding it is a vital and viable centre.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

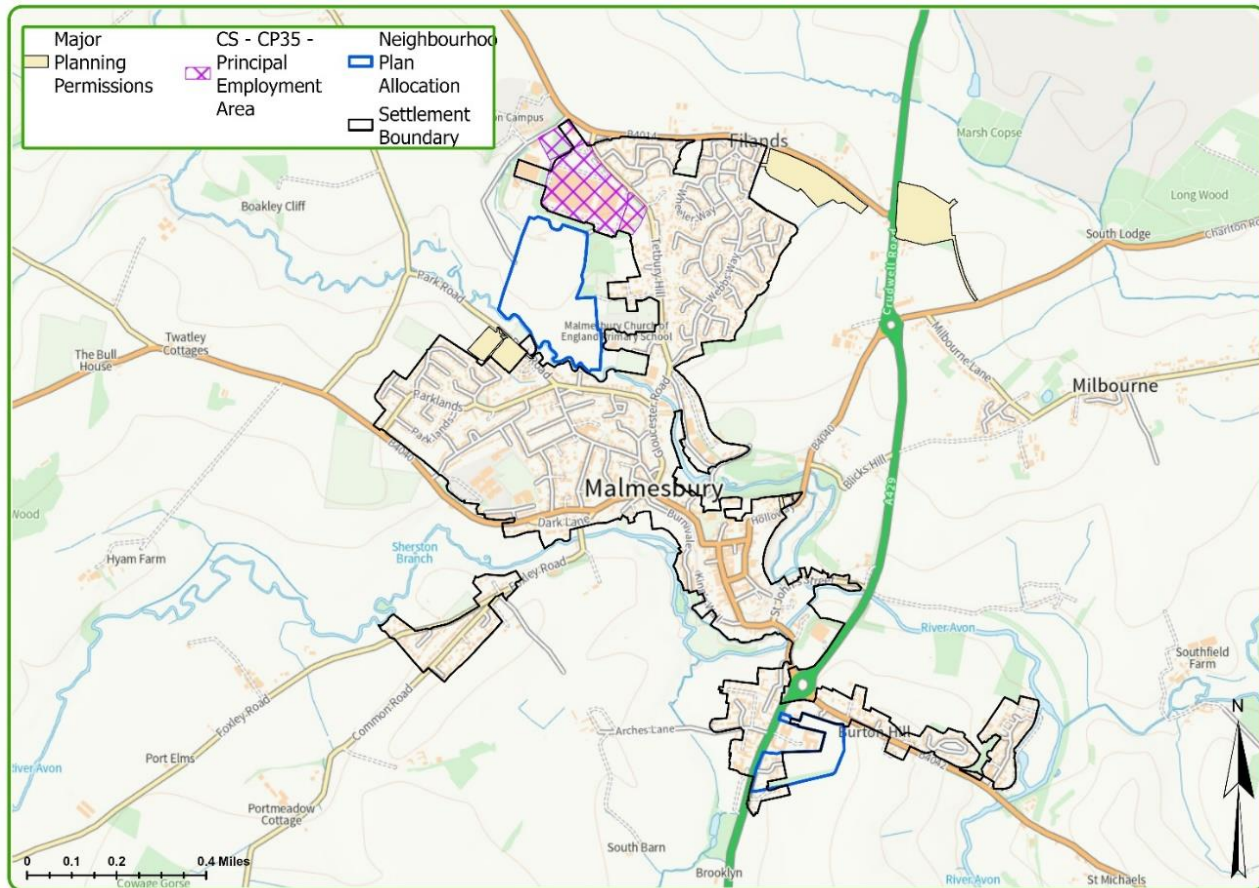


Figure 3 Current major planning permissions and existing development plan commitments at Malmesbury

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Malmesbury has developed over recent years is in summary:

Malmesbury is a small hilltop town serving a wide rural hinterland. It is surrounded by a high-quality physical environment with the Cotswolds AONB to the west and the confluence of the River Avon and Tetbury Avon south of the town. It has an exceptionally high-quality built environment including Malmesbury Abbey, west of the town. For these reasons the level of growth is lower than in the past to meet local housing needs. It has a small employment base focused on Dyson but its location on the A429 and near the M4 provide opportunity to broaden the employment offer in the town. Malmesbury is an important retail centre for the wider area as well as a tourist attraction and this will be encouraged and enhanced.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Malmesbury Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Housing needs: Deliver a range of housing to respond to local needs recognising the environmental constraints that affect the town's growth including the historic character of the town and its setting with Malmesbury Abbey and Market Cross at its core, areas of flood risk within the town and proximity to the Cotswolds Area of Outstanding Natural Beauty.

PSP2 Infrastructure: Ensure development is supported by infrastructure including providing for the younger population, improving traffic congestion and parking issues, the provision of local sports and leisure, the provision of adequate early years and primary school places and improvement and protection of Green and Blue Infrastructure.

PSP3 Economic growth: Support good prospects for economic growth including diversifying the local economy, building on local skills and protecting the town centre.

PSP4 Town centre strategy: Develop a strategy for the town centre that builds on Malmesbury's attractive town centre and further encourages spending and tourism, improves accessibility, better manages traffic and parking and safeguards, as well as capitalises on, heritage assets in the town centre.

PSPs sit alongside the spatial strategy for Malmesbury. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Malmesbury that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy², respond to concerns about the population increasing more than anticipated rates, coupled with job growth not corresponding to the recent increase in new homes built at the town.

The spatial strategy for Malmesbury reflects the findings of an Employment Land Review³, which concludes there is an indicative forecast demand for around 3 - 4.4ha of employment land at the town (comprising 0.6 - 1.4 for office and 2.4 for industrial). There were two saved North Wiltshire local plan allocation on land at the garden centre and land north of Tetbury Hill, and both have planning permission. The garden centre site has permission for an Aldi food store but does also have 2.57ha of remaining land available for employment use. The Persimmon Head Offices are located on Land at Tetbury Hill but there is also 0.72ha at of land available for employment use on the western edge of the site.

The new strategy identifies a requirement of 600 homes for the plan period 2020 to 2038. This is a reduced level of house building at Malmesbury compared to the Wiltshire Core Strategy.

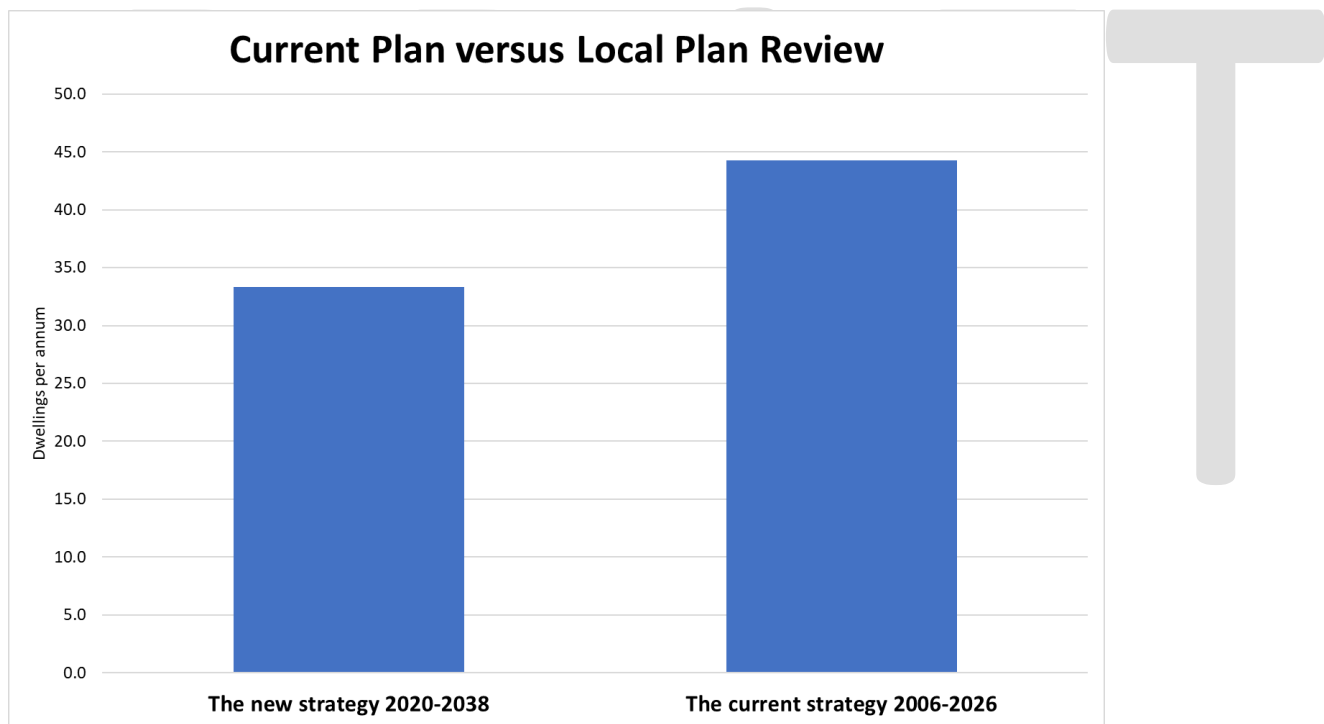


Figure 4. Wiltshire Core Strategy planned growth versus Wiltshire Local Plan Review growth in Malmesbury

The growth planned for Malmesbury will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help. Improvements to footpaths,

² Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)
³ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSP4 which aims to build on the strength of Malmesbury's town centre by encouraging further spending and tourism as well as protecting the heritage that draws tourists in. The level of growth will provide for local needs while protecting the environmental assets at the town including the historic core and the setting to the Cotswolds AONB. The level of growth will also support its role as a tourist location and its retail offer in line with PSP3.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Malmesbury is constrained in environmental terms when compared with other towns in Wiltshire. The Cotswolds AONB is located to the west of the town limiting greenfield expansion that side of the town. The high-quality historic core of the town includes Malmesbury Abbey and the landscape setting of this means opportunities for greenfield development to the east of the town are significantly constrained. There are areas of flood risk linked to the River Avon and Tetbury Avon, which also restricts development opportunities in some parts of the town. The routes of the B4040 and B4014 also limit spread of development and retain Malmesbury's tight knit form.

How many more homes?

From the level of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 140 homes to be accommodated at Malmesbury up until 2038.

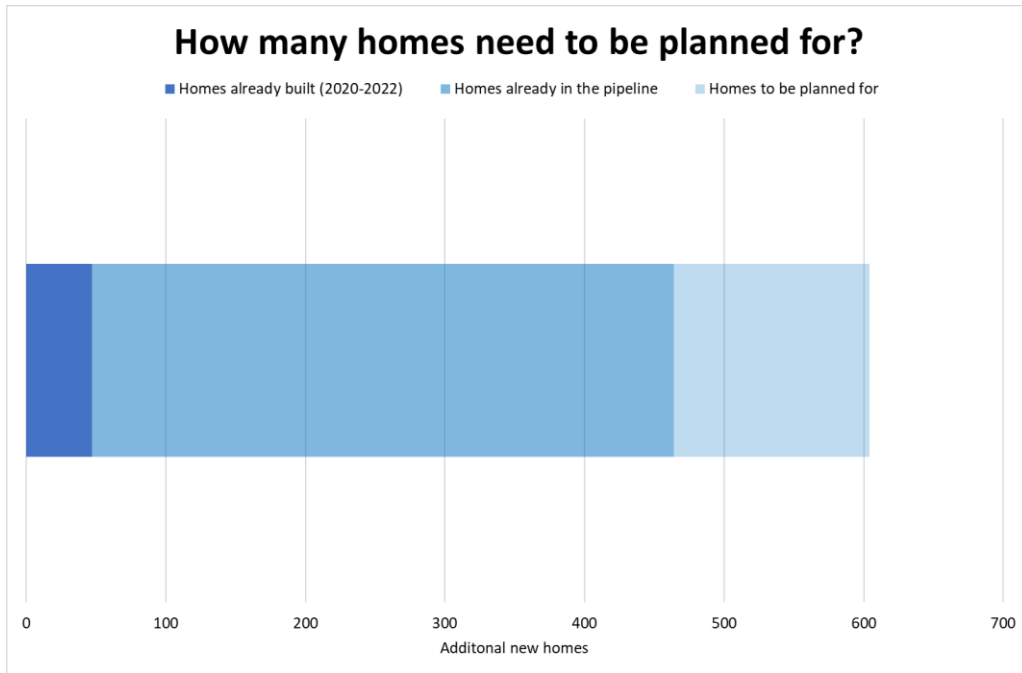


Figure 5. Calculating how many homes need to be planned for at Malmesbury

Selecting sites

Seven greenfield sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

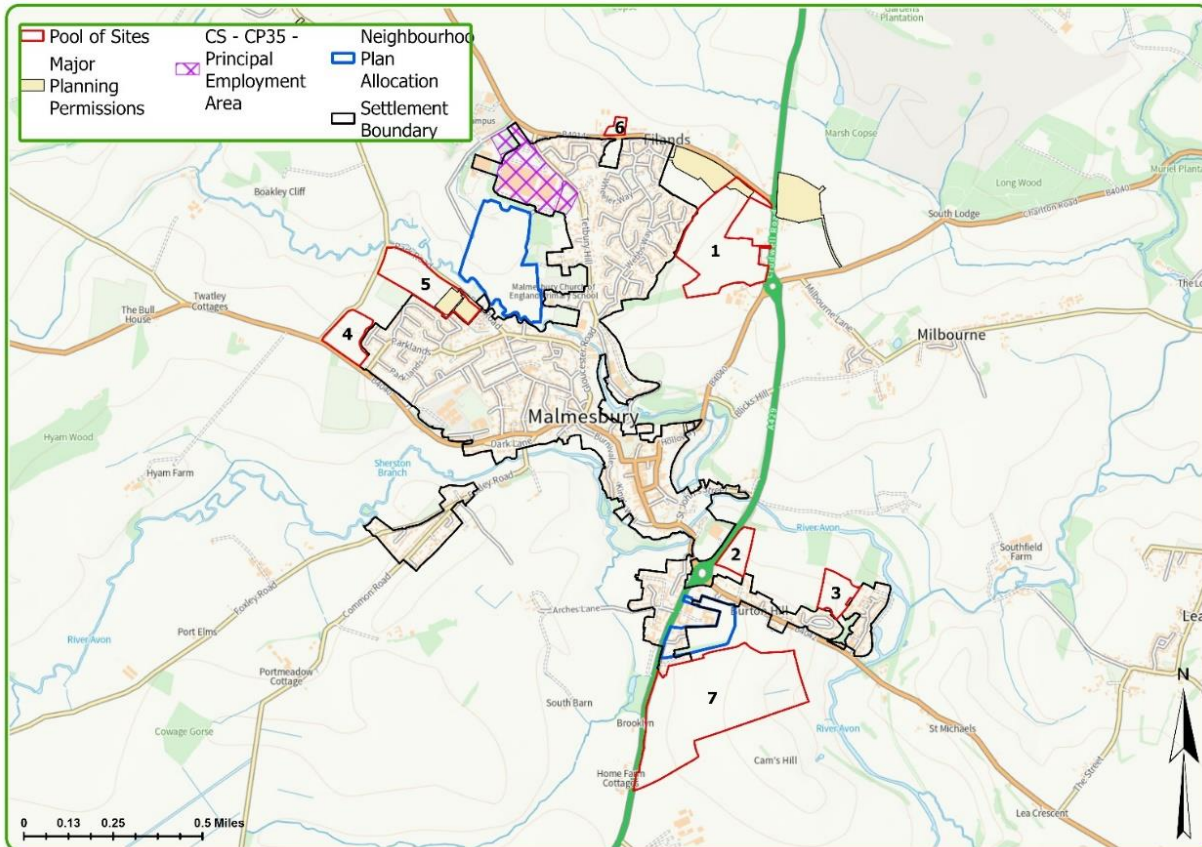


Figure 6. The pool of sites for sustainability appraisal at Malmesbury.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

All seven sites in Malmesbury are greenfield sites. Through the Sustainability Appraisal, Site 4 land off Park Lane and Sherston Road had the least adverse effects. Four sites scored equally – Site 1, Site 5, Site 6 and Site 7, and Site 2 and Site 3 were the least sustainable.

All seven sites were then evaluated according to how well they could support the PSPs. Site 4 scored well against the PSPs and offered the opportunity to round off the western corner of Malmesbury although it is further from the town centre and employment opportunities than some sites. When considering the Sustainability Appraisal and PSPs together Site 5 also offers the opportunity to round off the western corner of Malmesbury however 76 dwellings have now come forward on this site through successful appeals for two planning applications on the closest third of the site to the town, and there are transport and biodiversity issues for the site. Site 1 Land at Whychurch is affected by significant landscape considerations reflected in the SA, particularly to the southern end of the site and impact on the setting of the Abbey could be an issue. Sites 3 Land at Cowbridge Farm and site 7 Lawn Farm are not well related to the existing built area of Malmesbury. Site 2 Land northeast of Priory Roundabout, whilst closer to the town centre of Malmesbury, is also separated from the main built-up area of Malmesbury by the A429. Site 6 White Lodge Farmhouse is also less well related to the main built-up area of Malmesbury as it is separated by the B4104.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁴.

What development is proposed?

The plan recognises that at some main settlements the supply of greenfield sites is either severely limited (for example because of green belt designation) or the release of land needs to be managed particularly carefully, minimising its use so as not to harm the overall character and setting to a settlement.

In Malmesbury several greenfield sites for housing have come forward in recent years as a result of planning appeal decisions. There is also still a greenfield site allocated in the

⁴ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

Malmesbury Neighbourhood Plan to the north-west of the town; this allocation may also increase in capacity during the review of the neighbourhood plan. This has meant that the residual requirement for Malmesbury is very low. Coupled with the constrained nature of the town it is not necessary to allocate a greenfield site for development in Malmesbury during the plan period. The remaining housing residual will be delivered through the small sites' contribution of 60 dwellings.

Reserve Sites

Reserve sites are proposed at main settlements and will only be released for development should for any reason other allocations be delayed or the contribution from small sites fail to materialise. A strategic policy of the Plan sets out precisely in what circumstances and under what conditions a reserve site may obtain planning permission.

In Malmesbury there is no greenfield allocation for housing in the plan and the housing supply relies on planning applications granted through appeal and the delivery of the neighbourhood plan allocation north-west of the town. A reserve site is therefore proposed in Malmesbury to provide contingency should any of these proposed developments fail to be built in the plan period.

At Malmesbury Site 4 Land off Park Lane and Sherston Road is identified as a reserve site.

On current evidence, whilst there is demand for more employment land in Malmesbury there are currently no sites available in the town.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

An aim of the Local Plan is to strengthen the town centre, but the Wiltshire Town Centre and Retail Study does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending. Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This would include the night-time economy. Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.

The part played by the Local Plan is to position site allocations for homes and business that help to increase footfall due to their location and by good footpath, cycle and public transport connections.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Malmesbury is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Retail and Town Centres Study 2020 indicates that recent growth in the number of food retail stores in the town has been able to enhance self-containment for this type of local shopping need. There is a small capacity for new comparison floorspace. Overall, existing retail floorspace is reasonably sufficient to meet these needs over the period to 2035. However, proposals for both convenience and comparison floorspace through new developments and redevelopments and expansion within the town centre will be supported at the town over the period to 2035 to support a trend of retaining shopping trips and reducing the need for the local population to travel to Chippenham and Tetbury for these services. There could be potential to grow the food and beverage market over the plan period.

PSP4 encourages the development of a town centre strategy for Malmesbury to further draw in tourists, protect and enhance the heritage in the town centre and ensure it functions well with improved parking. There is a Malmesbury Town Team in place that works in close partnership with Malmesbury Town Council and since 2020 has received an annual grant from the Town Council. This Town Team takes forward various town centre projects.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Malmesbury that have been devised in consultation with Malmesbury Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Malmesbury Neighbourhood Plan (MNP) was 'made' on 15th February 2015. It covers Malmesbury Town and the adjoining Brokenborough Parish and St Paul Malmesbury Without Parish. The plan sets a vision, objectives and allocates sites for housing in two locations. Housing at Burton Hill to the southwest of the town has come forward. Land at the northwest of Malmesbury, south of Dyson Limited research and west of Malmesbury CE School has yet to be developed. The neighbourhood planning group are reviewing the neighbourhood plan including the quantum of development on the site northwest of Malmesbury.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Malmesbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁵. Ten per cent of the scale of growth suggests a baseline requirement of 60 dwellings. The neighbourhood plan is being reviewed and the quantum of development on the site northwest of Malmesbury is being recalculated. As the environs of Malmesbury are

⁵ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

constrained, a number of greenfield proposals have come forward through the appeal process and there is already a neighbourhood plan allocation at the town. The neighbourhood plan requirement for Malmesbury is therefore reduced to 35 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Malmesbury neighbourhood area requirement (2020 to 2038)	35
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Local Infrastructure

The growth of Malmesbury needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places at both primary and secondary levels will be provided, as necessary, by funding from developer contributions.

Sustainable transport

Malmesbury is in close proximity to the M4, linked by the A429.

Current transport constraints/concerns include:

- Parking constraints in the town centre.
- Traffic congestion

Improving traffic congestion and parking issues by ensuring development is supported by infrastructure is reflected in PSP2.

There is not a transport plan in place for Malmesbury but potential mitigation for development could include:

- Developing a new Transport Plan for Malmesbury to include public transport, highway maintenance and walking and cycling routes.
- Contributing towards road and pavement improvements and maintenance.

Health and social care

Malmesbury is served by one health care centre, Malmesbury Primary Care Centre, which has no known capacity issues. However, there are opportunities to improve health provision in the town and a new development should make all efforts to avoid causing a negative capacity gap in GP provision.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

According to SSEN's generation availability map, the substation in Malmesbury is constrained, therefore could potentially struggle to withstand additional energy generation connections to the grid, if a site were to produce its own energy. According to SSEN's Network Capacity (demand) Map, the substation in Malmesbury is constrained, therefore could potentially struggle to withstand further significant demand.

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
WCS Core Policy 13	Spatial Strategy Malmesbury Community Area Principal Employment Areas: <ul style="list-style-type: none"> • Malmesbury Business Park, • Dyson Site, and • Land North of Tetbury Hill. 	Replaced with Policy 16 Malmesbury Market Town
NWDC policy BD1	Saved employment allocations: Garden Centre, Malmesbury (3.9ha) Land to the north of Tetbury Hill (1ha)	Retained within Policy 16 Malmesbury Market Town

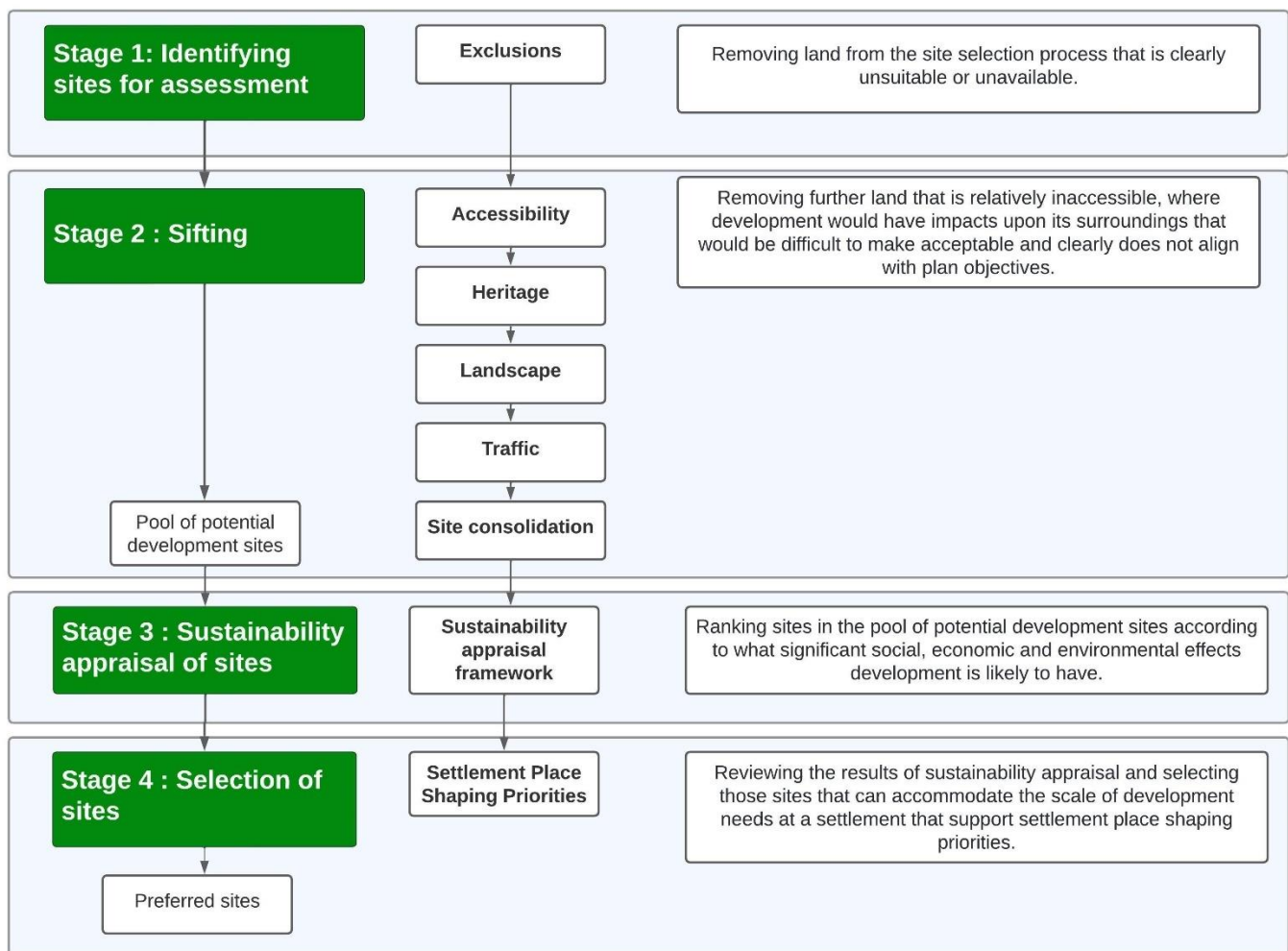
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Appendix 2 Site Selection

The purpose of this appendix is to explain the site selection process at Malmesbury, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁶ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of

⁶ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

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land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁷. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Malmesbury.

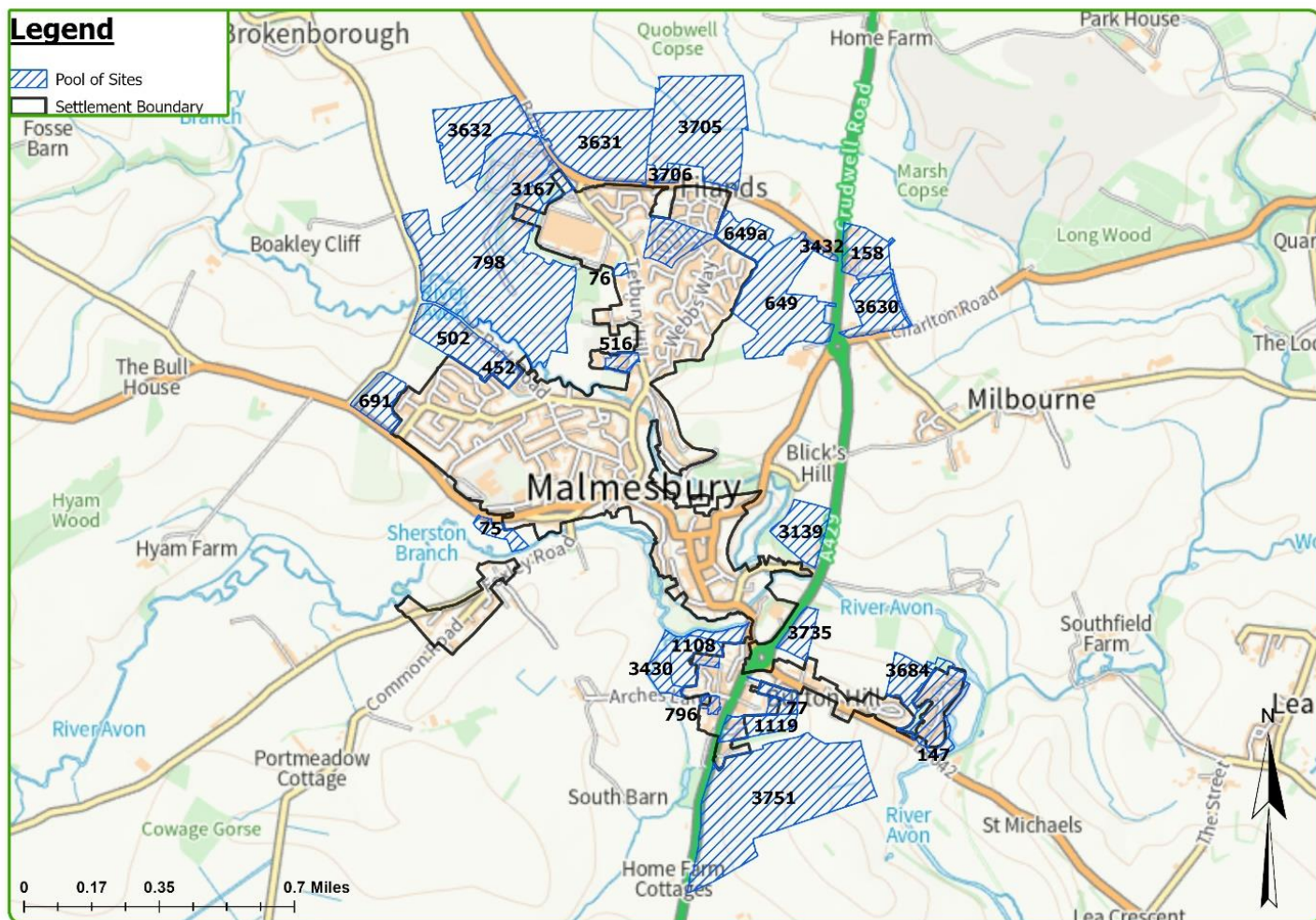


Figure 8. The pool of sites at the start of the site selection process at Malmesbury.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

⁷ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Twelve sites at Malmesbury were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
76	Unsuitable. Below site size threshold.
77	Unavailable.
147	Unsuitable. Site built out.
496	Unsuitable. Site built out.
516	Unsuitable. Site built out.
796	Unsuitable. Site built out.
1108	Unavailable.
1119	Unavailable. Planning permission granted.
3139	Unavailable.
3167	Unsuitable. Principal Employment Area.
3632	Unsuitable. Isolated from the settlement.
649a	Unavailable. Planning permission granted.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁸) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

⁸ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Malmesbury:

Context criteria	Detail
Long-term pattern of development	From the hilltop core at the confluence of the Tetbury Avon and the River Avon, the town has grown eastward between the course of these two rivers. It then subsequently expanded northward to the parts less environmentally constrained. Burton Hill has been the exception, over the river on the southern approach to the town.
Significant environmental factors	<p>The hilltop defensive character of the settlement is a significant and distinctive characteristic of the town. Broad areas where future growth is most constrained, to retain this feature, are around the southern end of the urban area.</p> <p>The Cotswold Area of Outstanding Natural Beauty fringes the town broadly to the west.</p> <p>There are areas of flood risk associated with each river.</p>

	<p>The lines of the B4040 and B4014 appear broadly to limit the spread of the current urban area. Development beyond them meets rising land and any significant development would represent a departure and possible precedent.</p> <p>The busier A429 skirts the town more loosely on its eastern extent. It is less clearly in a role like the other minor roads.</p>
Scale of growth and strategic priorities	<p>The scale of growth is relatively modest, and the vast majority is already in the pipeline.</p> <p>Strategic priorities include the overriding importance of retaining the character and setting to the town and its heritage assets. They involve gearing new housing provision to better meet local needs, retaining a flourishing town centre, and improving the spread of local employment opportunities.</p>
Future growth possibilities for the urban area	<p>The likeliest future growth possibilities continue past directions; within the two rivers to the east and north-east, within the line of the A429.</p> <p>The relatively small proportion of additional land needed to meet the scales of growth envisaged at the settlement reduces the need to have a large pool of possible sites from which to choose.</p> <p>There are SHELAA sites being promoted that could continue the past long-term pattern of development. This pattern has reduced conflicts with significant environmental factors.</p> <p>There are SHELAA sites outside the broad extent of the urban area that would set possible precedents when a significant departure from past patterns does not appear necessary because of the relatively modest amount of additional land that appears to be needed.</p> <p>SHELAA sites (502 and 452) adjoin each other and represent an eastern extension of the urban area. It would be logical to consider this area comprehensively, to what extent and for what uses the area may be suitable for development.</p>

Table X: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
798	Backbridge Farm						<p>A portion of this site is allocated for development in the neighbourhood plan.</p> <p>The further reaches of the site do not have good accessibility and there are flood risks to manage.</p>	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>The area, if developed, would extend the urban area toward the AONB and a main concern is that the site shares inter-visibility with it. The likely scale of development envisaged at the settlement over the plan period would not seem to require this step.</p> <p>The land is also visually very sensitive bounding the River Avon green corridor with open views up and down the valley.</p> <p>With these factors in mind, but particularly that further development would be likely to harm the landscape setting of the river Avon, the site is rejected from further consideration.</p>	
649	Whychurch Farm						<p>This is a large area. Development of the northern part would extend the existing urban area over an area contained within the line of the A429, B4040 and B4014.</p> <p>Development of the whole site would potentially have a set of significant effects upon the character of the town as whole. Although there are notable issues in the southern portion of the site, these may not be insurmountable or rule out the whole area.</p> <p>It would be appropriate to combine this site with 3432 to consider one logical extension continuing the past pattern of growth, although the scale of development envisaged over the plan period would not seem to warrant the entire site area. Although a modest level of further growth would not require the whole site, if a smaller part is being considered, it would be sensible to take account of longer-term implications and possibly the area’s longer term treatment.</p> <p>Take forward for further assessment as there does not appear to be any overriding</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							significant impacts that justify excluding the site at this stage.	
3430	Land north and west of Malmesbury Static Caravan Park						<p>This site presents flood risk and heritage complexities. This parcel however involves particularly difficult landscape impacts that preclude the site as a reasonable alternative. The site is bounded by the sensitive St Aldhelm Mead Park river corridor with open views from pathways onto this land. Development here would have a major impact on the visual amenity of this park from that of a predominantly open rural character to a more enclosed linear green corridor between the two urban areas of Malmesbury and Burton Hill. This is a main factor to remove the land from further consideration.</p> <p>To some degree too, development of this land would also worsen the threat of coalescence with Burton Hill, but the size of the site does not mean this is a significant departure from the existing pattern of development.</p>	X
502	Land West of Malmesbury						<p>The area extends the existing built-up area, with boundaries defined by local roads. It has a range of constraints that potentially might limit the site's acceptability and capacity for development.</p> <p>It would be appropriate to combine this site with 452 to consider one logical extension continuing the past pattern of growth.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3631	Land north of the						The site is north of the B4014, south of which is the main urban extent of the town. Its accessibility to important destinations in the	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
	B4014/Tetbury Road	Yellow	Green	Green	Red	Green	town is below the average of available sites as a result. Existing development in the area takes the form of sporadic development along the B4014 without development rising up the slope. Significant development of the site would represent a marked change. This site is very exposed to views from the countryside to the north and east and an urban encroachment into the open countryside and significant harmful landscape impacts. Given its location the site has limited scope for development, a low density or frontage development at best. On this basis the site is rejected.	Red
452	Land At Park Road	Green	Yellow	Green	Yellow	Green	<p>The area extends the existing built-up area, with boundaries defined by local roads. It has a range of constraints that potentially might limit the site's acceptability and capacity for development. None, individually or together however, appear sufficient to reject the site.</p> <p>It would be appropriate to combine this site with 502 to consider one logical extension continuing the past pattern of growth. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	Green ✓
691	Land adjacent Park Lane	Yellow	Green	Green	Yellow	Green	The site appears relatively unconstrained in terms of its wider environmental impacts, although below average in terms of accessibility by non-car modes of travel. It appears to be a reasonable alternative.	Green ✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
75	Rear of Bloomfield House Land						<p>The site sits within the AONB and should not be considered for large scale urban development, except in exceptional circumstances. Impact on the attractiveness of the landscape is the central consideration.</p> <p>Development would be further encroachment beyond the B4040. The site is prominent in views toward the AONB and views toward the town. Potential for development would also appear to be against the urban grain, with scope limited to a low density or frontage development at best. On this basis, the site is rejected from further consideration.</p>	X
3432	Inglenook, Crudwell Road						<p>A very small site which would be more appropriately considered alongside the larger site 649. There appear to be no insurmountable complexities in terms of wider impacts that would merit rejecting the site at this stage.</p> <p>It would be appropriate to combine this site with 649 to consider one logical extension continuing the past pattern of growth. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3684	Land at Cowbridge Farm						<p>A site located on a periphery of the town, to the east of the main road A429, which may limit optimising connectivity to the town.</p> <p>There appears to be low flood risks associated with the site, as well as low risks in terms of heritage. Potential for landscape impacts which would require further</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
3705	White Lodge Farm, Filands						The site is north of the B4014, south of which is the main urban extent of the town. Its accessibility to important destinations in the town is below the average of available sites as a result. Existing development in the area takes the form of sporadic development along the B4014 without development rising up the slope. Significant development of the site would represent a marked change. This site is very exposed to views from the countryside to the north and east and an urban encroachment into the open countryside and significant harmful landscape impacts. Given its location the site has limited scope for development, a low density or frontage development at best. On this basis the site is rejected.	N
3706	White Lodge Farmhouse						A site located on a periphery of the town. There appears to be low flood risks associated with the site, as well as low risks in terms of heritage. The site is relatively well contained from a landscape perspective. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Y
3735	Land NE of Priory Roundabout (A429)						The site is located close to Priory Roundabout to the east of the main road A429, which may limit optimising connectivity to the town. Parts of the site have medium groundwater flood risk. The site is close to the conservation area, and heritage and landscape impacts would require further consideration. Take forward for further assessment as there does not appear to be	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							any overriding significant impacts that justify excluding the site at this stage.	
3751	Lawn Farm						The large site is south of the town in a peripheral location likely to sub-optimal in terms of accessibility. The site is likely to be at low flood risk. The site is close to a listed building with potential for impacts on the setting. The site has variable topography and landscape impacts up the slopes of Cam’s Hill would require further consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
649, 3432	The sites abut and have no strong physical barriers between them.
502, 452	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Whychurch Farm & Inglenook, Crudwell Road	649, 3432
2	Land NE of Priory Roundabout (A429)	3735
3	Land at Cowbridge Farm	3684
4	Land off Park Lane Sherston Road	691
5	Land West of Malmesbury & Land at Park Road	502, 452
6	White Lodge Farmhouse and surrounding area, Filands	3706
7	Lawn Farm	3751

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site⁹.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more ‘major adverse effect’ (highlighted in red with a triple negative).

Seven sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1: Whychurch Farm & Inglenook, Crudwell Road
- Site 2: Land NE of Priory Roundabout (A429)
- Site 3: Land at Cowbridge Farm
- Site 4: Land off Park Lane Sherston Road
- Site 5: Land West of Malmesbury & Land at Park Road
- Site 6: White Lodge Farmhouse and surrounding area, Filands
- Site 7: Lawn Farm

⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Malmesbury: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 4	-3 (1 st)	-	-	--	-	-	+	-	-	+	++	-	++
Site 1	-6 (=2 nd)	-	--	--	-	-	0	--	--	++	++	--	+++
Site 5	-6 (=2 nd)	--	-	--	-	--	+	-	-	+	++	--	++
Site 6	-6 (=2 nd)	0	-	--	-	-	+	-	-	+	0	-	0
Site 7	-6 (=2 nd)	--	--	--	-	-	0	-	--	+++	++	--	++
Site 3	-7 (6 th)	--	-	--	-	-	+	-	--	+	+	-	+
Site 2	-8 (7 th)	--	-	--	-	-	+	--	--	+	+	-	+

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Malmesbury, all seven sites that were assessed at Stage 3 were assessed at Stage 4 against the Place Shaping Priorities, which is set out in the following table:

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
Site 1	Weakness	Strength	Neutral	Neutral
	Although the site is not designated it has medium to high landscape value especially to the south of the site where it provides a setting for the Abbey and Market Cross. It is more rural in nature and is separated from the built edge of Malmesbury by landform and tree boundary vegetation. The capacity of the site is reduced, particularly to the south, due to these environmental constraints. However, the site is large and could accommodate some housing to the north to meet local needs.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. This site has public rights of way throughout the site that provide connectivity to the town.	Accessibility to employment has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Large site with potential for mixed use	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 2	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however it is not well related to the existing built form of the town, and this is exacerbated because it is located on the opposite side of	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
	the A429 to the main built form of Malmesbury town.	amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. There is a GBI corridor to the north of the site along the river that could be an opportunity to enhance GBI.		
Site 3	Weakness	Neutral	Neutral	Neutral
	This site could accommodate housing to meet local needs in Malmesbury however it is not well related to the existing built form of the town. It has a rural character and development here could affect the rural setting of the town.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 4	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however the Cotswolds AONB adjoins the southwest and northwest	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
	boundaries of the site, and this may limit the capacity of the site.	assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. Public rights of way to the west of the site provides access to the wider countryside.		
Site 5	Weakness	Strength	Neutral	Neutral
	The Cotswolds AONB joins the northwest of the site. The site to the north is in flood zone 2. The site is within Source Protection Zone 1c and has been classed by the Environment Agency as 'seriously water stressed'. Mitigation would be required to manage water at the site, and this may reduce capacity.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. GBI corridor to the north of the site along the river - potential for enhancement.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Site big enough for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 6	Weakness	Weakness	Neutral	Neutral

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
	This site is small and could only accommodate 13-19 dwellings to meet local needs in Malmesbury. The site is less well related to the main town as it is located on the opposite side of the B4014 compared to the built-up form of Malmesbury.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. This site is very small and unlikely to offer significant GBI or other infrastructure improvements.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Very small site with no prospect for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 7	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however it is not well related to the existing built form of the town. It has a rural character that is largely separate to Malmesbury and Burton Hill.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Large site potential for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
		assessed more positively here. There are public rights of way throughout the site that link to the wider countryside.		

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The table below illustrates how assessment of sites against the Place Shaping Priorities has altered the rankings that were established through the Sustainability Appraisal process.

Site	Stage 4 Ranking	SA Ranking of Sites	PSP1	PSP3	PSP3	PSP4	Change from SA Ranking
1	=1st	=2nd					↑
2	=1st	7th					↑
3	2nd	6th					↑
4	=1st	1st					↔
5	=1st	=2nd					↑
6	3rd	=2nd					↓
7	=1st	=2nd					↑

The outcome of Stage 4 of the site selection process for Malmesbury is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that one site emerged as the preferred (reserve) site, Land off Park Land and Sherston Road.

Two plots of land on Site 5 have recently received planning permission through the appeal process meaning approximately one third of the site closest to the existing built edge of Malmesbury now has permission for housing¹⁰. The assessment above is for the full site and it is likely the scoring would be more negative for the remaining site area due to the closer proximity of this land to the AONB.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Malmesbury.

¹⁰ Appeal reference 36-449 for planning applications

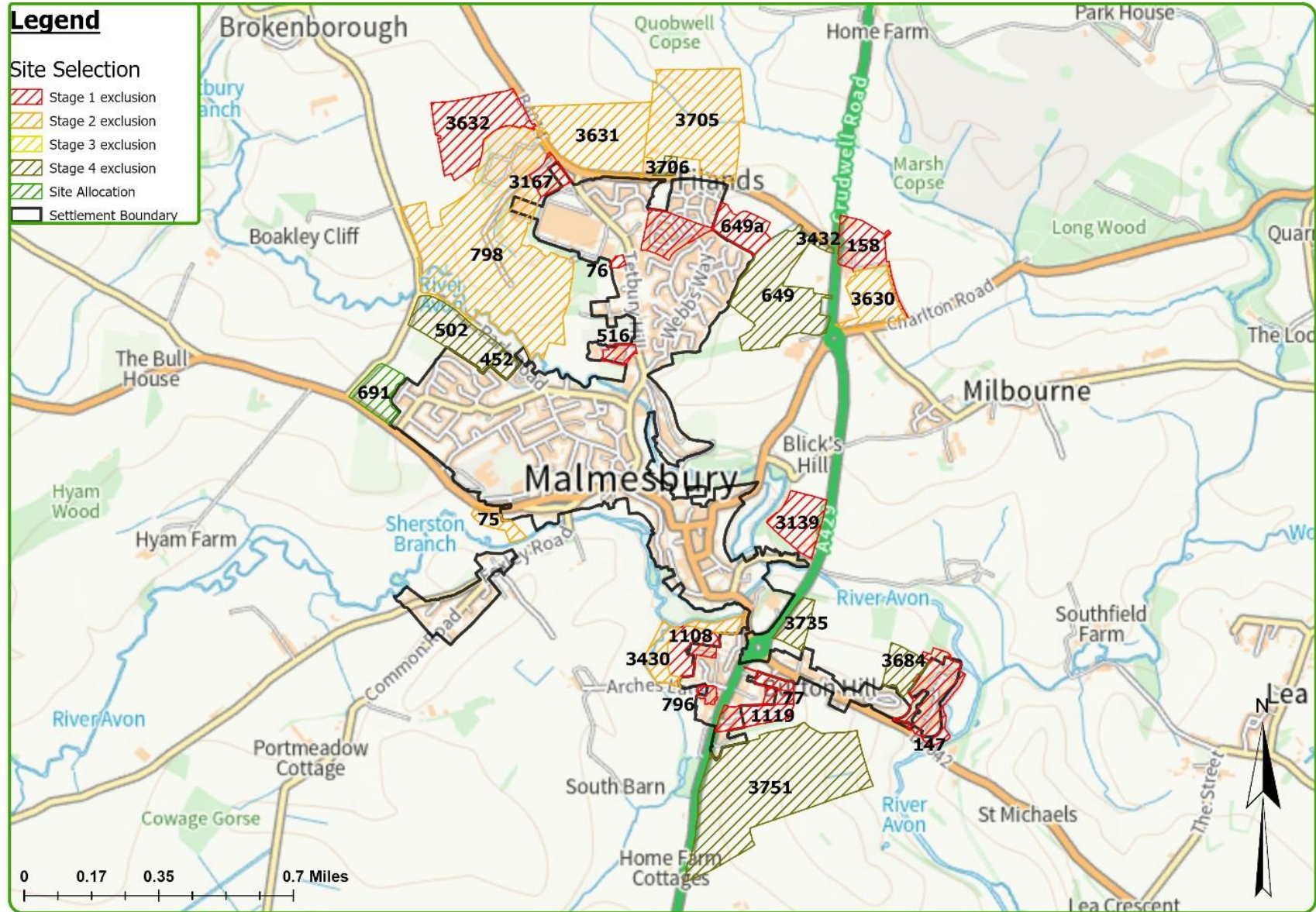


Figure 9. The results of the site selection process at Malmesbury.

Planning For Marlborough

July 2023

1. Introduction

‘Planning for Marlborough’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Marlborough, as follows:

Policy	Title
Policy 44	Marlborough Market Town
Policy 45	Land at Chopping Knife Lane
Policy 46	Land off Barton Dene

A table containing the current planning policies for Marlborough and their status is included in Appendix 1.

The plan sets what local priorities will shape development and future growth in Marlborough (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Marlborough - Context and challenges

Population	9,100 ¹	14th largest of the County's 14 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

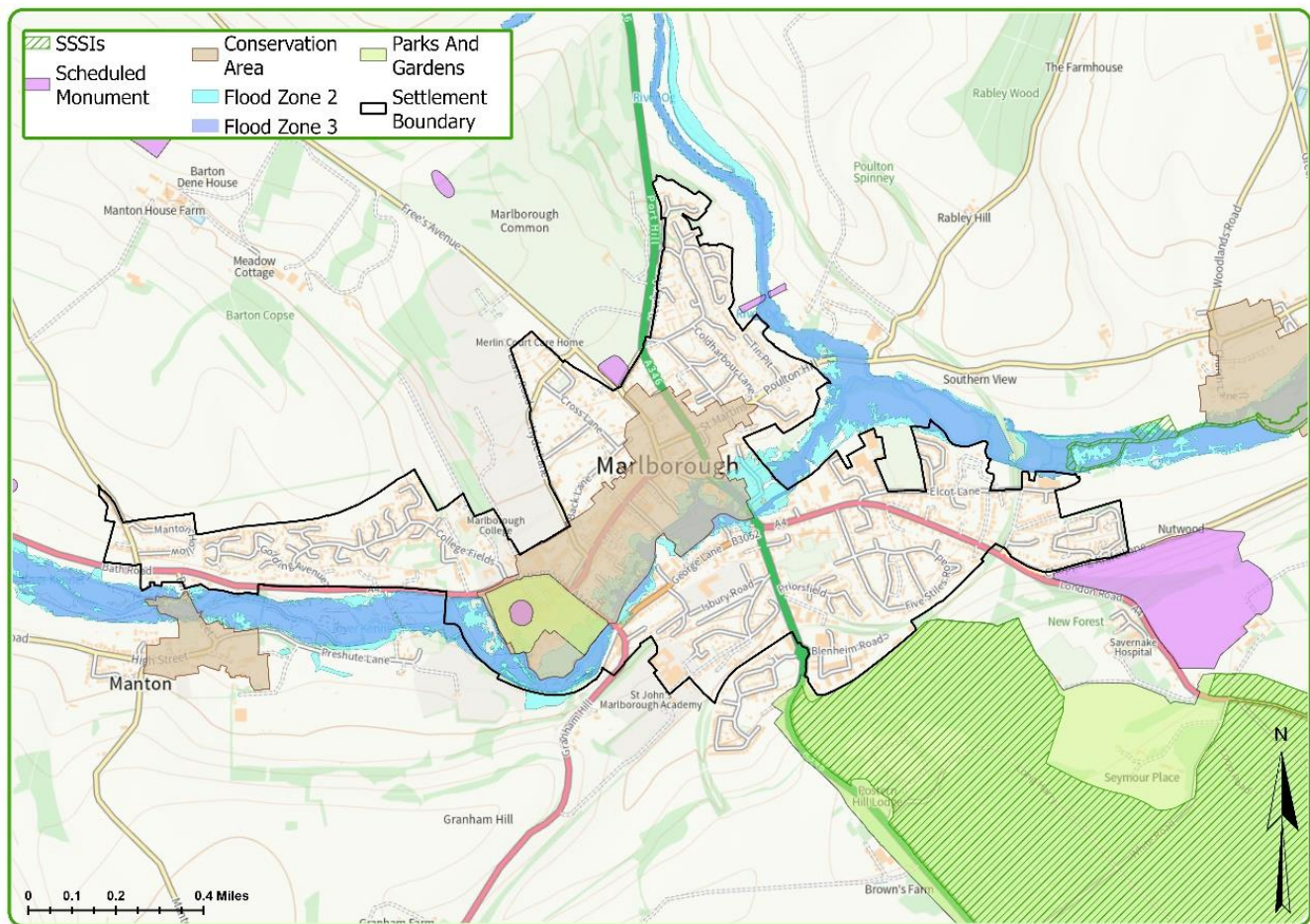


Figure 1. Environmental constraints and designations at Marlborough.

The town is within an area of high landscape quality being entirely within the North Wessex Downs AONB whilst also sitting near the settlement of Avebury which, together with its surrounding landscape, forms part of the Stonehenge and Avebury World Heritage Site. Expansion of the settlement must conserve and enhance its landscape and scenic beauty, having regard to its setting.

¹ [Census 2021, ONS](#)

Being situated along the River Kennet, development at the town must avoid flood risk areas (zones 2 and 3 shown above). The River Kennet Site of Special Scientific Interest (SSSI) and Kennet and Lambourne Special Area of Conservation (SAC) is one of several sites of nature conservation importance that lie in close proximity to the town, others including Savernake Forest SSSI, several county wildlife sites and Marlborough Railway Tunnel. These features are important for a range of species, for instance Savernake Forest and the disused railway tunnel serve as critical roosting, foraging, commuting, and hibernating grounds for bats including barbastelle bats. Development must protect and, where possible, enhance the ecological value of such features.

Savernake Forest also represents a historic park and garden encompassing much of the south-eastern backdrop to the settlement. The protection of this and other heritage assets and their settings, including several scheduled monuments and the nearby world heritage site, should be conserved in a manner appropriate to their significance.

Marlborough town itself represents an attractive and important centre for the surrounding area with a rich built environment, an attractive and thriving retail centre with a tourism potential arguably yet to be fully harnessed. The River Kennet that bisects the town has potential as a significant Green and Blue Infrastructure asset whilst the town centre's conservation area boasts a range of attractive historic features and buildings.

The transport network is predominantly focused on the road network consisting of the A4 passing through the town east/west, A346 north/south and the A345 feeding up from Salisbury. The confluence of these road networks and associated traffic congestion has resulted in air pollution and the designation of an Air Quality Management Area (AQMA) in the town. Development at the town should not worsen these conditions.

How has Marlborough developed?

The urban form has historically developed to the north and south of The River Kennet that dissects the town whilst also having developed along the routes formed by the A4 running east/west and the A346 running north/south.

More recently development has taken place to the East at Chopping Knife Lane and to the West at Salisbury Road (Wiltshire Core Strategy strategic housing allocation). This spread of development has expanded to those less environmentally sensitive areas.

The following diagram shows how much housing has been delivered in Marlborough from 2006 to 2022.

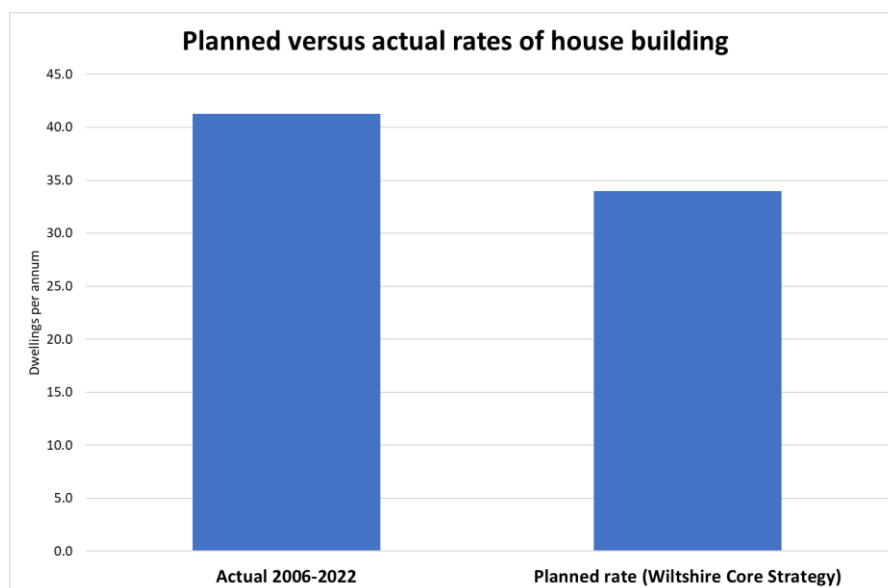


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building in Marlborough

The modest level of residential growth at Marlborough in comparison to other Wiltshire market towns, broadly in line with that anticipated within the Wiltshire Core Strategy, reflects the environmentally constrained nature of the town. These factors have contributed to a perceived lack of affordable housing stock, as reported within the Marlborough Area Neighbourhood Plan (March 2023), and an average house price far higher than many other areas of Wiltshire.

Employment development within Marlborough has been similarly modest in line with that envisaged within the Wiltshire Core Strategy that did not identify Marlborough as a location for strategic employment growth.

Following historic declines within the manufacturing sector, this sector has seen recent growth, albeit from a small base. The wholesale & retail trade sector is particularly concentrated although it has not seen much growth in recent years. This sector (alongside education) is the largest employment sector in absolute terms. Marlborough's Information & Communication sector has also seen growth in recent years.

Whilst the education sector remains a major employer for the town, primarily through Marlborough College, Marlborough business park towards the south of the town represents an important location for employment, being protected from alternative uses by designation as a Principal Employment Area (PEA). Small pockets of industry and commerce also exists throughout the remainder of the town, PEA also being located at Pelham Court and Wagon Yard.

Marlborough's town centre represents an attractive and thriving retail centre. The distinct wide High Street, the heart of a conservation area, acts as the centre of retail activity in the area with a mix of national chains and independent shops. Many buildings are either 2 or 3 stories and have facades dating back to the 18th century. There is a high level of maintenance

Planning For Marlborough

of most buildings along High Street and the wide pavement areas are wide enough to facilitate an attractive public realm encouraging convenient pedestrian movement.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Marlborough is considered to be a healthy town centre. It has a very low (and falling) vacancy rate which is a sign of the popularity of the town as retail and service destination and as a location where commercial businesses feel confident to trade. For a town of the size of Marlborough, its town centre has a significant amount of retail floorspace and a wide selection of retailers and service uses.

However, opportunities for enhancement and further development in Marlborough remain and should be focused on business investment and improvements in the town centre, notably enhancing the town's role as a service and tourist centre, facilitating self-containment and meeting local needs.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

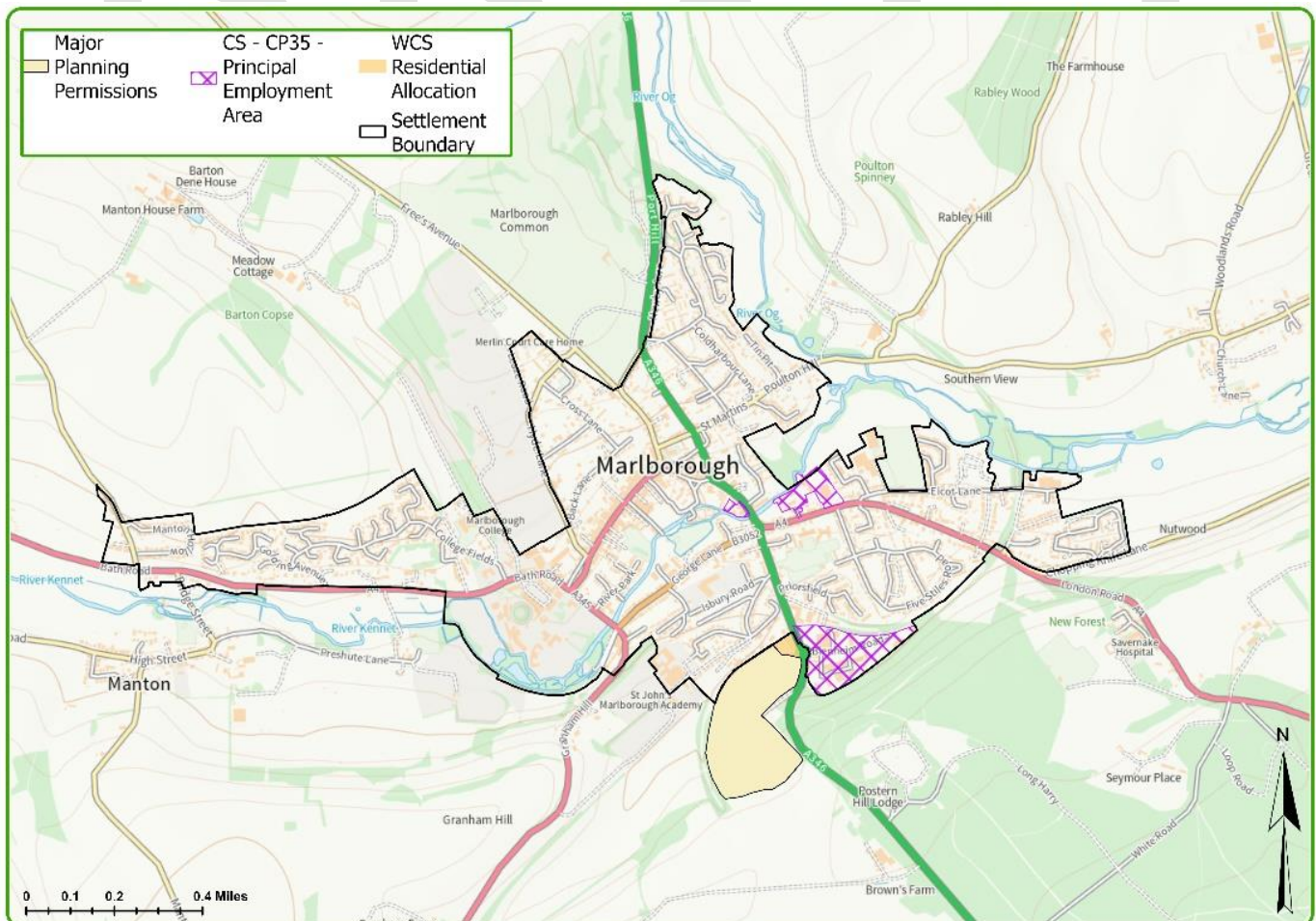


Figure 3. Current major planning permissions and development plan commitments at Marlborough.

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Marlborough has developed over recent years is in summary:

Marlborough represents a market town with a rich built environment and attractive retail centre hosting numerous independent retailers. Characterised by its location within an area of outstanding natural beauty, the immediate surroundings comprise a variety of forest, river valleys and chalk down land of significant landscape and ecological value. Within the wider landscape lies the Stonehenge and Avebury World Heritage Site heightening the towns tourist potential. These characteristics, alongside a strong employment base with significant education sector representation, make Marlborough an attractive yet environmentally constrained location for future development with higher-than-average house prices contributing to a heightened affordable housing need. Development should also help tackle traffic congestion within the town facilitating enhancements in sustainable transport modes and tackling factors contributing to the AQMA.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Marlborough Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Balancing housing need and environmental conservation: Housing provision will prioritise local needs for affordable homes. This will require enough new housing whilst respecting the objectives of Area of Outstanding Natural Beauty designation alongside conserving and enhancing the ecologically valuable features in and around the town.

PSP2 Economy and town centre: Support additional opportunities for job growth and business investment ensuring the Town Centre remains a vibrant hub for the community and as a visitor destination. This should facilitate self-containment and maximise the tourism opportunity Marlborough and its surroundings offer while preserving and enhancing the special historic character of the Town.

PSP3 Town Centre strategy: Implementing a Town Centre strategy to improve accessibility, traffic management and parking.

PSP4 Infrastructure: Improve the provision of infrastructure to fully meet the town's needs, in particular additional health service and educational facilities.

PSPs sit alongside the spatial strategy for Marlborough. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the

basis for an overarching planning policy for Marlborough that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy and plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy, respond to concerns regarding the need to deliver affordable homes coupled with the need to conserve and enhance the towns environmental assets and surrounding landscape.

New employment land provides an opportunity to meet the needs of Marlborough's economy. The spatial strategy for Marlborough reflects the findings of an Employment Land Review³, which concludes there is an indicative forecast demand for around 1.8ha of employment land at the town (comprising 0.4-1.1ha for office and 0.7ha industrial).

The new strategy identifies a requirement of 600 homes for the plan period 2020 to 2038. A decrease in rates of house building compared to the Wiltshire Core Strategy is justified moving forwards.



Figure 4. WCS planned growth versus Wiltshire Local Plan Review growth in Marlborough.

³ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

The growth planned for Marlborough will help to support the vitality and viability of the town centre, increasing the available pool of local spending. If there are opportunities to improve connections to and between the town centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport should be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 2 and 3 (above) that seek to enhance the town centre.

3. Local Plan Proposals

Protecting the environment

Marlborough sits within the North Wessex Downs AONB, and this represents a notable environmental constraint with great weight being attributed towards its conservation and enhancement. Similarly, several other environmental assets of nature conservation importance, such as the River Kennett SSSI, Savernake Forest SSSI and Marlborough Railway Tunnel require protection and, where appropriate, enhancement. The Local Plan recognises and protects their importance.

Modest growth has been promoted for consideration as part of preparing the plan on the basis that growth needs to balance a need for affordable homes, environmental conservation, and infrastructure/economic investment. For instance, development could help to deliver affordable homes, facilitate Town Centre enhancements that could help to relieve traffic congestion and improve the environment of the AQMA whilst also helping the town achieve its tourism potential.

Careful consideration has been given to the potential impacts of any new development upon environmental assets, traffic congestion and air quality issues in Marlborough town centre. For these reasons, development proposals are proposed in the least environmentally sensitive locations whilst also trying to facilitate sustainable connectedness to the town centre and beyond.

How many more homes?

From the scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 350 homes to be accommodated at Marlborough up until 2038.

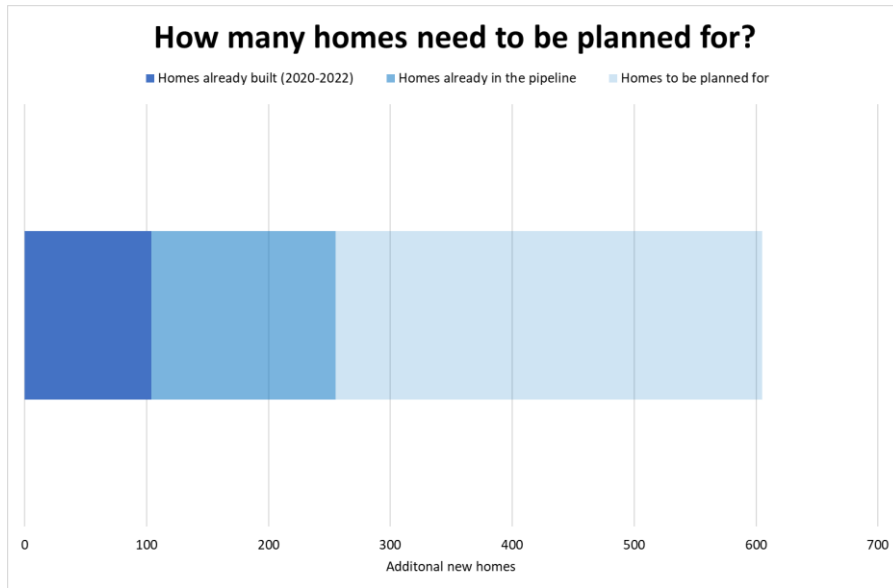


Figure 5. Calculating how many homes are needed to be planned for at Marlborough.

Selecting sites

Five sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

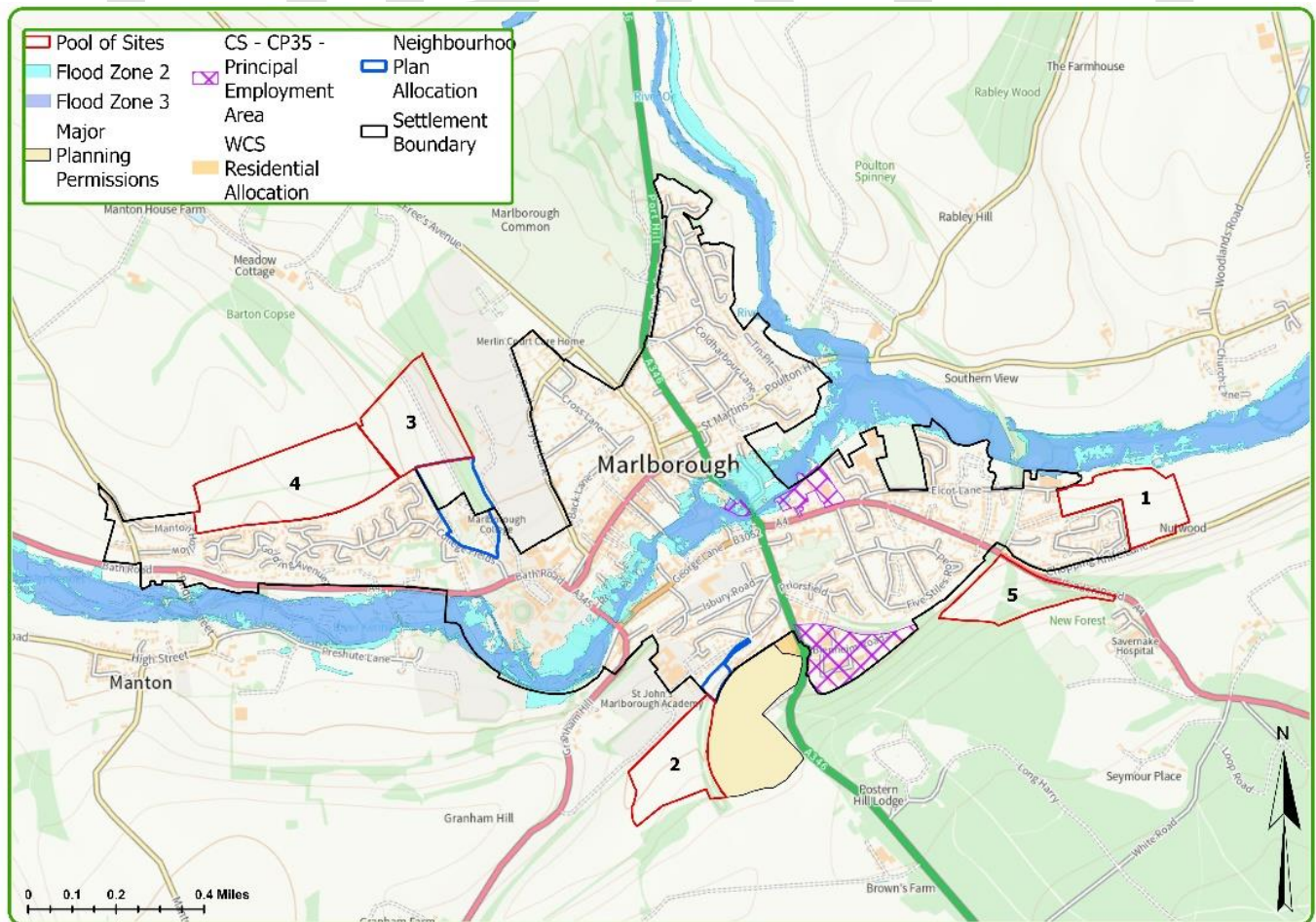


Figure 6. The pool of sites for Sustainability Appraisal at Marlborough.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed all the sites had a range of negative environmental effects to varying degrees. The sites are all greenfield sites predominantly in agricultural use, although Site 5 consists largely of a County Wildlife site, the land predominantly representing unimproved grassland and dense scrub vegetation. Sites 2 and 5 both recorded major adverse effects upon certain environmental criteria ruling these sites out of further consideration. The remaining sites were comparatively less environmentally constrained, more capable of mitigation. Balancing likely positive social and economic benefits against environmental effects, Sites 1, 3 and 4 performed better, albeit each of these sites require reductions in developable area to varying degrees to minimise landscape impacts.

The three remaining sites were then evaluated according to how well they could support the Place Shaping Priorities. Whilst the three remaining sites again scored similarly, Site 4 appeared less able to balance the need to accommodate development whilst minimising impacts upon the surrounding landscape. Site 4 forms the edge of the Marlborough downs to the north of the town and sits in a more exposed location on the landscape. Meanwhile Sites 1 and 3 appeared better able to accommodate development in less sensitive areas of the respective sites whilst also incorporating the necessary environmental mitigation, placing development in locations better able to facilitate the achievement of some of the place shaping priorities.

Overall, the sites that performed better in both Sustainability Appraisal terms and against the Place Shaping Priorities were Site 1 and Site 3.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁴.

What development is proposed?

Sites 1 and 3 are both proposed for allocation to accommodate development to help meet Marlborough's housing and employment requirements.

⁴ Wiltshire Local Plan Review Sustainability Appraisal Report July 2023

The Marlborough Area Neighbourhood Plan (MANP), made in March 2023, also allocates land for development at Marlborough to help meet the housing need. In total, the MANP allocates land for approximately 65 homes across three allocations whilst also setting aside land for the provision of a new medical facility for the town. Whilst the neighbourhood plan acknowledges a review may be necessary once the Local Plan is adopted, it is not envisaged that there will be a residual housing requirement for the town that remains to be met by the Neighbourhood Plan up to 2038.

The Local Plan Review, however, proposes the following central, strategic, development proposals. They are explained below.

Site 1: Further land at Chopping Knife Lane

Use	Scale/Area
Residential	Approximately 50 dwellings
Vehicular access is possible from White Horse Road East of the site will comprise landscape buffer. North of the site will comprise land for habitat restoration and enhancement in order to buffer, protect, widen and strengthen the River Kennet Corridor and to mitigate impacts upon adjacent heritage assets at Elcot Mill and Stable Block.	

The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected to the town centre; approximately 1 mile for walking and cycling, likely utilising Elcot Lane as a pedestrian corridor. Residents should be able to readily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The proposals aim to support Place Shaping Priorities in order to help meet the housing need whilst minimising environmental impacts.

The site is also near a range of employment opportunities, for instance those located at Elcot Lane, Pelhams Court and Marlborough Business Park. Employment opportunities would also be available to the west of Marlborough and in the town centre.

The amount of housing also provides opportunity to provide a mix of housing types, including a proportion of affordable homes.

As with much of the land surrounding Marlborough, the site is sensitive in landscape terms and development proposals will need to factor in extensive landscaping measures and sensitive design to avoid unacceptable impacts upon the surrounding landscape.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking, cycling and public transport use between the site and Marlborough town centre.

- Land north of the site will comprise habitat restoration and enhancement in order to buffer, protect, widen and strengthen the River Kennet Corridor and to mitigate impacts upon adjacent heritage assets at Elcot Mill and Stable Block.
- Funding contributions toward measures that improve air quality. An assessment will be needed to understand cumulative effects of development on relevant receptors in the AQMA.
- An assessment of the impacts of noise, light, dust and odour from the adjacent factory and any mitigation required as a result.
- Funding contributions towards additional early years and secondary school education places.
- There is potential for development to be intrusive in the rural landscape due to the site’s prominence in the river valley and contribution to the settlement edge of the surrounding AONB. Development must avoid breaking the wooded skyline and limit development to the east of the site, utilising this land to provide a strong strategic landscape buffer to the surrounding countryside to help integrate development. Incorporated GBI throughout development should integrate and contribute to the wooded river corridor alongside retaining and enhancing hedgerows and trees as part of a mature landscape framework.
- Habitat restoration and enhancement in the north of the site to buffer, protect, widen and strengthen the River Kennet SSSI corridor which comprises an important wildlife corridor.

Site 3: Land off Barton Dene

Use	Scale/Area
Residential	Approximately 30 dwellings
Industry and office	Comprising approximately 1.1ha for office and 0.7ha industrial.
Green space / landscape mitigation	Approximately 9.4ha of undeveloped land
<p>Vehicular access via Barton Dene (off College Fields) with second access via College Fields adjacent to Marlborough Leisure Centre if required to ensure safe pedestrian, cycle and emergency access.</p> <p>Western and eastern site areas remain undeveloped with landscaping provided to mitigate landscape impacts.</p>	

The main role of the site is to provide additional employment land over the plan period to meet the town's needs, complementing the adjacent housing allocation within the Marlborough Area Neighbourhood Plan whilst also accommodating modest residential development. There will be a variety of dwelling types, including a proportion of affordable homes with an anticipated employment delivery of 1.1ha of office and 0.7ha of industrial use of a design suitable for the landscape context.

The site is reasonably well connected to the town centre; within an approximate distance of 1.2km on foot. There would be the opportunity to improve the pedestrian and cycleways to and from the town centre, so residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The proposals aim to support Place Shaping Priorities for a more vibrant town centre and sustainable travel choices whilst minimising environmental impacts. Development would be in close proximity to nearby bus services to the town centre.

An aim of the Plan is to provide opportunities for business alongside meeting housing need. The environment created by the development offers the opportunity of an attractive location for employment uses capable of easy access from nearby residents. This would help to support opportunities for business investment, self-containment and aspire towards fulfilling the Place Shaping Priorities. However, land off Barton Dene does hold potential for wide landscape impacts should development not come forward in a sensitive manner. Employment development will need to be developed in a manner that respects the designated landscape sensitivities.

The site is also in proximity to a range of employment opportunities, for instance those located to the west of Marlborough associated with the college alongside opportunities within the town centre.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking, cycling and public transport use between the site and Marlborough town centre;
- Western and eastern site areas to remain undeveloped with landscaping provided to mitigate landscape impacts.
- Protection, enhancement and sufficient buffering of existing hedgerows and trees throughout the site and overall layout and design should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas and achieves policy compliant biodiversity net gain
- Funding contributions toward measures that improve air quality. An assessment will be needed to understand cumulative effects of development on relevant receptors in the AQMA

- Development will need to be sensitive to the setting of heritage assets, such as the scheduled monument Castle Mound and the Grade II Listed Barton Farm and stables including the impacts of any additional transport movements.
- Comprising land with steep slopes that form a narrow dry valley extending into the surrounding designated landscape, unfettered development has the potential to cause negative impacts upon the AONB. Development will need to be prevent such impacts with a low gross density of development. Detrimental effects will need to be mitigated by an appropriate design and layout, including avoiding development on the landform to the east of the track dissecting the site and to the north/west above circa 155m AOD contour, as informed by an LVIA.
- Landscaping and open space throughout development should integrate development into the valley landscape alongside retaining and enhancing hedgerows and trees and establish new areas of substantial planting where suitable as part of a mature landscape framework.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Marlborough is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan's aim is to further strengthen the town centre and maintain its current popularity.

The market town of Marlborough has a rich built environment with an attractive and thriving retail centre with a good number of independent retailers. With a historic core, designated landscape and nearby world heritage site, the town and surrounding area have considerable tourism potential which has yet to be fully harnessed. The town centre could face challenges

from retail provision on the outskirts of the town, the significant economic draw of Swindon alongside being constrained by poor air quality.

However, the Wiltshire Town Centre and Retail Study does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending, to facilitate this. Indeed, the Wiltshire Town Centre and Retail Study outlines how Marlborough is a very healthy town centre, with a low (and falling) vacancy rate reflective of the popularity of the town as a retail and service destination and as a location where commercial businesses feel confident to trade.

Opportunities to safeguard the niche Marlborough Town Centre, holding many independent retailers within a historic and characterful centre, should be encouraged over the plan period. To facilitate this, as proposals for retail provision outside of Marlborough may have an adverse impact upon the town centre, any additional comparison retailing should be located within the Marlborough's town centre.

Given the appeal of the town and surrounding landscapes, and the opportunity this represents, development proposals which sustainably improve tourist accommodation and facilities within the Marlborough area will be encouraged. Similarly, 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.

The Marlborough Area Neighbourhood Plan aims to maintain and enhance Marlborough town centre as a successful service centre. Policy MARL 4 guides development in line with the community's vision to build the centre as a vibrant heart of the town and wider rural area, along with enhancing the town as a visitor destination. Development proposals within the town centre should have regard of the vision and policies within this document.

One part played by the Local Plan is to position site allocations for homes and business that help to increase footfall due to their location and by good footpath, cycle and public transport connections.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a Neighbourhood Plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Marlborough that have been devised in consultation with Marlborough Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Marlborough Area Neighbourhood Plan (MANP) was 'made' in March 2023. It sets out the vision, objectives and policies for Marlborough and the parishes of Mildenhall and Savernake to guide development for the period up to 2036. It seeks to conserve and enhance the surrounding landscape and natural environment, support the delivery of housing with a focus on encouraging affordable housing delivery through site allocations, maintain and enhance the town centre, secure the future of community/sports facilities and, protect open

spaces whilst enhancing their connectivity. The MANP contributes towards meeting the housing need for the town, albeit the MANP does acknowledge a first review will take place once the Local Plan has been adopted.

There are no other Local Service Centres or Larges Villages within the Marlborough neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁵. Ten per cent of the scale of growth identified at Marlborough suggests a neighbourhood area requirement for Marlborough of approximately 60 dwellings. The Marlborough Neighbourhood Plan has allocated three sites to provide approximately 65 dwellings. 65 dwellings is considered appropriate for the town.

A total neighbourhood area designation housing requirement is set at 65 dwellings which is currently met through the made Neighbourhood Plan.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Marlborough neighbourhood area requirement (2020 to 2038)	65
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Local Infrastructure

The growth of Marlborough needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to address growth proposals for Marlborough as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places at both primary and secondary levels will need to be catered for and provided, as necessary, by funding from developer contributions.

It is understood that the secondary school, St Johns, is full but can be expanded with this anticipated to be via financial contributions.

Whilst there are understood to be some surplus places in the town's primary schools, neither can expand. Whilst this places a limit on development that can be accommodated, it is

⁵ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

understood that the level of development currently envisaged at the town is below this threshold.

In response to an identified need, contributions will be required for a new full day care nursery provision.

Sustainable transport

Marlborough is on the intersection of the A4 which runs east / west from London to Bath, and the A346 primary route which runs north / south linking to the A303 and M4. Similarly the A345 also connects the town to Salisbury to the south. With regards bus routes, Marlborough is well served with regular services to Swindon, Pewsey and Salisbury and less frequent services to Kennet Valley settlements, Calne and Tidworth.

Current transport constraints/concerns include:

- A declared Air Quality Management Area (AQMA) in place in the centre of the town.
- AM and PM peak hour delays on A356 (towards junction 15 of M4 and Salisbury Road), Bath Road and George Lane.
- Shortage of parking at peak times, creating parking issues for both residents and visitors with uncontrolled parking on residential streets.
- HGV issues on Herd Street / Barn Street, which directly impact on the AQMA.
- Public transport does not have a high modal share in Marlborough and there is no train station in the town.
- Concerns for pedestrian safety in some streets, for instance Barn Street and Herd Street.
- Severance in the town centre (caused by on-street parking) potentially impacting on footfall.

Tackling peak time congestion, reducing the need to travel and making it easier for people to use sustainable modes of transport and safer for pedestrian/cycle movement should be aims when planning for future growth at the town, as reflected in the Place Shaping Priorities.

The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Marlborough:

- Improvements to A346 / A4 to help relieve local congestion hot spots.
- Urban walking routes - complete any gaps in the Marlborough walking network.
- Urban cycling routes - a safer connected network
- Improve access to local bus network to provide viable journey choices in Marlborough
- Strategic parking plan, to make best use of available parking to maximise accessibility but manage private car demand.
- Traffic management and re- routing to ensure vehicle movements are focused on the most appropriate routes.

- Invest in electric vehicle infrastructure.
- Review HGV network
- Active travel promotional campaigns

Health and social care

Within Marlborough (East Kennet PCN) there is one GP surgery and 3 in the surrounding area (Great Bedwyn, Ramsbury and Burbage). There are capacity concerns in Marlborough Surgery. The Marlborough Area Neighbourhood Plan at policy MARL 1, Barton Dene site, safeguards land adjoining the existing leisure centre for a new medical facility. It is understood the feasibility of this project is unknown as reported within the MANP.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Information from SSEN indicates the substation and supply points in and around Marlborough are currently unconstrained. However, the infrastructure is constrained in relation to energy generation, according to SSEN's Generation Availability Map. This means new generators may require investment in the infrastructure to be able to connect to the grid.

It is understood the wastewater infrastructure at the town may require upgrades prior to development taking place, with future development exceeding the capacity of the wastewater infrastructure. With this in mind, early engagement will need to be held with the relevant utility provider to identify the necessary infrastructure requirements for further growth prior to development taking place. This will ensure development contributes to enhanced water quality at the town and reduced sewage overflows.

Water Abstraction

The area covered by Thames Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through the development and occupation of any development taking place at the town. Development will need to demonstrate that no negative impacts occur upon the River Kennet SSSI and Kennet and Lambourn SAC.

Appendix 1 Policy Context

Policy	Title	Retain, Replace or Delete
WCS CP14	<p>Spatial Strategy: Marlborough Community Area</p> <p>Area strategy for Marlborough and strategic site allocation: Salisbury Road, Marlborough 220 dwellings</p> <p>Principal Employment Areas: Marlborough Business Park, Pelham Court Site, and Wagon Yard</p>	Replaced with Policy 44 Marlborough Market Town
Kennet District Local Plan ED19	Prime Shopping Area	Replaced with Policy 68 Managing Town Centres
Kennet District Local Plan ED19	Devizes and Marlborough Town Centres	Replaced with Policy 68 Managing Town Centres

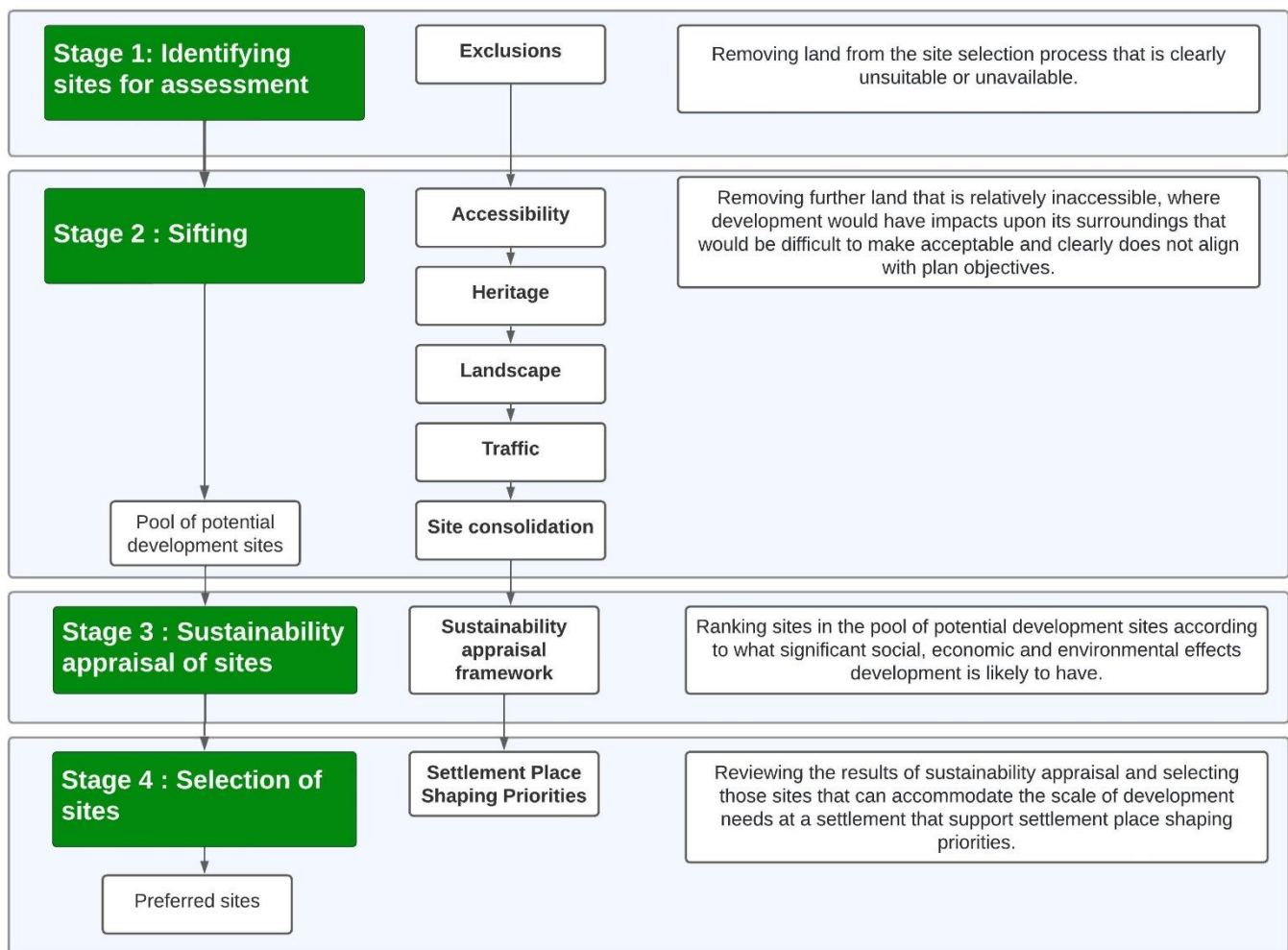
Appendix 2 Site Selection

Site Selection: Marlborough

The purpose of this appendix is to explain the site selection process at Marlborough, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁶ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁷. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process Marlborough.

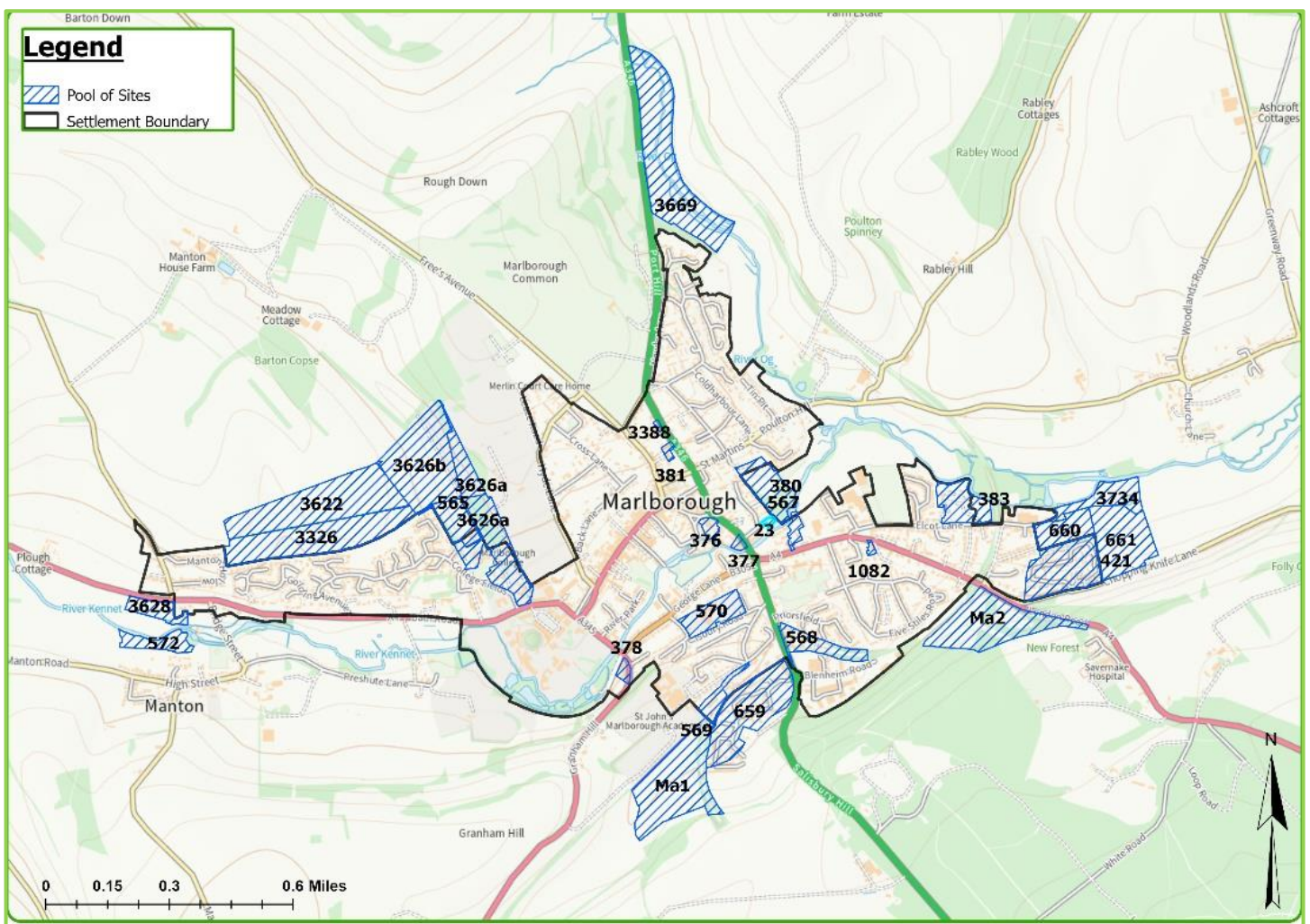


Figure 7. The pool of sites at the start of the site selection process at Marlborough

⁶ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁷ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

21 sites at Marlborough were excluded at Stage 1.

Table 1: Sites Excluded

Site Ref	Reason for Removal at Stage 1
23	Small Site
421	Built out
563	Detached from settlement
659	Built out
381	Small Site
380	Part of site in flood zone and part of site is occupied by a dwelling.
376	Small site
377	Small Site
567	Small Site
383	In use as sewage treatment works.
568	Built Out
569	Site allocated in Marlborough Neighbourhood Plan
378	Small Site
3626a	Part allocation in Marlborough Neighbourhood Plan
565	Allocation in Marlborough Neighbourhood Plan
602	Small Site
3390	Site in Manton
572	Site in Manton
1082	Small Site
3388	Small Site
3734	Majority within flood zone

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁸) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal, but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

⁸ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

Context criteria	Detail
Long-term pattern of development	<p>The River Kennet dissects the town with the urban form sitting to the north and south of this defining landform. Historically the town has also developed along the routes formed by the A4 running east/west and the A346 running north/south.</p> <p>More recently development has taken place to the East at Chopping Knife Lane and to the South at Salisbury Road. This spread of development has expanded to those less environmentally sensitive areas.</p> <p>Future development must tackle any potential significant negative effects to the surrounding Area of Outstanding Natural Beauty.</p>
Significant environmental factors	<p>Marlborough sits within the North Wessex Downs Area of Outstanding Natural Beauty which is a significant constraint to development for all the sites under consideration.</p> <p>When considering areas of land for future growth, careful consideration must be given to the conservation and enhancement of this designated landscape. The Savernake Forest Site of Special Scientific Interest (SSSI) fringes the town to the southeast while the River Kennet SSSI sits to the east of the town.</p> <p>County Wildlife sites are present within and around the town, namely:</p> <ul style="list-style-type: none"> • Rivers Kennet and Og • Stonebridge Meadows • Granham Hill • Chiseldon to Marlborough Railway Path • Postern Hill Chalk • Chopping Knife Lane Bank <p>There are areas of flood risk associated with both the River Kennet and Og.</p>
Scale of growth and strategic priorities	<p>The scale of growth is relatively modest. When taking into consideration growth already in the pipeline the residual will require limited allocations in terms of number and scale.</p> <p>Place shaping priorities include the need to prioritise local needs for affordable homes. This will require enough new housing whilst respecting objectives of AONB designation, retaining the character and setting to the town. Further priorities involve maintaining the town’s role as a locally important employment centre and the improvement of infrastructure to meet the town’s needs, for example meeting healthcare and educational needs. Improving accessibility, traffic management and parking in and around the town centre are further priorities.</p>
Future growth possibilities for the urban area	<p>Notwithstanding constraints, land availability points towards the likeliest future growth patterns continuing past directions; to the east, to the south (extending from the Salisbury Road development as allocated within the Wiltshire Core Strategy); or to the west.</p> <p>There are some SHELAA sites extending outside the broad extent of the urban area. However, some sites may enable suitable mitigation to be achieved when considering the designated AONB covering the surrounding countryside.</p>

Table X : Stage 2 assessment conclusions

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA 3326	Land at College Fields						<p>This site sits to the north of existing residential development, with open countryside to the north and east.</p> <p>Sitting within the North Wessex AONB on a south facing hill, prominent across the Kennet valley, development here may affect the views over towards the AONB across the other side of the valley. The accessibility of the site is average, lying to the west of the town centre and associated amenities. The site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation.</p> <p>Overall, the impact on the AONB is the main concern and will require substantial mitigation to enable this site to be acceptable for development. Areas of the site would likely need to remain undeveloped to aid screening. However, given the mitigation required to reduce the impact upon the AONB is an attribute shared by many sites this is insufficient reason to exclude the site at this stage.</p> <p>Take forward for further assessment.</p>	Y
565	Land off Barton Dene						<p>This site, also within the AONB, borders existing residential development with open countryside to the north and east.</p> <p>Sitting near congested corridors and the Marlborough AQMA, analysis will be needed to demonstrate the ability to mitigate harmful effects. It is currently unclear how this site would be accessed. This feasibility of access will therefore need to be assessed further, unless considered in combination with other sites.</p> <p>The site sits on the south facing hill prominent across the Kennet valley, affecting the views over towards the AONB.</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>While extending into the AONB, this site does sit in a slight valley that may help to screen and reduce impacts, but this would need further assessment.</p> <p>Insufficient reason to exclude the site at this stage. Should be considered in combination with sites 3626a and 3626b, which are located adjacent to the site to the north and east.</p> <p>Take forward for further assessment</p>	
660	Further Land at Chopping Knife Lane						<p>Sitting to the east of the settlement, this land adjoins the settlement boundary on its southern and western extent with the north and east being bordered by open countryside.</p> <p>The site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects needing mitigation. In landscape terms, the site is within the AONB, bounds the River Kennet GBI corridor and has open views down the Kennet valley to the east. Mitigation would be necessary to provide a strong buffer of landscaping, perhaps in conjunction with site 661. In heritage terms, the site is adjacent to the Grade II listed Elcot Mill and Stable Block with residential development here potentially impacting on the rural setting of the heritage asset.</p> <p>Take forward for further assessment.</p> <p>While this site may become developable on its own, given the level of development required at the settlement in combination with the potential mitigation measures necessary to alleviate negative effects, it appears appropriate to combine this site with 661 to consider one logical extension.</p>	Y
661	Land North of Chopping Knife Lane						<p>Sitting to the east of the settlement, within the AONB, this land adjoins the settlement boundary and site 660 along its western boundary. The northern boundary adjoins Chopping Knife Lane</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>while the southern and eastern boundaries adjoin open countryside.</p> <p>The site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects needing mitigation. Sitting slightly further away from the town centre and associated amenities, accessibility is less favourable at this site. In landscape terms, the site bounds the River Kennet GBI corridor and has open views down the Kennet valley to the east. Mitigation would be necessary to provide a strong landscape buffer, perhaps in conjunction with site 660. In heritage terms, the site sits adjacent to 660 which abuts Elcot Mill and Stable Block. Impact on the rural setting of this heritage asset will therefore need to be assessed further.</p> <p>Take forward for further assessment.</p> <p>Given the level of development required at the settlement in combination with the mitigation necessary to alleviate negative effects, it appears appropriate to combine this site with 660 to consider one logical extension.</p>	
3669							<p>Extending out of the northern extremities of the town along the A346, this site is largely detached from the settlement, sitting near the settlement boundary at the sites southern edge. The River Ogg bisects the site north to south and, with the associated flood risk, leaves a thinner strip of land along the western site boundary outside of flood risk zones 2/3.</p> <p>Sitting to the north of the town, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects needing mitigation. Sitting slightly further away from the town centre and associated amenities, atop of a hill to the north of the town, accessibility is less favourable at this site.</p>	N

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>In landscape terms, the site contains the River Ogg and forms the valley of this natural asset with open views available of the site/this GBI corridor as you approach the town from the north. The site forms part of the setting to the town.</p> <p>Overall, the site has a detached and rural feel to it, forming part of the valley landscape as you approach the town from the north with open views available of the site. The site forms part of the open countryside setting of the town. This, along with flood risk constraints, and comparatively weaker accessibility, mean that this site should be excluded from further consideration as a strategic allocation.</p>	
3622	Land to NW of Barton's Green						<p>This land is bound by open countryside, not adjoining the current settlement boundary (the nearest point to the settlement boundary is approx 50m) and extends into the AONB. The southern boundary adjoins site 3326. Sitting further north, the site sits more exposed on the south facing hill that is prominent across the Kennet valley potentially breaching the skyline and affecting the views over towards the AONB and beyond, especially from the A345.</p> <p>If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. The accessibility of the site is average, lying to the west of the town centre and associated amenities. Overall, the sites impact and encroachment into the open countryside are the main concerns requiring detailed mitigation to enable this site to move forward. Areas of the site would likely need to remain undeveloped to aid screening.</p> <p>Given the sites isolated characteristic, it only appears an option if developed in combination with site 3326 to the south.</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							Take forward for further assessment. Extending the urban form into the surrounding countryside and the AONB to such an extent seems unnecessary within the plan period however to enable suitable mitigation to be considered this site should be carried forward at this stage.	
3626a	Land at Barton Dene						<p>The site forms a finger of land that extends northwards into the AONB to the west of the town. It forms one of a cluster of sites (565, 3626a and 3626b) sitting to the north of existing development. Sitting on the south facing hill prominent across the Kennet valley, development may affect the views over towards the AONB.</p> <p>Lying in close proximity to congested corridors and the Marlborough AQMA, development of the site would require mitigation to alleviate any adverse impact upon these constraints. Given the level of development required at the settlement in combination with the mitigation necessary to alleviate negative effects, it would be appropriate to combine this site with 565 and 3626b to consider one logical extension.</p> <p>Take forward for further consideration. While development among these parcels of land have potential for significant landscape impacts, particularly in the more exposed northern section, other parts of the site may be able to accommodate some development.</p>	Y
3626b	Land at Barton Dene II						<p>Lying to the west of the town, this site forms the northerly extent of a cluster of sites (565, 3626a and 3626b) sitting to the north of existing development. The site extends into the AONB. Sitting further north than surrounding sites and the existing built form, the land is prominent across the Kennet valley, affecting views towards the AONB.</p> <p>The site may impact upon local congested corridors and the Marlborough AQMA with any</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>harmful effects needing mitigation. This more northerly and detached position makes accessibility poorer to important destinations in the town. On its own the site is not particularly well related to the settlement, and so only becomes available in combination with sites 565 and/or 3626b, which together form one logical extension.</p> <p>Take forward for further consideration. While development among these parcels of land have potential for significant landscape impacts, particularly in the more exposed northern section, other parts of the site may be able to accommodate some development.</p>	
3628	Land South of Bath Road						<p>Lying to the far west of the settlement boundary, this land is on the urban fringes of the town bounded to the north by the A4 and south by the River Kennet corridor.</p> <p>Its proximity to the river Kennet leaves much of the southern and western parts of the site within flood zones 2 and 3. The location to the western edge of Marlborough means accessibility to the town and associated amenities is poorer than other areas. If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. The site has largely good boundary screening directly from Bath Road, with intermittent views from the other side of the valley along Manton Road. Lower lying, this site is less prominent to the surrounding landscape although mitigation would be necessary to prevent harmful urban encroachment into the AONB.</p> <p>However, the site has a distinctly remote and rural feel to it, largely due to the density of the built form thinning out noticeably along the Bath Road when travelling westwards away from the town and into the surrounding open countryside</p>	N

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							of the AONB. This low-density context, along with flood risk constraints mean that this site should be excluded from further consideration as a strategic allocation.	
3796							<p>The site is adjacent to a Wiltshire Core Strategy allocation at Salisbury Road, located to the east. The St Johns secondary school is located directly to the north. The remainder of the site is bounded by open countryside to the south and west.</p> <p>If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. Moderate risk of pluvial flooding has been assessed on this site and the associated management measures would likely reduce site capacity. Further assessment would be necessary to understand this risk and associated mitigation in more detail. In landscape terms, the site is located within the AONB but appears to be nestled on the lower slope of a broad valley which appears to reduce views from the surrounding area.</p> <p>The path of the old railway line GBI corridor forms the eastern boundary of the site. Further assessment will be required to ensure that protecting the setting and landscape of the AONB would be feasible.</p> <p>While there are some likely complexities to negotiate, individually or together these do not suggest that this site should be rejected at this stage.</p> <p>Take forward for further assessment.</p>	Y
3797							Lying to the east of the settlement, this site is bounded by the A4 to the north, settlement boundary to the west and open countryside along with Savernake forest Site Special Scientific Interest (SSSI) to the south.	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. In landscape terms the site benefits from some hedgerow boundaries screening the lower northern section of the site. However, the land slopes up steeply to the south which may render it unsuitable for strategic development while requiring careful planning in terms of roof lines and building locations to ensure the development does not crest the screening line of hedging around the site. The site is also in an elevated location within the AONB, forming a prominent feature in the landscape while being adjacent to the Savernake Forest SSSI to the south. This site is largely formed of the Postern Hill Chalk County Wildlife Site.</p> <p>While there are evidently complexities to negotiate if this site is to be considered for development, it seems reasonable to assess this site further and it should not be rejected at this stage.</p> <p>Take forward for further assessment.</p>	

Of those sites that are taken forward, it was appropriate in some cases to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
660 and 661	These sites abut each other and have no strong physical barriers. In combination, they form a logical parcel of land extending the existing built area for further consideration. The site size may offer more flexibility with regards mitigation against harmful effects.
565, 3626a and 3626b	These sites abut each other and have no strong physical barriers. In combination, they form a logical parcel of land extending the existing built area for further consideration. The site size may offer more flexibility with regards mitigation against harmful effects.
3622 and 3326	These sites abut each other and have no strong physical barriers. In combination, they form a logical parcel of land extending the existing

	built area for further consideration. The site size may offer more flexibility with regards mitigation against harmful effects.
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In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Further Land at Chopping Knife Lane	660, 661
2	Land on the south side of the Wyvern Centre, Cherry Orchard	3796
3	Land off Barton Dene	565, 3626a, 3626b.
4	Land to NW of Barton's Green & at College Fields	3326, 3622
5	Land to the South of London Road	3797

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site⁹.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

Planning For Marlborough

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

At Marlborough, the Sustainability Appraisal identified that there were likely major adverse effects arising from the development of two sites within the pool of sites. This left three sites for consideration at stage 4.

DRAFT

Planning For Marlborough

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Marlborough: Table showing summary of assessment scores listed in order of site sustainability performance (More □ Less)

SITE	Sustainability performance (MORE □ LESS)	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
3	MORE SUSTAINABLE	-8 (=1st)	--	--	-	--	-	0	-	--	++	++	--	+
4	□	-8 (=1st)	--	--	-	--	-	0	-	--	+++	+	--	+
1		-9 (=3rd)	--	-	-	--	-	0	--	--	+	+	--	++
2		-9 (=3rd)	---	-	--	--	-	0	-	--	+	++	--	++
5		LESS SUSTAINABLE	-10 (5th)	---	--	-	--	-	0	--	--	+	++	--

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Marlborough, three sites were assessed at Stage 4, with two other site options having been ruled out at stage 3. The remaining site option were assessed against the Place Shaping Priorities, which is set out in the following table:

Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
Site 1	=3 rd	Strength	Weakness	Neutral	Neutral	Neutral	Neutral
		Modest in size, the site should be capable of delivering affordable housing alongside a range of house types, tenures, and sizes. This notwithstanding any mitigation and viability considerations.	This site, on greenfield land wholly within the AONB, sits in the Kennet valley. Indeed, the site sits prominently within this valley. Notably these impacts appear heightened in the eastern portion of the site, with effects likely reduced were development restricted to the western portion of the site. Given the potential for negative impacts upon the landscape within the AONB, development here is judged likely to score negatively, having a	This site could support existing employment land and/or provide employment land, through mixed use/employment development, to provide additional opportunities for job growth and business investment. Albeit this may be limited given the environmental /heritage constraints should only the western site area be developed, reducing the capacity of mixed-use development. Whilst not in close proximity, the site is not too far removed from the town centre/town	The site is not considered likely to have a notable impact upon the tourism opportunity present within the town, notwithstanding the potential future uses proposed on the site. Significant impacts, either positive or negative, upon the historic character of the town are not anticipated. However, development of the site will need to be sensitive to the nearby setting of Grade II Listed Elcot Mill and GII stable block. Similarly, any development towards the eastern portion of the site would need to be	Whilst the site is not too far removed from the town centre, the distance is sufficient to currently score development at this site as neutral in terms of facilitating and contributing to any emergent town centre strategy.	The site should be capable of contributing towards enhancements in community facilities and infrastructure and is not understood likely to have any significant negative effects upon existing provision. However, given the uncertainty surrounding the extent of positive contributions, it seems reasonable to assess this site as neutral against this priority at this stage. The extent of positive contributions could be impacted by other mitigation and viability

Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
			detrimental impact upon the surrounding countryside. Consider reducing site size to western site area.	facilities and may facilitate sustainable self-containment.	sensitively designed, with development potential constrained, given the setting of the Camp on Forest Hill scheduled monument.		requirements /considerations.
Site 3	=1 st	Strength	Weakness	Strength	Neutral	Neutral	Neutral
		Modest in size, the site should be capable of delivering affordable housing alongside a range of house types, tenures, and sizes. This notwithstanding any mitigation and viability considerations.	This site, largely on greenfield land wholly within the AONB, contains steep slopes that form a narrow, dry valley to the northwest of Marlborough. The site forms part of the distinctive dry valley that rises to the north of Marlborough with higher sensitivities to development in the north, east and west of the	This site could support existing employment land and/or provide employment land, through mixed use/employment development, to provide additional opportunities for job growth and business investment. Capacity appearing possible for such development on the lower reliefs within the site.	The site is not considered likely to have a notable impact upon the tourism opportunity present within the town, notwithstanding the potential future uses proposed on the site. Significant impacts, either positive or negative, upon the historic character of the town are not anticipated.	Whilst the site is not too far removed from the town centre, the distance is sufficient to currently score development at this site as neutral in terms of facilitating and contributing to any emergent town centre strategy.	The site should be capable of contributing towards enhancements in community facilities and infrastructure and is not understood likely to have any significant negative effects upon existing provision. However, given the uncertainty surrounding the extent of positive contributions, it seems reasonable

Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
			<p>site on rising landform. Given the potential for negative impacts upon the landscape within the AONB, development here is judged likely to score negatively, having a detrimental impact upon the surrounding countryside. Development at this site would need to be confined to the lower reliefs, leaving large portions of the northern, eastern and western sections undeveloped.</p>	<p>Whilst not in close proximity, the site is not too far removed from the town centre/town facilities and may facilitate sustainable self-containment.</p>			<p>to assess this site as neutral against this priority at this stage. The extent of positive contributions could be impacted by other mitigation and viability requirements /considerations.</p>
Site 4	=1 st	Strength	Weakness	Neutral	Neutral	Neutral	Neutral
		Larger in size, the site should be	This site, on greenfield land	This site could support existing	The site is not considered likely to	Whilst the site is not too far	The site should be capable of

Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
		capable of delivering affordable housing alongside a range of house types, tenures, and sizes. This notwithstanding any mitigation and viability considerations.	wholly within the AONB, forms the edge of the expansive, rolling landform of the Marlborough Downs to the north of Marlborough. The site forms part of the more exposed sloping landscape of the hillside that forms the backdrop to the settlement extending into the AONB. Given the potential for negative impacts upon the AONB, development here is judged likely to score negatively, having a detrimental impact upon the surrounding countryside. This	employment land and/or provide employment land, through mixed use/employment development, to provide additional opportunities for job growth and business investment. Albeit this may be limited given the environmental constraints, notably the northern extent of the site and the degree to which the site is exposed on the landscape, reducing the capacity of mixed use development. Whilst not in close proximity, the site is not too far removed from the town centre/town facilities and may facilitate	have a notable impact upon the tourism opportunity present within the town, notwithstanding the potential future uses proposed on the site. Significant impacts, either positive or negative, upon the historic character of the town are not anticipated.	removed from the town centre, the distance is sufficient to currently score development at this site as neutral in terms of facilitating and contributing to any emergent town centre strategy.	contributing towards enhancements in community facilities and infrastructure and is not understood likely to have any significant negative effects upon existing provision. However, given the uncertainty surrounding the extent of positive contributions, it seems reasonable to assess this site as neutral against this priority at this stage. The extent of positive contributions could be impacted by other mitigation and viability requirements /considerations.

Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
			is heightened for this location given the degree to which the site extends north into the AONB's sloping landform to the north of the town.	sustainable self-containment.			

DRAFT

Summary

Site	Stage 4 Ranking	SA Ranking	PSP1a	PSP1b	PSP2a	PSP2b	PSP3	PSP4	Change to SA Ranking
1	2 nd	3 rd	✓	x	-	-	-	-	↑
3	1 st	1 st (Joint)	✓	x	✓	-	-	-	↔
4	3 rd	1 st (Joint)	✓	x	-	-	-	-	↓

The outcome of Stage 4 of the site selection process for Marlborough can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that two sites have been identified for development at Marlborough.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Marlborough.



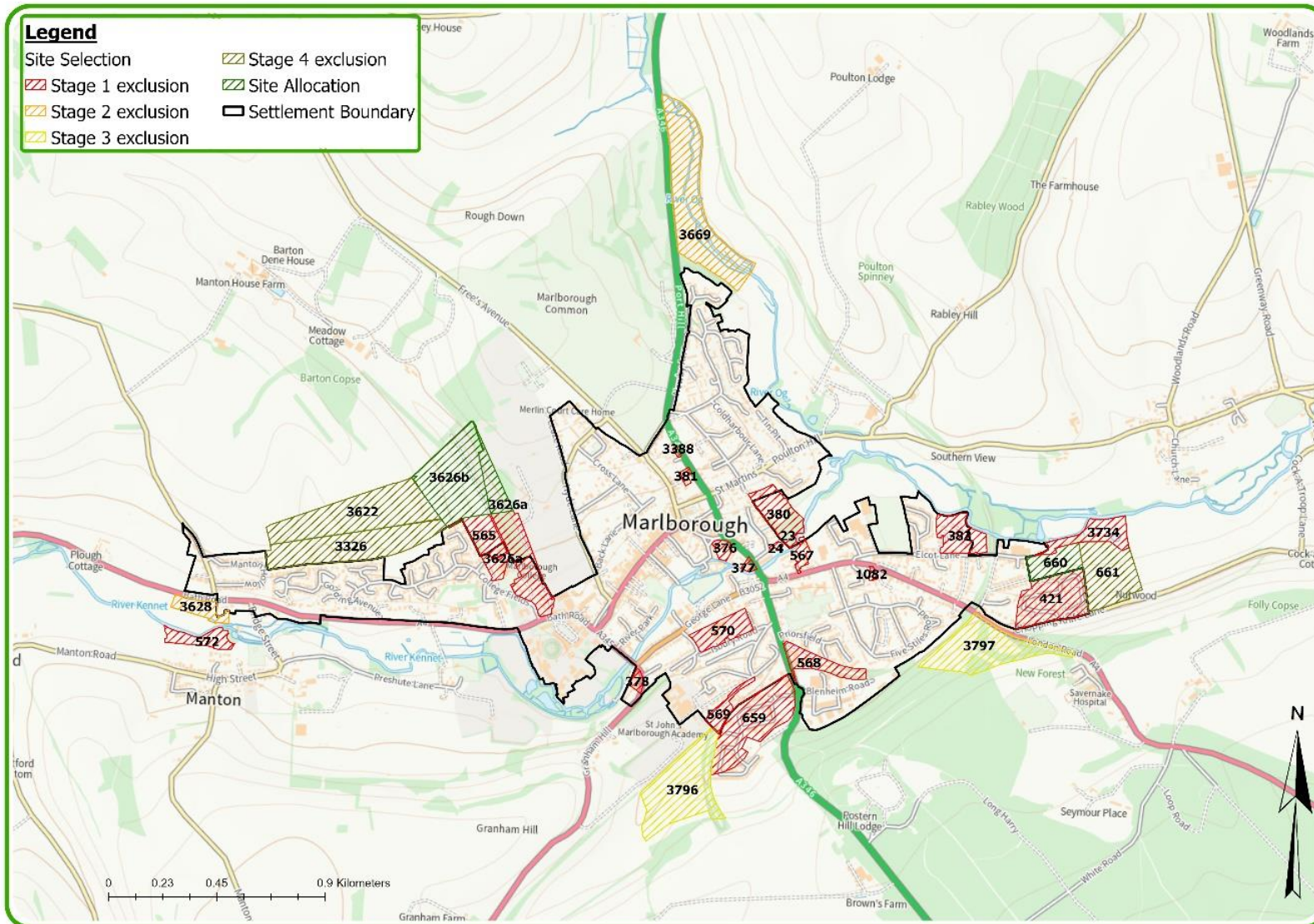


Figure 18. The results of the site selection process at Marlborough.

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Planning For Melksham

July 2023

1. Introduction

‘Planning for Melksham’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Melksham, as follows:

Policy	Title
Policy 17	Melksham Market Town
Policy 18	Land east of Melksham
Policy 19	Land off Bath Road
Policy 20	Land north of A3102

A table of the current planning policies for Melksham and their status is included in Appendix 1.

The Plan sets what local priorities will shape development and future growth in Melksham (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on, not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Melksham - Context and challenges

Population	18,100 ¹	6th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

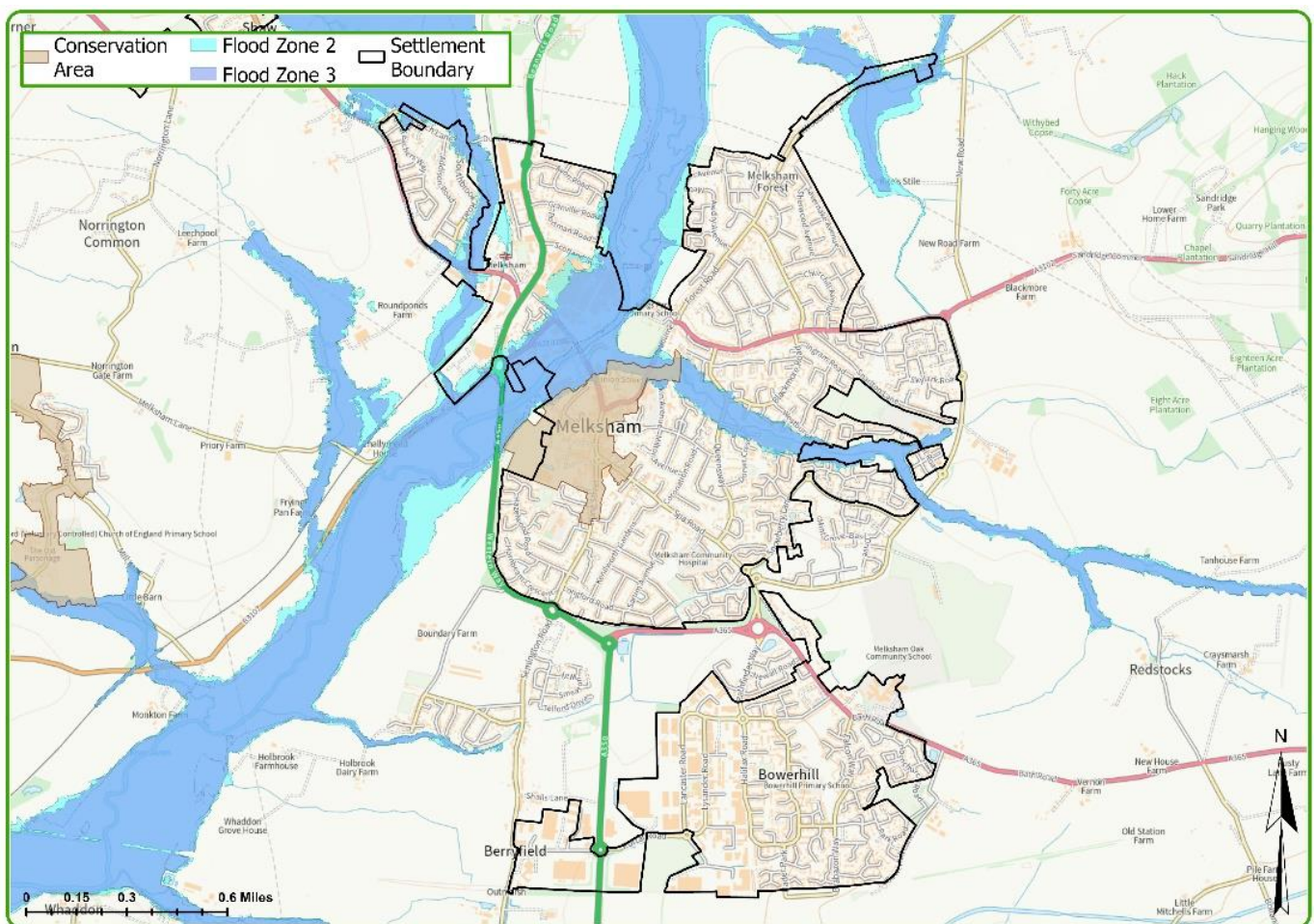


Figure 1. Environmental constraints and designations at Melksham.

Melksham is located approximately 7km northeast of Trowbridge and approximately 10km south of Chippenham. The town is situated on the Bristol River Avon, which is the main environmental feature through the town and where development should avoid flood risk areas (zones 2 and 3 shown above). Melksham is a true market town, having a Royal Charter

¹ [Census 2021, ONS](#)

awarded in 1219. It provides an attractive and important centre for the surrounding area. The River Avon has potential as a significant Green and Blue Infrastructure asset.

The route of the Kennet & Avon canal is within approximately 1km to the south of the town and there are current proposals to provide a canal link from Semington to the River Avon as part of the restoration of the Wilts & Berks canal. This has the potential to deliver significant environmental, social and economic benefits for the town.

Melksham occupies a strategic location on the A350 road from the M4 motorway, junction 17 near Chippenham to Poole on the south coast. Currently, a bypass to the east of the town is under consideration to relieve traffic pressures on the A350 through the town centre. By rail, Melksham is directly linked to Trowbridge & Westbury and Chippenham & Swindon where connections to the rest of the rail network are possible.

Melksham has an abundance of historical buildings including many Grade II listed buildings with some unique architecture, reflecting the town's historical past. The town centre is within an identified conservation area. The town is not significantly affected by any landscape designations, with the Cotswold AONB and North Wessex Downs AONB some distance away to the west and east respectively.

How has Melksham developed?

The most significant housing development to be completed during the Wiltshire Core Strategy (WCS) plan period was the eastern Melksham urban extension which was on land allocated in the West Wiltshire District Plan (2004). This substantially increased the size of the town, and included approximately 670 new homes, a primary school, local centre, and a distributor road called Eastern Way, which now forms the eastern boundary of Melksham.

The following diagram shows how much housing has been delivered in Melksham from 2006 to 2022.

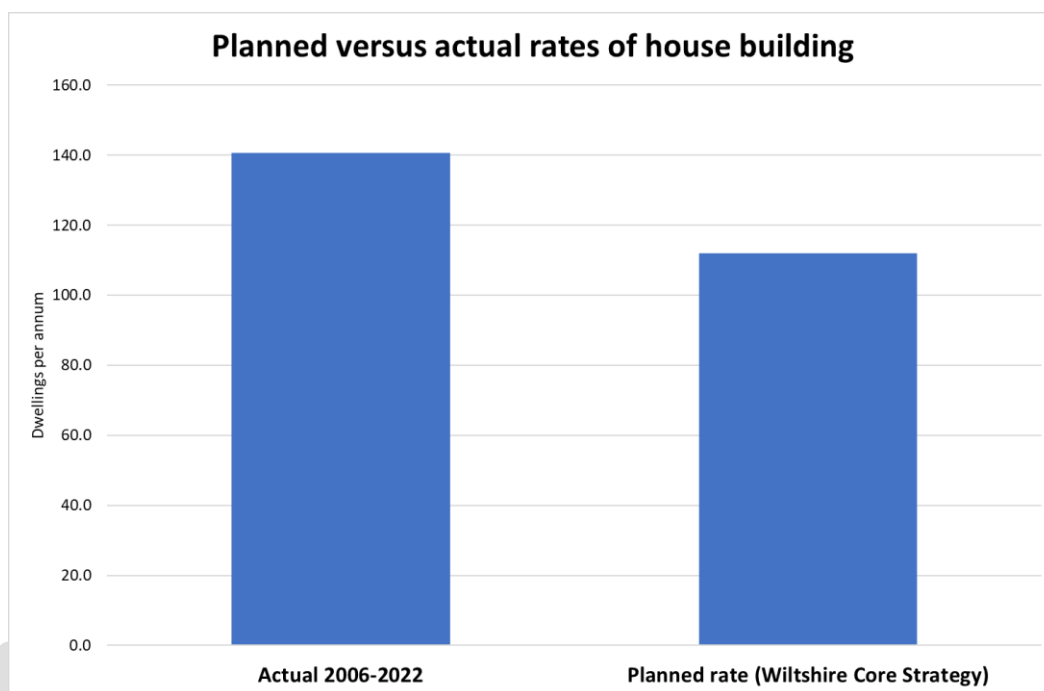


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of housing building in Melksham from 2006 to 2022

Melksham has continued to see significant housing growth, particularly to the south of the town, including developments east of Snowberry Lane, at Pathfinder Place and to the east of Berryfield. Melksham is not significantly constrained in environmental terms when compared with other towns in Wiltshire, but the diagram above shows that housing growth from 2006 to 2022 has significantly exceeded that envisaged by the WCS. This is accompanied by concerns over the adequacy of local infrastructure, with the A350 recognised as particularly constrained at peak times, leading to traffic congestion. 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.

Melksham has a strong specialisation in the manufacturing sector and its concentration of employment in that sector is considerably higher than the national average. The wholesale & retail trade sector is also an important sector. The employment profile of the town has shifted in recent years from an industrial economy, dominated by one large international employer, to a mixture of industrial, service and retail businesses. In October 2022, the Cooper Tire & Rubber Company Europe announced their intention to cease manufacturing at their town centre site in December 2023. It is expected that 350 jobs will be affected by the closure.

Larger businesses in Melksham, reflecting a concentration in manufacturing, are concentrated at the Principal Employment Area (PEA) of Bowerhill Industrial Estate, although there are a

number of other smaller PEAs² in the town. They will continue to be designated as PEAs. Land and premises are protected from alternative uses by designation as a PEA. However, there is still pressure on some PEAs in Melksham to change use from employment to residential with a current planning application³ at Upside Business Park PEA for 112 dwellings.

The 6ha employment allocation in the Wiltshire Core Strategy, at Hampton Business Park, has been largely developed, with incoming businesses including Great Bear Distribution, Herman Miller, Dick Lovett auto dealerships, hotel and food outlets, with the Wiltshire Air Ambulance airbase and HQ built on land adjoining Hampton Park West. Major investments at Bowerhill Industrial Estate have included consolidation of Herman Miller's UK HQ offices into its factory, Gompels Healthcare expansion and more recently, refurbishment of several large former hangars for new logistics uses.

The findings of an Employment Land Review⁴ has stated that businesses and agents report significant demand for expansion space in the area against a shortage of available sites and premises. This review has recommended that new employment sites are allocated to ensure there is a sufficient supply of employment land to meet forecast demand over the Local Plan period.

Melksham town centre is relatively compact and easily accessible by a number of transport routes. There are around 155 businesses operating in the town centre and a good number of shops comprising a mix of independent traders, supermarkets and national retail brands. The prime shopping area, around the intersection of Church Street and High Street, is busy but activity declines down Bank Street toward the river. Consultation on the Melksham Neighbourhood Plan, linked to the town centre, highlighted that people were concerned about the poor retail offer, unattractive 1960's buildings and heavy traffic flows which are all perceived to detract from the shopping experience.

The Wiltshire Retail and Town Centres Study (WRTCS)⁵ concludes that, overall, Melksham has a limited shopping catchment due to its location close to Chippenham and Trowbridge, particularly in relation to comparison goods shopping. The town is, however, able to retain a large majority of main and top-up food shopping trips with the town centre Sainsburys supermarket achieving the largest market share of main food shopping trips. Between 2012 and 2020 the town centre has followed the national trend in terms of falling comparison goods retailers and an increasing amount of service uses. Vacancies have fallen slightly since 2012 and remain below the national average.

² Hampton Business Park, Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challemead Business Park and Bradford Road Employment Area

³ PL/2022/06221

⁴ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

⁵ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning For Melksham

In recent years there have been improvements to the public realm in front of the town hall and the opening of Melksham Community Campus, a new state-of-the-art leisure and community facility for Melksham, in August 2022. Melksham Community Campus is a key milestone in the overall strategy of the town, which has seen significant investment in recent years, including the opening of Oakfields football and rugby facility, the provision of a new skate park and the development of a new cricket pavilion, all in 2017.

However, further opportunities for regeneration remain and further development in Melksham should be focussed on supporting investment in services and improvements in the town centre. Competition from other centres and changing retail trends means it is important that the town's vitality and viability is maintained and, where possible improved. It is also important that Melksham town centre remains at the heart of the community, including its wider rural hinterland.

As part of the commitment to maintaining and enhancing the town centre, the Town Council is preparing a masterplan for the town centre, including areas for potential expansion that will inform future development opportunities, such as the Cooper Tires site. This masterplan will also inform the review of the Melksham Neighbourhood Plan currently underway. The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

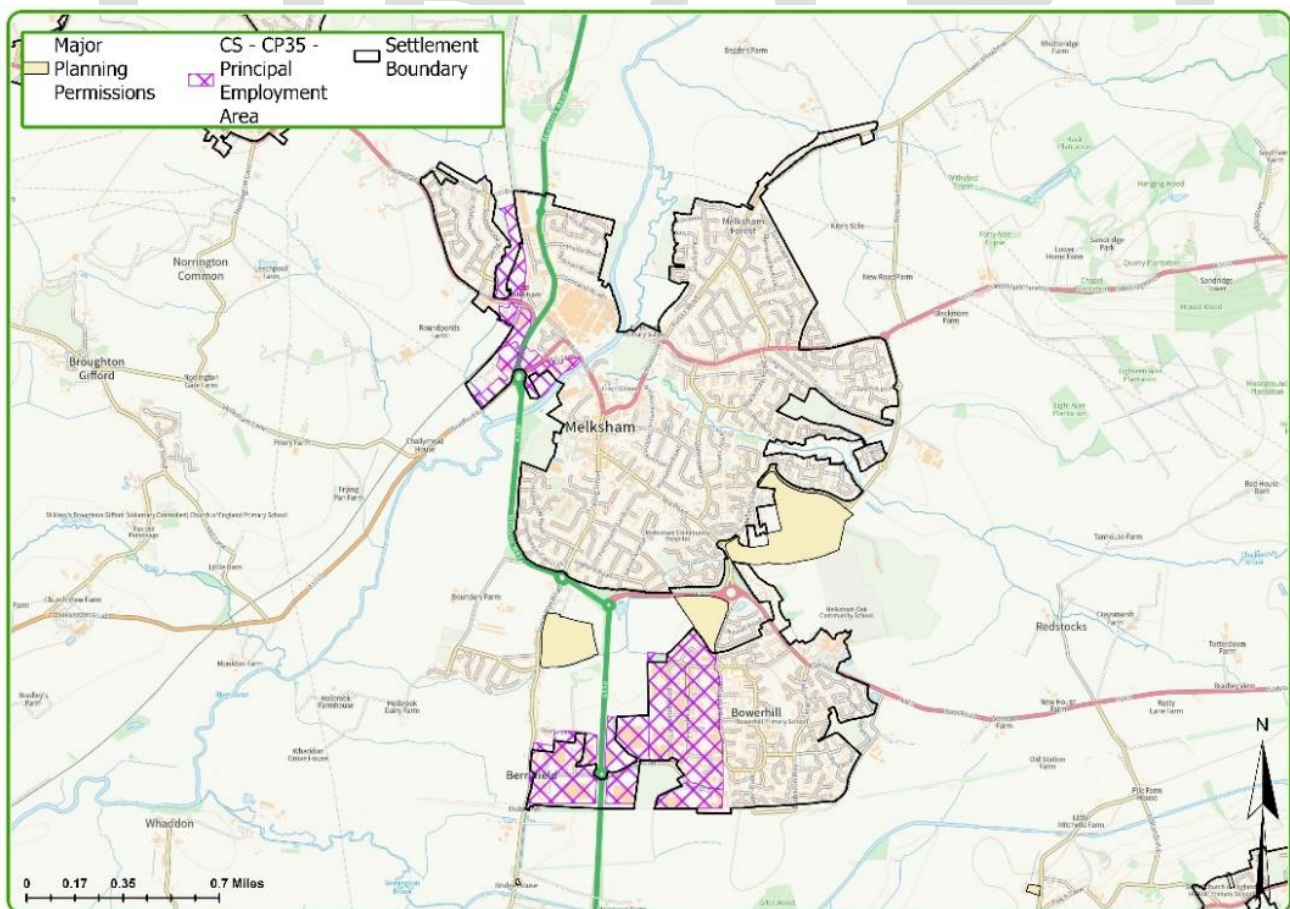


Figure 3. Current major planning permissions and development plan commitments at Melksham

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Melksham has developed over recent years is in summary:

Melksham is not significantly constrained in environmental terms but there are concerns over the adequacy of local infrastructure to be able to support future growth with the A350 recognised as particularly constrained at peak times leading to traffic congestion. Recent house building needs to be balanced with additional investment in business, services and facilities for the local community and a stronger town centre.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Melksham Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Town centre regeneration: Ensure town centre regeneration through continued investment in the town centre, maximising use of brownfield land and encouraging employment opportunities.

PSP2 Reducing out-commuting: Reduce out-commuting through an improved employment offer, including delivery of new employment land to allow existing businesses to expand and to attract inward investment.

PSP3 A350 Bypass: Safeguard a route for an A350 bypass to the town by not undermining its delivery, which will improve the efficiency of the transport network and lead to other social, environmental and economic benefits for the town.

PSP4 Railway station improvements: Increase levels of train passenger transport and help reduce traffic congestion through improvements to railway station parking facilities, together with improved facilities for public transport, pedestrian and cycle access that have strong links with the town centre.

PSP5 Infrastructure: Ensure sufficient healthcare facilities, schools and transport infrastructure are delivered.

PSP6 Education provision: Ensure a town-wide approach to future education provision, with sufficient early years, primary and secondary school places provided to meet the needs of all new housing development.

PSP7 Wilts and Berks canal: Continue to safeguard a future route of the Wilts and Berks Canal and enable its delivery to provide significant economic, environmental and social benefits for Melksham.

PSP8 Green and Blue Infrastructure: Deliver improvements to the town's green and blue infrastructure networks, optimising their accessibility and ecological capital, connecting communities and contributing to mitigating and adapting to climate change.

PSPs sit alongside the spatial strategy for Melksham. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Melksham that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan, with the function of neighbourhood plans, prepared by town and parish councils, that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how, and more precisely where, development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy⁶, respond to concerns about the population increasing more than anticipated rates, coupled with the need to provide new employment land to help meet continuing needs for expanding businesses and inward investment.

Providing new employment land would provide an opportunity to address the continuing needs from business and would help meet PSP 2 in terms of potentially reducing out-commuting through increased employment opportunities. The Wiltshire Employment Land Review (ELR)

⁶ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

states that *'there is potential for new employment land allocations at...Melksham...because there is forecast demand but insufficient supply'* and *'new allocations should be considered in... Melksham, where the highest forecast demand scenario is more than double the currently available supply...'*. There are very few available sites left in the town for business expansion or inward investment and there is ongoing demand for more employment. The spatial strategy for Melksham identifies a requirement for approximately 5ha of employment land at the town.

The spatial strategy also identifies a requirement of 2160 homes for the plan period 2020 to 2038 and commits to further work to consider the longer term pattern of growth in light of a proposed bypass, and growth intended to come forward later in the plan period and beyond 2038. Taking account of the fact that growth at Melksham has exceeded planned rates in the Wiltshire Core Strategy, there is a sense that the town would benefit from a period of consolidation. It is also clear that work on providing a bypass to the town is progressing slower than envisaged. This adds uncertainty to what rate of growth is realistic and suggests a more cautious approach. A reduction in rates of house building at Melksham, compared to the Wiltshire Core Strategy, is therefore considered justified moving forwards.



Figure 4. Wiltshire Core Strategy planned growth from 2006 -2026 versus Wiltshire Local Plan planned growth from 2020 – 2038.

The growth planned for Melksham will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections, to and between the centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport can be provided in conjunction with new developments.

Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 1 and 2 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Melksham is not significantly constrained in environmental terms when compared with other towns in the area. The presence of the River Avon and its associated flood plains is the main environmental constraint to outward expansion and development should avoid flood risk areas (zones 2 and 3 shown on previous map).

Traffic congestion on the A350 through Melksham, especially at peak times and through residential areas, has led to increasing concerns about the ability of local transport infrastructure to cope with increasing amounts of residential development. For a significant level of new housing to take place, significant new transport infrastructure e.g. an A350 bypass is required. Further evidence will be required to establish exactly how many new homes could be delivered before a bypass is in place.

The Government announced funding support to progress an A350 Melksham bypass but the progress of this project has been slower than expected. A final scheme has yet to be finalised and it is currently uncertain if future funding for a scheme will be available. Proposals for a Melksham bypass could play an important role in helping to mitigate the impacts of strategic development in the town. This planned Major Road Network (MRN) scheme will tackle congestion in the town and provide new capacity to accommodate traffic from new development.

Careful consideration has been given to the potential impacts of any new development on traffic congestion along the A350. For these environmental reasons, as well as benefits for town centre trade (see above), development proposals are as well connected to the town centre as possible, allied to scope for provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

From the reduced scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left, and necessary to plan for, is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 1,170 homes to be accommodated at Melksham up until 2038.

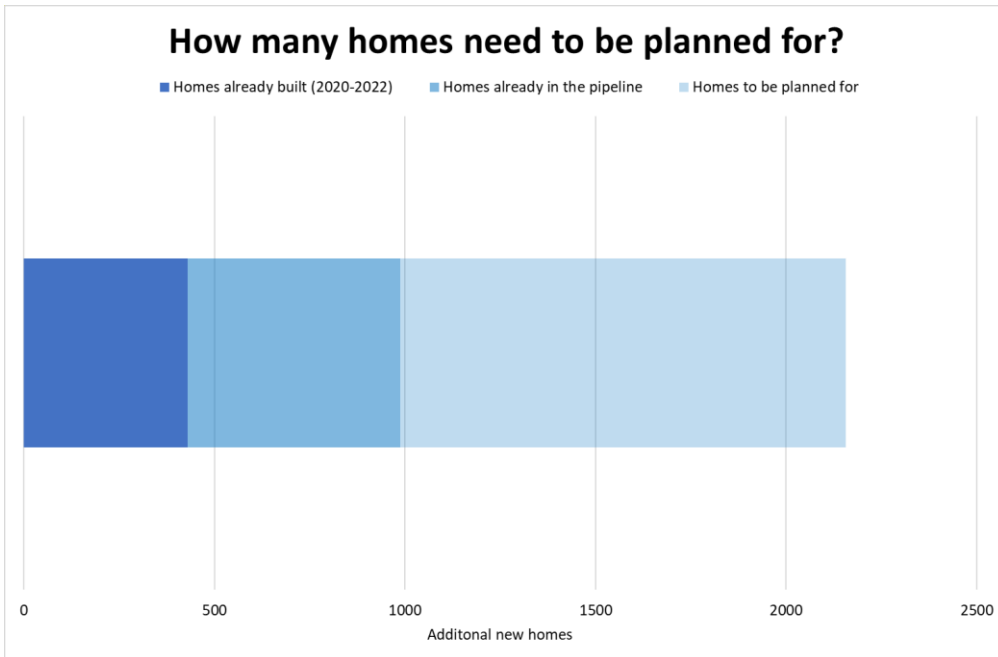


Figure 5. Calculating how many homes need to be planned for at Melksham

Selecting sites

Seventeen sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal. (See map below)

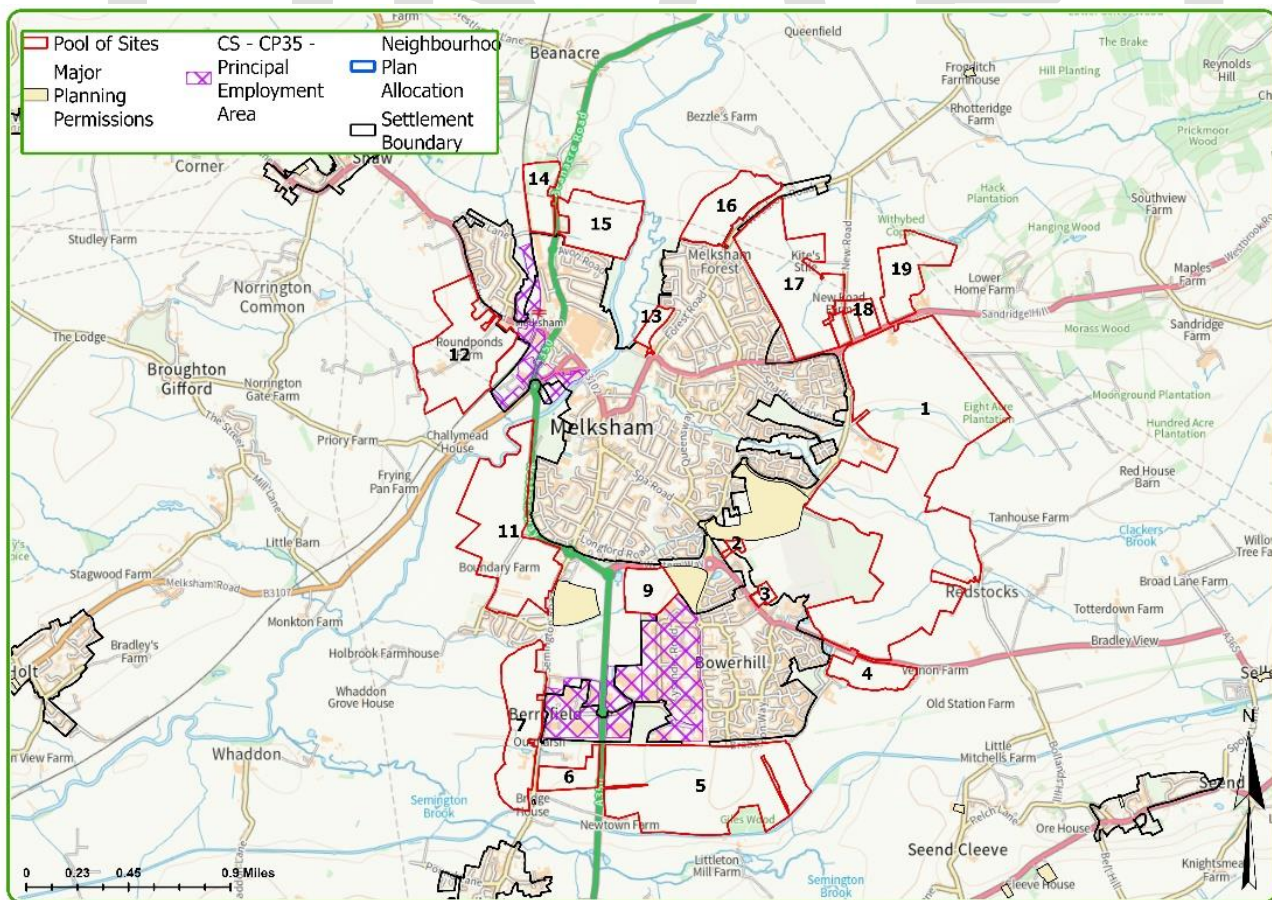


Figure 6. The pool of sites for sustainability appraisal at Melksham.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability appraisal (SA) assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better, in sustainability terms, were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

SA showed that all the sites had a range of likely negative environmental effects – some more significant than others. They are all greenfield sites, predominantly in agricultural use, and the range of likely environmental effects depended on a site's size, location and proximity to sensitive environmental receptors. Four sites – site 2, site 3, site 12 and site 15 – were considered likely to have major adverse effects on heritage assets whereby mitigation would be unachievable. It was recommended that these four sites were not considered further in the site selection process.

Balancing the likely social and economic benefits of developing each site, against likely environmental effects, Site 9 (Land south of Western Way) performed better than all other sites in the SA. Site 1 (Land to the east of Melksham) ranked second in its overall sustainability performance and Site 17 (Land to the north of A3102) ranked third.

All the sites were then evaluated according to how well they could support the PSPs. Looking at the top three better performing sites from the SA (Sites 9, 1 and 17) these also performed strongly against the PSPs, with Site 1 performing better than all other sites and Sites 9 and 17 joint second strongest. Sites 6, 7 and 11 also performed strongly (joint second) against the PSPs but they did not perform as strongly in the SA, as Sites 1, 9 and 17.

Sites that performed consistently better in both sustainability terms and against the PSPs were Sites 1, 9 and 17. These three sites are considered likely to have some moderate adverse effects against some of the environmental objectives, but these effects can be effectively reduced through mitigation measures. In terms of benefits, all three sites were considered likely to have either moderate or major positive effects in terms of social inclusion, housing provision and for the local economy.

However, Site 9 has been subject to a recent planning application that was refused. The proposal was considered unacceptable with regard to the strategic and sustainable development principles enshrined within policies CP1, CP2 and CP15 of the Adopted Wiltshire

Core Strategy and Policy 6 of the Joint Melksham Neighbourhood Plan, and given that the site is located outside any defined limits of development and within an area which has a made neighbourhood plan (confirmed in July 2021) that allocates land for housing to satisfy local housing requirements, this application conflicts with the plan led approach to delivering new housing at the local community level, and it would be contrary to the sustainable development principles set out within the National Planning Policy Framework and specifically to the provision of new housing, this application conflicts with NPPF paragraph 14 in its entirety. The site is therefore removed at this stage as it will be considered by the Planning Inspectorate in due course.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The SA process and its results are contained in a separate report⁷.

What development is proposed?

Sites 1 and 17 are considered more than capable of meeting the scale of residual requirements for both new homes and employment that should be planned for.

In due course, a review of the Joint Melksham Neighbourhood Plan is intending to allocate additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review. The overall amount of land earmarked for development will provide a good degree of contingency and flexibility, as well as a wider choice, in order to best ensure development needs are met.

The Local Plan Review, however, proposes the central, strategic, development proposals. They are explained below.

Site 1: Land to the east of Melksham

Use	Scale/Area
Residential	Approximately 425 dwellings
Employment	5.0 ha
Education	2.0 ha (2 FE primary school) to include 60 early years places

⁷ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

Retail/Service	Local centre
Green space	Approximately 19ha
<p>Vehicular access is possible from both Eastern Way and A3102 Sandridge Common</p> <p>Greenspace would include a range of children’s play areas, public open space and allotments.</p>	

The main role of the site is to provide additional homes and land for employment over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

It is intended that approximately 425 additional homes and 5 ha of employment will be delivered in the development.

This number of homes on Site 1 creates a new neighbourhood of the town that should include a local centre to include services and facilities to serve them. A small retail element in the local centre would provide convenience without undermining the primary role of the town centre.

Evidence shows that this scale of development will create a shortfall in nursery and primary school places. Land for new nursery provision of around 100 places and land for provision of a new 2FE primary school with 60 early years places is necessary within the development to enable development to go ahead. This may be situated at the local centre and/or co-located with new employment land. The primary school is required to not only support this development but also new residential development on Site 17 ‘Land north of A3102’.

Land for an extension to secondary school provision has been secured at the town and contributions will be required towards additional secondary school places.

An aim of the Plan is also to provide opportunities for business. This site will provide 5ha of employment land, separate to existing industrial estates and with easy access onto Eastern Way. There is an ongoing high demand for employment land in the town and few available sites. This will help broaden the town’s economic base and accord with PSPs.

The site is reasonably well connected to the town centre; approximately 1.6km for walking and cycling and there are already regular bus services (Frome Bus 14 & 15) running along Eastern Way which provide a Melksham town circulatory service. However, a development of this size may also be served by a dedicated bus route. A mobility hub will be required, including bus

and cycle infrastructure provision. Residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The proposals support Place Shaping Priorities for town centre regeneration, provision of employment, provision of educational facilities to meet the needs of the development and delivering improvements to the town's green and blue infrastructure network.

Green and blue infrastructure will need to be provided through the development, that incorporates new and existing woodland and protect and enhances existing hedgerows and hedgerow/field trees. Water infrastructure that runs through the site will need to be safeguarded with appropriate buffers to allow for access and maintenance.

Lower density development will be required in the east of the site to prevent coalescence with and retain the rural character and separate identity of outlying rural settlements.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- A number of tributary watercourses flow through the site. Significant buffers should be provided to these to create GI corridors and assist net gain for biodiversity. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features. Appropriate mitigation and compensation for protected species, such as great crested newts.
- All development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere
- Water infrastructure running through the site will need safeguarding through appropriate buffers to allow for access and maintenance.
- It is possible that significant off-site water infrastructure reinforcement will be required. Melksham has been identified by Wessex Water as a settlement which might encounter issues with water pumping stations if a site to the east of Melksham is brought forward for development
- The site is in close proximity to a multi-use games area (MUGA) – Melksham Football and Rugby Club. Developer will need to carry out a noise impact assessment in order to determine whether any noise impacts are likely to be significant
- The site has some medium to high value archaeological features including the former medieval settlement of Snarlton. Further investigation is likely needed across the site

during a planning application process to identify the extent and significance of potential remains

- Development could impact on the Grade II Listed Blackmore Farmhouse. Significant buffers are likely to be required to maintain the setting of the farmstead
- Green and blue infrastructure through the development that incorporate new and existing woodland and protect and enhances existing hedgerows and hedgerow/field trees.
- Development should be lower density in the east of the site to prevent coalescence with and retain the rural character and separate identity of outlying rural settlements.
- A mobility hub, including bus and cycle infrastructure provision.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, open space, access and other uses envisaged.

Broad Locations for Growth

The plan commits to planning for a longer-term pattern of growth for the town. This would include consideration of a significant urban extension. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and Plan for the co-ordination of major infrastructure and extensive community engagement to shape their form. They are intended to be delivered toward the end of the plan period and beyond its end date.

Land East of Melksham

Concept Plan

NB. ALL AREAS ARE APPROXIMATE!

	Boundary	41.3 Ha
	Residential*	11.5 Ha = 425 homes @ 37dph(average)
	16m Bus Street	2.75Ha (~1720m)
	Employment	5.0 Ha
	Local centre*	1.0 Ha
	Primary school	2.0 Ha
	Nursery	0.4 Ha
	(Total)	22.65 Ha)
	Remaining GI	18.7 Ha (45% gross area)
	Indicative SUDs	1.0 Ha (~4% of dev. area)

* there is potential for some additional dwellings above Ground Floor
 * inc. 21 plots (5%) self build (~0.84 Ha@25dph)

	Vehicular Access
	Foot/Cycle access
	Existing PROW/bridleway
	Proposed diversion
	Proposed main street / Bus route
	Indicative Melksham Bypass corridor

NOTE

This Framework Plan demonstrates the area of land which has been assessed to have potential for development, based on the known site constraints and Core Policy requirements.

The design concept assumes a landscape-led approach, i.e. conserving natural features and creation of multi-use green infrastructure.

The exact location & shape of different land uses may vary, although divergence from what has been indicated is expected to be limited by constraints imposed by the site's natural features and Policy requirements to conserve and enhance them.



Figure 7. Concept plan for Land east of Melksham

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Site 9: Land off Bath Road

Use	Scale/Area
Residential	Approximately 135 dwellings
School expansion	Approximately 2ha land for expansion of Melksham Oak Academy
Vehicular access is possible from the A365 Bath Road.	

The main role of the site is to provide additional homes and land for Melksham Oak School expansion over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

A new primary school has been secured at the town and contributions will be required towards that school for both early years and primary places.

In terms of secondary education needs, expansion of Melksham Oak School will be required. The school has already been expanded on its current site to meet the demands of current housing growth and is not able to be expanded further on that site. There are currently some surplus places but land adjacent to the school is required to allow for the expansion from a 10FE to a 12FE i.e. 300 additional places. A 12 FE secondary school is the maximum size that could be considered.

In order to provide these 300 additional places, a new teaching block will need to be built, along with more game's courts and extra parking. The new teaching block and hard play areas will need to be built on land that is currently playing field. Sport England have confirmed that any loss of playing field would need to be replaced. This means that additional land adjacent to the school will be required and this land needs to be of a shape and size to accommodate replacement pitch/es. This site is allocated to allow for school expansion (2ha).

The amount of housing provides good scope to provide a mix of housing types, including a proportion of affordable homes.

The development will need to provide high quality public open space within the development, with the main recreational area located in eastern part of the site. Green and blue infrastructure through the development will be needed, to incorporate new and existing woodland and protect and enhance existing hedgerows and trees. Measures will also be needed to protect and enhance watercourses within the site.

Measures to positively support walking, cycling and public transport use will be needed between the site, Melksham town centre and Melksham Railway Station. Funding contributions will also be required towards Melksham Transport Strategy.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Public Open Space within the development and as the main recreational area in eastern top of site.
- Measures to positively support walking, cycling and public transport use between the site and Melksham town centre and Melksham Railway Station.
- Measures to protect and enhance watercourses within the site.
- Development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- The site lies within a wider area which supports a metapopulation of great crested newts. Protection, maintenance and enhancement should be provided for habitats such as mature hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features.
- Implementation of ecological buffer zones alongside habitats to be retained and protected within the scheme layout, and wildlife sensitive lighting design in order to minimise adverse effects on light sensitive and intolerant wildlife, particularly bats.
- Lower density development in the east of the site to prevent coalescence with and retain the rural character and separate identity of outlying rural settlements.
- Green and blue infrastructure through the development that incorporate new and existing woodland and protect and enhance existing hedgerows and trees.
- The development will have to have regards for infrastructure across the site. Water infrastructure running through the site will need safeguarding through appropriate buffers to allow for access and maintenance.
- It is possible that significant off-site water infrastructure reinforcement will be required. Melksham has been identified by Wessex Water as a settlement which might encounter issues with water pumping stations if a site to the east of Melksham is brought forward for development.

- According to Scottish and Southern Electricity Network's (SSEN) Network Capacity (demand) Map, the substations in Melksham are partially constrained, and therefore could potentially struggle to withstand further significant demand. Further conversation with SSEN would be required to ensure connectivity to the grid.
- Design and layout that safeguards high value archaeological features.
- Provision of potential crossing facilities on the A365 if achievable.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, open space, access and other uses envisaged.

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Land off Bath Road, Melksham

Concept Plan

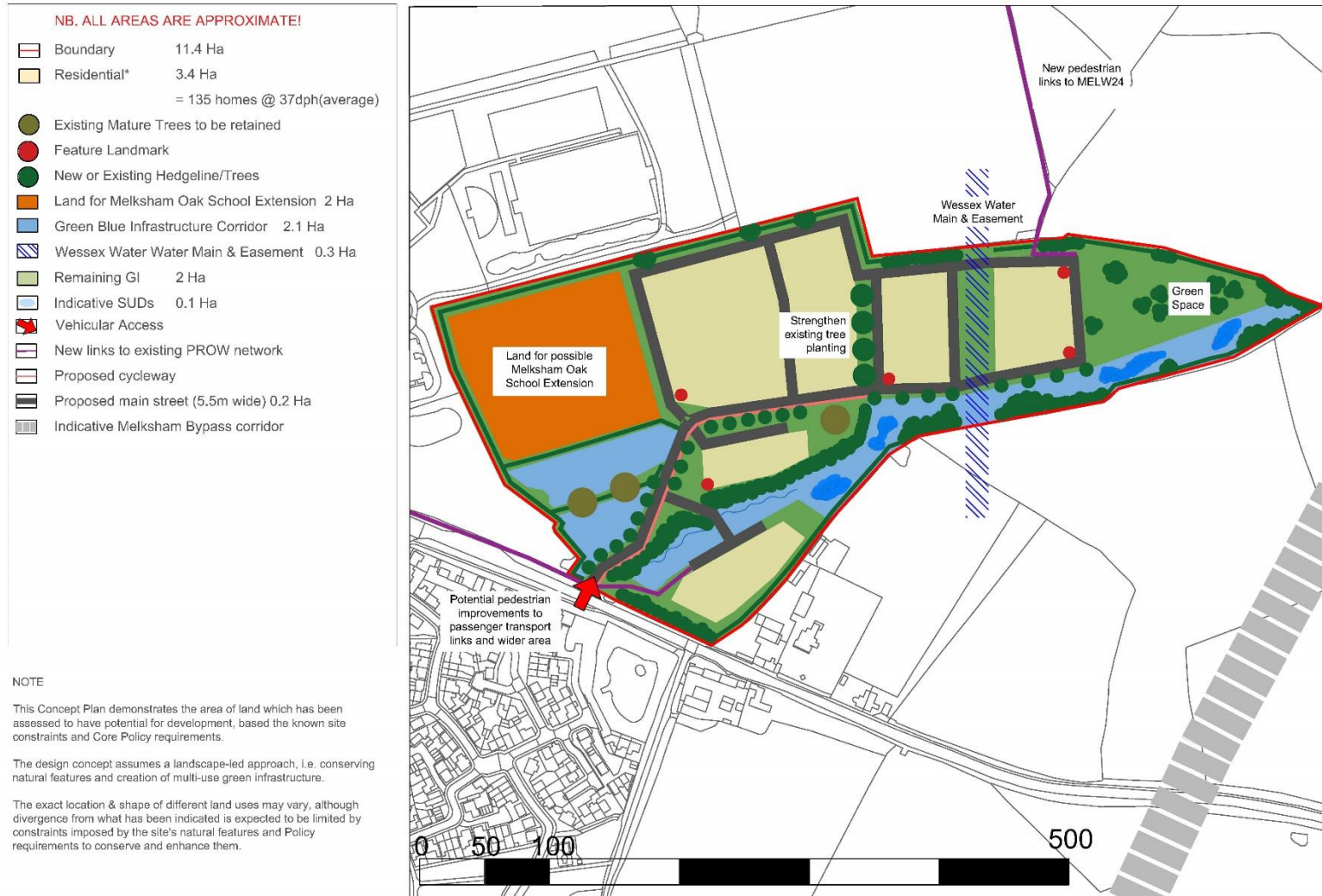


Figure 8. Concept plan for Land off Bath Road

Site 17: Land north of A3102

Use	Scale/Area
Residential	Approximately 285 dwellings
Education	0.4ha of land for a 100 place nursery
Green space	Approximately 5.8ha
Vehicular access is possible via a fourth arm off the existing roundabout on A3102 Greenspace would include a range of children’s play areas and allotments.	

The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

Contributions will be required towards primary places at the new primary school on Site 1 and the new primary school at Pathfinder Place. An expansion of Melksham Oak School will be required therefore contributions would be required towards that. Land area of 0.4ha will also be required for the delivery of a 100-place nursery.

The site is reasonably well connected to the town centre; approximately 1.4km for walking and cycling. There is an existing shared use path along the A3102 adjacent to the site. The site is currently poorly served by bus services but there are bus stops along the A3102 and existing services within adjacent residential areas which could potentially be extended to serve this site.

Residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. Measures to positively support walking, cycling and public transport use between the site, Melksham town centre and Melksham Railway Station will be needed along with funding contributions towards Melksham Transport Strategy.

Introduction of new green and blue infrastructure through the development will be required, incorporating new woodland and/or tree planting.

The amount of housing provides good scope to provide a mix of housing types, including a proportion of affordable homes.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

Planning For Melksham

- All development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Measures to positively support walking, cycling and public transport use between the site and Melksham town centre and Melksham Railway Station.
- The site contributes to the separation of Melksham from the distinctive wooded, greensand hills to the east and north-east. Hedgerows and trees should be retained and enhanced as part of a mature landscape framework and landscape buffers should form an appropriate, transitional settlement edge to the rural landscape.
- The site contains a tributary watercourse flowing from the south of the site north towards the River Avon. A sufficient buffer should be allowed either side of this watercourse and protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features.
- The site is located close to a working commercial farm/industrial units. As such there is a potential for adverse noise. The developer will need to carry out a noise impact assessment in order to determine whether the noise impacts are significant. It is likely that there will need to be adequate physical separation of residential and commercial areas during the design phase.
- Significant offsite infrastructure for the foul water network may be required to enable the development.
- According to Scottish and Southern Electricity Network's (SSEN) Network Capacity (demand) Map, the substations in Melksham are partially constrained, and therefore could potentially struggle to withstand further significant demand. Further conversation with SSEN would be required to ensure connectivity to the grid.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, open space, access and other uses envisaged.

Land North of A3102, Melksham

Concept Plan

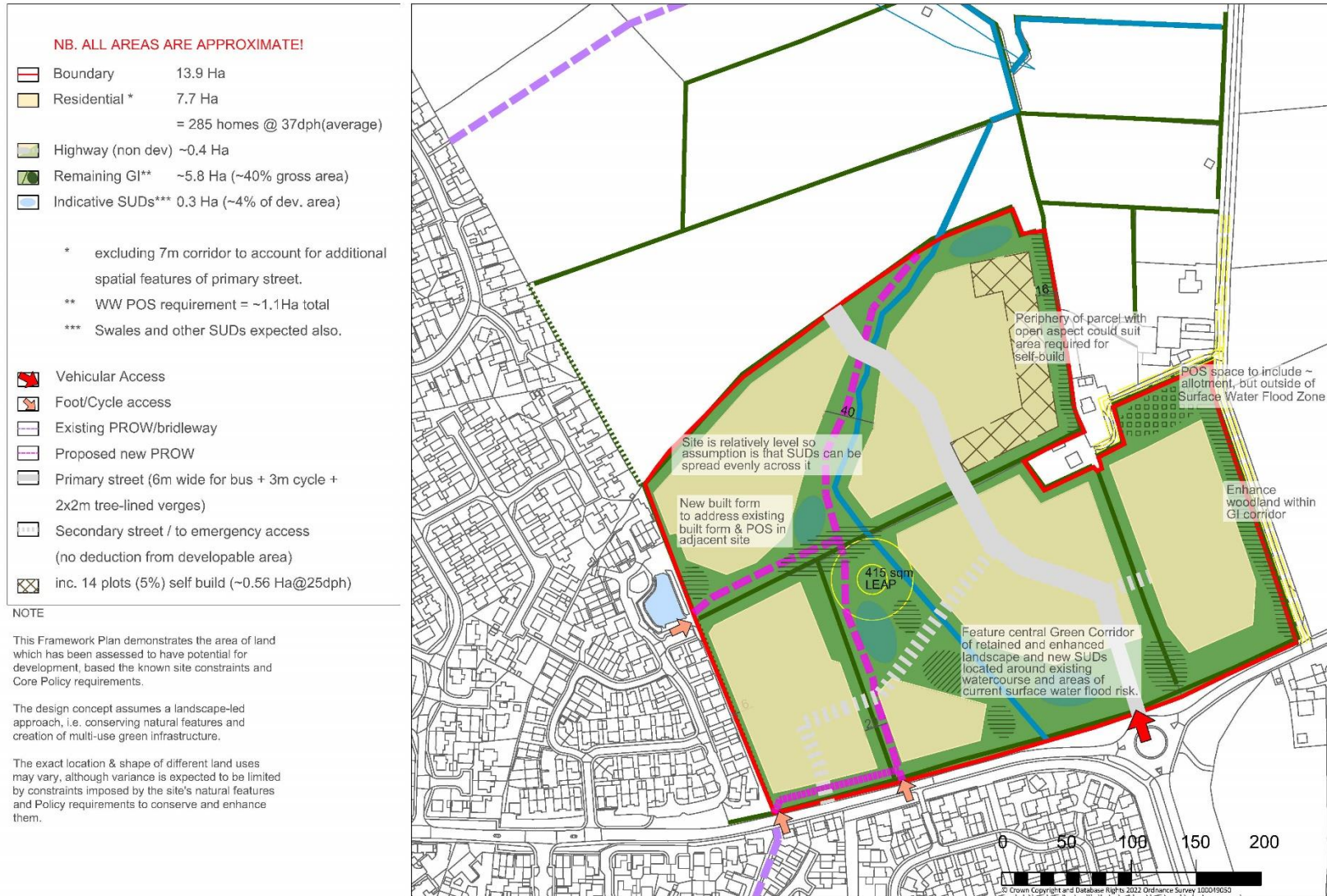


Figure 9. Concept plan for Land North of A3102

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Melksham is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan aim is to strengthen the town centre.

Melksham is Wiltshire's fifth largest settlement after Swindon, Salisbury, Chippenham and Trowbridge. Melksham provides an important centre for the surrounding area, although the town centre has a limited shopping catchment, particularly in relation to comparison goods shopping, due to its location close to Chippenham, Bath and Trowbridge. The River Avon runs to the north of the town centre and Melksham Railway Station is within walking distance. The town centre is within a conservation area and the area around Canon Square, in particular, has several Grade II listed houses and cottages, among them a former vicarage dating from the late 17th century and a small two-storey roundhouse, built in the late 18th century for the wool industry. Melksham Community Campus, a new state-of-the-art leisure and community facility located in the Market Place at the heart of the town centre, opened in August 2022.

The Wiltshire Town Centre and Retail Study does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending. Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This would include the night-time economy.

Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.

Melksham is considered to have a healthy town centre and is able to attract a large majority of main and top-up food shopping trips from residents of the town and the surrounding area. There are around 155 businesses operating in the town centre and a good number of shops comprising a mix of independent traders, supermarkets and national retail brands.

The opening of the Community Campus in August 2022 and consequent closure of facilities such as the library and Blue Pool mean there are vacant brownfield sites in the town centre available for redevelopment. There are also opportunities for redevelopment/improvement of some later 20th century buildings in the town centre which are seen as unattractive and in poor condition.

The Retail and Town Centres Study 2020 indicates that there is a sufficient level of convenience retail floorspace up to 2035. The good range of supermarkets in a central location is a strength for the town and the retention of this supply will be supported throughout the plan period. There is a small capacity for comparison goods retail floorspace up to 2035. Existing supply is modest although covers a good range of stores. Due to competition with larger centres at nearby Chippenham and Trowbridge, there is an emphasis on differentiating the comparison offer of the town to meet the retail needs of the local community over the plan period.

The Joint Melksham Neighbourhood Plan contains a specific town centre policy that seeks to enhance the range and quality of shopping provision and the vitality and viability of the town centre. This is to enable the centre to change and evolve in response to challenges, changes and opportunities. Melksham's priority is to hold onto, and maintain, the core town centre offer in order to retain the important sense of place and arrival that this confers.

As part of the commitment to maintaining and enhancing the town centre, the town council are preparing a masterplan for the town centre as part of the review of the neighbourhood plan. This will include areas for potential expansion that will inform future development opportunities. Expansion of the town centre is something that the Town Council will be actively considering, particularly in terms of the future of commercial sites on the edge of the town centre.

The part played by the Local Plan is to position site allocations for homes and business that help to increase footfall due to their location and through good footpath, cycle and public transport connections.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Melksham that have been devised in consultation with Melksham Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.

- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Joint Melksham Neighbourhood Plan (JMNP) was ‘made’ on 7th July 2021. It sets out the vision, objectives and policies to ensure that Melksham and Melksham Without maintain their distinctiveness over the period 2020 to 2026. It seeks to enhance the natural environment, support and encourage high quality housing, local jobs and improved retail and leisure facilities in a healthy, green and attractive town and series of villages. It is now being updated to take account of the Local Plan’s preparation.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

Ten per cent of the scale of growth identified at Melksham suggests a neighbourhood area requirement for Melksham of approximately 200 dwellings. The neighbourhood plan is being reviewed and there is an appetite to allocate sites. The neighbourhood area designation includes Melksham Without and the environs to the town. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites. 200 dwellings are considered appropriate for the town.

The neighbourhood area also includes the Large Village of Shaw/Whitley, which is subject to a separate housing requirement of 73 dwellings for the purpose of neighbourhood planning⁸. This will also need to be accommodated in planning for the designated neighbourhood area.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Joint Melksham neighbourhood area requirement (2020 to 2038)	270
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Local Infrastructure

The growth of Melksham needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth

⁸ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

proposals for Melksham as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Evidence shows that the scale of development proposed will create a shortfall in nursery and primary school places. In order to meet the demand for places generated by the proposals for new housing 2 ha of land to accommodate a new 2 FE primary school will be required in the northern part of Site 1 Land to the East of Melksham and 0.4ha of land for a 100 place nursery will be provided at Site 17 Land North of A3102. These new facilities, alongside the new primary school at Pathfinder Place will be sufficient to meet the demand for places. Developer contributions will also be required towards funding these new places.

Melksham Oak secondary school has already been expanded and is no longer able to be expanded on its current site. Expansion of Melksham Oak will be required to meet the demand for places generated by the proposals and 2 ha of land for expansion on adjoining land is provided within Land off Bath Road.

Sustainable transport

Melksham is well served by the A350 primary route which provides a direct link to Chippenham (and the M4 at Junction 17) and the south coast. Other key routes provide access to Bath (A365), Calne (A3102), Devizes (A365) and Bradford on Avon (B3107). Bus routes provide regular services to Bath, Chippenham, Trowbridge and Devizes with most services accessed from the Market Place in the town centre.

Melksham railway station has seen improvements in local rail services in recent years with an increase to eight trains in each direction daily. Trains from the station run approximately every two hours each way between Westbury and Swindon. The plan is for the doubling of this service to every hour in the future. Working with GWR and Wiltshire Council, the Trans Wilts Community Rail Partnership has developed an ambitious and detailed Master Plan for the station site to encourage improvements to rail services which would increase investment in Melksham and allow for more sustainable travel.

Current constraints/local concerns

- Confluence of A350 and other radial routes (A365, A3102 and B3107) causes significant peak hour congestion and delays particularly in the central section of the A350 through the town

Planning For Melksham

- Future development growth may increase pressure on the A350 through Melksham and at congestion hot spots such as Farmers Roundabout. This in turn may lead to further rat running through residential and rural roads
- While the TransWilts train service has been significantly improved over the past few years, it is still only a two-hourly service between Westbury and Swindon
- Currently there is a poor environment around Melksham rail station and walking routes to the town centre

Opportunities

- An agreed Melksham rail station masterplan that facilitates joint working between TransWilts Community Rail, Network Rail, Great Western Railway and Wiltshire Council to develop and enhance Melksham rail station, forecourt, parking and facilities
- Further development and delivery of an A350 Melksham bypass could relieve peak time congestion and delays
- Bypassing Melksham could also reduce severance between the town centre and areas adjacent to the A350 (including the rail station and recent supermarket developments), create an opportunity to re-design the existing A350 corridor through the town, and support efforts to regenerate the town centre

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town. The Place Shaping Priorities also seek to reduce out-commuting by improving the employment offer in the town, give support for an A350 bypass to improve the efficiency of the transport network and support improvements in train passenger transport to help reduce traffic congestion, together with improved station facilities for public transport, pedestrian and cycle access that have strong links with the town centre.

To help realise the opportunities presented by the locations chosen for development, and necessary for their development, funding contributions will be sought to a Melksham Transport Strategy.

Health and social care

Melksham is subject to a negative GP capacity gap and this has been forecast to increase by 2026. Closure of St Damian's surgery means that since March 2020 there are only two surgeries operating in the town. A new facility at Melksham Campus struggled to find an operator and so did not come to fruition.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

According to SSEN's generation availability map, the substations in Melksham are unconstrained, therefore could withstand additional energy generation connections to the grid. However, according to SSEN's network capacity (demand) map, the substations in Melksham are partially constrained, therefore could potentially struggle to withstand further significant demand. Further conversation with SSEN would be required to ensure connectivity to the grid.

With regards to water infrastructure, the Melksham area is within the responsibility of Wessex Water. Evidence from Wessex Water with regards water supply suggests it is likely that significant infrastructure reinforcement would be required to serve significant new development at Melksham. The area covered by Wessex Water has been classed by the Environment Agency as 'seriously water stressed' and steps will need to be taken to ensure the efficient use of water through the development and occupation of proposed housing sites. With regards to foul network capacity, it is likely that significant infrastructure reinforcement would be required. Melksham has been identified by Wessex Water as a settlement which might encounter issues with water pumping stations and additional investment might be needed to build an additional pumping station - this is infrastructure that would need to be identified in Wessex Water's new business plan 2025 - 2030.

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 15	Spatial Strategy for the Melksham Community Area Principal Employment Areas: Bowerhill Industrial Estate, Hampton Business Park, Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challemead Business Park and Bradford Road Employment Area.	Replaced with Policy 17 Melksham Market Town
Wiltshire Core Strategy: Core Policy 16	Melksham Link Project	DELETE and REPLACE with Policy 94 Wiltshire’s Canals and the Boating Community
West Wiltshire District Plan 2004 Policy T8	Melksham Railway Station	DELETE and REPLACE with Policy 75 Strategic Transport Network
West Wiltshire District Plan Policy SP1	Town Centre Shopping	DELETE and REPLACE with Policy 68 Managing Town Centres
West Wiltshire District Plan 2004 Policy SP4	Primary Retail Frontages	DELETE and REPLACE with Policy 68 Managing Town Centres
West Wiltshire District Plan 2004 Policy SP5	Secondary Retail Frontages	DELETE and REPLACE with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP6	Local Shopping in Towns and Villages	DELETE and REPLACE with Policy 68 Managing Town Centres

West Wiltshire District Plan Policy TC1	Upper Floor Uses in Town Centres	DELETE and REPLACE with Policy 68 Managing Town Centres
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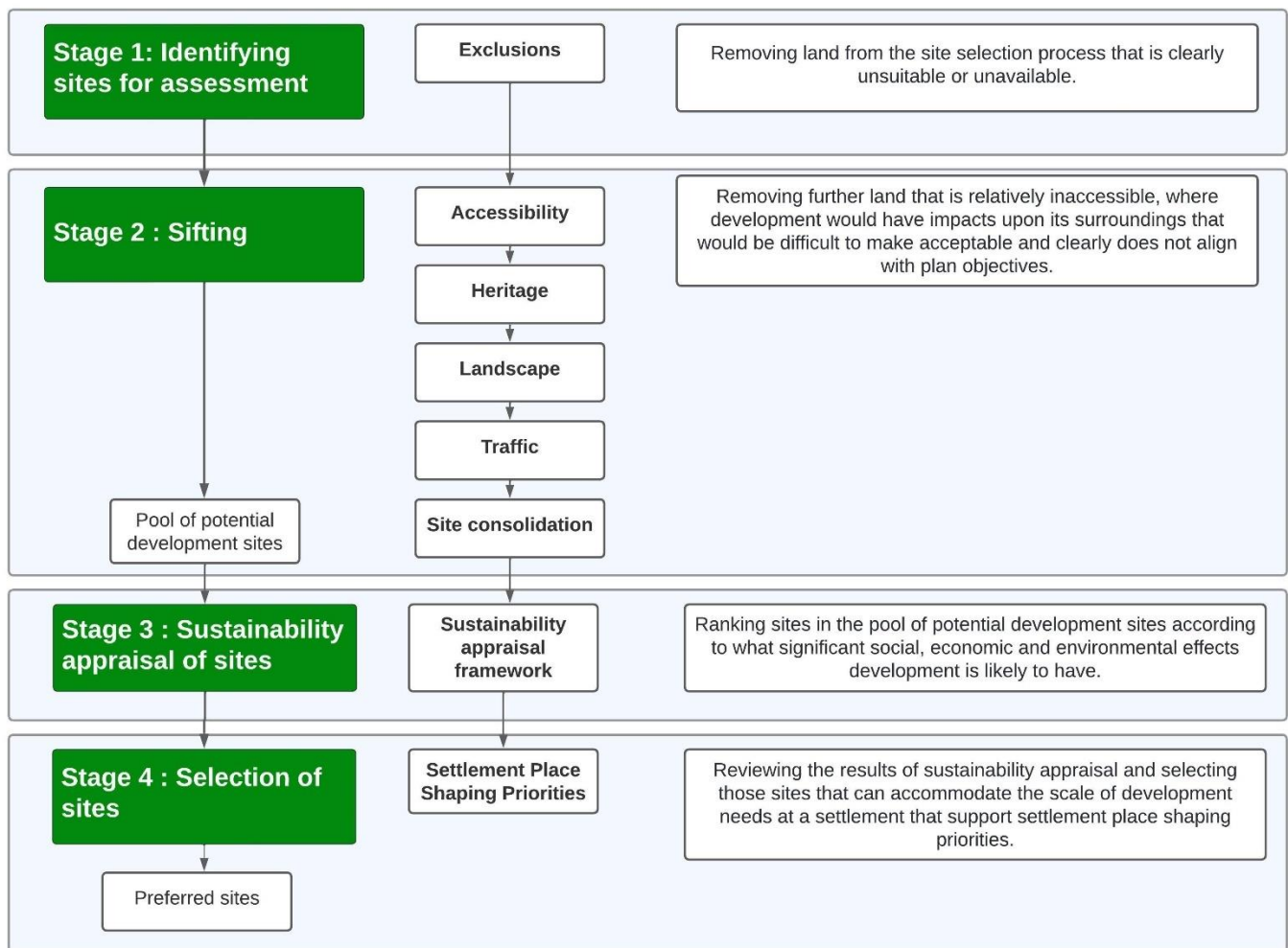
Appendix 2 Site Selection

Site Selection: Melksham

The purpose of this appendix is to explain the site selection process at Melksham, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁹ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans¹⁰. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Melksham.

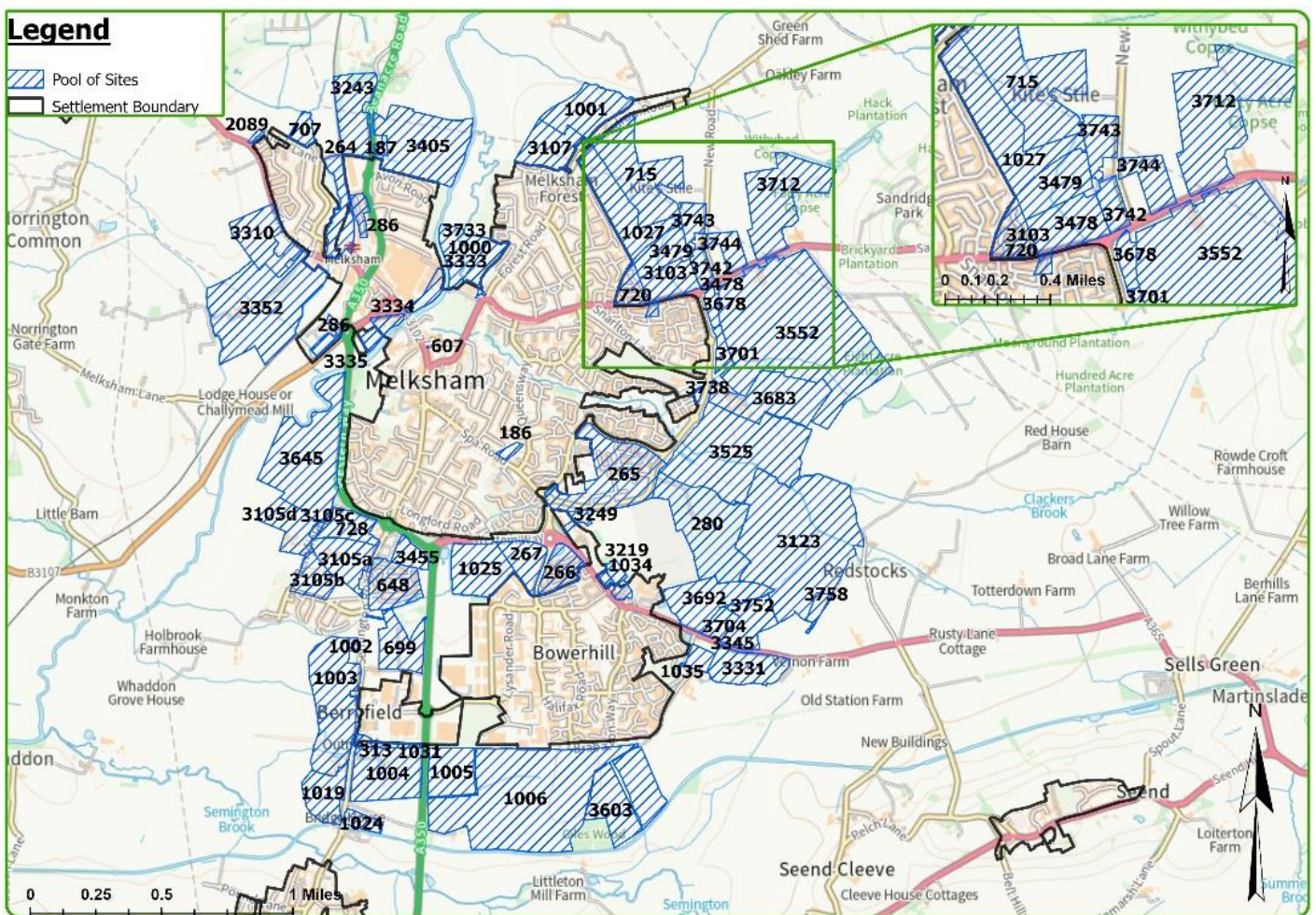


Figure 10. The pool of sites at the start of the site selection process at Melksham.

⁹ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

¹⁰ Other land, not included in the SHELAA, may be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Twenty-six sites at Melksham were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
182	Unavailable. Site built out.
186	Unavailable.
264	Unavailable. Principal Employment Area.
265	Unavailable. Site has planning permission.
266	Unavailable. Site built out.
267	Unavailable. Site has planning permission.
280	Unavailable. Grounds of football and rugby club.
286	Unavailable. Principal Employment Area.
313	Unavailable. Partly Principal Employment Area.
607	Unsuitable. Under site size threshold.
648	Unavailable. Site built out.
699	Unavailable.
707	Unsuitable. Site entirely within Flood Zone 3.
720	Unavailable. Site built out.
1031	Unsuitable. Linear narrow site.
1035	Unsuitable. Under site size threshold.
1036	Unsuitable. Under site size threshold.
2089	Unsuitable. Under site size threshold.
3103	Unavailable. Site built out.
3333	Unsuitable. Site entirely within Flood Zone 3.
3334	Unavailable. Principal Employment Area.
3335	Unavailable. Principal Employment Area.
3733	Unsuitable. Site entirely within Flood Zone 2/3.

3738	Unsuitable. Under site size threshold.
3747	Unavailable. Site built out.
3758	Unavailable.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹¹) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities

¹¹ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Salisbury:

Context criteria	Detail
Long-term pattern of development	<p>The River Avon flows through the town. The A350 and railway line form a firm boundary to the south and west of Melksham. The A350 passes through residential areas in the north.</p> <p>In recent years, Melksham and Bowerhill have seen a large amount of new development located to the east and south. There has also been new housing built on the former George Ward school site in the north-west. The West Wilts District Plan (2004) allocated a new eastern urban extension to the town of 750 dwellings, including a new primary school. The new Melksham Oak secondary school and Melksham Football & Rugby Club are located just to the south of that.</p> <p>Recent developments have been located to the east and south of the town and around Berryfield.</p>
Significant environmental factors	<p>The main environmental feature of Melksham is the River Avon which flows through the north and west of the town. There are extensive flood plains associated with the river which provide visual and amenity areas into the town centre and restrict development opportunities. The river corridor is important for biodiversity also.</p> <p>The town is not significantly affected by landscape designations, However, rising land to the east around Sandridge is part of a special landscape area.</p> <p>The A350 has become increasingly congested in recent years with worsening local air quality and a business case is being worked up for a possible future bypass to the town to try to reduce these issues.</p> <p>There is a large town centre conservation area located mainly along and to the west of King St, High St and Bank St with a number of important listed buildings also at The Spa.</p>
Scale of growth and strategic priorities	<p>The scale of growth is on a par with the current Core Strategy housing requirement but with a reduced amount of employment land required. A significant amount of the housing requirement has already been met through developable commitments.</p> <p>Strategic priorities include the need to ensure town centre regeneration, reducing out-commuting through an increased and improved employment offer at the town and reducing high levels of traffic congestion on the A350</p>

	through provision of a new bypass. Particularly important will be the need to ensure sufficient education and healthcare facilities at the town.
Future growth possibilities for the urban area	<p>There are SHELAA sites available all around the town which will require further assessment of their likely impacts. Some sites have the potential to increase coalescence with surrounding villages. Others have significant areas of flood risk. Other sites are located to the south and west of Bowerhill and Berryfield, some distance from the town centre.</p> <p>There are SHELAA sites outside the broad extent of the urban area, separated by the A350 and/or railway line that would set possible precedents and a significant departure from past patterns of growth.</p> <p>There are several possibilities for future growth at Melksham. Further assessment will be required as to what extent the level of growth can be accommodated within the existing highways network and if some future growth will be dependent on a future bypass to the town.</p>

Table X: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
187	Nortree Motors Ltd						<p>This is a brownfield site with a functioning garage (BP and Nortree Motors Ltd) and a Subway meaning that landscape impacts associated with redevelopment of this site are unlikely to be significant. It is unknown whether this site is available for development, but it could be developable in the long term.</p> <p>Take forward for further assessment as there do not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
699	Land South of Berryfield Brook and Treatment Works						<p>This site is adjacent to the settlement boundary. From a landscape perspective, the site may cause coalescence between Melksham and the village of Berryfield. The site is adjacent to 648 which has planning permission for 150 dwellings. Constraints include its proximity to Sewage Treatment Works and Hampton Business Park.</p> <p>The site should go forward for further assessment as there do not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
715	Woodrow House Farm	Yellow	Green	Yellow	Yellow	Green	This site is adjacent to the settlement boundary and to sites 1027 and 3479. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
728	Land to North of Berryfield (Area 3)	Green	Green	Green	Red	Yellow	This site is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. However, there do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1000	Land to rear of Lowbourn Infants School	Green	Green	Green	Green	Yellow	This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage, although constraints include an area of flood zone 2 and 3 along the western boundary. Take forward for further assessment.	Y
1001	Land rear of Woodrow	Yellow	Green	Yellow	Green	Green	This site is adjacent to 3107 which is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1002	Land rear of 588, 592 & 594 Semington Road	Green	Green	Green	Green	Yellow	This site is adjacent to 1003 which is adjacent to the settlement boundary. The site partly covers the alignment of the Melksham Link under Wiltshire Core Strategy (WCS) Core Policy 16 and land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1003	Land to South of Berryfield (Area 1) Outmarsh Farm	Green	Green	Yellow	Yellow	Yellow	This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage, although a particular concern is the possible coalescence with the Small Village of Berryfield which has its own character and is separate from Melksham. The site partly covers the alignment of the Melksham Link under WCS Core Policy 16 and land would need to be safeguarded to allow for the restoration of the	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							Wilts & Berks canal. The site should go forward for further assessment.	
1004	Land South of Hampton Park						This site is adjacent to the settlement boundary at Hampton Business Park. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Semington. The northern part of the site is now the home of Wiltshire Air Ambulance which separates the rest of the site from the urban area and which may have noise concerns for residential or other sensitive uses so more likely to be suitable for a compatible employment use. The site is also adjacent to the A350. There do not appear to be any likely significant impacts, however, that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1005	Land South of the Sports Ground						This site is adjacent to the settlement boundary. Potential constraints to developing this site include the proximity of the A350 and businesses at Bowerhill Industrial Estate. Given the business/industrial context, this site would be better suited to an employment use rather than residential. There do not appear to be any likely significant impacts, however, that would justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1006	Land South of Falcon Way, Bowerhill						This site is adjacent to the settlement boundary. This site is close to the A350 and businesses at Bowerhill Industrial Estate but also the residential area at Bowerhill which may be accessible via Brabazon Way. Potential constraints to development include the proximity of the Kennet & Avon canal to the south. There do not appear to be any likely significant impacts, however, that would justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1019	Land to South of Berryfield (Area 7) Outmarsh Farm						This site is adjacent to 1003 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Bowerhill and the village of Semington. There do not appear to be any overriding significant impacts that justify	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							rejecting the site at this stage. The site should go forward for further assessment. However, the site partly covers the alignment of the Melksham Link under WCS Core Policy 16 and land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	
1025	Land South of Western Way						Site is adjacent to the settlement boundary. It is adjacent to a new housing development to the east and Bowerhill Industrial Estate to the south. From a landscape perspective development of this site could cause the coalescence of Bowerhill Industrial Estate with Melksham, however the site is large enough that some degree of separation could be maintained. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1027	Land rear of Savernake Avenue						Site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1034	Land adjacent to Woolmore Manor						Site is adjacent to the settlement boundary. There are concerns about the impact of developing this site on the Grade II* listed Woolmore Manor but the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought.	Y
3105a	Land to North of Berryfield (Area 2)						This site is adjacent to site 728 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. Land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	Y
3105b	Land to North of Berryfield (Area 4)						This site is adjacent to site 3105a which is adjacent to new housing development underway on site 648 to the east. There do not appear to be any overriding significant impacts that justify rejecting the site	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							at this stage. However, the site is adjacent to the Small Village of Berryfield and development of the site would be more an extension to the village which has few services and facilities, rather than to Melksham.	
3105c	Land to North of Berryfield (Area 5)						This site is adjacent to site 728 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site partly covers the alignment of the Melksham Link under WCS Core Policy 16. Land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	Y
3105d	Land to North of Berryfield (Area 6)						This site is adjacent to site 3645 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site partly covers the alignment of the Melksham Link under WCS Core Policy 16. Land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	Y
3107	North-west of Woodrow Road						This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage.	Y
3123	Tan House Farm, Redstocks, Seend, Melksham						This site is adjacent to site 3525 which is adjacent to the settlement boundary. There is a section of Flood Zone 2 and 3 in the centre of the site and to the north. This site adjoins Melksham football and rugby club to the west which forms an undeveloped area made up of playing pitches extending out into the countryside. In landscape terms, this site is remote from the urban edge of Melksham, development may contribute to coalescence with the hamlet of Redstocks and could only be developed alongside site 3525. Take site forward for further assessment.	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3219	Woolmore Manor Field	Green	Green	Yellow	Green	Yellow	Site is adjacent to 1034 which is adjacent to the settlement boundary. There are concerns about the impact of developing this site on the Grade II* Woolmore Manor but the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought. Take site forward for further assessment.	Y
3243	Land north of Dunch Lane	Yellow	Yellow	Yellow	Red	Yellow	Site is adjacent to the settlement boundary. From a landscape perspective the site's location would mean possible coalescence of Melksham with the village of Beanacre. However, the site may be large enough to retain some separation. From a heritage perspective there are potentially harmful impacts on the settings of Beanacre Manor and Beechfield House and mitigation may be difficult. The site should go forward for further assessment.	Y
3249	398a The Spa	Green	Yellow	Yellow	Green	Yellow	Site is adjacent to the settlement boundary. Developing this site would have potential impacts on Grade II listed dwellings at The Spa. These are high status dwellings constructed as speculative 'spa' development to rival Bath and the rural setting was important as part of selling point for development. Mitigation would be very difficult. However, at this stage, the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought.	Y
3310	Land west of Shurnhold Road	Green	Yellow	Yellow	Green	Yellow	Site is adjacent to the settlement boundary. Developing this site would have potential heritage and landscape impacts. The site has open views from Shurnhold Road and mitigation may be required to the west to reduce the impact of urban encroachment into the rural setting. Possible harmful impacts on settings of listed buildings. However, at this stage, the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought.	Y
3331	Land South of Bath Road	Green	Green	Yellow	Red	Yellow	Site is adjacent to site 3345 which is adjacent to the settlement boundary. From a landscape	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
	(A365) West of Carnation Lane						<p>perspective the site would be an urban encroachment into the rural setting between Bowerhill and Seend / Seend Cleeve which could prove difficult to mitigate. It could only come forward with site 3345.</p> <p>There are no overriding significant impacts that would justify rejecting the site at this stage. The site should be taken forward for further assessment.</p>	
3345	Old Loves Farm, Bowerhill Lne, Melksham, SN12 6RB						<p>Site is adjacent to the settlement boundary at Bowerhill.</p> <p>At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.</p>	Y
3352	Roundponds Farm						<p>Site is adjacent to the settlement boundary. Developing this site would have potential heritage and landscape impacts. There are also areas of flood zone 2 and 3 to the east, south and west. The site is in close proximity to Sewage Treatment Works and is separated from the rest of the urban area by the railway line. However, at this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.</p>	Y
3405	Land at Halfway Farm						<p>Site is adjacent to the settlement boundary. Developing this site would have potential heritage and landscape impacts. There are also areas of flood zone 2 and 3 to the east. However, the site is large and development may be able to mitigate such impacts.</p> <p>At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.</p>	Y
3455	Land at Lonsdale Farm						<p>Site is adjacent to the settlement boundary. This is a small site that is adjacent to the A350 in the north and east and to a new housing development at 648 to the south. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield.</p> <p>At this stage, there are no overriding significant impacts that would justify rejecting the site. The</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							site should be taken forward for further assessment.	
3478	Land North of A3102						Site is adjacent to the settlement boundary. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3479	Land north-west of 242/243 New Road						Site is adjacent to the settlement boundary. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3525	Land at Snarlton Lane						Site is adjacent to the settlement boundary. The site is adjacent to Melksham football and rugby club to the south. There is an area of flood zone 2 and 3 associated with Clackers Brook running through the centre of the site. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3552	Land at Blackmore Farm						Site is adjacent to the settlement boundary. From a landscape perspective this is a very large site that is exposed to views across from Sandridge Hill along with wider rural views to the east. However, being a large site, there is potentially scope for mitigation. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3603	Land south of Bowerhill, Melksham						Site is adjacent to site 1006 which is adjacent to the settlement boundary. Possible constraints include the sites' separation from the urban area and proximity to the Kennet & Avon canal. The site should only come forward with 1006. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3645	Land west of Western Way, Melksham						This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. However, flood zones 2 and 3 cover a large proportion of the site in the north and	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							west which would rule out development in that area. And land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	
3678	Land east of Eastern Way, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk, landscape and heritage. Site to go forward for further assessment.	Y
3683	Land east of Snarlton Farm						This site is adjacent to SHLEAA sites that adjoin the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk, landscape and heritage. Site to go forward for further assessment.	Y
3692	Land north of Bath Road, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3701	Land to the east of Eastern Way, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk, landscape and heritage. Site to go forward for further assessment.	Y
3704	Loves Farm, Melksham						This site is adjacent to a SHELAA site which adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk. The openness of the site could lead to landscape impacts, and the site could form part of the setting to a listed building, which would require further consideration. Site to go forward for further assessment.	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3712	Land to the north and west of Manor Farm						Site is adjacent to SHELAA sites that adjoin the settlement boundary, albeit the opposite side of the A3102. The site is large and extends out into open countryside, hence the 'red' landscape score. However, development could be limited to the southern part of the site. Site to go forward for further assessment.	Y
3742	Land south of New Road Farm, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3743	Land north of New Road Farm, Melksham						This site is adjacent to A SHELAA site that adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3744	Land northwest of Blackmore Farm						This site is adjacent to A SHELAA site that adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3752	Land north of A365						This site is adjacent to a SHELAA site which adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk.	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							The openness of the site could lead to landscape impacts, and the site could form part of the setting to a listed building, which would require further consideration. Site to go forward for further assessment.	

Of those sites that are taken forward, it was appropriate in some cases to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
3123, 3525, 3552, 3678, 3683, 3692, 3701, 3704, 3752	The sites abut and have no strong physical barriers between them.
3219, 1034	The sites abut and have no strong physical barriers between them.
3345, 3331	The sites abut and have no strong physical barriers between them.
1005, 1006, 3603	The sites abut and have no strong physical barriers between them.
1003, 1019, 1002	The sites abut and have no strong physical barriers between them.
3105a, 3105b, 3105c, 3105d, 728, 3645	The sites abut and have no strong physical barriers between them.
3552, 3310	The sites abut and have no strong physical barriers between them.
3405, 187	The sites abut and have no strong physical barriers between them.
3107, 1001	The sites abut and have no strong physical barriers between them.
715, 1027, 3479, 3478, 3742, 3743	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site no.		SHELAA reference
1	Land to the east of Melksham	3123, 3525, 3552, 3678, 3683, 3692, 3701, 3704, 3752
2	398a The Spa	3249
3	Land adjacent to Woolmore Manor	3219, 1034

4	Land to the east of Bowerhill	3345, 3331
5	Land to the south of Bowerhill	1005, 1006, 3603
6	Land South of Hampton Park	1004
7	Land to the south of Berryfield	1003, 1019, 1002
9	Land south of Western Way	1025
11	Land to the west of Melksham	3105a, 3105b, 3105c, 3105d, 728, 3645
12	Land to the west of Shurnhold	3552, 3310
13	Land to rear of Lowbourne Infants School	1000
14	Land north of Dunch Lane	3243
15	Land to the north of Melksham	3405, 187
16	North-West of Woodrow Road & Land Rear of Woodrow	3107, 1001
17	Land to the north of A3102	715, 1027, 3479, 3478, 3742, 3743
18	Land northwest of Blackmore Farm	3744
19	Land to the north and west of Manor Farm	3712

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report¹², which also includes the detailed assessments made for each site.

Sustainability Appraisal enables sites to be scored by their respective sustainability benefits and disadvantages. It also identifies where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this

¹² Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

All sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1 - Land to the east of Melksham
- Site 2 - 398a The Spa
- Site 3 - Land adjacent to Woolmore Manor
- Site 4 - Land to the east of Bowerhill
- Site 5 - Land to the south of Bowerhill
- Site 6 - Land South of Hampton Park
- Site 7 - Land to the south of Berryfield
- Site 9 - Land south of Western Way
- Site 11 - Land to the west of Melksham
- Site 12 - Land to the west of Shurnhold
- Site 13 - Land to rear of Lowbourn Infants School
- Site 14 - Land north of Dunch Lane
- Site 15 - Land to the north of Melksham
- Site 16 - North-West of Woodrow Road & Land Rear of Woodrow
- Site 17 - Land to the north of A3102
- Site 18 - Land northwest of Blackmore Farm
- Site 19 - Land to the north and west of Manor Farm

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Key to likely significance of effects:					
+++	Major positive effect = +3 points	0	Neutral effect = 0 points	---	Major adverse effect = -3 points
++	Moderate positive effect = +2 points			--	Moderate adverse effect = -2 points
+	Minor positive effect = +1 point			-	Minor adverse effect = -1 point

Melksham: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 1	-3 (=1 st)	-	--	--	-	-	0	-	--	+++	+++	--	+++
Site 9	-3 (=1 st)	-	-	--	-	-	+	-	-	++	++	--	++
Site 17	-4 (3 rd)	-	--	--	-	-	0	-	-	+++	++	--	++
Site 5	-5 (=4 th)	-	--	--	--	-	0	-	--	+++	++	--	+++
Site 16	-5 (=4 th)	-	--	--	-	-	0	--	-	+++	++	--	++
Site 2	-6 (=6 th)	-	-	-	-	-	+	---	-	+	+	-	+
Site 4	-6 (=6 th)	-	-	--	-	-	+	--	--	++	++	--	+
Site 11	-6 (=6 th)	-	--	--	-	--	0	-	--	+++	++	--	++
Site 13	-6 (=6 th)	--	--	-	-	-	+	-	-	+	+	-	+
Site 3	-7 (=10 th)	--	-	-	-	-	+	---	-	+	+	-	+
Site 6	-7 (=10 th)	-	-	--	--	-	+	-	-	+	+	--	+

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SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 7	-7 (=10 th)	-	--	--	--	--	0	-	--	+++	++	--	++
Site 15	-7 (=10 th)	-	--	--	-	-	0	---	--	+++	++	--	++
Site 18	-7 (=10 th)	-	-	--	-	-	+	-	--	+	+	--	+
Site 19	-7 (=10 th)	-	--	--	-	-	0	-	--	+++	+	--	+
Site 12	-9 (16 th)	-	--	--	--	--	0	---	--	+++	++	--	++
Site 14	-9 (16 th)	--	--	--	--	--	+	--	--	++	++	--	++

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Melksham were assessed against the Place Shaping Priorities, which is set out in the following table:

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 1	Strength	Strength	Strength	Neutral	Strength	Strength	Neutral	Strength
Page 446	<p>The town centre is approx 1.6km to the west of this site. It may not provide direct regeneration benefits, but the number of dwellings this site could deliver may significantly indirectly benefit the town centre through increased footfall.</p> <p>This large site is likely to be served by dedicated bus and active travel</p>	<p>This large site is capable of delivering a significant employment element as part of a mixed-use development.</p> <p>This could help reduce out-commuting.</p> <p>Employment in this location could easily be made accessible by sustainable forms of transport, including active travel, as a site of this size would be served by public</p>	<p>The proposed eastern bypass route goes through the far eastern part of this site. This site could accommodate a safeguarded route and development would not prejudice its delivery.</p> <p>Because the route is proposed in the far east of the site it would not significantly reduce the capacity of the site.</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p> <p>It will be important for this development to have strong</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>The site is sufficiently large enough to be able to provide onsite primary schools and potentially new secondary premises if the Melksham Oak site cannot be further expanded. Land and contributions would be required to support new education provision.</p>	<p>Given this site's location to the east of Melksham, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>This large site comprises a mixture of pastoral and arable fields with field boundaries largely consisting of low hedgerows with scattered hedgerow trees. Clackers Brook and a number of tributary watercourses flow through the site. Given the size of the site there is potential to provide biodiverse open space and biodiversity enhancement. There is scope for significant house building alongside a landscape scale nature recovery scheme, including a focus on wetland habitats. A minimum of 20% net gain for biodiversity will be required and the overall</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 2	routes to the town centre. Any provision of retail units on site must not adversely affect town centre businesses.	transport services to all parts of the site, and walking and cycling routes could link with development to the west and to the town centre. This employment would complement other nearby existing employment at Bowerhill and Hampton Park West which are easily accessible via Eastern Way.		public transport links to the railway station.				layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Neutral	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Neutral
	This site is located approx.	This site is relatively small and is	This site is not on the proposed	This site is not considered likely to have	This site could provide for sufficient	A site of this size would be unlikely to	Given this site's location, it would not affect	A minimum of 20% net gain for biodiversity will be required within the

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 448	1.2km from the town centre. The site is relatively small and unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	considered unlikely to include any employment land. It is unlikely to have any significant benefits or adverse effects on out-commuting from the town.	bypass route and would not prejudice the delivery of a future route.	direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	healthcare, education and transport infrastructure through S106 and/or CIL payments.	provide education facilities on site but would be required to make contributions to meet the needs arising from the site.	the safeguarding of the canal route but would also be unlikely to help enable its delivery.	site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas. The requirement for buffers against the northern and eastern hedgerows will reduce the housing capacity at the site significantly, as will the requirement for biodiversity net gain.
	Neutral	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Neutral
Site 3	This site is located approx. 1.5km from the town centre.	Site is unlikely to include any employment land. Impact on out-commuting	This site is not on the proposed bypass route and would not	This site is not considered likely to have direct benefits for sustainable	This site could provide for sufficient healthcare, education and	A site of this size would be unlikely to provide education	Given this site's location, it would not affect the safeguarding of	The site is located on generally flat, low-lying land comprising farmland. The site is located immediately

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 449	The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	from Melksham likely to be negligible.	prejudice the delivery of a future route.	transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	transport infrastructure through S106 and/or CIL payments.	facilities on site but would be required to make contributions to meet the needs arising from the site.	the canal route but would also be unlikely to help enable its delivery.	adjacent to land in Council ownership which is allocated for informal public open space and ecology compensation. The pond on site is a high value great crested newt pond. The pond must be retained and significantly buffered with new habitat to protect it from recreational pressure. The site is likely too small to provide effective mitigation for the great crested newt pond. The requirement for significant mitigation will reduce the housing capacity at the site significantly, as will the requirement for biodiversity net gain.
	Neutral	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 4	<p>This is a comparatively small site and is on the eastern edge of Bowerhill village, approx. 2.5km from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. Residents would be able to access the town centre by bus but the distance from the town centre makes active travel less likely.</p>	<p>This site is considered unlikely to include employment land given its size and location at Bowerhill village, and also given the proximity to Bowerhill Industrial Estate to the west. However, the proximity to Bowerhill Industrial Estate would allow residents to easily access local jobs by walking and cycling.</p>	<p>The proposed bypass route will go through this site. This site could safeguard the route. However, the capacity to deliver development will be significantly reduced.</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>This site could provide for sufficient education facilities through S106 and/or CIL payments. The site is unlikely to provide facilities onsite.</p>	<p>Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>The site comprises small fields bound by hedgerows with occasional trees. Development of the site could deliver some multi-functional Green Infrastructure and improve habitat connectivity. A minimum of 20% net gain for biodiversity would be required within the site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
		Effects on out-commuting are considered to be neutral.						
Site 5	Neutral	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength
Page 451	<p>This site is located to the south of Bowerhill village, approx. 2.5km from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. Residents will still likely access the town centre</p>	<p>This large site is capable of delivering an employment element as part of a mixed-use scheme.</p> <p>This could help reduce out-commuting.</p> <p>The site also has very good accessibility to both Bowerhill and Hampton Park West</p>	<p>The proposed bypass route will go through the north of this site. This route will need to be safeguarded and this is possible. But the bypass would act as a significant barrier between any development to the south of this</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>This site could provide for sufficient education facilities through S106 and/or CIL payments. A site of this size could possibly provide a new primary school onsite but secondary provision would also be required</p>	<p>Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>The site comprises relatively large, arable fields with three smaller, pastoral fields in the east around a small woodland (Giles Wood). The Kennet and Avon (K&A) canal is likely to be of significant ecological value, with opportunities present to enhance this corridor.</p> <p>Development of the site could deliver multi-functional Green Infrastructure and improve habitat</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 452	but travel by sustainable transport modes will be difficult because the bypass route will separate the site from existing bus services in Bowerhill and the location approx. 2.5km from the town centre would reduce the likelihood of walking and cycling.	employment areas. Although an extension to Bowerhill Industrial Estate will likely not be possible because the proposed bypass route will act as a significant barrier.	site and Bowerhill. It would also significantly reduce the capacity of this site. A neutral score is given as the route can be accommodated but it will significantly reduce the capacity and act as a significant barrier to Bowerhill.	residents would likely use the railway station.		to meet the needs arising from this site.		connectivity. An essential pre-requisite will be retention of the valued habitat (K&A canal corridor / hedgerows). A minimum of 20% net gain for biodiversity is required within the site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength
Site 6	This site is located approx.	This site could possibly include some employment	This site is not on the proposed bypass route	This site is not considered likely to have direct benefits	This site could provide for sufficient healthcare,	A site of this size would be unlikely to provide	Given this site's location, it would not affect the	The site is bound by a combination of substantial hedgerows and tree belts. The

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 453	2.5km from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	land as an extension to Hampton Park West which would enable people to live and work locally. The site may be unsuitable for residential given proximity to the Air Ambulance HQ.	and would not prejudice the delivery of a future route.	for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	education and transport infrastructure through S106 and/or CIL payments.	education facilities on site but would be required to make contributions to meet the needs arising from the site.	safeguarding of the canal route but would also be unlikely to help enable its delivery.	former canal runs along the western side and is likely to be of ecological significance. A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Strength	Neutral	Neutral	Neutral	Strength	Strength	Strength	Strength
Site 7	This site is located approx. 2.5km from the town centre. The site is unlikely to	This site could possibly include some employment land as an extension to	This site is not on the proposed bypass route and would not prejudice the	This site is not considered likely to have direct benefits for sustainable transport	This site could provide for sufficient healthcare, education and transport	A site of this size could possibly provide a new primary school onsite but secondary	This site could safeguard the canal route and help enable its delivery.	The site comprises a variety of field types and sizes generally bound by low hedgerows and limited tree cover within the site. The embanked

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 454	provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	Hampton Park West. However, it is more likely to be used for residential uses as enabling development for the canal.	delivery of a future route.	facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	infrastructure through S106 and/or CIL payments.	provision would also be required to meet the needs arising from this site.		route of a dismantled railway is a distinctive feature within the site. Protection, maintenance and enhancement should be provided for habitats such as mature hedgerows, trees and water features within and along the boundaries the site alongside other ecologically valuable habitat/features. A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 9	The town centre is less than 1km to the north of the site. Although the site may not provide direct regeneration benefits, residents would likely access the town centre which would increase footfall/ patronage and vibrancy.	This site could include some employment land as an extension to Bowerhill Industrial Estate which would enable people to live and work locally. It is adjacent to Bowerhill Industrial Estate and also in close proximity to Hampton Park West. The site's location could help reduce out-commuting from the town.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	This site could provide for sufficient education facilities through S106 and/or CIL payments. The site is unlikely to provide facilities onsite. The adjacent site includes a new primary school which may have capacity.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery. This site is within approx. 600m of the proposed canal route which would likely be used by residents of this site.	Development of this site could protect, maintain and enhance habitats such as hedgerows, trees and water features within and along the boundaries of the site. A minimum of 20% net gain for biodiversity would be required. The overall layout and design of this site could ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 11	Strength	Neutral	Neutral	Neutral	Strength	Strength	Strength	Strength
	This site is located approx.	This site is more likely to be	This site is not on the	This site is not considered	This site could provide for	A site of this size could	This site could safeguard the	The site comprises of arable and pastoral fields

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 456</p>	<p>600m from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.</p>	<p>residential uses as enabling development for the canal, rather than employment.</p>	<p>proposed bypass route and would not prejudice the delivery of a future route.</p>	<p>likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>provide a new primary school onsite but secondary provision would also be required to meet the needs arising from this site.</p>	<p>canal route and help enable its delivery.</p>	<p>of varying sizes predominantly bound by substantial hedgerows in places that are interspersed with hedgerow trees. Protection, maintenance and enhancement should be provided for habitats such as mature hedgerows, trees and water features within and along the boundaries the site alongside other ecologically valuable habitat/features.</p> <p>A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 12	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
Page 457	<p>This site is located approx. 900m from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.</p>	<p>Site is large enough to potentially include an element of employment but impact on out-commuting from Melksham likely to be negligible.</p>	<p>This site is not on the proposed bypass route and would not prejudice the delivery of a future route.</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>A site of this size could possibly provide a new primary school onsite but secondary provision would also be required to meet the needs arising from this site.</p>	<p>Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>The site comprises of irregularly shaped fields that are characteristic of the limestone lowland, these fields largely bound by hedgerows that contain a number of hedgerow trees. Given the size of the site there would be the potential to make suitable provision for buffers to protect any biodiversity features and the provision of biodiverse open space which may give opportunities for biodiversity enhancement.</p> <p>A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
								should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 13	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Weakness
Page 458	This is a comparatively small site within approx. 500m of the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/	This site is likely to be residential only and would not have a significant effect on out-commuting levels in Melksham given the small size of the site.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	This site could provide for sufficient education facilities through S106 and/or CIL payments. The site is unlikely to provide facilities onsite. River Mead primary school and nursery is adjacent to this site. Alternatively, The Manor primary school is within 450m	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.	The site consists of rough grassland forming part of a green finger through the north of Melksham, along the River Avon. The historic line of the Wilts & Berks Canal runs along the eastern edge of the site. The rough grassland and unmanaged hedges provide ecological value, potentially for foraging bats. The public right of way with overgrown hedges and former canal are similarly potentially of value for commuting bats.

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	patronage and vibrancy.					along Lowbourne.		Given the ecological value of this site and requirement for a minimum of 20% net gain for biodiversity, the capacity is likely to be much reduced.
Site 14 Page 459	Strength This site is located approx. 1.7km from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase	Neutral Site is unlikely to include any employment land. Impact on out-commuting from Melksham likely to be negligible.	Neutral This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	Neutral This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would	Strength This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	Strength A site of this size would be unlikely to provide education facilities on site but would be required to make contributions to meet the needs arising from the site.	Neutral Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.	Strength The site comprises two small fields that are bound by substantial trees and a small woodland to the north. A substantial tree belt forms the west edge of the site, along the railway cutting. Mature trees, old hedgerows, proximity to older properties and high connectivity across the site confer high ecological value. A minimum of 20% net gain for biodiversity will

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	footfall/ patronage and vibrancy.			likely use the railway station.				be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
Page 460	This site is located approx. 1.5km from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase	Site is large enough to potentially include an element of employment but impact on out-commuting from Melksham likely to be negligible.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size could possibly provide a new primary school onsite but secondary provision would also be required to meet the needs arising from this site.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.	The site comprises arable fields, which are bound by generally low hedgerow boundaries with some gaps and occasional trees. The River Avon flows along the eastern boundary of the site and through a green corridor between the norther suburbs of Melksham. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 16	footfall/ patronage and vibrancy.			likely use the railway station.				and along the boundaries the site alongside other ecologically valuable habitat/features. A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	The town centre is approx 1.5km to the south-west of the site. The site may not provide many direct regeneration benefits but residents would	This site is unlikely to incorporate employment land given it would need to be accessed via Woodrow Rd which is not suited to HGVs.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size could possibly provide a new primary school onsite but secondary provision would also be required to meet the	The former line of the Wilts and Berks canal runs along the western boundary of this site. Development would not prejudice future	The site contains hedgerows (historical) with occasional trees, these hedgerows connecting offsite. The safeguarded route of the Wilts and Berks Canal would provide a feature in proximity to the site while a watercourse runs

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 462	likely use the town centre which would increase footfall/patronage and vibrancy.	It is likely to be residential only and would not have a significant effect on out-commuting levels in Melksham.		the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.		needs arising from this site.	reinstatement of the canal route as it is on the site boundary.	<p>along the northern boundary that holds records for Water vole with potential for otter.</p> <p>Development of the site could deliver multi-functional Green Infrastructure and could help enable delivery of part of the canal route.</p> <p>Given the size of the site there could be provision of biodiverse open space which may give opportunities for biodiversity enhancement.</p> <p>A minimum of 20% net gain for biodiversity is required within the site and the overall layout and design should ensure that habitat creation provides connectivity to</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
								adjacent or nearby habitat areas.
Site 17	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength
Page 463	The town centre is approx 1.2km to the south-west of the site. The site may not provide many direct regeneration benefits but residents would likely access the town centre which would increase footfall/patronage and vibrancy.	This large site is capable of delivering an employment element as part of a mixed-use scheme. This could help reduce out-commuting. Employment in this location could easily be made accessible by sustainable forms of transport, including active travel, as a site of this size would likely be	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size could potentially provide new primary and secondary facilities onsite.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery. The canal route is proposed to go to the north of Woodrow Rd.	The site consists of predominantly pastoral fields with some arable and contains a tributary watercourse of the River Avon. The development of the site could deliver multi-functional Green Infrastructure and improve habitat connectivity, for example through the retention of hedgerows/trees and addition of new greenspace. Given the size of the site it could provide biodiverse open space which may give opportunities for biodiversity

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 464		served by dedicated bus routes and walking and cycling routes. The existing large employment areas are to the south of Melksham and a new employment area here in the north could also reduce cross town commuting.						enhancement. A minimum of 20% net gain for biodiversity will be required on site.
	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
Site 18	This site is located approx.	This site is relatively small and is considered	This site is not on the proposed bypass route	This site is not considered likely to have direct benefits	This site could provide for sufficient healthcare,	A site of this size would be unlikely to provide	Given this site's location, it would not affect the	The site comprises of a single field and forms part of a mixed arable and pastoral fieldscape.

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Page 465	2km from the town centre. The site is relatively small and unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	unlikely to include any employment land. It is unlikely to have any significant benefits or adverse effects on out-commuting from the town.	and would not prejudice the delivery of a future route.	for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	education and transport infrastructure through S106 and/or CIL payments.	education facilities on site but would be required to make contributions to meet the needs arising from the site.	safeguarding of the canal route but would also be unlikely to help enable its delivery.	Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features. A minimum of 20% net gain for biodiversity is required on site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
Site 19	This site is located approx. 2.3km from the town centre.	Site is large enough to potentially include an element of	This site is not on the proposed bypass route and would not	This site is not considered likely to have direct benefits for sustainable	This site could provide for sufficient healthcare, education and	A site of this size could possibly provide a new primary school onsite	Given this site's location, it would not affect the safeguarding of	The site comprises several small to large fields and forms part of the mixed arable and pastoral fieldscape that

Planning For Melksham

Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 466</p>	<p>The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.</p>	<p>employment but impact on out-commuting from Melksham likely to be negligible.</p>	<p>prejudice the delivery of a future route.</p>	<p>transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>transport infrastructure through S106 and/or CIL payments.</p>	<p>but secondary provision would also be required to meet the needs arising from this site.</p>	<p>the canal route but would also be unlikely to help enable its delivery.</p>	<p>extends northeast of Melksham. The site is bound to the north, south and west by generally robust hedgerows with occasional trees. Blocks of woodland and tree belts form parts of the north and east site boundaries. Woodland links along hedgerows and tree belts to the east, into Sandridge Park. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features.</p> <p>A minimum of 20% net gain for biodiversity will be required within the</p>

Planning For Melksham

Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
								site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.

The outcome of Stage 4 of the site selection process for Melksham is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that three sites emerged as the preferred sites at Melksham:

- Land to the east of Melksham
- Land off Bath Road
- Land north of A3102

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Melksham.

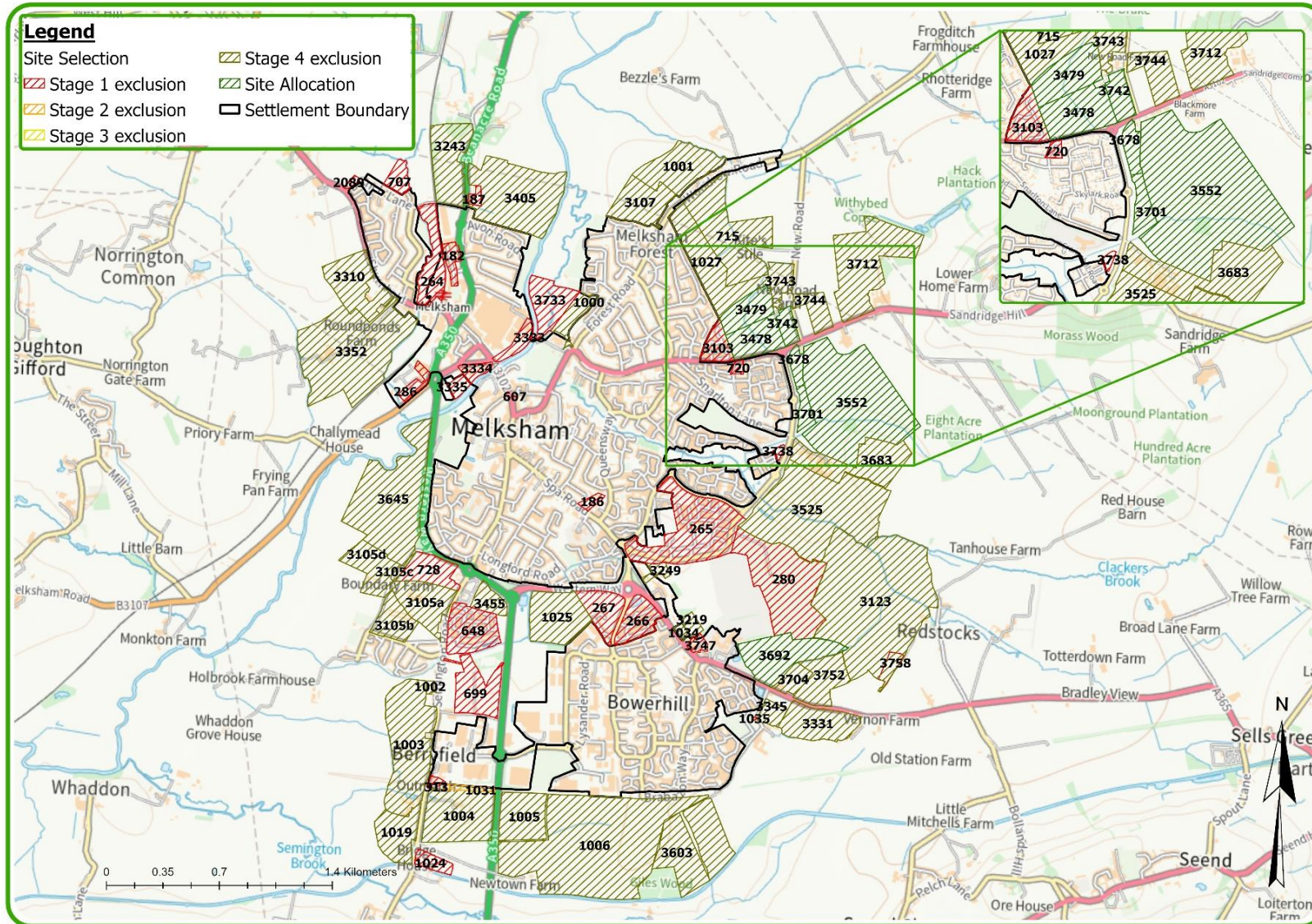


Figure 11. The results of the site selection process at Melksham

Planning For Royal Wootton Bassett

July 2023

Introduction

‘Planning for Royal Wootton Bassett’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Royal Wootton Bassett, as follows:

Policy	Title
47	Royal Wootton Bassett Market Town
48	Land at Marsh Farm
59	Land at Midge Hall Farm
50	Land West of Maple Drive
51	Land at Woodshaw

The Plan sets what local priorities will shape development and future growth in Royal Wootton Bassett (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on, not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. In shaping the town’s future to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, businesses and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

Royal Wootton Bassett - Context and challenges

Population	13,600	8th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary, enhance their services and facilities, promoting better levels of self-containment and viable sustainable communities.

Environment

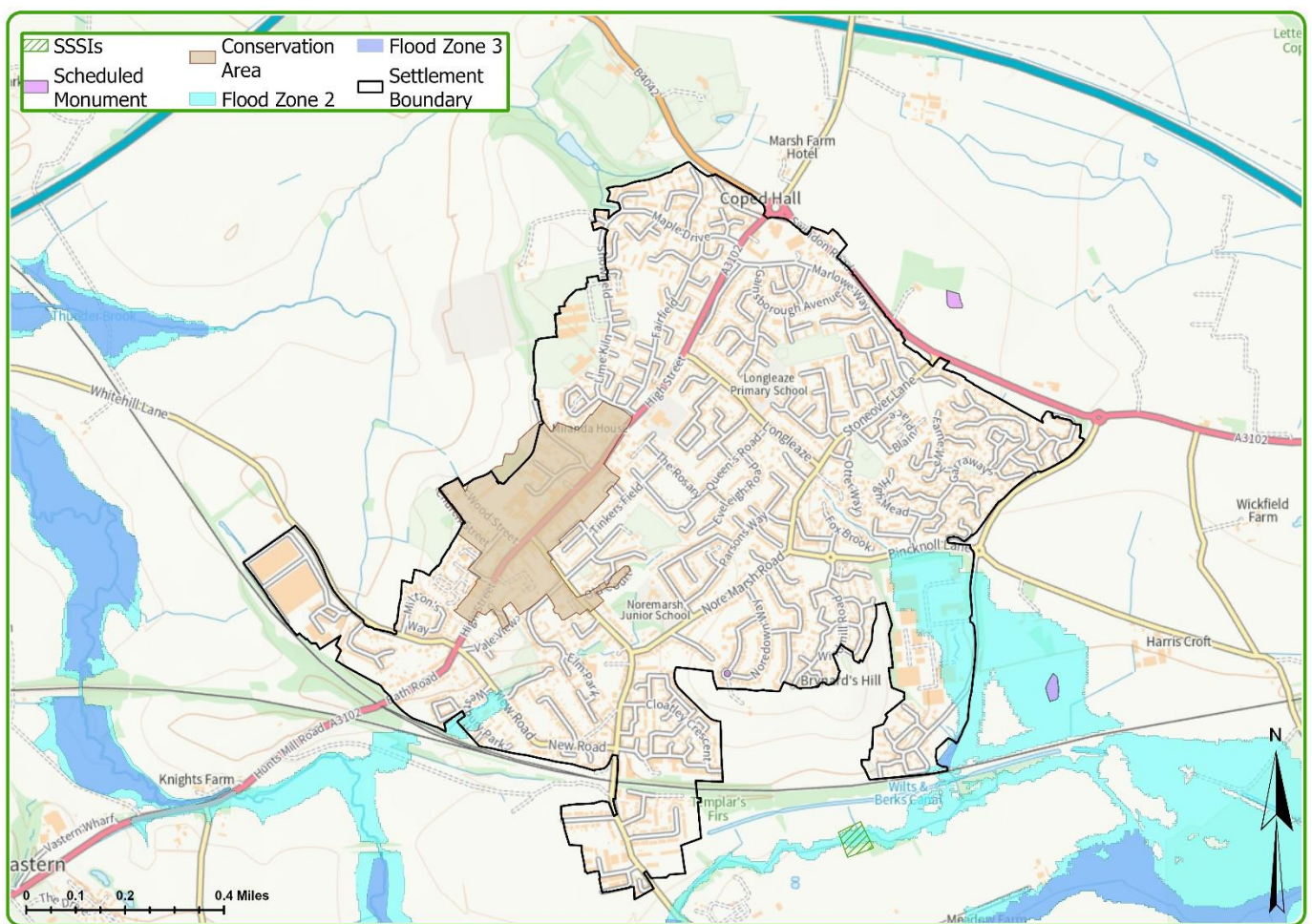


Figure 1. Environmental constraints and designations at Royal Wootton Bassett

Royal Wootton Bassett lies in the north-eastern part of Wiltshire, to the north-east of Chippenham and close to administrative boundary with Swindon.

¹ [Census 2021, ONS](#)

The town is in proximity of the North Wessex Downs Area of Outstanding Natural Beauty (AONB). Expansion of the settlement must conserve its landscape having regard to the AONB's setting. The escarpment to the west of the town prevents large scale development due to elevated ground and visual effects of development. To the south, the rail line constitutes a man-made barrier and there are few crossing points into the town. There is also a Mineral Safeguarding Area in respect of the Rail Aggregate Depot.

To the south-east, flood plains are an obstacle to development. To the north and east, the open countryside and the M4 motorway separate Royal Wootton Bassett from Swindon. The M4's potential effects in terms of noise pollution are a factor in planning for the town.

The town centre area is covered by a Conservation Area. The High Street is a reasonably wide and attractive street which is lined by many attractive two and three storey properties along its entire length. Many of these properties are pre-war and a reasonable proportion of these are nationally listed. One of the most iconic buildings in the town centre is the Town Hall Museum which is located in the southern part of High Street in the central part of the highway.

How has Royal Wootton Bassett developed?

The record of housing delivery at Royal Wootton Bassett to date has notably exceeded planned levels over the WCS plan period. Most recent developments occurred to the south and south-east of the town: Brynard's Hill and Lower Woodshaw, Interface Business Park, and Whitehill Lane Industrial Estate. Developments elsewhere, at St Ivel and Rylands Sports Field, complement these.

A proposed housing allocation to the north-west on land at Maple Drive was not endorsed through the neighbourhood plan examination but remains a consideration.

The following diagram shows how much housing has been delivered in Royal Wootton Bassett from 2006 to 2022.

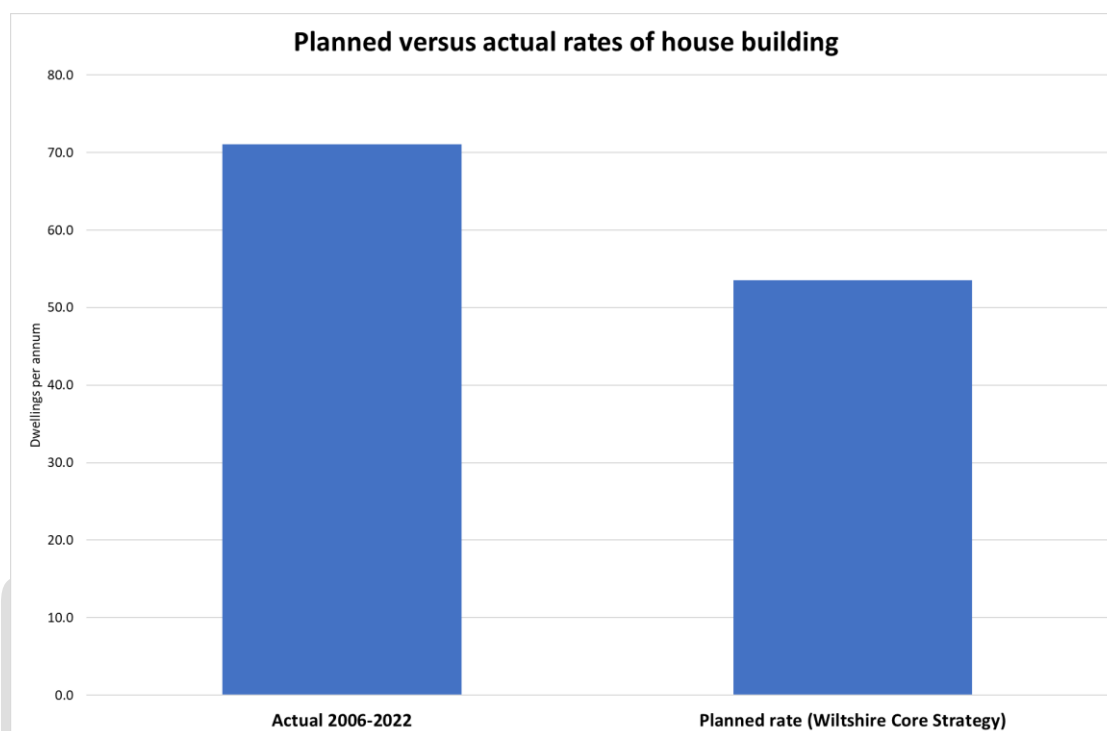


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Royal Wootton Bassett.

In employment terms, the Administrative and Support Service sector has seen high growth over the period and is a large employer in absolute terms. The Wholesale & Retail Trade **Error! Bookmark not defined.** sector is also a significant employer in the area in absolute terms. However, housing growth has not been matched by the employment growth envisaged in the Wiltshire Core Strategy.

Interface Business Park is a successful site, home to several larger employers in sectors including logistics, business services and IT. It has only one vacant plot remaining. The Core Strategy allocation at West of Templar’s Way is currently subject to an employment proposal. Land at Junction 16 (logistics) and to the south of the town is being promoted for additional employment development. To meet the demand within the wider Functional Economic Market Area, additional employment sites of 6.2 hectares are needed at Royal Wootton Bassett over the plan period according to the Employment Land Review 2023².

The town centre has benefited from regeneration projects in recent years, including provision of a new library and the completion of improvements to Royal Wootton Bassett Leisure Centre as part of the Community Campus and Hub programme. The reopening of the refurbished leisure centre completes the overall project, which also included work to the Royal Wootton Bassett Community Hub and Beversbrook sports facility.

² Wiltshire Employment Land Review, (Hardisty Jones Associates, 2023)

Up until recent times the main large food store in Royal Wootton Bassett was the Sainsburys in the Borough Fields Shopping Centre. Several years ago, a proposal for a large Tesco supermarket on the western edge of the town was refused permission although the Council has now granted permission for a new ALDI food store to convert the former Grange Land Rover garage/showroom. This store is now trading.

The Wiltshire Retail and Town Centres Study (WRTCS)³ concludes that, overall, Royal Wootton Bassett is a reasonably healthy town centre with vacancies falling. The trend in the proportion of different types of retail and service uses follows the national average. Evidence suggests that leakage primarily to Swindon will continue to constrain the amount of retail floorspace which can be provided and sustained in Royal Wootton Bassett, but any additional provision must be very carefully considered to ensure that the health of the town centre is protected. There is limited opportunity for additional comparison goods floorspace.

Nonetheless opportunities for regeneration remain, and further development in Royal Wootton Bassett should be focused on supporting investment in services and improvements in the town centre. A new Asda Express, on the site of a former petrol station, is one example.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

³ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

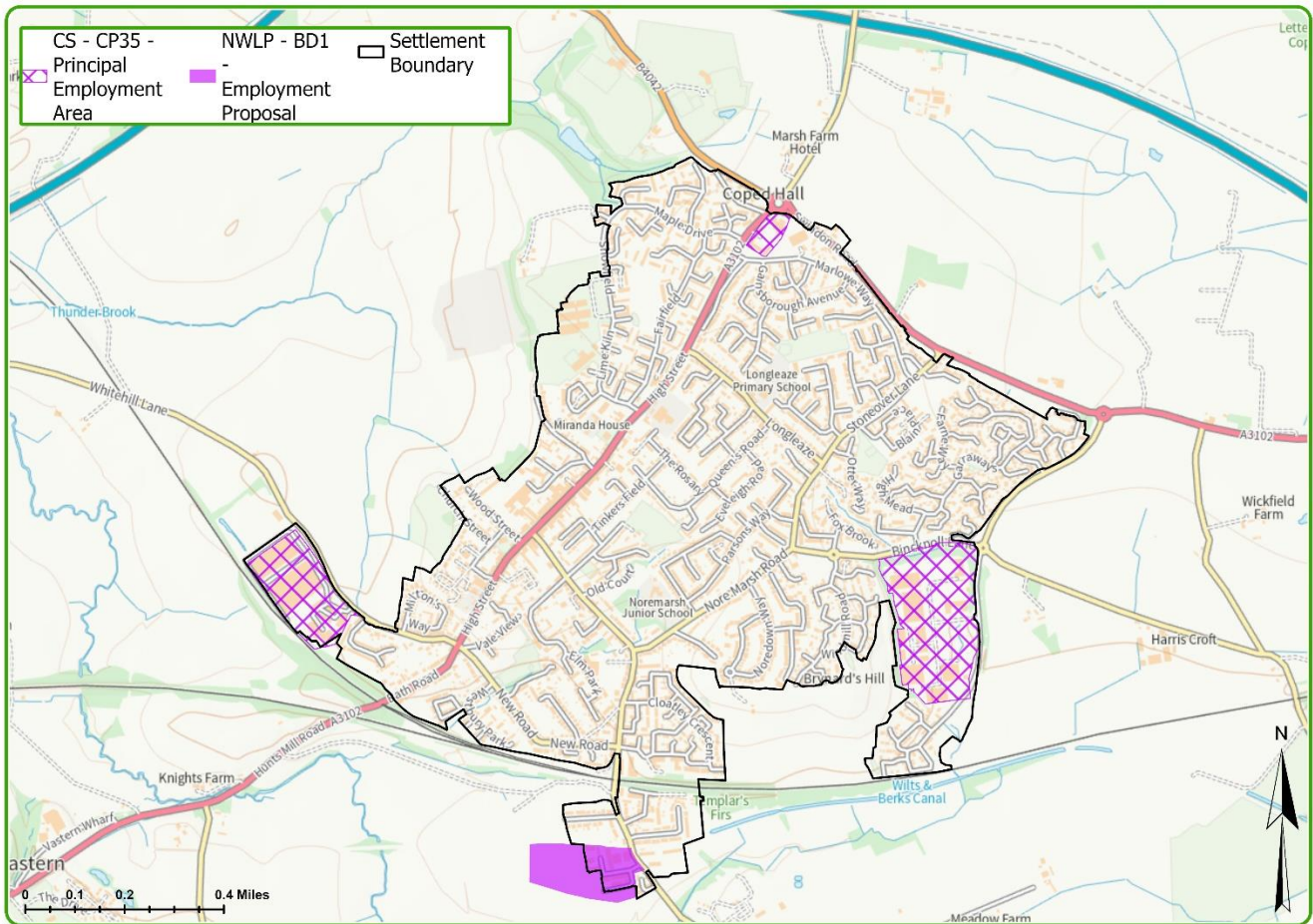


Figure 3. Currently major planning permissions and development plan commitments at Royal Wootton Bassett.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Royal Wootton Bassett has developed over recent years is in summary:

There are vulnerabilities at Royal Wootton Bassett due to housing development pressures, and the imbalance of homes and jobs. Recent housebuilding needs to be balanced with additional investment in business, infrastructure and services for the local community whilst also maintaining a strong town centre.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Royal Wootton Bassett Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Infrastructure needs: promoting infrastructure improvements in tandem with residential development to secure increased education, healthcare, and cemetery capacity

PSP2 Employment land: provision of additional employment to improve self-containment

PSP3 Sustainable communities: Infrastructure improvements to promote and encourage non-car travel and maximise the use and availability of sustainable modes of transport to improve connectivity with the town centre and strengthen sustainable transport links with Swindon and other surrounding towns and villages (achieved through improves cycle links, bus services and potentially a park and ride facility)

PSP4 Transport: maintaining capacity at Junction 16 of the M4 and surrounding strategic road network throughout the Plan period and investigating new opportunities to better manage and mitigate against levels of congestion on the local road network and town centre (achieved through meeting the objective of point 3 and including the possibility of a bypass)

PSP5 Rail connectivity: safeguarding land for the potential future delivery of a Swindon Parkway Station

PSP6 Town centre: delivering development that protects the distinct character and identity of the town and recognises, and is sensitive to, its proximity to Swindon

PSP7 Historic environment: maintaining the town's elevated historical setting and central conservation area

PSP8 Green and blue infrastructure: conserving and enhancing environmental assets around Royal Wootton Bassett and green & blue infrastructure within and adjoining the town (such as a new town park, country park, and allotments)

PSP9 Canal restoration safeguarding the historic alignment of the Wiltshire and Berkshire Canal and taking forward its restoration.

PSPs sit alongside the spatial strategy for Royal Wootton Bassett. One of their purposes is to describe what growth it intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Royal Wootton Bassett that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place, playing an important role in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy⁴, respond to concerns about the imbalance of homes and jobs at Royal Wootton Bassett.

Fresh employment land would provide an opportunity to address the imbalance. The spatial strategy for Royal Wootton Bassett reflects the findings of an Employment Land Review⁵, which concludes there is an indicative forecast demand for around 6ha of employment land at the town (comprising 0.8-2.1ha for office and 4.1ha for industrial).

The new strategy identifies a requirement of 1340 homes for the plan period 2020 to 2038. A reduction in rates of house building at Royal Wootton Bassett compared to the Wiltshire Core Strategy is justified moving forwards.

⁴ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

⁵ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

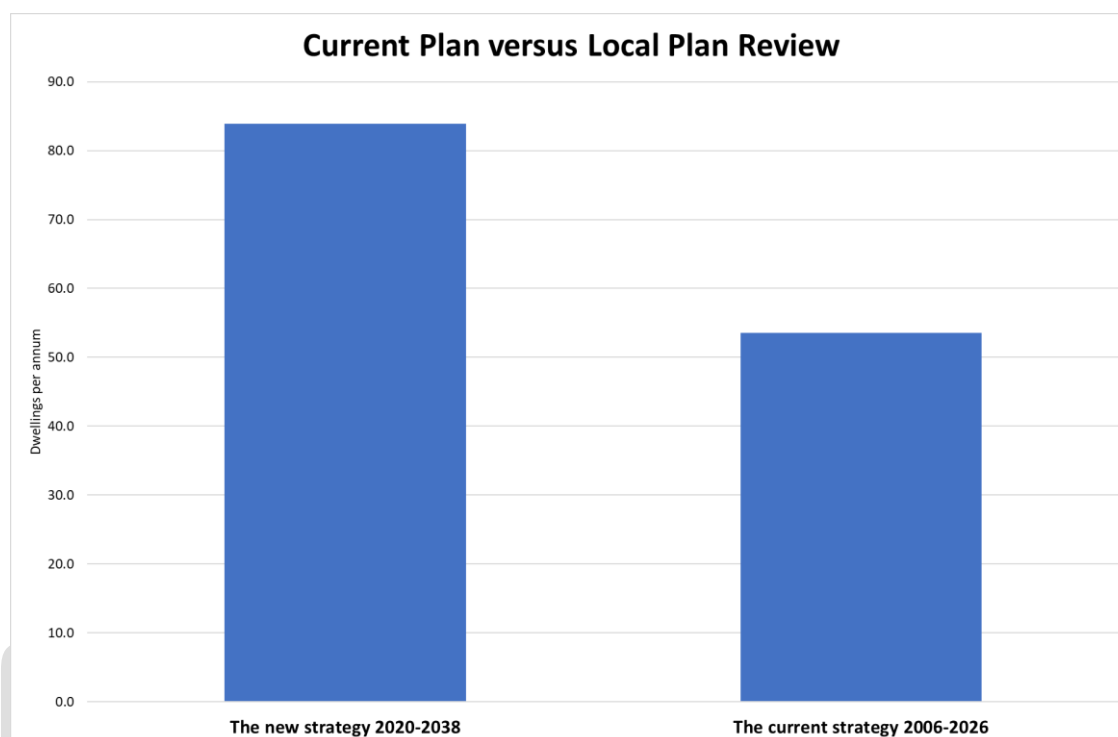


Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Royal Wootton Bassett.

The growth planned for Royal Wootton Bassett will help to maintain the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible, this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help.

Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 3, 4 and 6 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

Local Plan Proposals

Protecting the environment

Royal Wootton Bassett is not significantly constrained in environmental terms when compared with other towns in the area. The town’s location within the setting of the North Wessex Downs AONB, its topography to the northwest, and flood zones to the south are the

main environmental constraints to outward expansion. These are recognised in this proposed Local Plan.

Growth at Royal Wootton Bassett has been promoted for consideration as part of preparing the Plan on the basis that road improvements could relieve traffic congestion and improve the environment of the town centre. Further work, however, including detailed transport assessments, would be needed to ascertain whether or not improvements could be achieved in the town centre. Such concepts would also require increasing the scale of housing growth and this runs contrary to objectives to rebalance jobs and homes.

Careful consideration has been given to the potential impacts of any new development on traffic congestion and air quality issues. For these environmental reasons, as well as benefits for town centre trade, development proposals are as well connected to the town centre as possible, allied to scope for provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

The reduced scale of growth over the plan period (see above) is a result of deducting the homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 1230 homes to be accommodated at Royal Wootton Bassett up until 2038.

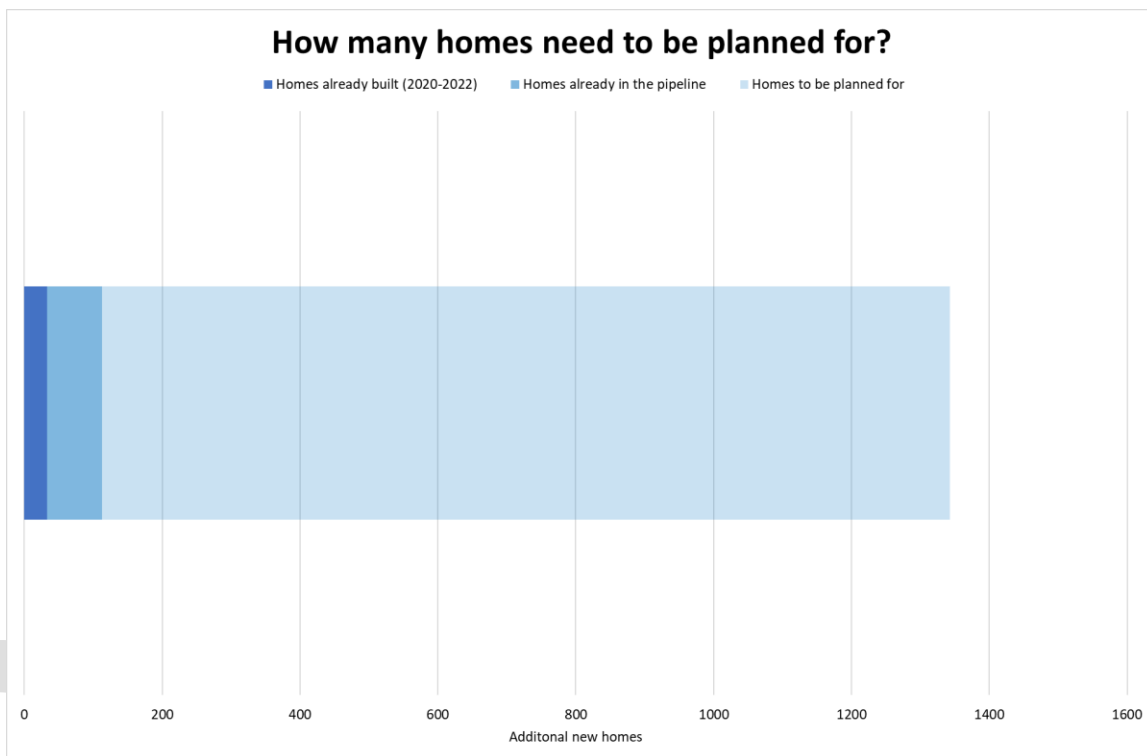


Figure 5. Calculating how many homes need to be planned for at Royal Wootton Bassett.

Selecting sites

9 sites were considered reasonable alternatives for new homes and assessed through a sustainability appraisal. (See map).

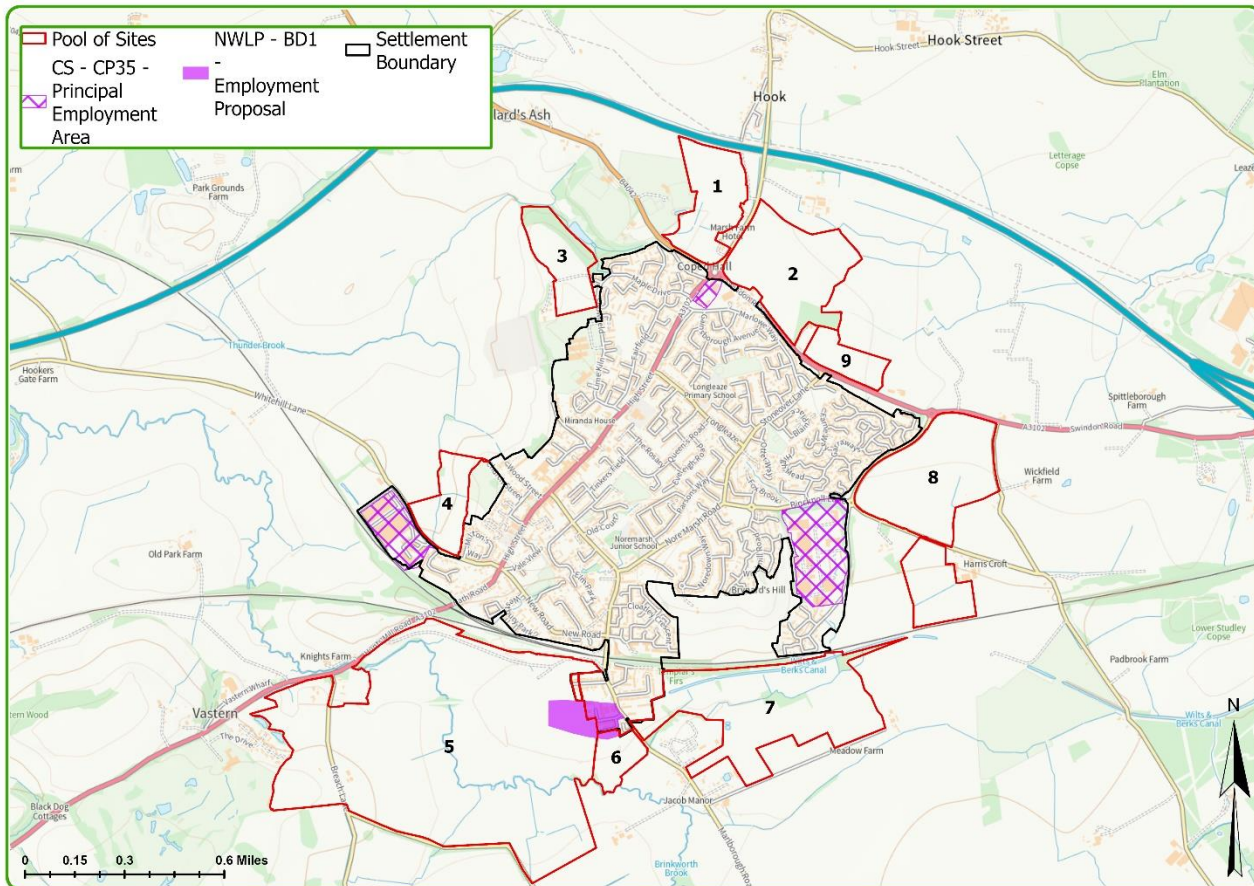


Figure 6. The pool of sites for sustainability appraisal at Royal Wootton Bassett.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. The Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. The Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this, the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessments against the Sustainability Appraisal and the Place Shaping Priorities.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁶.

The Sustainability Appraisal showed that none of the 9 sites are considered likely to have ‘major adverse effects’ whereby mitigation is unachievable. All sites had a range of negative

⁶ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

environmental effects. All sites must be impact tested in regard to Junction 16 of the M4 to determine any necessary capacity enhancements.

Sites 4, 2, 5, 8 are considered the most sustainable sites when assessed against objectives in the Sustainability Assessment Framework. Sites 1, 3, 6, 7 and 9 are considered the least sustainable.

All sites were then evaluated according to how well they could support the PSPs. All sites are considered to have weaknesses in terms of highways capacity and improvements.

Site 4 is relatively small which generally limits development potential. Similar to Sites 5 and 8, it is away from the town centre on the periphery of the town with limited potential to use and improve sustainable transport modes. Like all sites to the south of the railway, Site 5's score is dependent on the delivery of a bypass, and while it is large, its capacity would be reduced due to landscape and flood risk mitigation. Sites 2 and 8 generally score well against the PSPs but will have limited opportunities to mitigate levels on congestion. However, they could both deliver mixed-use and necessary mitigation measures due to their size.

Looking at the bottom five performing sites from the Sustainability Appraisal, all sites have weaknesses in transport terms. Site 9's size means that it may not have capacity to incorporate mitigation measures and mixed-use development. While Site 3 is also relatively small, it could provide a small-scale extension to the town and be well contained in the landscape.

Overall, all sites to the south of the railway perform poorly in transport terms due to their distance from the town centre, constraints of the local highway network to connect them to the town centre, and evidence that a required bypass is not feasible at this stage. This explains why most sites to the north of the railway perform better overall, despite some weaknesses identified against the SA objectives and the PSPs. As a result, sites 1, 2, 3 and 8 are proposed for allocation in the Plan:

- Site 1: Land at Marsh Farm
- Site 2: Land at Midge Hall Farm
- Site 3: Land West of Maple Drive
- Site 8: Land at Woodshaw

What development is proposed?

The preferred sites will contribute approximately 1,080 homes to meeting the residual requirement of 1,230 homes. In due course, a review of the Royal Wootton Bassett

Community Neighbourhood Plan is intending to allocate additional land for development (as below). Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review.

The Employment Land Review identified the need for additional employment land in the M4/Swindon Functional Economic Market Area. The revised spatial strategy for Royal Wootton Bassett identifies a total of approx. 6.2 ha of additional employment land for the town. There is current supply of 5.1ha in the form of permissions and completions, so the Plan proposes an additional net employment land requirement of 1.8 ha in the interest of flexibility. In combination, the proposed site allocations can meet the scale of residual requirements for both new homes and employment that should be planned for.

Site 1: Land at Marsh Farm

Use	Scale/Area
Residential	150 homes
<p>Development restricted to central section of the site with undeveloped areas to the north, east and south.</p> <p>The site is to be served by way of a single access from the B4042 Malmesbury Road with secondary access points from Hook Street tested at application stage.</p> <p>Improvements to cycling and walking routes through the site to link to the existing network</p>	

This greenfield site lies on the northern edge of Royal Wootton Bassett, within the parish of Lydiard Tregoze. The site is relatively flat with some gentle contours. The site is currently in agricultural use. It is situated on land around the Gerard Buxton Sports Ground, lying to the north-east of the B4042, extending northwards to the M4 motorway beyond which lies the Small Village of Hook. There is varied landscaping around the site’s perimeter, with hedges demarcating the existing field pattern and some mature trees. There is a Tree Preservation Order existing on a group of trees on the northern part of the site. The Jubilee Lake Local Nature Reserve lies to the south-west of the site. The south-eastern edge of the site adjoins a Grade II Listed property at Marsh Farm Hotel.

The main role of this site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected to the town centre; approximately 1km for walking and cycling and there are already regular bus services on Malmesbury Road. Residents would be able to visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. There are food store facilities and the Coped Hall Principal Employment Area within walking distance. The proposal strongly supports Place Shaping Priorities for housing and infrastructure, employment, green and blue infrastructure, and to a lesser degree sustainable transport choices.

The amount of housing provides good scope to provide a mix of housing types, including a proportion of affordable homes (PSP1).

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration – both during construction and operational phases. The site partly adjoins the M4 motorway and the B3102 which could give rise to noise impacts. This would need to be mitigated through appropriate site design and layout.
- The setting of the Grade II Listed Marsh Farm Hotel building will need to be respected in the site layout.
- In landscape terms, development to the north should be limited to retain the separation with Hook. On site, hedgerows and tress should be maintained to contribute to the local green infrastructure network including buffers to development to maintain separation from Hook and the rural landscape to the north of the M4 motorway.
- Works would be required to the highway of the B4042 to provide tunnels for newts and other wildlife to move between the on site green spaces and the County Wildlife Site.
- On site green spaces are required to take pressure off the County Wildlife Site and Local Nature Reserve at Jubilee Lake.
- An alternative access point on the road to Hook or secondary lower grade access from the B4042 should be tested at application stage.
- Widening of footway on northern side of Malmesbury Road is required to meet LTN 1/20 standards.
- Improvement or replacement of existing controlled pedestrian crossing and improved cycle access to Old Malmesbury Road.
- Enhancement of bus stops on Malmesbury Road and/or Marlowe Way.
- Improvement of connectivity to Marlowe Way Bus Stops.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.

- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Further investigation is needed into the survival and extent of ridge and furrow earthworks in the eastern site area. Mitigation could involve avoiding ridge and furrow earthworks in site layout.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.
- Deliver significant investment in foul water capacity in the area.

Site 2: Land at Midge Hall Farm

Use	Scale/Area
Residential	415 homes
Employment	Approx 1.8 ha
Education	2FA Primary School
Retail/Service	Local Centre
<p>Site to be accessed via A3102 Swindon Road and C Class Coped Hall Road.</p> <p>Improvements to internal and external cycling/walking routes and infrastructure, and re-routing of bus service.</p> <p>Reduction of developable area required to avoid coalescence, heritage asset impacts and maintain buffer to M4 motorway.</p> <p>Internal flood risk mitigation and foul water sewer buffering required.</p>	

This greenfield site lies on the northern edge of Royal Wootton Bassett, within the parish of Lydiard Tregoze. The site is relatively flat with some gentle contours. The site is currently predominantly in agricultural use, and also includes a copse of woodland close to the adjoining property Elmcroft. Some overhead cables cross part of the site. The site lies to the north of the A3102 Swindon Road and to the north lies the Midge Hall Farm complex, close to

the M4 motorway. Midge Hall is a Grade II Listed property. The southern edge of the site is characterised by the existing built edge of the settlement comprising residential and commercial uses. The western edge of the site abuts a Grade II Listed property at Marsh Farm Hotel. There is varied landscaping within and around the site's perimeter, with hedges demarcating the existing field pattern and some mature trees. A Scheduled Monument at Church Hills borders the site's southern edge. The site is intersected by several public rights of way.

An imbalance of homes and jobs is a key issue at Royal Wootton Bassett. Providing additional employment land is an important component that helps to address this. The site is of sufficient size to enable provision of up to 1.8 ha of employment development.

As with Site 1, this site is reasonably well located in terms of access to the town centre and the potential for sustainable travel modes, with bus stops approximately 150m away via on site public rights of way. It is also well related to existing and new homes, as well as businesses at Coped Hall Principal Employment Area. There is also a relatively new supermarket on the opposite side of the road, which would significantly enhance the sustainability of the site. The proposal supports Place Shaping Priorities for housing and infrastructure, employment, green and blue infrastructure, and scores neutral against sustainable transport choices. Additional mitigation may be required to mitigate against levels of congestion on the local road network and town centre.

Therefore, in terms of non-car modes of travel, the development must directly improve bus, pedestrian and cyclist infrastructure to improve access to the town centre, local schools, Swindon and beyond. This will be a critical requirement for this development.

Land for a new 2FE Primary School is to be reserved on site to meet education requirements from new development at the town. A local centre is also proposed to be part of the development.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- The site is close to the M4 motorway and the B3102 which could give rise to noise impacts and may need to be mitigated through appropriate site design and layout.
- Recreational pressure on local wildlife sites and nature reserves is to be mitigated through on-site natural green spaces that could aid the delivery of a strategic network of green and blue infrastructure.
- Landscape buffers to the M4 to the north and Midge Hall will be required to mitigate impacts such as coalescence with Hook and on the Grade II listed building.

- Retention of hedgerows and trees as part of a mature landscape framework that contributes to the local green infrastructure network and provides appropriate buffers to development.
- Further investigation will be needed into the survival and extent of water meadows within the site. Mitigation could involve avoiding water meadows in site layout and incorporating historic landscape elements such as field patterns, hedgerows and mature trees.
- Retention of public footpath links through the site.
- Buffers to watercourses and sewer crossing the site.
- Improvements to the No.55 bus service is key to the sustainability of the site in the early phases and includes enhancement of and connectivity to bus stops on Marlowe Way. Later phases of development may require partial diversion of the 55 service with bus stops internal to the site.
- There is little or no pedestrian/cyclist infrastructure along Swindon Road and this will need to be directly addressed by the development. This must include incorporation of footpaths LTRE 15 and 16 into the masterplan; improvements to Public Rights of Way WBAS11 and widening of the footway on northern side of Swindon Road to meet LTN 1/20 standards.
- Provision of a controlled pedestrian crossing and improved cycle access to the A3102 leading to the High Street will also be required.
- Land for a new 2FE primary school is to be reserved within the development.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.
- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.
- Deliver significant investment in foul water capacity in the area.

Planning For Royal Wootton Bassett

How the two sites may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and delivers homes, other uses and infrastructure envisaged.

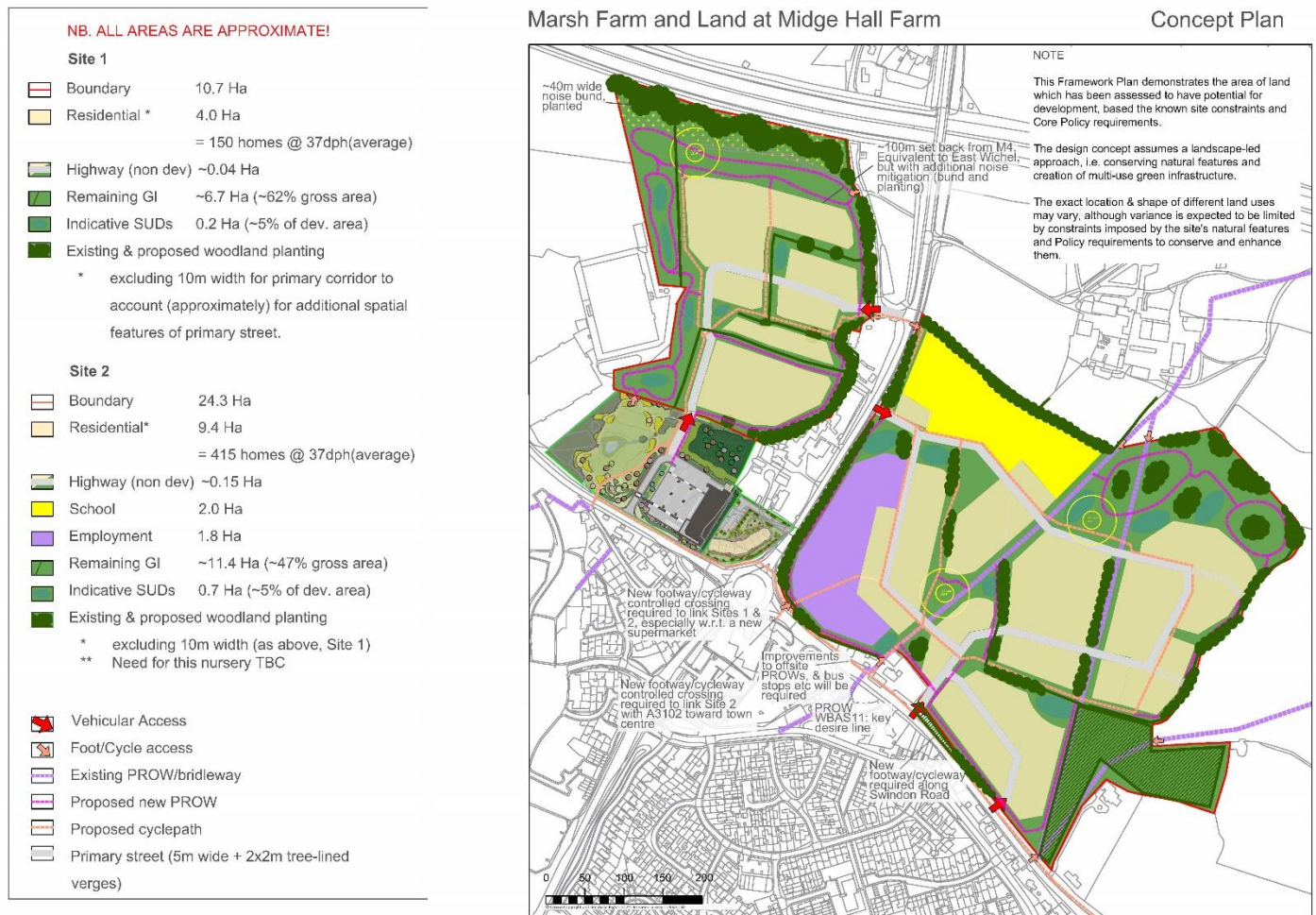


Figure 7. Concept plan for Land at Marsh Farm and Land at Midge Hall Farm

Site 3: Land West of Maple Drive

Use	Scale/Area
Residential	70 homes
<p>Primary vehicular access to be provided from Maple Drive. Secondary access via unclassified Lucerne Close (in the absence of evidence that access from Maple Drive/Showfield is possible).</p> <p>Development should be restricted to land which does not comprise habitat mosaic, namely arable/improved grassland; and housing set back accordingly from the site boundary with RWB Academy taking into account and respecting adjacent school uses.</p> <p>Development of the northern part of the site is to be avoided in the interest of protecting woodland and the landscape setting of Jubilee Lake. Development heights to be in line with treed</p>	

skyline. Mature Landscape Framework required so development contributes to local green infrastructure network.

Improvements to cycling and walking routes through the site to link to the existing network.

This greenfield site lies on the north-western edge of Royal Wootton Bassett, in the parish of Royal Wootton Bassett. The site is currently in agricultural use and is formed of two land parcels to the north and south of an access track serving Red Lodge, from Lucerne Close. The site slopes down to border the Jubilee Lake Local Nature Reserve and Jubilee Lake Fields County Wildlife Site on the north-eastern edge and is bordered by a mix of trees and hedgerows. To the south of the site lies Royal Wootton Bassett Academy.

The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected. Access to the town centre is within a reasonable 1km walking distance, but alternative employment opportunities are further afield and may be reached either by cycling or bus transit. Bus services are available but approx. 500m away at Laburnum Close. Additional mitigation may be required to mitigate against levels of congestion on the local road network and town centre. Walking and cycling infrastructure improvements would be required from new development, linking with public rights of way within the site.

The site performs well against the Place Shaping Priorities to provide housing and infrastructure (PSP1), Green and Blue Infrastructure (PSP6) and scores neutral against sustainable transport, employment and landscape.

Residents could visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The site can be developed with due consideration given to a landscape buffer to the north and linking with the green/blue infrastructure network.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Noise impact assessment required due to adjacent business use.
- Delivery of a vehicular access primarily from Maple Drive / Showfield and secondary from Lucerne Close. It will be necessary for the access to cross third party land.
- Enhancements to existing pedestrian infrastructure to accommodate cyclists within existing and available green verge.

- Provision of a crossing facility to access pedestrian cyclist infrastructure on the eastern side of the road (Maple Drive).
- Replacement/enhancement of existing but unused bus stop provision on Maple Drive and extension of bus service to provide a minimum hourly service between the site and Swindon.
- Retain hedgerows and trees as part of a mature landscape framework that contributes to the local green infrastructure network and provides appropriate buffers to development.
- Retain public footpath links through the site.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.
- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Avoid development in the north of the site where it would remove woodland and alter the landscape setting of Jubilee Lake green space.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.
- Deliver significant investment in foul water capacity in the area.

Land West of Maple Drive

Concept Plan

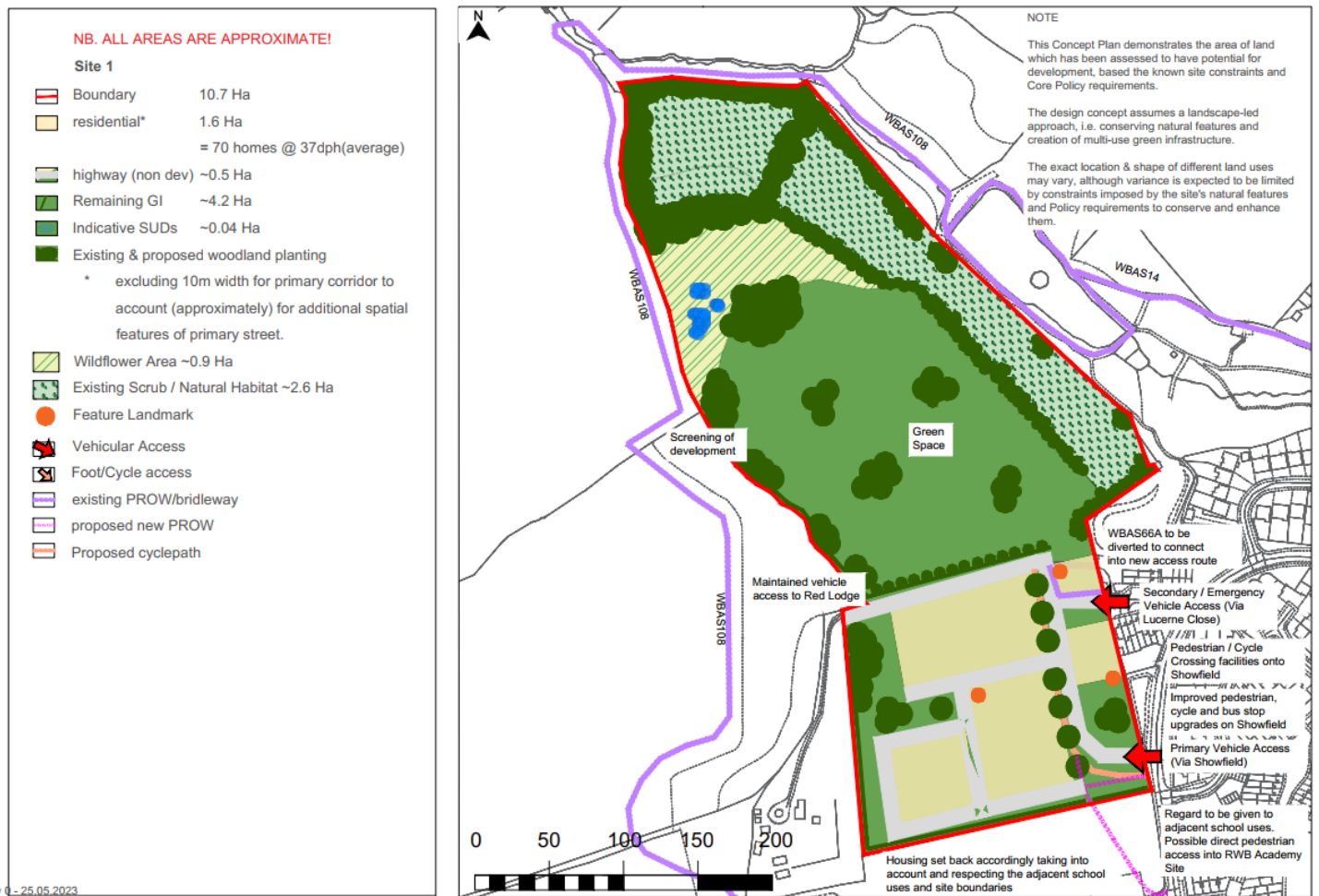


Figure 8. Concept plan for Land West of Maple Drive

Site 8: Land at Woodshaw

This large greenfield site lies on the eastern edge of Royal Wootton Bassett, within the parish of Royal Wootton Bassett. The site is formed by a number of field parcels at Bincknoll and is relatively flat with some contours and is predominantly in agricultural use, with a mix of hedgerows and trees demarking the field boundaries. The southern part of the site surrounds an equestrian livery use and is bordered on its southern edge by the railway line serving Royal Wootton Bassett. Several public rights of way cross and border the site. Part of the southern area is recorded as being within Flood Zone 2, and there are a small number of ponds within the site boundary. The southern part of the site is also located close to a scheduled medieval rural settlement, and two Grade II listed heritage assets.

Use	Scale/Area
Residential	445 dwellings

Education	Full Day Care Nursery
Other	Park & Ride Facility
<p>Multiple access points are required into the development.</p> <p>Strong landscape buffer required along eastern and southern boundaries and network of green and blue infrastructure.</p> <p>Improvements to walking and cycling infrastructure and contributions to improved bus service.</p>	

The main role of this site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes. The site scores well against PSP 1 in this regard.

Royal Wootton Bassett town centre is within 1.3 - 2km of the site's nearest and farthest boundaries. The site is large and has relatively good access to the existing public transport network but this will have to be enhanced. As a result of town council and other community group interest for transport improvements, the developer is proposing a park and ride facility which could be incorporated into transport planning for the town, subject to further assessment. Multiple access points will be required for this development, and also improvements to walking and cycling infrastructure. Overall, the site scores well against the sustainable transport PSP (3) but additional measures may be required to mitigate against levels of congestion on the local road network and town centre. The site is reasonably near the Interface Industrial Estate and scores well against PSP3 (Employment). It could deliver new areas of green infrastructure and footpath connections (PSP6).

Given the distance to educational facilities in the town, the site should be delivered with additional education facilities. As a minimum this would require land reserved for a full day care nursery.

Development would affect the landscape and historical setting of the town and result in development within the gap between the town and Swindon. This could be successfully mitigated to an acceptable level by way of buffering the eastern and southern boundaries.

The site is located within the 100m buffer of a Scheduled Monument and associated earthworks traverse the western buffer area. Development must mitigate any impacts on Lower Woodshaw Farmhouse.

Part of the site adjoins a busy railway line which is likely to give rise to noise impacts, and would require assessment and design mitigation, potentially including physical separation from constraints.










Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- A noise assessment (railway line) must inform development proposals.
- Multiple access points will be required for this development.
- Enhance the 99 bus service to increase capacity of bus transit in the area with additional bus stops to ensure residents have access to a bus stop within 400m.
- Capacity enhancement of the A3102 roundabout to the north of the site, subject to achievability and feasibility.
- Sustainable travel incentives should be put in place to avoid this modal trip choice.
- Delivery of footway/cycleway provision along the site frontage, connecting into Garraways and Swallows Mead via controlled pedestrian/cyclist crossings and enhancing the route to the town centre to accommodate cyclists. Direct connection into the proposed Royal Wootton Bassett to Swindon Cycle route.
- Land for a full day care nursery must be reserved.
- Careful location of development and landscaping will be required to mitigate the impacts on Lower Woodshaw Farmhouse and landscape effects overall, by limiting development in the south and east of the site and provision of landscape buffers, retention of hedgrows and trees and public footpath links through the site.
- Green spaces required to reduce density of visitors at Morningside Farm County Wildlife Site. Existing priority habitat will not be suitable for green space.
- A newt mitigation plan is required. Overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Contributions required to secondary school extension.
- Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.







Land at Woodshaw

Concept Plan

NB. ALL AREAS ARE APPROXIMATE!

	Boundary	27.5 Ha
	residential*	12 Ha = 444 homes @ 37dph(average)
	Potential park and ride (instead of ~0.5Ha/20 dwellings)	
	highway (non dev)	~0.9 Ha
	Conveniences**	0.36 Ha
	Nursery	0.4 Ha
	Remaining GI	~13.8 Ha (~50% gross area)
	Indicative SUDs	1.3 Ha (~9% of dev. area)
	Existing & proposed woodland planting	

*excluding 10m width width for primary corridor to account (approximately) for additional spatial features of primary street.
**Capacity for ~20 additional dwellings above GF

	Vehicular Access
	Foot/Cycle access
	existing PROW/bridleway
	proposed new PROW
	Proposed cyclepath
	Primary street (5m wide + 2x2m tree-lined verges)



Rev 0 - 25.05.2023

Figure 9. Concept plan for Land at Woodshaw

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period. The Local Plan aim is to strengthen the town centre.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy. Royal Wootton Bassett is defined as a Market Town in the town centre hierarchy. They are large shopping and service focused centres with smaller catchments. The town centre boundary and primary shopping area can be found on the policy map.

The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date. The primary frontage extends along the northern side of High Street between its junction with Wood Street and the Iceland store. It also includes the Borough Fields Shopping

Centre. The defined secondary frontage encompasses a wider area including the surface level car park adjacent to the Borough Fields Shopping Centre and a wider extent of High Street from the junction with Rope Yard in the south and up to the junction with Borough Fields in the north.

The defined town centre area is entirely covered by a conservation area, extending along High Street from Lime Kiln Road and Whitehill Lane. High Street is a reasonably wide and attractive street which is lined by many attractive two and three storey properties along its entire length. Many of these properties are pre-war and a reasonable proportion of these are nationally listed. One of the most iconic buildings in the town centre is the Town Hall Museum which is in the southern part of High Street in the central part of the highway. Royal Wootton Bassett Town Council also run a weekly street market on High Street every Wednesday.

In terms of retailing, the proportion of convenience goods retailers has now risen from below the national average in 2012 to become commensurate with the average in 2020. The trend for comparison goods retailers and service uses has followed the national trend over the past several years with the former declining and the latter increasing. Both are now above their respective national averages.

Overall, Royal Wootton Bassett is a reasonably healthy town centre with vacancies falling and the trend in the proportion of different types of retail and service uses follows the national average.

Shopping patterns associated with the town will always be influenced by Swindon and, to a lesser extent, Chippenham. Evidence suggests a continued large level of leakage primarily to Swindon, which is inevitable given the amount of retail floorspace in that settlement.

With the introduction of the new out of centre ALDI food store, there is not any forecast quantitative capacity for additional floorspace. The introduction of the ALDI food store has made a material improvement in qualitative terms, albeit in an out of centre location, but there is a continued significant leakage of trips to nearby Swindon. This would suggest the potential for additional provision to reduce some of this leakage although care needs to be taken to ensure that the health of the town centre is protected. In relation, comparison goods shopping provision and the ability of Royal Wootton to make any meaningful additions will be constrained by the influence of the higher order centres of Swindon and Chippenham, and as such there is limited opportunity for additional floorspace.

How will growth be delivered?

Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities

that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Royal Wootton Bassett that have been devised in consultation with Royal Wootton Bassett Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Royal Wootton Bassett Community Neighbourhood Plan (2017-26) was ‘made’ on 24 April 2018. The Plan’s policies in Section 4 support infill development and additional employment and mixed-use development but do not allocate new sites as the Core Strategy requirements had been met for new homes. Section 3 supports new or improved community facilities, and new and retained shops in the town centre.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Larges Villages within the Royal Wootton Bassett neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁷. Ten per cent of the scale of growth proposed in the Local Plan suggests a baseline requirement of 134 dwellings. The neighbourhood plan is being reviewed and there is an appetite to allocate sites. The neighbourhood area designation includes Royal Wootton Bassett and the environs to the town. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites. 150 dwellings is considered appropriate for the town.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Royal Wootton Bassett neighbourhood area requirement (2020 to 2038)	150
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Local Infrastructure

The growth of Royal Wootton Bassett needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Royal Wootton Bassett as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

⁷ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Education

There are some surplus places in the existing schools, but to accommodate the residual housing figure, a new 2FE primary school with 60 early years places and a standalone full day care nursery will be required. Midge Hall Farm and Lower Woodshaw have been identified as suitable sites to provide a primary school and full day care nursery respectively, and land would be reserved at these sites.

The secondary school is already full, but there is sufficient land to extend the school. Financial contributions would enable an extension to provide additional places.

Sustainable transport

Royal Wootton Bassett is well served by the A3102 which provides a direct link to Chippenham and Swindon, and the M4 Junction 16. These routes benefit from a regular bus service to Chippenham and Swindon with recent investment in ultra-low emission buses. The nearest rail station is at Swindon although long-term ambitions exist to establish a rail station at Royal Wootton Bassett. TransWilts propose a park and ride rail facility close to Junction 16 of the M4. At present, delivery of a station cannot be guaranteed and hence each of the RWB sites' sustainability is not prejudiced by the proposals. Should delivery and policy position change, and should the station come forward in a timely manner, then contributions may be sought to deliver connectivity to the station by walking and cycling facilities.

Current transport constraints/concerns include:

- Royal Wootton Bassett does not have an Air Quality Management Area (AQMA) in respect of the nitrogen dioxide annual mean objective, although significant new development would feed into existing networks causing additional air quality pressure. Specific measures may need to be put in place to mitigate the additive impact of development. CIL/S106 contributions may be required to enable actions for the revocation of Air Quality orders, where present. Air Quality assessment would be required showing cumulative effects of development on relevant receptors.
- All sites within RWB will need to be impact tested at Junction 16 of the M4 to determine any necessary capacity enhancements. Initial assessments have suggested the potential for on-line queuing, which may either need resolving through revised slip design and/or assessment using National Highways VISSIM model to establish what may be achieved within the junction circulatory.
- Other points of concern on the network include the A3102/Binknoll Lane roundabout (near Churchill Pub and Grill) and impact upon the High Street.

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town, as reflected in the Place Shaping Priorities. These seek improvements to the local transport network that reduce traffic congestion, and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes.

Health and social care

Royal Wootton Bassett is served by two GP surgeries, subject to a severe provision gap. This is to be partly rectified by the internal redevelopment of New Court Surgery. Development should avoid placing additional pressure on local health services. Financial contributions are to be sought through development to ensure new residents have access to healthcare facilities, and in avoiding negative impacts on health provision.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained. With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Development will need to be connected into a local substation which is constrained. If development generated energy on site, then this would result in reduced dependency on SSEN supply.

It is considered that the current energy infrastructure could cope with the increased demand, reducing the cost associated with reinforcing the grid. However further evidence is required to confirm this / conversation with SSEN would be required to ensure connectivity to the grid.

Thames Water supplies water to Royal Wootton Bassett. The area covered by Thames Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through development and occupation of new sites. According to the operator, apart from the need for local reinforcements, there is a wider issue with supply capability in this area. In the near future (10 years) there is potential for abstraction licence reduction at the source feeding this area, which would only enable Thames Water to support current demand for water in this area. It is highly likely that large scale growth will require a major infrastructure development project to enable Thames

Water to support new and existing customers. This will take a significant time to develop and deliver (3-5 years) and so early engagement is imperative.

With regard to sewage treatment works capacity, Wessex Water advised that investment in infrastructure in Royal Wootton Bassett will be required, and further appraisal would be needed. Recent improvements have been designed and approved for construction to improve foul network operation north of the railway, but these do not consider further development of the scale planned at Royal Wootton Bassett. Significant improvements are likely to be required.

Sites proposed for development at Royal Wootton Bassett fall partly into Source Protection Zone 2c and Drinking Water Safeguarding Zones. Consultation with the Environment Agency could be required to determine the likely effects of development within the areas identified within Source Protection Zones.

DRAFT

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 19	Spatial Strategy for the Royal Wootton Bassett Community Area Principal Employment Areas: Whitehill Industrial Estate, Interface Industrial Estate and Coped Hall Business Park.	Replace with Policy 47 for Royal Wootton Bassett Market Town
North Wiltshire Local Plan Policy H2	Allocated Residential Sites Rugby Club, Stoneover Lane, Wootton Bassett (100 dwellings)	Delete
North Wiltshire Local Plan 2011 Policy BD1	Allocated Employment Sites Templars Way, Wootton Bassett (3.44 ha)	Retain
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy CF1	Local community and education facilities Stoneover Lane, Wootton Bassett (proposed school)	Delete

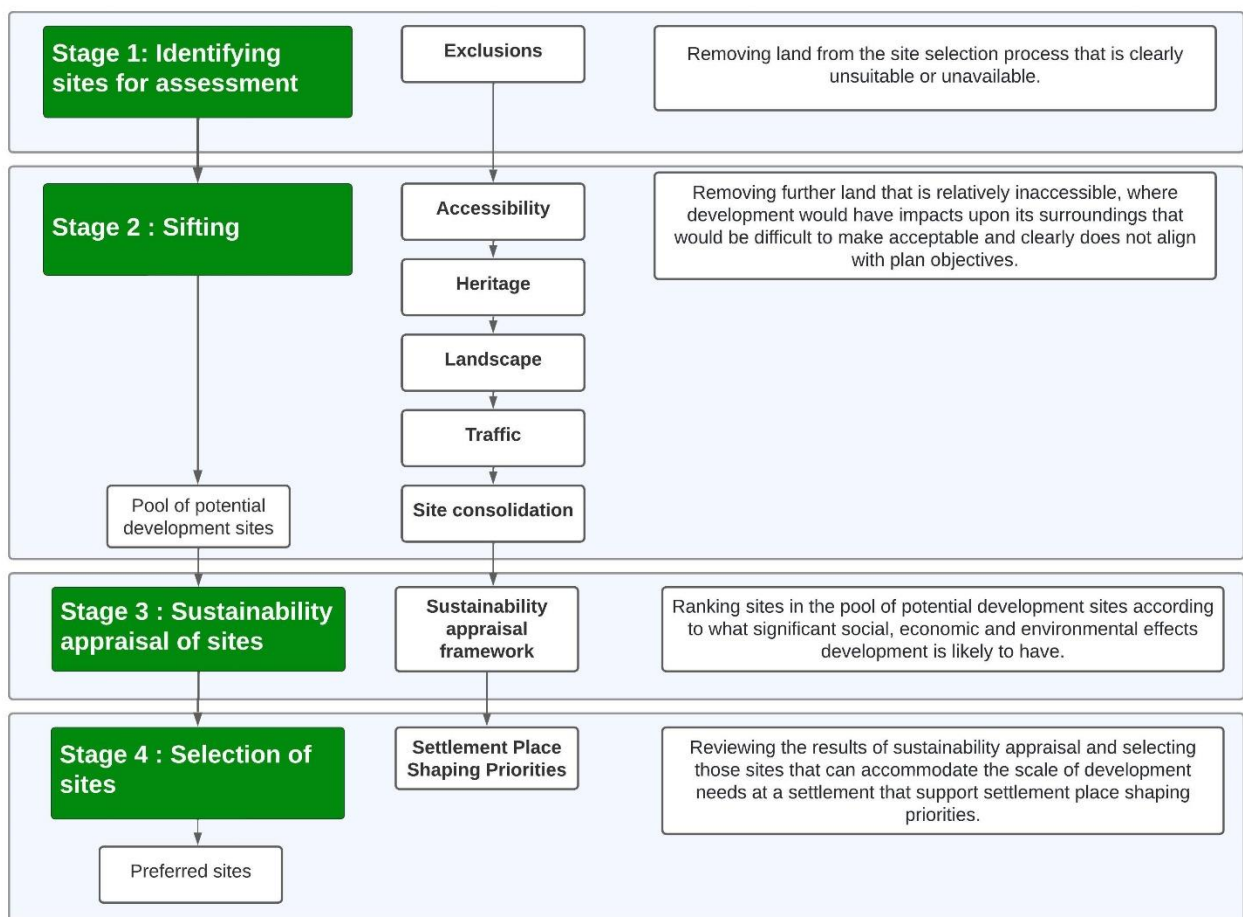
Appendix 2 Site Selection

Site Selection: Royal Wootton Bassett

The purpose of this appendix is to explain the site selection process at Royal Wootton Bassett, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁸ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁹. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Royal Wootton Bassett.

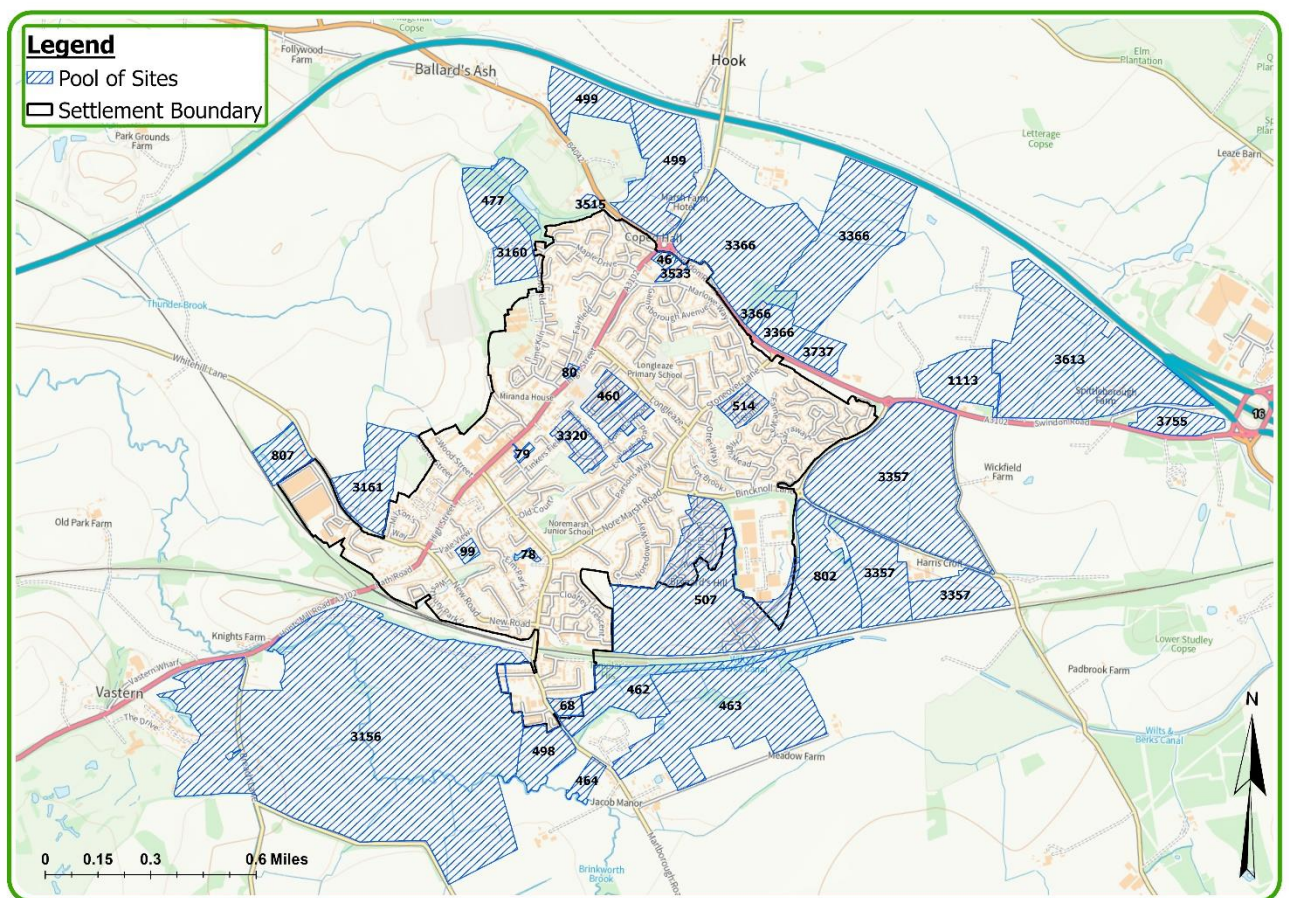


Figure 10. Pool of sites at the start of the site selection process at Royal Wootton Bassett

⁸ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁹ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

16 sites at Royal Wootton Bassett were fully excluded at Stage 1.

Table 1 Sites Excluded

Site name	Reason for removal at Stage 1
Site 3515	Not strategic site
Site 3366 (parts of)	Unavailable part of the site, and Scheduled Monument.
Site 3320	Site unavailable
3357	The site boundary has been amended (reduced) to correspond with the land being promoted
Site 3533	Site unavailable
Site 46	Site is part of the Coped Hall Principle Employment Area
Site 460	Site built out
498	Land excluded to the south of FZ3 to avoid isolated parcel.
Site 499	The site boundary has been amended (reduced) to correspond with the land being promoted
Site 507	Site being built out
Site 514	Site built out
Site 68	Site unavailable
Site 78	Not strategic site
Site 79	Not strategic site
Site 80	Not strategic site
Site 99	Site unavailable

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹⁰) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using the Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-

¹⁰ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

judge more detailed testing through a Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Context criteria	Detail
Long-term pattern of development	<p>Most recent developments occurred to the south and south-east of the town: Brynard’s Hill and Lower Woodshaw, Interface Business Park, and Whitehill Lane Industrial Estate. Developments elsewhere, at St Ivel and Rylands Sports Field, complement these.</p> <p>A proposed housing allocation to the northwest on land at Maple Drive was not endorsed through the neighbourhood plan examination but remains a consideration.</p>
Significant environmental factors	<p>The escarpment to the west of the town prevents large scale development due to elevated ground and visual effects of development. To the south, the rail line constitutes a man-made barrier and there are few crossing points into the town.</p> <p>To the south-east, flood plains are an obstacle to development. To the north and east, the open countryside and the M4 separate Royal Wootton Bassett from Swindon. Capacity at Swindon Road and M4 Junction 16 may constrain further development to the north of the town.</p>
Scale of growth and strategic priorities	<p>The indicative scale of growth proposed is 1,230 dwellings and 6.9 ha of employment land for up to 2036.</p> <p>Strategic priorities seek to maintain the separation with Swindon; maintain capacity at M4 Junction 16; maximise sustainable transport solutions; provide additional employment; maintaining the town’s historical setting; increase infrastructure capacity; safeguard and restore the Canal; and to conserve and enhance environmental assets. A Swindon Parkway station is considered to be a long-term strategic priority to provide an alternative to road transport.</p>
Future growth possibilities for the urban area	<p>There are opportunities for future growth, although most sites around the town are constrained by landscape sensitivity.</p> <p>Land to the south of the town is less constrained in transport terms and would continue the past direction of growth. Flood risk may reduce overall site capacities here.</p> <p>Other opportunities for development include the north-west of the town near to Maple Drive and to a limited extent to the east of the town.</p> <p>The made neighbourhood plan is being reviewed. The Plan could complement strategic growth through targeted small-scale development that delivers against specified local priorities.</p>

Planning For Royal Wootton Bassett

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
462	Land South of Wootton Bassett - Part A	Yellow	Yellow	Green	Yellow	Green	<p>Much of the site to the north and the thin strip to the east is taken up with the old canal green infrastructure corridor. The site also bounds the railway embankment green infrastructure corridor that is heavily wooded. This leaves a small area of land between the existing council depot and the sewage works available for development.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
463	Land South of Wootton Bassett - Part B	Yellow	Green	Green	Red	Green	<p>The site is isolated from the existing settlement boundary and the outlying housing along Marlborough Road. Whilst generally well screened and visually unobtrusive there could be views from Brynards Hill (Site 507) onto the site which would be difficult to mitigate, that would create urban encroachment into the countryside and detract from the views to the AONB ridge line beyond. A smaller portion to the west of the site may be able to accommodate some development along Marlborough Road. The proposed route of restored Wilts and Berks Canal should be respected in any development. Development should be limited to avoid a new conspicuous urban edge.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
464	Land South of Wootton Bassett - Part C	Yellow	Yellow	Green	Yellow	Green	<p>While overall there are no direct adverse effects identified, the site is isolated from the settlement boundary and should be excluded, in conjunction with the isolated land parcel 498 to the south of the flood zone (see below).</p>	X
477	Land West of Maple Drive	Green	Green	Green	Yellow	Yellow	<p>The southern part of this site in combination with site 3160 was previously included in the submission version of the RWB NP. The site is within 1,500m of a congested corridor. It scores well in accessibility terms. There is more limited capacity in the north of the site due to the</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>presence of woodland. There are potential views to the north and west, and any design would need to consider surrounding green corridors.</p> <p>At this stage the evidence suggests taking the site forward as parts of the site could be suitable.</p>	
498 Page 508	Templars Way Industrial Estate						<p>Parts of the site south of the flood zone may be less suitable as it may become isolated from the remainder of the site. The site scores well in accessibility terms, is not close to a congested corridor. The proposed route of the restored Wilts and Berks Canal should be respected in any development.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage. Employment use would be preferred to housing, to avoid sterilising the existing employment site to the north.</p> <p>Boundary changes to exclude land that is located outside the flood zone to the south as this would remain isolated from the settlement.</p>	Y
499	Marsh Farm						<p>The site is highly visible from surrounding roads including the M4. The development risks coalescence with Ballard's Ash, Hook, and Coped Hall. It may be possible to develop a smaller portion of the site to the south if sensitively integrated into the landscape Contribution of site to setting of Grade 2 listed "The Marsh" requires assessment. The site scores well in terms of flood risk and accessibility.</p> <p>Part of the site at the Coped Hall roundabout benefits from planning permission for a care home.</p>	Y

Planning For Royal Wootton Bassett

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.	
802	Lower Woodshaw Farm						<p>The Sift 2 assessment considered only the parts of this site which are outside Flood Zone 2.</p> <p>The southern parcel would not be suitable in planning terms as it is separated from the settlement by unsuitable land. The northern part while closer to the settlement would be 'attached' to Interface Business Park but form a small isolated development of approx. 2 ha and is not considered suitable on its own in the interest of good planning.</p> <p>Exclude the site from further consideration due to the limited amount of unconstrained land and isolation from the settlement.</p>	N
13	Land North of Swindon Road						<p>The site is within 500m of a congested corridor. The site is separated from site 3357 and the town by Swindon Road, which forms a clear barrier to connectivity. The site has views over the countryside to the north and broken distant views to the North Wessex Downs AONB to the south. There is a risk of coalescence between the settlements of Royal Wootton Bassett and Swindon.</p> <p>The site should therefore be excluded from further consideration on landscape grounds.</p>	N
3156	Land South of Wootton Bassett						<p>The site is highly prominent with key views across to the skyline of Royal Wootton Bassett and surrounding countryside. If the site were developed it would risk coalescence with the small hamlet of Vastern and the surrounding farmsteads. There is also the risk of coalescence with the Wiltshire Crescent development on the nearby Golf course, in a rural setting. The Brinkworth Brook Green Infrastructure corridor provides a logical landscape boundary feature in the area south of Wootton Bassett. There should be no development south of the Brinkworth</p>	Y

Planning For Royal Wootton Bassett

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
Page 510							<p>Brook for landscape reasons. There are opportunities to sensitively design wetland areas to accommodate SUDS and areas prone to flooding adjacent to the Brinkworth Brook, while creating new habitat and amenity features. A smaller portion of the site north of the Brinkworth Brook may be able to accommodate some development.</p> <p>Route of historic Wilts and Berks Canal should be respected in any development. The site would remove the agricultural setting of Grade 2 Hunt Mill Farm.</p> <p>This is a large site and constraints identified do not apply to the whole site. The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	
3160	Land West of Maple Drive						<p>This site in combination with the southern half of 477 was previously included in the submission version of the RWB NP. The site is within 1,500m of a congested corridor. It scores well in accessibility terms. The site is well located in landscape terms for additional housing.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
3161	Land at Whitehill Lane						<p>About 50 per cent of the site (the northern half) is shown as a town park supported in RWB NP Policy 3. It scores well in accessibility terms. While in a highly prominent location, and open to views, this site does offer the opportunity to create a gateway development into the urban settlement.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
3357	Land at Woodshaw	Green	Green	Green	Red	Yellow	<p>The site has views over the countryside to the north and distant views to the North Wessex Downs AONB to the south. There is a risk of coalescence between the settlements of Royal Wootton Bassett and Swindon. The site is between 500 and 1,000m of a congested corridor. A smaller portion of the site to the north east of the site may be able to accommodate some development if sensitively integrated into the landscape.</p> <p>This smaller portion of the site may be suitable for employment development due to the proximity to the strategic road network. The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
3366	Land adjoining Midge Hall Farm	Green	Yellow	Yellow	Red	Yellow	<p>The site is highly visible from surrounding roads including the M4. The development risks coalescence with Hook and Coped Hall. Development would contribute to coalescence with Swindon. The site wraps round the Grade 2 farmstead and would lead to the loss of its agricultural setting.</p> <p>A large proportion of the site is within 500m of a congested corridor. It may be possible to develop a smaller portion of the site to the west adjacent to the A3102 if sensitively integrated into the landscape.</p> <p>This smaller portion of the site may be considered suitable for employment development due to the proximity to the strategic road network.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
3613	Spittleborough Farm / W of M4 J16						<p>The site is close to a congested corridor (500m). The site is clearly separated from the town. The site has views over the countryside to the north and is relatively well screened to the south. There is a risk of coalescence between Swindon and Royal Wootton Bassett.</p> <p>Exclude site from further consideration on landscape grounds.</p>	N
3737	Land to the north of Swindon Road						<p>The site sits to the north of Swindon Road and if developed in isolation would be isolated from the rest of Royal Wootton Bassett. The site however comprises the remaining part of a field included within SHELAA site reference 3366 'Land adjoining Midge Hall Farm'. The wider site, as detailed above, is highly visible from surrounding roads including the M4. The development risks coalescence with Hook and Coped Hall. Development would contribute to coalescence with Swindon. The site wraps round the Grade 2 farmstead and would lead to the loss of its agricultural setting.</p> <p>It was originally proposed that the site should be combined with site 3366 and should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site has however since been separated from site 3366 for its own independent assessment because the land/field cannot be developed in combination with the wider site.</p>	Y

Of those sites that are taken forward, it was appropriate in some cases to combine or split sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
462 and 463	The sites abut and have no strong physical barriers between them.
477 and 3160	The sites abut and have no strong physical barriers between them.
Site 3737 (and 3366 in part)	New site created (3737) because there is a physical barrier between land parcels north of Elm Croft.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site	Site name	Site/SHELAA ref(s)
1	Land at Marsh Farm	499
2	Land adjoining Midge Hall Farm	3366
3	Land West of Maple Drive	477 and 3160
4	Land at Whitehill Lane	3161
5	Land South of Royal Wootton Bassett	3156
6	Templars Way Industrial Estate	498
7	Land South of Royal Wootton Bassett (Parts A & B)	462 and 463
8	Land at Woodshaw	3357
9	Land to the north of Swindon Road	3737

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site (Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)).

The Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative). At Royal Wootton Bassett, the Sustainability Appraisal identified that there were no likely major adverse effects arising from the development of sites within the pool of sites.

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

TABLE SHOWING SUMMARY OF ASSESSMENT SCORES LISTED IN ORDER OF SITE SUSTAINABILITY PERFORMANCE (MORE à LESS)

SITE	Sustainability performance (MORE / LESS)	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
4	↑ MORE SUSTAINABLE LESS SUSTAINABLE ↓	-4 (1st)	-	-	--	-	-	+	-	-	+	++	--	++
2		-5 (2nd)	-	--	--	-	-	0	--	-	+++	++	--	++
5		-6 (3rd)	-	--	--	-	--	0	--	--	+++	++	--	+++
8		-6 (3rd)	--	--	--	-	-	0	--	--	+++	++	--	+++
1		-7 (5th)	-	--	--	-	--	0	--	-	++	++	--	++
3		-7 (5th)	--	--	--	-	--	+	-	-	++	++	--	+

Planning For Royal Wootton Bassett

SITE	Sustainability performance (MORE / LESS)	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
6		-7 (=7th)	-	-	--	--	-	+	-	-	+	+	--	+
7		-7 (=7th)	--	--	--	--	--	0	-	--	+++	++	--	+++
9		-7 (=7th)	-	-	--	-	-	+	--	--	+	+	-	+

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25. The detailed assessments for each site are set out in an interim sustainability appraisal report.
26. The results of the Sustainability Appraisal of the pool of potential development sites indicate that all sites should be taken forward to the Stage 4 site selection process, along with SHELAA housing capacities and proposed mitigation sought by the Sustainability Appraisal. Potential mitigation measures are listed against each Sustainability Appraisal objective and are limited at this stage to that which would have a significant bearing on a candidate site’s developable capacity. The developable areas of some sites will, as a result, need to be reduced quite extensively to prevent the likelihood of significant adverse effects.
27. In summary, site no.4 is the best performing greenfield site with a score of -4, followed by site no. 2 with a score of -5, and sites no. 5 and 8 with a score of -6. Sites no. 1, 3, 6, 7 and 9 then all follow with an equal score of -7.

Stage 4 – Selection of Sites

28. Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular, the identified ‘Place Shaping Priorities. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.
29. The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.
30. Below, the sites are evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). At Stage 4 this helps decide between sites options where Stage 3 outcomes are finely balanced.
31. The SWOT assessment considers the following:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

- 32. Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.
- 33. The outcome of Stage 4 of the site selection process for Royal Wootton Bassett can be summarised under the 'What development is proposed' section earlier in this paper. Stage 4 concluded that four sites were allocated at Royal Wootton Bassett.

34. Table below shows the assessment outcomes against the place shaping priorities:

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Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
Site 1	5 th	Strength	Strength	Neutral	Weakness	Neutral	Strength
		The site is of a size that could deliver a good range of housing to meet local needs, with some supporting infrastructure .	This site is on the periphery of the town, close to the Coped Hall Principal Employment Area, and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	This site is on the periphery of the settlement and presents limited opportunities to improve the use and availability of sustainable modes of transport, other than improved public rights of way that cross the site.	The site is of a size that could deliver a good range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the northern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a scale that could deliver new areas of green infrastructure and a link to the Jubilee Lake Local Nature Reserve.
Site 2	2 nd	Strength	Strength	Strength	Weakness	Neutral	Strength
		The site is of a size that could deliver a good range of housing to meet local needs, with some supporting infrastructure .	This site is on the periphery of the town, close to the Coped Hall Principal Employment Area, and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	This site is on the periphery of the settlement and its size would suggest that a mixed-use development involving residential, employment and other uses could be achieved that may help reduce the need to travel. The site provides opportunities to include a network of well-connected footpaths and cycleways and connectivity for public transport.	The site is of a size that could deliver a good range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the northern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a scale that could deliver new areas of green infrastructure and its development could improve existing public rights of way that cross the site.
Site 3	5 th	Strength	Neutral	Neutral	Weakness	Neutral	Strength
		The site is of a size that	This is a relatively small site but might be able	This site is on the periphery of the settlement and presents	The site is of a relatively small size in comparison to	This site is on the western periphery of the town	The site is of a scale that could deliver

Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
		could deliver a range of housing to meet local needs.	to provide a mixed-use development and provide some employment which would enable people to live and work locally (although unlikely).	limited opportunities to improve the use and availability of sustainable modes of transport, other than public rights of way adjacent to and within the site linking to the town centre.	others but could provide a range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	and its development would have an impact on landscape character and the landscape setting of the town, but the development could be relatively well contained within the wider landscape.	new areas of green infrastructure and a link to the Jubilee Lake Local Nature Reserve.
Site 4	1 st	Strength	Neutral	Neutral	Weakness	Neutral	Strength
		The site is of a size that could deliver a range of housing to meet local needs	This is a relatively small site but might be able to provide a mixed-use development and provide some employment which would enable people to live and work locally (although unlikely).	This site is on the periphery of the settlement and presents limited opportunities to improve the use and availability of sustainable modes of transport, other than public rights of way adjacent to and within the site linking to the town centre.	The site is of a relatively small size in comparison to others but could deliver a range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the western periphery of the town with clear open views from the public realm and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a scale that could deliver new areas of green infrastructure and improvements to the public right of way that crosses the site.
Site 5	3 rd	Strength	Strength	Strength	Weakness	Neutral	Strength

Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
		The site is of a size that could deliver a significant range of housing to meet local needs, with supporting infrastructure .	This site is on the periphery of the town, adjoins the Templar’s Way Industrial Estate, and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	The significant size of this site would suggest that a mixed-use development involving residential, employment and other uses could be achieved that may help reduce the need to travel. The site provides opportunities to include a network of well-connected footpaths and cycleways and connectivity for public transport along with the potential safeguarding of land for the future delivery of a Swindon Parkway Station.	The site is of a size that could deliver a significant range of housing thus increasing the number of vehicles using the strategic road network resulting in a significant weakness / threat, albeit the size of the site presents some opportunities to better manage and mitigate against levels of congestion on the local road network and town centre through off-site highway improvements and, improvements to sustainable transport measures.	This site is on the southern periphery of the town and if developed in its entirety would have a major adverse effect on the landscape and historical setting of the town, albeit could be successfully mitigated to an acceptable level with a large part of the site excluded.	The site is of a scale that could deliver significant new areas of green infrastructure, including improving public rights of way that cross the site, and as part of any development the safeguarding of the Wiltshire and Berkshire Canal that crosses the site and its potential restoration.
Site 6	7 th	Weakness	Strength	Neutral	Weakness	Neutral	Neutral
		The site lies within the odour/fly buffer zone of a sewage treatment works and is therefore unsuitable for housing development.	This is a relatively small site, but it adjoins the Templar’s Way Industrial Estate and could include employment land alone or as part of a wider mixed-use development linking with site 5 and or 7 which would	This site is small and on the periphery of the settlement and in isolation presents limited opportunities to improve the use and availability of sustainable modes of transport.	The site is of a relatively small size in comparison to others but could deliver some employment development thus increasing the number of vehicles using the strategic road network.	This site is on the southern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town, albeit in isolation the site is relatively small in comparison to other and could be successfully	The site is of a small scale with limited opportunity to enhance existing areas of green and blue infrastructure within and surrounding the town.

Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
			<p>enable people to live and work locally.</p> <p>The site does however lie within the outer odour/fly buffer zone of the nearby sewage treatment works and therefore may only be suitable for heavier employment uses.</p>			mitigated to an acceptable level.	
Site 7	7 th	Strength	Strength	Strength	Weakness	Neutral	Strength
		<p>The site is of a size that could deliver a significant range of housing to meet local needs, with supporting infrastructure (outside the odour/fly buffer zones of the sewage treatment works).</p>	<p>This site is on the periphery of the town and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.</p>	<p>The site provides opportunities to include a network of well-connected footpaths and cycleways along with the potential safeguarding of land for the future delivery of a Swindon Parkway Station.</p>	<p>The site is of a size that could deliver a significant range of housing thus increasing the number of vehicles using the strategic road network resulting in a significant weakness / threat, albeit the size of the site presents some opportunities to better manage and mitigate against levels of congestion on the local road network and town centre through off-site highway improvements and, improvements to</p>	<p>This site is on the southern periphery of the town and if developed would affect the landscape and historical setting of the town albeit could be successfully mitigated to an acceptable level.</p>	<p>The site of a scale that could deliver significant new areas of green infrastructure, including improving public rights of way that cross the site, and as part of any development the safeguarding of the Wiltshire and Berkshire Canal that crosses the site and its potential restoration, along with the protection of the Wootton</p>

Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
					sustainable transport measures		Bassett Mud Spring SSSI.
Site 8	3 rd	Strength	Strength	Strength	Weakness	Neutral	Strength
		The site is of a size that could deliver a significant range of housing to meet local needs, with supporting infrastructure .	This site is on the periphery of the town near to the Interface Industrial Estate and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	The site provides opportunities to include a network of well-connected footpaths and cycleways along with the potential provision of a Park & Ride facility for the town.	The site is of a size that could deliver a good range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre	This site is on the eastern periphery of the town and if developed would affect the landscape and historical setting of the town and result in development within the gap between the town and Swindon, albeit could be successfully mitigated to an acceptable level.	The site of a scale that could deliver new areas of green infrastructure and improvements to the public right of way that crosses the site.
Site 9	7 th	Strength	Neutral	Neutral	Weakness	Neutral	Neutral
		The site is of a size that could deliver a range of housing to meet local needs	This is a relatively small site but might be able to provide a mixed-use development and provide some employment which would enable people to live and work locally.	This site is on the periphery of the settlement and presents limited opportunities to improve the use and availability of sustainable modes of transport.	The site is of a relatively small size in comparison to others but could deliver a range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the northern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a small scale with limited opportunity to enhance existing areas of green and blue infrastructure within and surrounding the town.

The table below illustrates how assessment of sites against the Place Shaping Priorities has altered the rankings that were established through the Sustainability Appraisal process.

Site	Stage 4 Ranking	SA Ranking of Sites	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	Change from SA Ranking
1	5 th (2)	=5 th (-7)	P	P	P/x	x	P/x	P	No change
2	1 st (3)	=2 nd (-5)	P	P	P	x	P/x	P	↑
3	6 th (1)	=5 th (-7)	P	P/x	P/x	x	P/x	P	↓
4	6 th (1)	1 st (-4)	P	P/x	P/x	x	P/x	P	↓
5	1 st (3)	=3 rd (-6)	P	P	P	x	P/x	P	↑
6	9 th (-1)	=7 th (-7)	x	P	P/x	x	P/x	P/x	↓
7	1 st (3)	=7 th (-7)	P	P	P	x	P/x	P	↑
8	1 st (3)	=3 rd (-6)	P	P	P	x	P/x	P	↑
9	8 th (0)	=7 th (-7)	P	P/x	P/x	x	P/x	P/x	↓

The outcome of Stage 4 of the site selection process for Royal Wootton Bassett can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that four sites emerged as the preferred sites:

- Site 1: Land at Marsh Farm
- Site 2: Land at Midge Hall Farm
- Site 3: Land West of Maple Drive
- Site 8: Land at Woodshaw

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Royal Wootton Bassett.

Figure 11. Site selection results at Royal Wootton Bassett

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Planning for Salisbury

July 2023

1. Introduction

'Planning for Salisbury' is a guide to how the Local Plan Review ('the Plan'), which replaces the Wiltshire Core Strategy, is going to affect the city over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Salisbury, as follows:

Table: proposed Local Plan policies for Salisbury

Policy	Title
Policy 22	Salisbury Principal Settlement
Policy 23	Land north-east of Old Sarum
Policy 24	Land at Netherhampton Road Garden Centre
Policy 25	Land north of Beehive Park & Ride
Policy 26	Land north of Downton Road
Policy 27	Land south of Harnham
Policy 28	Land west of Coombe Road
Policy 29	Suitable Alternative Natural Greenspace, South Salisbury
Policy 30	Land East of Church Road, Laverstock
Policy 31	Salisbury Central Area
Policy 32	Salisbury Skyline
Policy 33	The Maltings and Central Car Park
Policy 34	Churchfields Employment Area
Policy 35	Salisbury District Hospital Campus

The current planning policies for Salisbury are included in Appendix 1.

2. Salisbury: Context and challenges

Population	41,800 ¹	Amongst the largest of the county's 16 main settlements
Strategic role	Principal Settlement	<p>Wiltshire's Principal Settlements are strategically important centres and the primary focus for development. This will safeguard and enhance their strategic role as employment and service centres.</p> <p>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.</p>

Environment

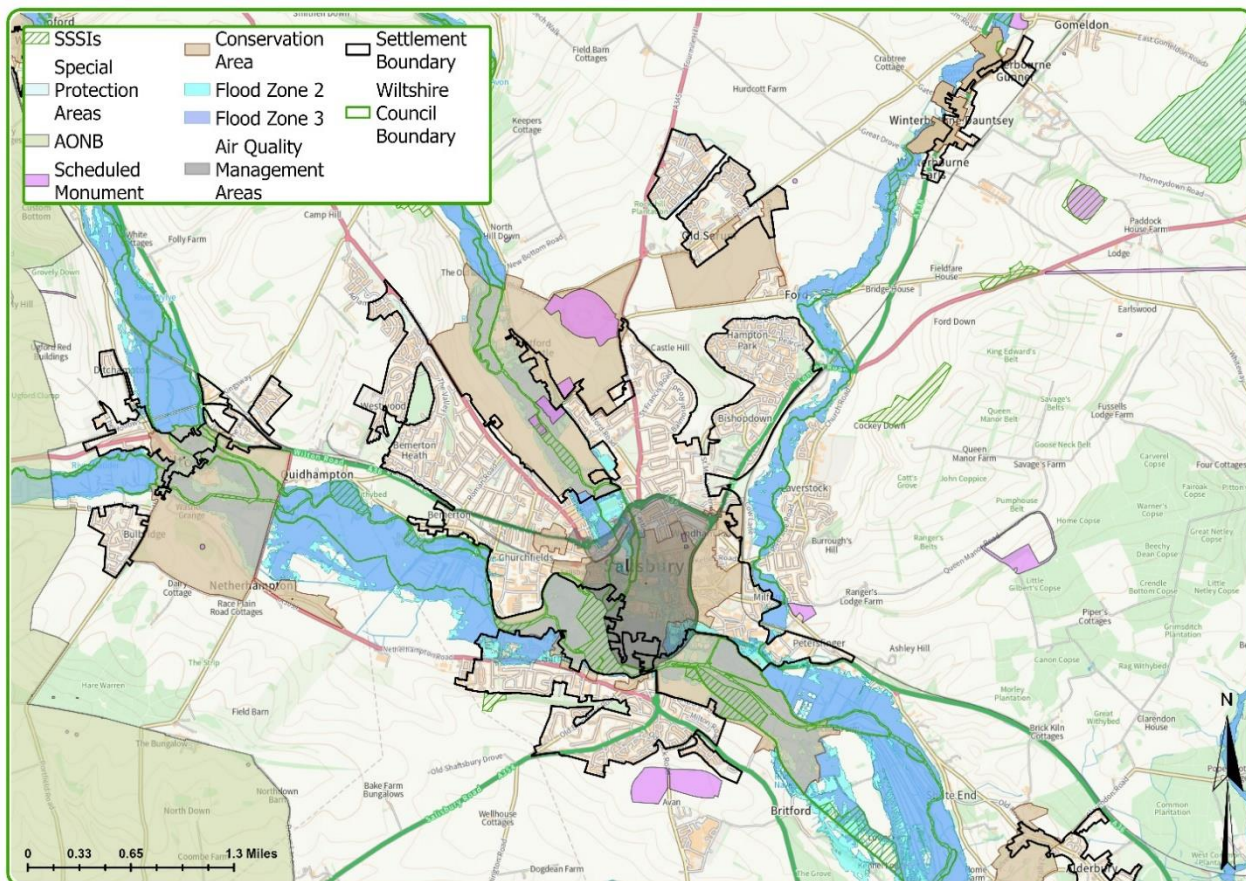


Figure 1. Environmental constraints and designations at Salisbury.

¹ [Census 2021, ONS](#)

Salisbury city centre is set within a medieval grid system and offers an attractive and important leisure and visitor destination. Its cathedral and spire dominate views for miles around. The protection of this and other heritage assets and their settings is paramount to the city's sense of place. Other major assets include Old Sarum hillfort, to the north of the city, and Woodford Ancient Villages, to the south-east.

Much of the city centre is a Conservation Area owing to the historic chequer pattern of streets and the architectural quality, variety and coherence of the buildings.

Prehistoric archaeology can be a recurrent constraint in and around Salisbury, and sub-surface assessment is often required to understand the extent and significance of assets.

Situated on the River Avon, at the confluence of five rivers; development at Salisbury must avoid flood-risk areas – these are zones '2' and '3' (shown above). The city is located close to the West Wiltshire and Cranborne Chase Area of Outstanding Natural Beauty (AONB), which extends close to the south and west of the city. Any urban expansion must therefore conserve the city's historic landscape setting, amidst rivers and the wider context of the AONB.

A specific environmental limit concerns the ecological integrity of the River Avon system and its tributaries. Pressures on the river's water quality is a further matter which affects the scale of development that can be accommodated at Salisbury.

Finally, primary traffic routes pass through Salisbury, most notably the A36 (Bristol to Southampton). Congestion causes pollution and three Air Quality Management Areas (AQMAs) have been designated. Development at the city should not worsen these conditions.

How has Salisbury developed?

In the last twenty years, Salisbury has grown rapidly, in particular northwards to create the new neighbourhood at Bishopdown. The small area of housing that formerly existed close to Old Sarum Airfield has also been expanded considerably and has become a distinct new district of Salisbury in its own right.

Significant levels of housing growth have also taken place north-westwards, along Devizes Road at Fugglestone Red; westwards, along Netherhampton Road, and southwards, along Odstock Road.

The Wiltshire Core Strategy (WCS), set a housing requirement at Salisbury that also included the neighbouring local service centre of Wilton. For the purposes of the Local Plan, Wilton has been separated from Salisbury.

Completion rates for new housing at Salisbury in the WCS were set at approximately 300 units per annum. Monitoring demonstrates that delivery of new homes has, on average, been about 15% below this target. The following diagram shows how much housing has been delivered in Salisbury from 2006 to 2022.

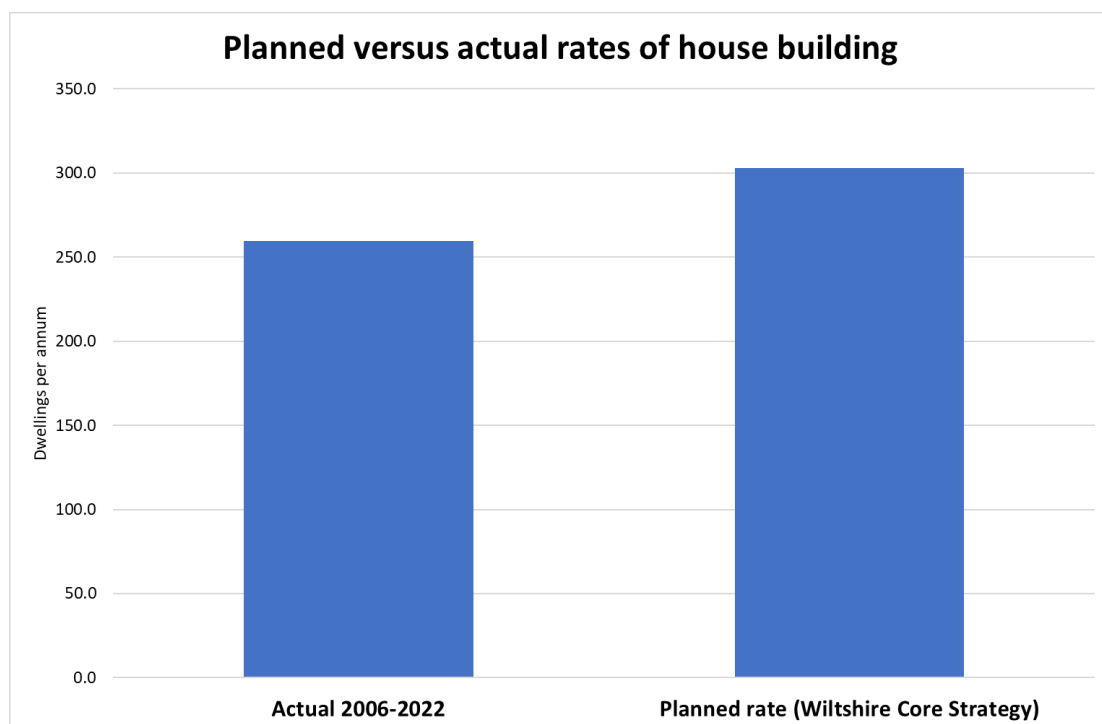


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Salisbury.

A number of site allocations continue to be developed to provide housing and include Longhedge (Old Sarum, north), Rowbarrow (south-east), Fugglestone Red (north-west) and Netherhampton Road (Harnham, west).

Housing growth has not been matched at Salisbury by growth in employment. In 2017, Public Health England announced that it would relocate over 2,700 jobs from Porton Down, just outside Salisbury. Then, in 2018, the Novichok nerve agent incident had a large impact on the retail, leisure and tourism sectors. Working with numerous partners, Salisbury’s recovery is now underway. A Science Park has been realised at Porton Down, with full occupancy, and the Salisbury Central Area Framework (CAF) has been adopted. The CAF makes recommendations to further the city centre’s comparative advantages as a visitor destination and place to live. A key part of this is the delivery of the Salisbury River Park flood alleviation and environmental improvements project, which is now well underway.

Reflecting activity in manufacturing and services, local business is largely concentrated within Salisbury at the centrally located Churchfields employment area. Whilst the WCS identified this area for housing redevelopment, detailed work in the last few years has demonstrated that such a proposition would not be economically viable. A major constraint is the existence of subsoil contaminants which have accumulated both from previous and current uses at Churchfields, affecting viability.

Overall, the WCS envisaged 29 hectares of land available to meet forecast economic needs. Little of this has come to fruition as land for business uses. The Wiltshire Employment Land

Review (ELR)² says that many employment land parcels in Salisbury, for instance at Longhedge (8ha) and UKLF (3ha, Wilton), have largely been lost to housing development, albeit that 3ha of the Longhedge site were developed as small business units.

The ELR further recommends that a final site, at Quidhampton Quarry (4ha) not be retained for employment purposes, as it is not prominent for business and lacks suitable access.

As regards retail, the expansion of opportunities for shopping has often occurred in out-of-centre locations, notably at Southampton Road. Whilst not benefiting the city centre, this has nevertheless improved local job prospects and provided greater retail choice.

The Wiltshire Retail and Town Centres Study (RTCS)³ states that Salisbury city centre is healthy and appealing, underpinned by the presence of the cathedral and the general attractiveness of the built environment. Salisbury remains the county's most significant retail hub and is a popular destination for both food and non-food shopping, particularly the latter, with a wide catchment area across southern Wiltshire - the proportion of non-food retailers remains above the national average. In line with most market towns, however, recent years have witnessed a fall in comparison goods outlets, but a rise in service uses.

Finally, Salisbury has, for many years, been trying to revitalise a central area known as The Maltings and central car park. The WCS allocation planned its redevelopment to be predominantly retail-led, but expansion of online shopping has meant that such a scheme has not been feasible. A revised masterplan has been agreed for this important site, which shifts the development focus more towards residential and leisure, in line with CAF recommendations for Salisbury city centre; working in tandem with the Salisbury River Park scheme.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the city.

² Wiltshire Employment Land Review (Hardisty Jones, 2021)

³ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

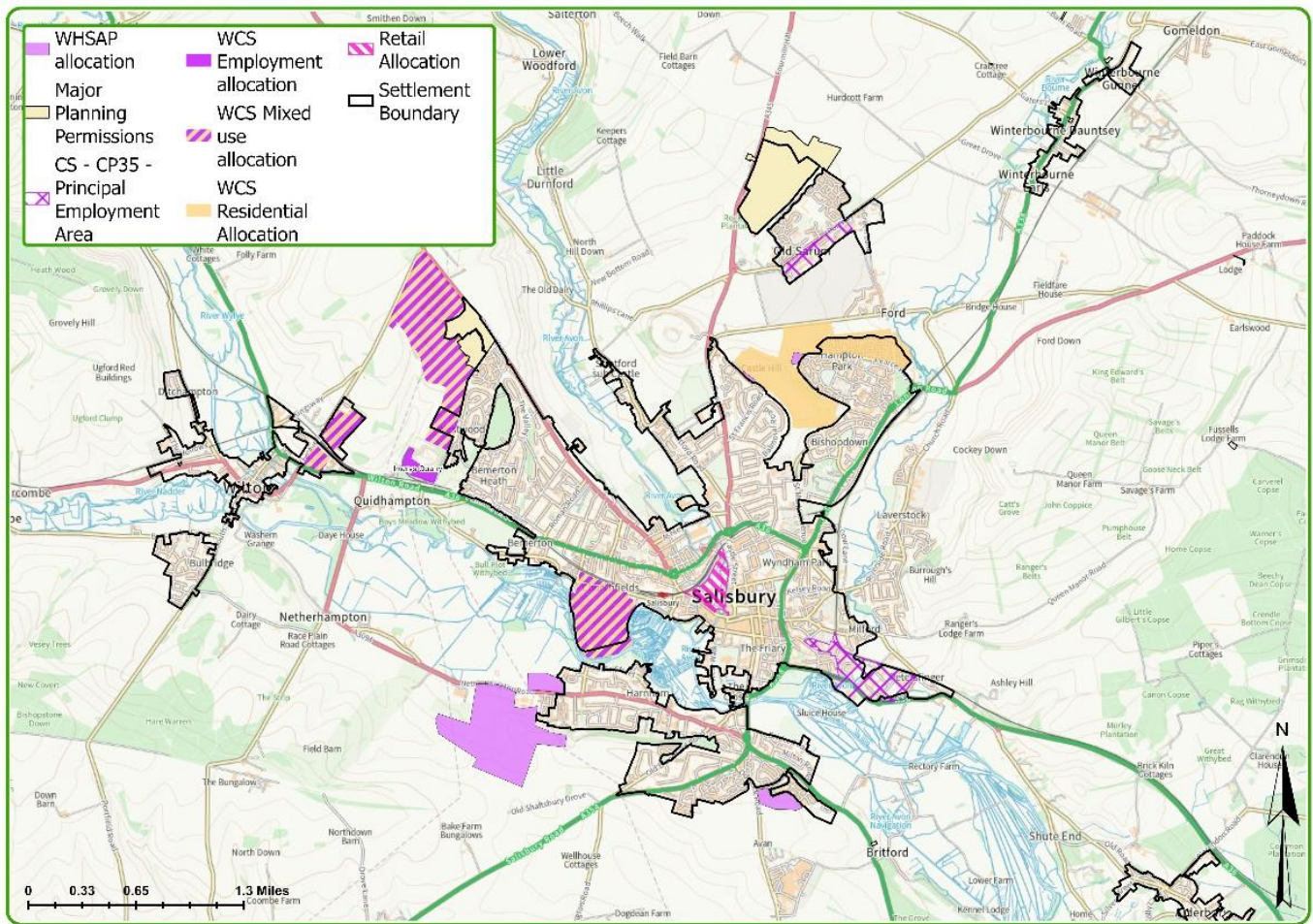


Figure 3. Current major planning permissions and development plan commitments at Salisbury.

Planning to 2038

Looking ahead, in terms of Salisbury’s environmental context and how it has developed in recent years, a strategic narrative for the city’s growth can be summarised as follows:

Salisbury will continue to be a primary focus for growth in south Wiltshire. Opportunities for further outward expansion are becoming increasingly difficult to accommodate and there will be added emphasis on regeneration of city centre sites. The way forward for Salisbury is to accommodate development to meet its needs locally without compromising the place’s unique character and setting.

Scales of growth at Salisbury, as set out in the Revised Spatial Strategy (RSS) reflect both the city’s status as a principal settlement, whilst also responding to concerns about environmental constraints, such as the place’s historic character and landscape setting, flood-risk and water quality. Such constraints have led to an insufficiency of available land for both housing and employment-led development in sustainable locations around the city.

The RSS identifies a requirement of 4,500 homes for the Plan period 2020 to 2038. A decrease in rates of house building, compared to the WCS, is therefore evident.



Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Salisbury.

The central area of Salisbury is strategically important, being the primary focus for retail and leisure activity serving a large hinterland and wide tourist base. Building on recommendations contained within the CAF, the central area will be strengthened generally, but specifically as a centre of heritage and tourism. This means fulfilling the potential of three important opportunity sites - Churchfields Employment Area, The Maltings and Salisbury Train Station - but also ensuring flexibility of uses in the city centre, to enable residential and services to occupy such space. Also included are other initiatives not related to planning, such as city centre promotion and the organisation of activities to encourage footfall and dwell-time.

Beyond the city centre, though constrained, housing needs will be met by small-scale redevelopment within Salisbury urban area and at limited greenfield sites on the periphery.

Focusing further on the local economy, an important allocation that remains undeveloped is eight hectares of land available for business uses at Fugglestone Red. The ELR makes clear that this parcel should be retained for business uses to meet future need at Salisbury of 6.5 hectares (4.2 hectares for industry and 2.3 for offices).

Potential for life sciences will also be catered for around Salisbury, which has a nationally significant cluster of such specialist activity. As land has not been made available for specialist growth within the urban area, proposals and plans connected with the life sciences sector will be directed to Porton Science Park and Salisbury District Hospital.

A set of Place Shaping Priorities (PSPs) for Salisbury address the collection of matters first highlighted in the WCS, along with new issues that need to be tackled in the Plan. The PSPs result from working with Salisbury City Council, and wider consultation with the community and other stakeholders that took place in 2021. For Salisbury, the Priorities are as follows:

PLACE SHAPING PRIORITIES

PSP1 City Centre: Delivering opportunity sites, including The Maltings and the Train Station, to ensure long-term city-centre resilience.

PSP2 Economy: Maximising the economic potential of the city by delivering the measures set out in Salisbury Central Area Framework through funding to secure the city as a visitor destination and identify suitable locations to facilitate business growth that responds to local needs.

PSP3 Historic Landscape: Conserving the historic landscape setting of Salisbury, notably in terms of the city skyline, and views to and from Salisbury Cathedral and Old Sarum Ancient Monument.

PSP4 Distinctiveness: Maintaining separation and distinctiveness between Salisbury and Wilton, and between Salisbury and adjacent settlements, notably Ford, Laverstock, Britford, Netherhampton and Quidhampton.

PSP5 Affordable Housing: Improving affordable housing provision to support needs of an ageing population, key sector personnel and those entering the market for the first time.

PSP6 Churchfields: Improving Churchfields Employment Area such that it integrates better within the city and presents a more attractive location to a greater diversity of businesses, particularly via measures that expand the range of uses and improve transport both within and around the locality.

PSP7 Hospital: Facilitating the regeneration of the Salisbury District Hospital site to underpin its key role within the life sciences sector and as a university-level education and knowledge facility.

PSP8 Infrastructure: Delivering funding contributions towards i) early years, primary and secondary education, healthcare, wellbeing and the environment, and ii) a Salisbury Transport Strategy.

PSPs sit alongside the spatial strategy for Salisbury. Their central purposes are to describe what growth intends to help deliver, and how change should be managed. They form the basis for an overarching planning policy for Salisbury that guides development and the scope of growth.

PSPs therefore provide a succinct strategic context within which to understand the spatial strategy for Wiltshire's main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by city and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in tandem.

PSPs are also used to influence how and, more precisely, where development will take place, as an important aspect in the selection of sites for new development. They act as a guide to defining how and where growth needs to happen. At Salisbury this means ensuring that the city's historic landscape setting can be preserved. This is driven by PSP4, but also by PSP3, on ensuring distinctiveness between the city and surrounding settlements.

Housing development will ensure that an ongoing stream of affordable property can be accessed by the city's key workers and those entering the marketplace for the first time (PSP5). It also ensures that supporting infrastructure can be provided in a timely fashion (PSP8).

The development planned for the settlement will help to support city centre regeneration as well as the wider economy, increasing the pool of both local labour and spending (PSPs 1 and 2, but also PSPs 6 and 7, which refer to specific projects for Salisbury).

3. Local Plan Proposals

Protecting the environment

An overarching theme for Salisbury is that further outwards expansion is becoming increasingly difficult.

The historic landscape setting of rivers, water meadows and surrounding hills defines Salisbury's appeal and character. With its cathedral, Old Sarum scheduled monument and proximity to internationally renowned Stonehenge, the city is a popular visitor destination. The West Wiltshire & Cranborne Chase AONB, meanwhile, frames the urban area to the south and west. The Local Plan recognises the importance of the city's historic landscape setting and protects the AONB and its setting.

Other widespread constraints include flood risk, ecology and archaeology. A specific constraint concerns the environmental integrity of the River Avon: pressures on the river catchment are noted by the Environmental Agency and it is important to restore the River Avon Special Area of Conservation to 'favourable' condition. Additionally, Wessex Water and Natural England are advising on sustainable levels of water abstraction from the Avon that can be permitted for the consumption arising from additional housing development.

WCS Core Policy 25 Old Sarum Airfield is not carried forward into this Plan on environmental grounds. In 2019 a planning application for housing at this location, between Salisbury proper and the Old Sarum neighbourhood was taken to appeal by the scheme promoter. The appeal inspector concluded that harm to both the airfield conservation area (CA) and setting of Old Sarum scheduled monument could not be satisfactorily mitigated. The Airfield and Old Sarum are classified as being of national heritage significance. Wiltshire Council has subsequently decided that any level of development on the Airfield will compromise the open character of the CA as well as detract from the setting of the scheduled monument.

Careful consideration has been given to the potential impacts of any new development on traffic congestion and air quality issues along primary transport routes in Salisbury. For these environmental reasons, as well as benefit to city centre trade (see above), development proposals are as well connected to public transport routes and hubs as possible, allied to provision for active travel in the form of pedestrian and cycling routes.

How many more homes?

From the reduced scale of growth over the Plan period (see above) homes built and those in the pipeline can be deducted. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 1,530 homes to be accommodated at Salisbury up until 2038.

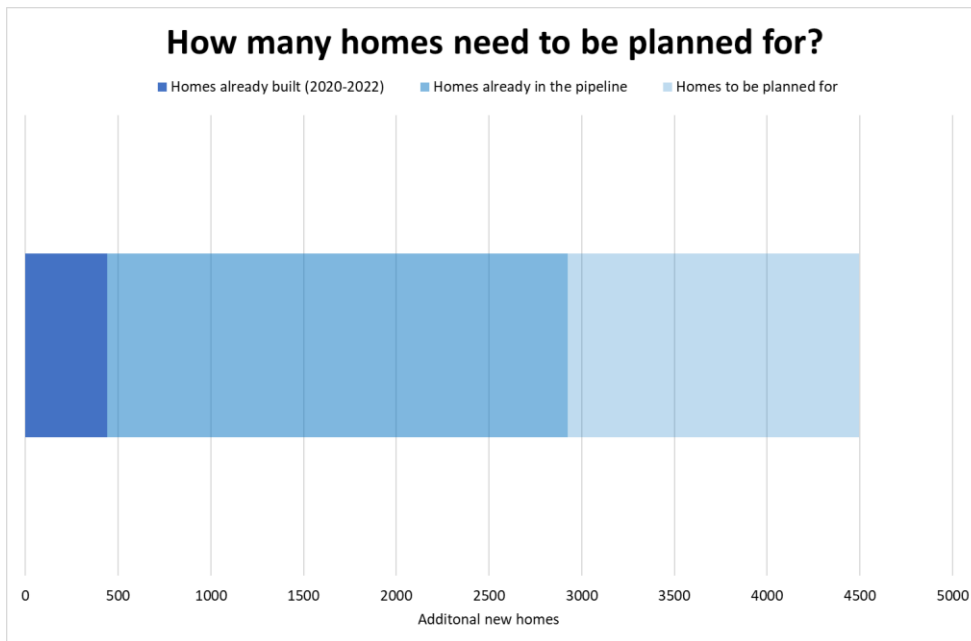


Figure 5. Calculating how many homes need to be planned for at Salisbury.

Selecting sites

Fourteen sites at Salisbury were considered 'reasonable alternatives' for new homes and assessed through Sustainability Appraisal⁴, as illustrated on the map below.

⁴ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

Planning for Salisbury

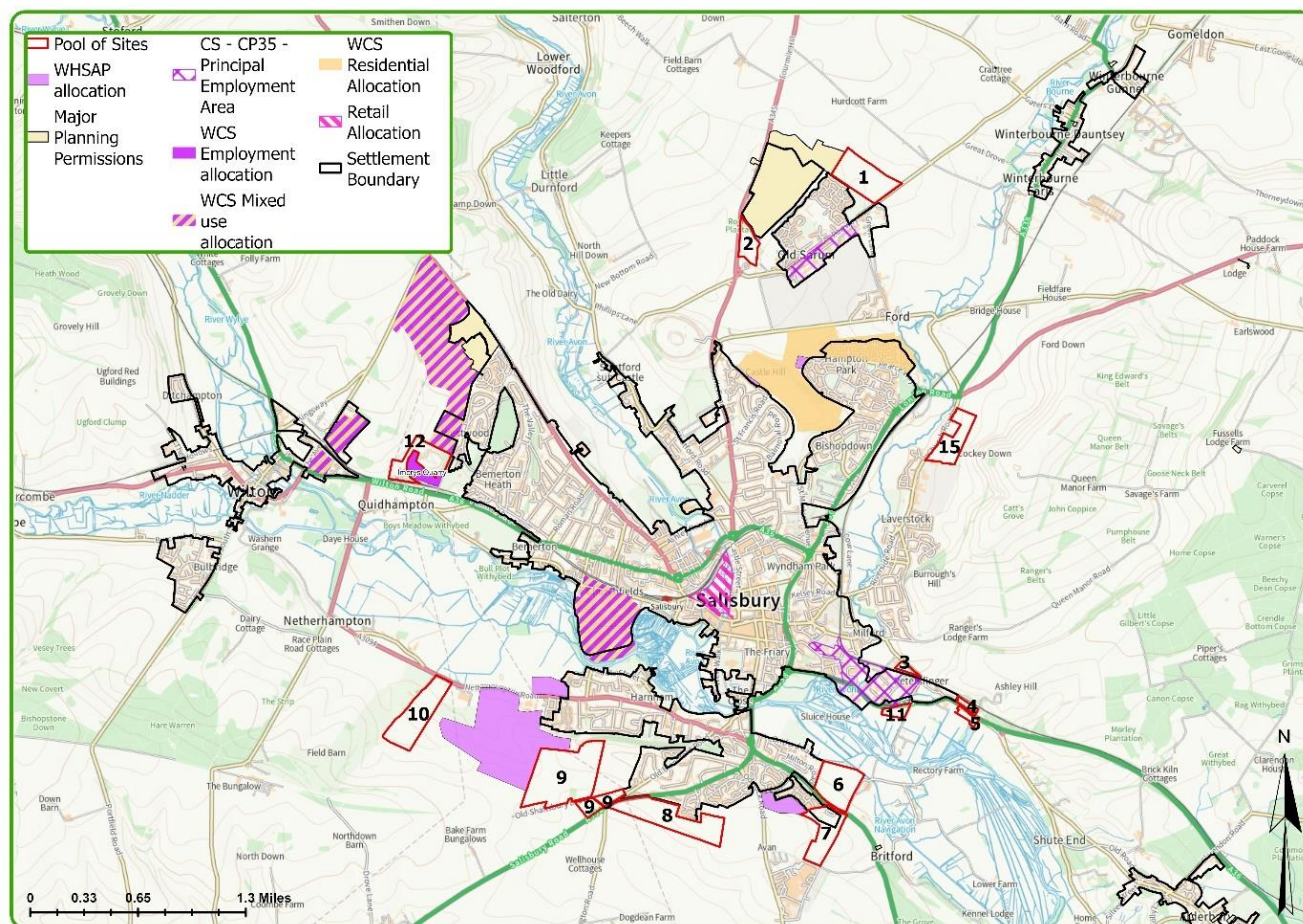


Figure 6. Pool of sites for sustainability appraisal at Salisbury.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assessed which likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed all the sites at Salisbury had some negative environmental effects. At the 2021 'preferred options' consultation some potential sites had already been excluded from further consideration (sites 3, 4, 5 and 12). On the other hand, four sites (1, 6, 7 and 8) were considered able to progress albeit SA, in many cases, reduced the developable area, usually owing to environmental constraints.

The consultation, however, also recorded the submission to the Council of additional land for consideration as possible areas for development. Of these, sites 2, 9, 10 and 15 were deemed sufficiently able to progress to Sustainability Appraisal as reasonable alternatives and joined the preferred options from the 2021 consultation. The newer sites also, in many

cases, had to be reduced in area to offset environmental constraints. Site 14, meanwhile, is being promoted through the neighbourhood plan for Salisbury.

In the period between the 2021 consultation and pre-submission, the Council has also excluded site 7 on advice from Historic England about subsoil archaeology, which is described as nationally significant. It is moreover argued that this site negatively affects the setting of the Woodbury Ancient Villages scheduled monument.

A further annotation to make is that the residual requirement for Salisbury has increased between the 2021 consultation and the pre-submission stage of The Plan, from 940 to 1,520 dwellings. An outcome of the uplift in the residual requirement is that site 8, a 'reserve' site in 2021, now finds itself included within the suite of proposed sites for development at Salisbury.

The wider Salisbury housing market area (HMA), which covers south Wiltshire, and which Salisbury is part of, is subject to a requirement for approximately 1,500 homes that cannot, owing to constraints, be accommodated. Sufficient land at High Post, between Salisbury and Amesbury, for this number of new dwellings, was promoted at the 2021 consultation. The land at High Post was however tested through SA - and deemed insufficiently sustainable for a new settlement in this location.

Finally, site, 11 was submitted to the Council at the 2021 consultation, purely with the aim of it being brought forward for employment uses. However, it performed insufficiently well in SA terms.

The methodology and detailed assessments made in the site selection process are all explained in the appendix; the Sustainability Appraisal process and its results are contained in a separate report.⁵

What development is proposed?

Seven housing allocations are therefore proposed for Salisbury in the Plan. In most cases the sites can be developed in the first five years of the Plan. Sites are the following:

Strategic policy	Title
Policy 23	Land north-east of Old Sarum
Policy 25	Land north of Beehive Park & Ride
Policy 26	Land north of Downton Road
Policy 27	Land south of Harnham

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

Policy 28	Land west of Coombe Road
Policy 24	Land at Netherhampton Road Garden Centre
Policy 30	Land at Church Road, Laverstock

These proposed housing allocations are explained below in greater detail:

Site 1: Land north-east of Old Sarum

Use	Scale
Residential	Approximately 350 dwellings
Green space	Approximately 7ha
<p>Vehicular access can be achieved from The Portway.</p> <p>Green space would include a range of children’s play areas. It would also include allotments and green space to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site.</p>	

The site’s role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

Such a scale of new housing creates an extension to the Old Sarum area of Salisbury.

The site is reasonably well connected to the city centre. Whilst already close to Beehive Park & Ride (Old Sarum), a bus service will be required that connects with the city centre as well as both The Portway and the A345, linking this development and the more recent one at Longhedge effectively into the city’s transport network.

Green space will connect with other nearby green infrastructure in recent housing developments.

The proposals support the city centre, regeneration, and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre using sustainable transport modes, including cycling, which would, amongst other things, help to increase footfall and boost local trade. Site 1 is close to local employment opportunities in Old Sarum and is well located for other business locations, especially at Porton Down and High Post.

An improved urban edge and countryside transition can be provided on this approach into Salisbury from the north-east, whilst the setting and interpretation of *Ende Burgh* scheduled monument can be enhanced (PSP3).

The amount of housing also provides good scope for a mix of housing types, including a proportion of affordable homes (PSP5).

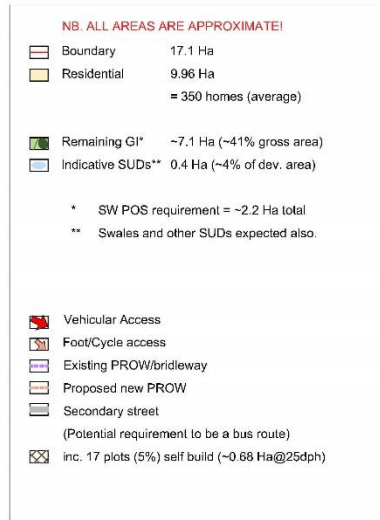
Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principal impacts are listed below, along with the mitigation that is proposed:

- There is potential for development to be exposed within an open rural setting north-east of Old Sarum - buffering and retention and enhancement of hedgerows as part of a mature landscape framework will assist in mitigating such impacts.
- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting city centre air quality - funding contributions from the developer will be sought for measures that counteract negative impacts.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system.
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Significant offsite infrastructure reinforcement for water supply and foul drainage.
- At planning application stage preservation, either in-situ or through recording, of high-value archaeological remains.
- Noise impact assessment for potential impacts from nearby airfield.
- Development may need to address impacts from recreational pressure on sensitive ecology sites – mitigation will be required.
- Provision may be required off-site, as a developer contribution, to ensure a policy compliant net gain in biodiversity.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contribution);
- Old Sarum Primary may become fully subscribed and additional provision will be required (developer contribution).

How Site 1 might be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes and other uses, and infrastructure envisaged.

Land North East of Old Sarum

Concept Plan



NOTE

This Framework Plan demonstrates the area of land which has been assessed to have potential for development, based on the known site constraints and Core Policy requirements.

The design concept assumes a landscape-led approach, i.e. conserving natural features and creation of multi-use green infrastructure.

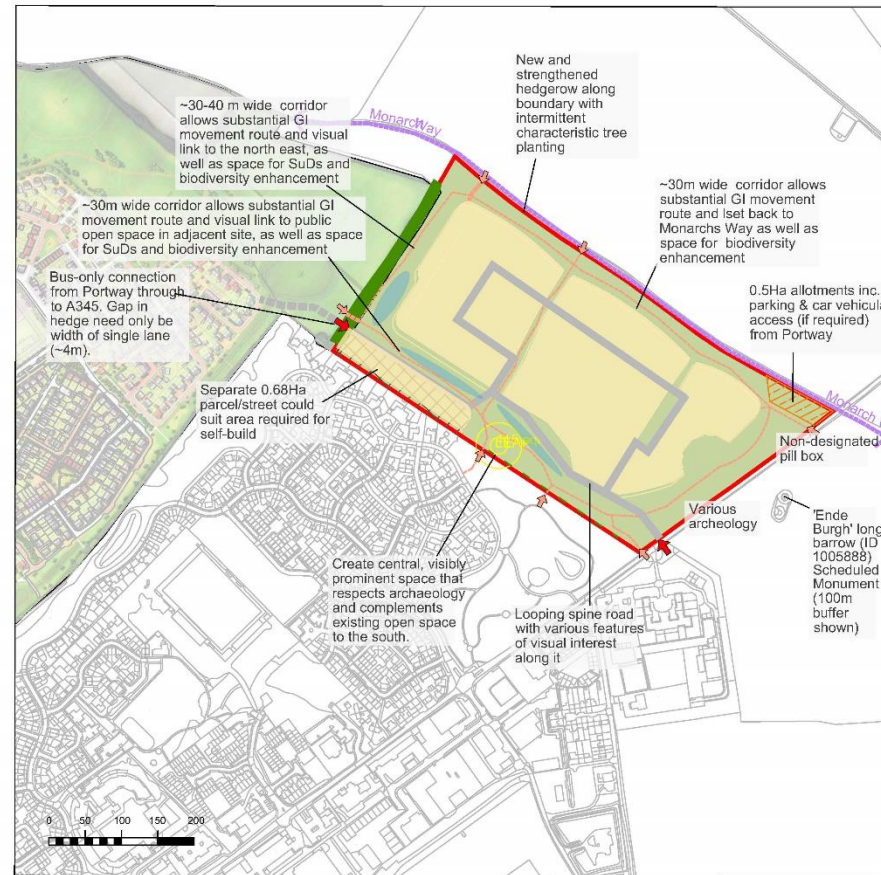


Figure 7. Concept plan for Land North East of Old Sarum

Site 2: Land north of Beehive Park & Ride

Use	Scale
Residential	Approximately 100 dwellings
Green space	Approximately 2.45ha
Vehicular access can be achieved from A345. Green space would include a range of children’s play areas. It would also include allotments and land to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site.	

The site’s role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

Such a scale of new housing creates an extension to the Old Sarum area of Salisbury. Site 2 is well connected to the city centre and local facilities and is adjacent to Beehive Park & Ride (Old Sarum).

An area of woodland in the north will be retained onsite.

The proposals support the city centre, regeneration and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre using sustainable transport modes, including cycling, which would, amongst other things, help to increase footfall and boost local trade. Site 2 is close to local employment opportunities in Old Sarum and is well located for other business locations, especially at Porton Down and High Post.

An improved urban edge can be provided here that ensures separation and distinctiveness between Salisbury and the Old Sarum / Longhedge district (PSP4). The setting of Old Sarum scheduled monument will be preserved (PSP3).

The amount of housing also provides good scope for a mix of housing types, including a proportion of affordable homes (PSP5).

Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principal impacts are listed below, along with the mitigation that is proposed:

- At planning application stage preservation, either in-situ or through recording, of any high-value archaeological remains in accordance with the findings of site surveys. This will have the potential to substantially reduce the developable area of the site.
- The setting to Old Sarum scheduled monument, of national significance, will be preserved by a layout informed by Heritage Impact Assessment.

- The site occupies land considered to be Source Protection Zone 1 / Drinking Water Safeguard Zone – due regard must be had to the Environment Agency’s ‘Approach to Groundwater Protection’ guidance;
- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting city centre air quality - funding contributions from the developer will be sought for measures that counteract negative impacts.
- All development to be located within Flood Zone 1 but a Flood Risk Assessment will be required to ensure there is no flood risk to the site and that development here will not exacerbate flood risk elsewhere.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system.
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Development areas located close to Old Sarum scheduled monument will need to address impacts from recreational pressure on County Wildlife Sites (CWSs) – mitigation will be required.
- Provision must be made for a policy compliant net gain in biodiversity.
- Protection and enhancement of existing hedgerows and trees throughout the site and overall layout and design should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
- Noise and odour impacts from the road and adjacent business operations would be assessed and accommodated through design.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contributions).
- Old Sarum Primary may become fully subscribed and additional provision will be required (developer contribution).

How site 2 might be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes and other uses and infrastructure envisaged.

Land North of Beehive Park & Ride

Concept Plan

NB. ALL AREAS ARE APPROXIMATE!

	Boundary	5.15 Ha (excluding SANG)
	Residential	2.7 Ha = 100 homes @ 37dph(average)
	Remaining GI	2.45 Ha (~48% gross area)
	Indicative SuDs	0.12 Ha (~4% of dev. area)
	Vehicular Access	
	Foot/Cycle access	
	Existing PROW/bridleway	
	Proposed new PROW	
	Proposed cycle link	
	Secondary/tertiary streets (Not assumed to be a bus route)	
	New strategic woodland planting buffer	
	inc. 5 plots (5%) self build (~0.2 Ha@25dph)	

NOTE

This Framework Plan demonstrates the area of land which has been assessed to have potential for development, based on the known site constraints and Core Policy requirements.

The design concept assumes a landscape-led approach, i.e. conserving natural features and creation of multi-use green infrastructure.

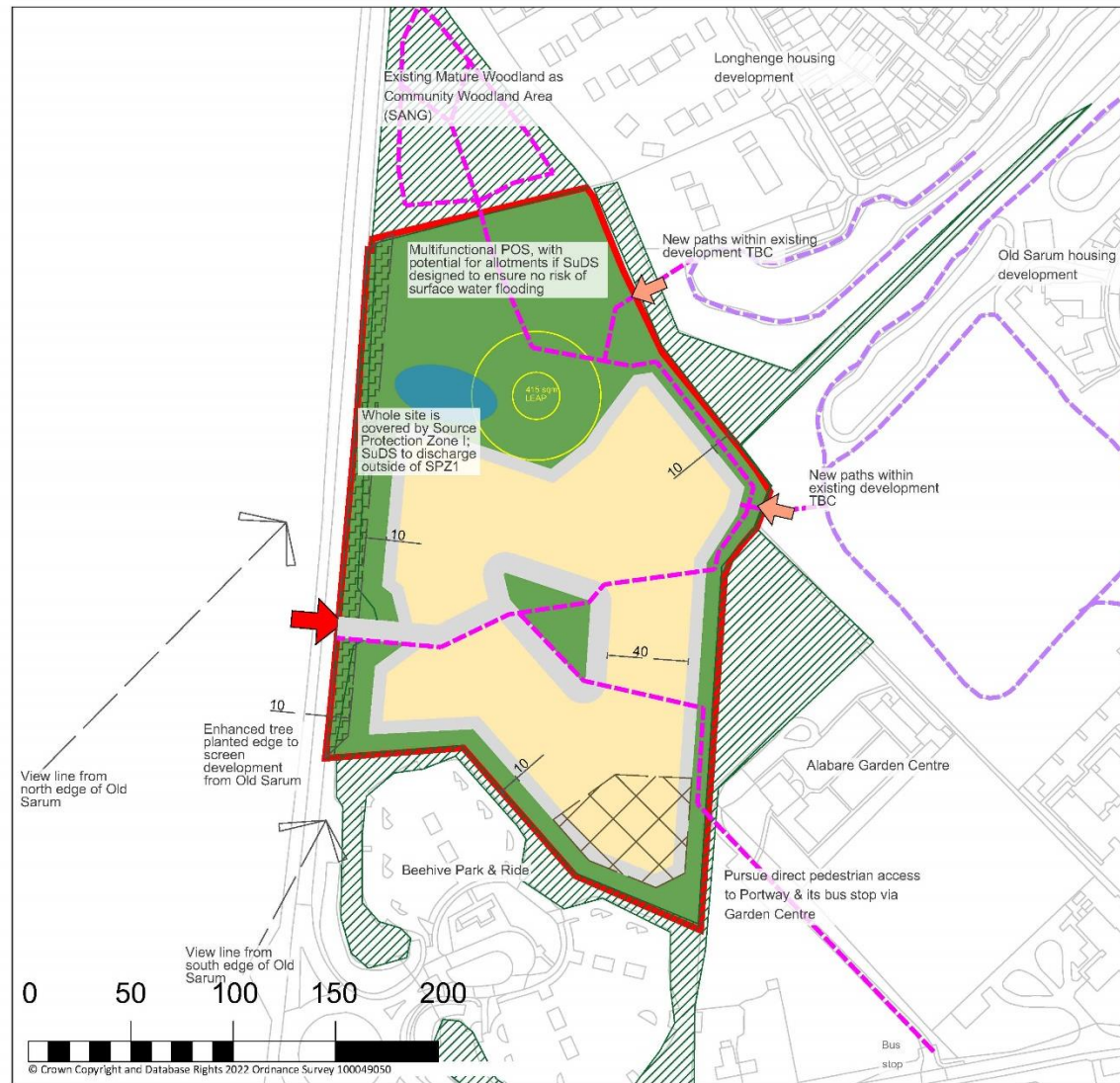


Figure 8. Concept plan for Land North of Beehive Park & Ride

Site 6: Land north of Downton Road

Use	Scale
Residential	Approximately 220 dwellings
Green space	Approximately 7.2ha
Vehicular access can be achieved from A338 Downton Road Green space would include a range of children’s play areas. It would also include allotments and land to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site.	

The site’s role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

Such a scale of new housing creates an extension in the south-east of Salisbury.

The site is reasonably well connected to the city centre. It is on a bus route and opposite Britford Park & Ride.

The proposals support the city centre, regeneration and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre using sustainable transport modes, including cycling, which would help to increase footfall and boost local trade. Site 6 is close to local employment opportunities at Salisbury District Hospital.

An improved urban edge and countryside transition can be provided on this approach into the city from the south-east. Following consultation in 2021 a buffer and suitable alternative natural greenspace will wrap around development to the north and east to protect both the ecology of the River Avon and heritage assets at Bridge Farm. Greenspace will also ensure separation and distinctiveness between Salisbury and Britford (PSP4). The setting of and views to Salisbury Cathedral will be preserved by the design of a visual corridor vista through the development (PSP3).

The amount of housing also provides good scope for a mix of housing types, including a proportion of affordable homes (PSP5).

Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principal impacts are listed below, along with the mitigation that is proposed:

- Development will be contained and separation from Britford retained - buffering and retention and enhancement of hedgerows as part of a mature landscape framework will assist in mitigating such impacts.


- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting city centre air quality - funding contributions from the developer will be sought for measures that counteract negative impacts.
- All development to be located within Flood Zone 1 but a Flood Risk Assessment and surface water drainage strategy will be required to ensure there is no flood risk to the site and that development here will not exacerbate flood risk elsewhere.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system;
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Moderate offsite infrastructure reinforcement for water supply will likely be required.
- Noise impact assessment in relation to potential impacts from the highway network.
- Development will need to address the impacts of recreational pressure upon the New Forest National Park and sensitive Sites of Special Scientific Interest (SSSIs) and County Wildlife Sites (CWSs) - contributions will be sought for mitigation off-site, in the form of suitable alternative natural greenspace ('South Salisbury SANG').
- Provision must be made for a policy compliant net gain in biodiversity.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contributions).
- Early years provision is lacking across southern Salisbury and a new nursery setting will be provided at Site 8, for which development contributions will be required. How site 6 might be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes and other uses, and infrastructure envisaged.

Land North of Downton Road, Salisbury

Concept Plan

NB. ALL AREAS ARE APPROXIMATE!

	Boundary	13.5 Ha
	Residential	6.3 Ha = ~220 homes @ 35dph (average)
	Remaining GI	7.2 Ha (~53% gross area)
	Indicative SUDs	0 Ha (due to SPZ constraint)
	Allotments	0.3 Ha
	Vehicular Access / emergency access	
	Foot/Cycle access	
	Existing PROW/bridleway	
	Proposed new PROW	
	Secondary/tertiary streets (no bus)	
	Long distance view to Cathedral	



NOTE

This Framework Plan demonstrates the area of land which has been assessed to have potential for development, based on the known site constraints and Core Policy requirements.

The design concept assumes a landscape-led approach, i.e. conserving natural features and creation of multi-use green infrastructure.

It is also designed to create a perceptible green gap between the edge of Salisbury and the village of Britford.

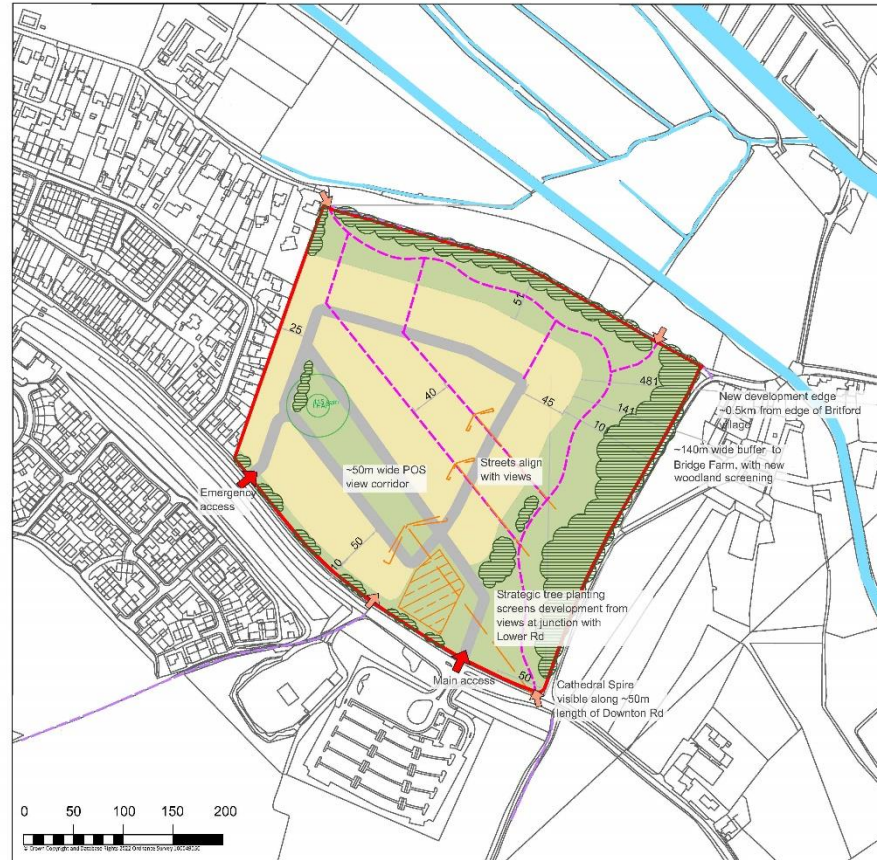
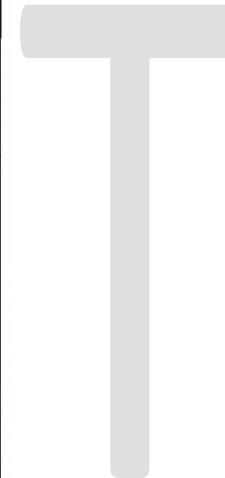


Figure 9. Land North of Downtown Road, Salisbury



Site 8: Land south of Harnham

Use	Scale
Residential	Approximately 265 dwellings
Early Years' nursery	Approximately 0.3ha
Green space	Approximately 13ha
Vehicular access can be achieved from A354 Coombe Road Green space would include a range of children's play areas and allotments and, in the east, link to strategic Suitable Alternative Natural Greenspace (SANG) in South Salisbury.	

The site's role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

Such a scale of new housing creates an extension to the Harnham area of Salisbury, on the city's south-western approaches.

The site is reasonably well connected to the city centre and is already on a bus route. Additional public transport connectivity can be achieved through ensuring a pedestrian link through to Andrews Way, to the north.

An eastern segment of Site 8 will remain undeveloped to preserve and enhance the heritage setting of the Woodbury Ancient Villages complex and to provide environmental and recreation benefits.

A key element to development will be the creation of a suitable junction on the A354 that enables access for both sites 8 and 9.

The proposals support the city centre, regeneration and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre using sustainable transport modes, including cycling, which would help to increase footfall and boost local trade. Site 8 is close to local employment opportunities at Salisbury District Hospital.

An improved urban edge and countryside transition can be provided on this approach into Salisbury from the south-west, whilst the setting and interpretation of *Woodbury Ancient Villages* scheduled monument can be enhanced (PSP3).

The amount of housing also provides good scope for a mix of housing types, including a proportion of affordable homes (PSP5).

Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principal impacts are listed below, along with the mitigation that is proposed:

- There is potential for development to be exposed within an open rural setting south-west of Salisbury - retention and enhancement of hedgerows as part of a mature landscape framework will assist in mitigating such impacts and ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting city centre air quality; funding contributions from the developer will be sought for measures that counteract negative impacts.
- An eastern section of the site will remain undeveloped to preserve and enhance the heritage setting of the Woodbury Ancient Villages complex.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system.
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Moderate offsite infrastructure reinforcement for water supply and foul drainage will likely be required’.
- Provision must be made for a policy compliant net gain in biodiversity.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contributions);
- Early years provision is lacking across southern Salisbury - a new nursery will be provided at Site 8.

How Site 8 might be developed is shown on the draft framework plan below (site 8 lies east of the A354). This illustrates one treatment of the site that meets mitigation requirements and the homes and other uses, and infrastructure envisaged.

Site 9: Land West of Coombe Road

Use	Scale
Residential	Approximately 45 dwellings
Green space	Approximately 1ha
Vehicular access can be achieved from A354 Coombe Road Green space would include a range of children’s play areas. It would also include allotments and land to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site.	

The site's role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a proportion of affordable homes.

The new housing creates an extension to the Harnham area of Salisbury, on the city's south-western approaches.

The site is reasonably well connected to the city centre and is already on a bus route. Additional public transport connectivity can be achieved through ensuring a pedestrian link with Andrews Way, to the north-east.

A key element to development will be the creation of a suitable junction on the A354 that enables access for both sites 8 and 9.

The proposals support the city centre, regeneration and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre using sustainable transport modes, including cycling, which would help to increase footfall and boost local trade. Site 8 is close to local employment opportunities at Salisbury District Hospital.

An improved urban edge and countryside transition can be provided on this approach into Salisbury from the south-west.

The amount of housing also provides good scope to provide a mix of housing types, including a small proportion of affordable homes (PSP5).

Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principal impacts are listed below, along with the mitigation that is proposed:

- There is potential for development to be exposed within an open rural setting south-west of Salisbury - retention and enhancement of hedgerows as part of a mature landscape framework will assist in mitigating such impacts and ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting city centre air quality; funding contributions from the developer will be sought for measures that counteract negative impacts.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system;
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Significant offsite infrastructure reinforcement for water supply and foul drainage will likely be required.

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- Provision must be made for a policy compliant net gain in biodiversity.
- Noise impacts from the A354 to be assessed and accommodated through design.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contributions).
- Early years provision is lacking across southern Salisbury - a new nursery setting will be provided nearby at Site 8 and developer contributions will be required.

How site 9 might be developed is shown on the draft framework plan below (site 9 is the parcel west of the A354). This illustrates one treatment of the site that meets mitigation requirements and the homes and other uses, and infrastructure envisaged.

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Land South of Harnham and Land West of Coombe Road, Harnham

Concept Plan

NB. ALL AREAS ARE APPROXIMATE!

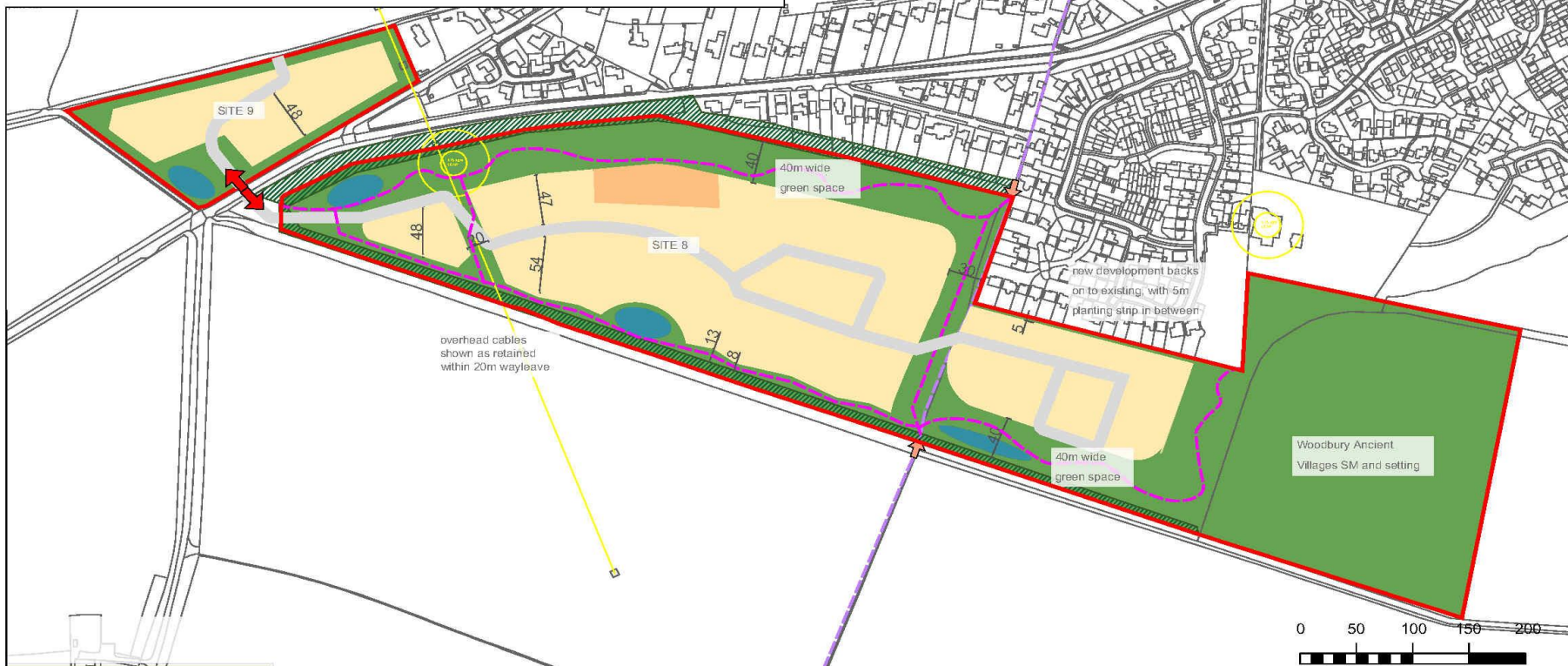
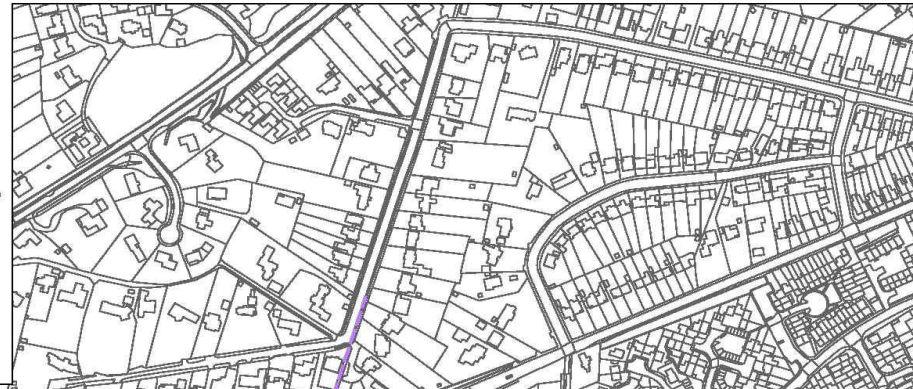
	Boundary	25 Ha
	residential	9.45 Ha (site 8= 8.1Ha, site 9=1.4Ha) = ~312 homes @ 33dph(average) (site 8= ~267 homes, site 9= ~45 homes)
	nursery	0.3 Ha
	Remaining GI	14.04 Ha (~45% gross area)
	Indicative SUDs	0.38 Ha (~4% of dev. area)
	Vehicular Access	
	Foot/Cycle access	
	existing PROW/bridleway	
	proposed new PROW	
	Secondary/tertiary streets (no bus)	

NOTE

This Framework Plan demonstrates the area of land which has been assessed to have potential for development, based the known site constraints and Core Policy requirements.

The design concept assumes a landscape-led approach, i.e. conserving natural features and creation of multi-use green infrastructure.

SANG = 'Suitable Alternative Natural Greenspace' to mitigate recreational impacts upon New Forest ecological designations



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Figure 10. Land South of Harnham and Land West of Coombe Road, Harnham

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Site 10: Land at Netherhampton Road Garden Centre

Use	Scale
Residential	Approximately 60 dwellings
Green space	Approximately 0.5ha
Vehicular access can be achieved from A3094 Netherhampton Road. Green space would include a range of children’s play areas and allotments.	

The site’s role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a proportion of affordable homes.

The new housing creates an extension to Salisbury west of Harnham and adjacent to a large, emerging development of 600-plus homes and local centre immediately to the east, with which Site 10 will need to integrate.

Site 10 is rather more isolated from the existing urban envelope than other sites at Salisbury and development is proposed to be low-scale and solely on the footprint of the existing garden centre to reflect this.

The proposals support the city centre, regeneration, and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre by cycling or by using nearby sustainable transport modes, which would help to increase footfall and boost local trade.

An improved urban edge can be provided on this approach into Salisbury from the west, whilst maintaining separation and distinctiveness between the city and Netherhampton (PSP4). Further reasons to limit the scale of housing here are to preserve views to / from Salisbury cathedral, ensuring that development does not take place in an elevated position above 75 metres (PSP3) and to respond to site sensitivities around archaeology, as there are known to be remains of an Iron Age settlement.

The amount of housing also provides scope for a mix of housing types, including a small proportion of affordable homes (PSP5).

Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principle impacts are listed below, along with the mitigation that is proposed:

- There is potential for development to be exposed within an open rural setting west of Harnham - retention and enhancement of hedgerows as part of a mature landscape framework will assist in mitigating such impacts and ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.

- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting Salisbury city centre air quality - funding contributions from the developer will be sought for measures that counteract negative impacts.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system;
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Moderate offsite infrastructure reinforcement for water supply and foul drainage will likely be required’.
- Necessary provision to protect from harm or pollution to any ground, surface or drinking water.
- Development will need to address the impacts of recreational pressure upon the New Forest ecological designations. Contributions for mitigation, in the form of off-site strategic SANG (suitable alternative natural greenspace) are sought.
- Provision must be made for a policy compliant net gain in biodiversity.
- Noise and odour impacts from the road and adjacent business operations would be assessed and accommodated through design.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contributions).

Site 15: Land at Church Road, Laverstock

Use	Scale
Residential	Approximately 50 dwellings
Green space	Approximately 1ha
Vehicular access can be achieved from Church Road Green space would include a range of children’s play areas and allotments.	

The site’s role is to provide additional homes over the Plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

New housing creates an extension to the village of Laverstock.

The site is reasonably well connected to the city centre via a bus route. Scale of development is restricted to reflect Laverstock’s status in the settlement hierarchy as a

'Small Village', together with the fact that alternative and buffer green space is required to safeguard environmental designations in the New Forest and locally.

Low-density development will be realised in the western segment of the site, between existing linear development to the north and Laverstock's schools to the south.

The proposals support the city centre, regeneration, and the economy (Place-Shaping Priorities 1, 2, 6 and 7) since residents would be able to work in / visit the city centre using sustainable transport modes, including cycling, which would help to increase footfall and boost local trade. Site 15 is also well located for business locations at Old Sarum and Porton Down.

An improved urban edge and countryside transition can be provided on this approach into Laverstock from the north, which will moreover ensure continued separation and distinctiveness between the village and Ford (PSP4), whilst the setting of and views to Salisbury Cathedral can be preserved (PSP3).

The amount of housing also provides good scope for a mix of housing types, including a proportion of affordable homes (PSP5).

Evidence gathered by the Council to support The Plan demonstrates potential for negative effects from development. Principle impacts are listed below, along with the mitigation that is proposed:

- There is potential for development to be exposed within an open rural setting north of Laverstock - buffers and retention and enhancement of hedgerows as part of a mature landscape framework will assist in mitigating such impacts.
- Traffic from this site is likely to contribute to elevated oxides of nitrogen, affecting city centre air quality; funding contributions from the developer will be sought for measures that counteract negative impacts.
- Water quality in the River Avon special area of conservation (SAC) will need to be assured through development measures aimed at neutralising the levels of nitrates and phosphates flowing into the river system;
- Water consumption in the form of potentially controlling abstraction levels from the Avon might also be necessary and is the subject of discussion with environmental partners.
- Moderate off-site infrastructure reinforcement to the foul water network capacity
- Development will need to address the impacts of recreational pressure upon New Forest ecological designations, and contributions in the form of off-site SANG (suitable alternative natural greenspace) will be sought.
- Noise assessment to assess the potential impacts of the electronics manufacturing plant and any mitigation measures resulting from this assessment.

- Provision must be made for a policy compliant net gain in biodiversity.
- Sufficiency of secondary school places is dependent upon the timely extension of Sarum Academy (developer contributions).
- Developer contributions may be needed for provision of additional early years places at nearby settings.

Supporting the City Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 69 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Salisbury is defined as a Principal Settlement in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The central area of Salisbury is strategically important, being the primary focus for retail and leisure activity that serves a broad hinterland. The historic landscape setting of rivers, water meadows and surrounding hills further adds to its appeal and character. With its cathedral, and proximity to internationally renowned Stonehenge, the city is a popular visitor destination.

The central area boasts high-quality cultural and leisure facilities. Building on recommendations from partners and those contained within the Salisbury Central Area Framework (CAF)¹ the city will be strengthened generally, but specifically as a centre of heritage, culture and tourism; the CAF provides a blueprint for continued public-private commitment to the central area, to ensure that it remains relevant, is resilient to competition, and acts as an important driver of prosperity for the wider economy. As a basis for its findings the CAF employs 'character areas' in the central area. Below is a representation of these character areas:

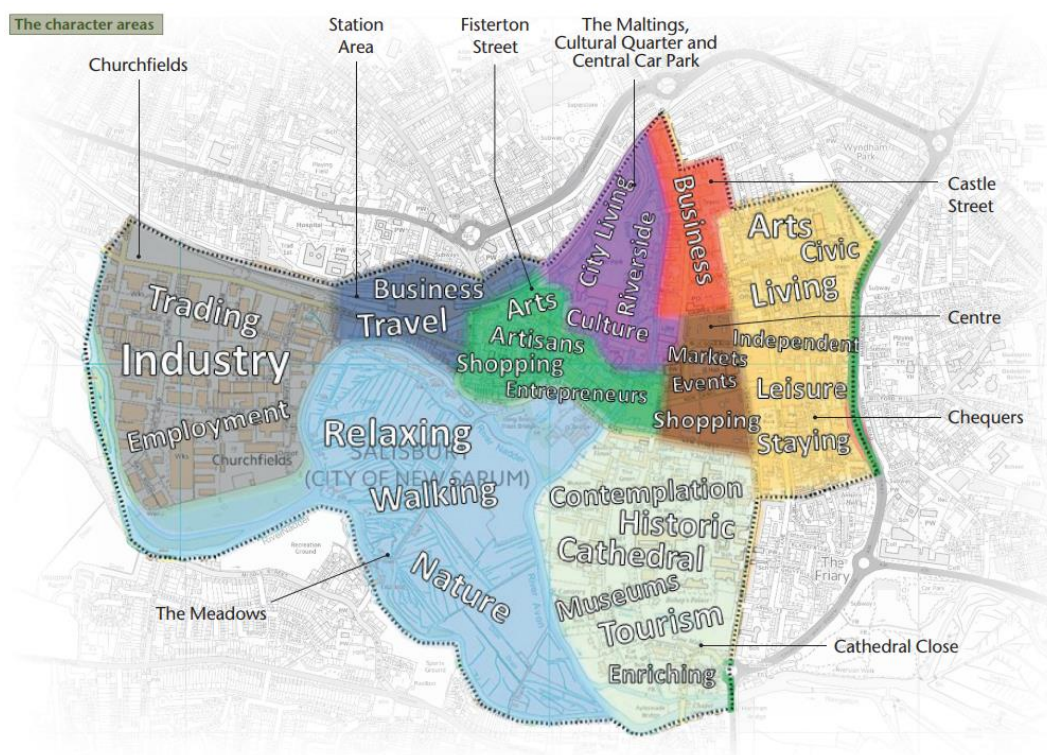


Figure 11. Salisbury central area character areas

Allied to these efforts are the aims of the Salisbury Cathedral Masterplan which, for instance, aims to better promote the *Magna Carta*, an important historical document.

Over the next decade or so three zones in the central area will be crucial to success:

- **The Maltings-Central Car Park**
This area is situated in the western segment of the established city centre area. A contemporary, high-density, urban living-led scheme blended with cultural and evening economy uses remains an important outcome. Public open space runs along the parcel’s eastern boundary and, through the early 2020s this area, known as the River Park Project⁶, will be transformed for people and ecology alike. This project will moreover contribute to alleviating the risk of flooding in the city as it will create more space for containing the river course.
- **Churchfields Employment Area**
Churchfields is the city’s main employment area and enhancing access arrangements, incorporating more active forms of movement, and improving environmental quality will be key in bringing investment to this part of south Wiltshire. Churchfields starts from a sound base: its location close to the train station, with services to London and the West of England, already makes it attractive to business and enterprise.

⁶ [Wiltshire Council: The Salisbury River Park Project | Local Government Association](#)

An important place-making intervention will be to find a solution to the matter of commercial vehicle movements, which have an environmental impact on the wider Central Area. At Churchfields too, the Future High Street Funds scheme is scheduled to provide investment, by improving connectivity between this area, eastwards along Fisherton Street, to the city centre.

- Station Area

Salisbury train station is a major entry point into the city, located on the edge of the central area. The Station Area provides an opportunity to deliver a comprehensive master-planned regeneration project.

Given that maintenance buildings within the existing footprint are unlikely to be adequate for the next generation of trains, the council-owned Engine Shed on Churchfields Road could be a suitable site for relocating such requirements, thus returning it to original uses. Engine Shed, identified within WCS, has remained vacant and for the purposes of the Plan can be separated from Churchfields employment area. Opportunity land to the north of the railway line could also yield mixed-use development.

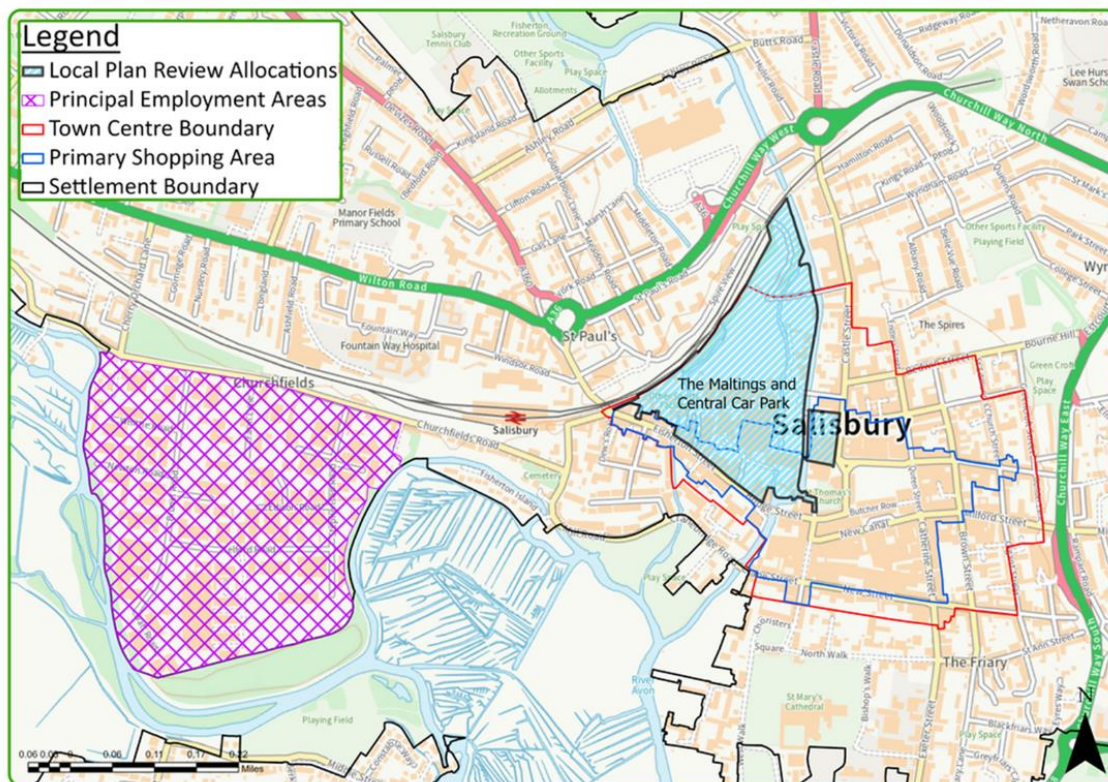


Figure 12. Salisbury central area showing The Maltings, Churchfields and, between them, the railway station

Otherwise, whilst Salisbury boasts a good range and choice of comparison outlets, the Retail and Town Centres Study indicates some capacity to improve this retail segment. New

comparison floorspace should, in the first instance, support and enhance availability in the city centre and, thereafter, improve existing out-of-centre provision.

The principal aim for comparison retail in the city is to maintain a sizeable offer of floorspace, which caters for the shopping needs of the local area and wider catchment and provides a positive experience as a valid alternative to both online shopping and competition from the larger-scale offer in Southampton.

There is strong potential to expand the food and beverage market over the Plan period, in line with CAF recommendations. Salisbury is a particular focus for the visitor economy. In the 2020s the city should be able to support a boutique hotel, and possibly a further leisure-based scheme.⁷ Investment in the central area is to be encouraged where sites allow this to happen, for instance in connection with City Hall.

Finally, following proposals in the CAF, the Plan proposes measures for the city centre that will diversify uses and ensure better occupation of vacant space.

Regeneration

Specific policy measures at Salisbury in the Plan that stem from regeneration initiatives, both in the central area and elsewhere, are the following:

Strategic policy	Title
32	Salisbury Central Area
35	Churchfields Employment Area
36	Salisbury District Hospital Campus

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the Plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines planning applications in accordance with policies in the development plan, part of which are any Neighbourhood Plans, which serve to guide the shape and form of non-strategic aspects of development, such as promoting locally distinctive policies on design.

⁷ Tourist Accommodation Study for Salisbury (2020)

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Salisbury that have been devised in consultation with Salisbury City Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Salisbury Neighbourhood Development Plan (SNDP) consulted on a 'Regulation 14' document in July 2022. The finalised version is anticipated later in 2023. The SNDP sets out the vision, objectives and policies to ensure that Salisbury maintains its attractiveness and distinctiveness over the period 2020-2036. It plans for homes whilst seeking to preserve and enhance the built and natural environment and make the city more resilient and sustainable against climate change.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Larges Villages within the Salisbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁸. Ten per cent of the scale of growth suggests a baseline requirement of 450 dwellings. However, the scope to identify sites for housing development is limited. Opportunities for further outward expansion are becoming increasingly difficult to accommodate and there will be added emphasis on regeneration of city centre sites. 60 dwellings is considered appropriate for the city.

The first Laverstock and Ford Communities Neighbourhood Plan was made in October 2022. While the designated area relates to the outer edges of the Principal Settlement of Salisbury, the neighbourhood plan focuses on the separate identities of Laverstock and Ford, which are Small Villages, and does not contain allocations for housing. With the focus on the Small Villages in the designated plan area, a review of the neighbourhood plan is expected to focus on meeting any identified local needs there rather than at the Principal Settlement of Salisbury.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Salisbury neighbourhood area requirement (2020 to 2038)	60
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Local Infrastructure

The growth of Salisbury needs to be supported by the correct infrastructure. When planning for growth, it is important to consider the characteristics of the city in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), alongside housing need and the local economy. The following summarises the measures and additional provision required to support growth at Salisbury, along with known infrastructure issues.

⁸ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Planning for Salisbury

- Air Quality Management Areas (AQMAs) in city centre, London Road and on Wilton Road.
- Peak hour delays and lack of bus priority measures impacting on the operation and desirability of bus services.
- Salisbury rail station has oversubscribed parking and limited access by bus, walking and cycling modes.
- The A36 ring road and rivers are key barriers to pedestrian and cycle movement.
- Future development growth may increase pressure on all arterial routes, including the A36 causing likely further 'rat-running' through residential and rural roads.

In addition, peak hour delays and lack of bus priority measures impact on the operation and desirability of bus services, whilst Salisbury rail station has oversubscribed parking and limited access by bus, walking and cycling.

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the city, as reflected in Place Shaping Priority 8. Improvements are sought that reduce traffic congestion, improve air quality in the city centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes.

To help realise the opportunities presented by the locations selected for development, and necessary for their realisation, funding contributions will be sought to the Salisbury Transport Strategy⁹ which is the Council's long-term approach to these matters.

The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Salisbury:

- Urban walking routes - complete key gaps in the Salisbury walking network
- Urban cycling routes – a safe connected network
- Improve access to local bus network to provide viable journey choices in Salisbury.
- Additional inter-urban bus services to increase destination choice.
- Enable interchange to public transport – better integration with other modes to make convenient, reliable end-to-end journeys.
- Addressing city centre congestion
- Strategic parking plan, to make best use of available parking to maximise accessibility but manage private car demand.
- Traffic management and re- routing to ensure vehicle movements are focused on the most appropriate routes.
- Invest in electric vehicle infrastructure.
- Review HGV network
- Active travel promotional campaigns

⁹ Salisbury Transport Strategy – Wiltshire Council (Atkins, 2018 refresh)

Healthcare provision

There are three GP surgeries, one of which has multiple branch surgeries across Salisbury. There is a shortfall in surgery space, particularly as one branch surgery left the city in 2020. Financial contributions towards health provision will be sought.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The grid supply points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The bulk supply points across Wiltshire are also constrained.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on in order to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Information from SSEN indicates that infrastructure around Salisbury is constrained, meaning that investment may be required to connect to the grid.

As regards clean and foul water provision and removal, Wessex Water state that investment is likely to be required across Salisbury to reinforce offsite infrastructure.

Appendix 1: Policy Context

Several Salisbury-specific policies from the 2003 Salisbury District Local Plan were ‘saved’ (retained) for the purposes of WCS. In general, listed below, these provisions can now be considered either superseded or subsumed within proposed LPR policy:

Policy	Title	Retained, Replaced, or Deleted
Wiltshire Core Strategy (WCS) and Wiltshire Housing Site Allocations Plan (WHSAP)		
WCS core policy 20*	Spatial Strategy for Salisbury Community Area Housing and employment allocations: Fugglestone Red Hampton Park Longhedge (Old Sarum) Churchfields and Engine Shed UKLF, Wilton Central Car Park Former Imerys Quarry Principal Employment Areas: Old Sarum and Southampton Road.	Replace with Policy 22 Salisbury Principal Settlement
WCS core policy 21	The Maltings / Central Car Park	Delete
WCS core policy 22	Salisbury Skyline	Delete
WCS core policy 25	Old Sarum Airfield	Delete
WHSAP policy H3.1	Netherhampton Road	Retain
WHSAP policy H3.2	Hilltop Way	Retain
WHSAP policy H3.3	North of Netherhampton Road	Retain
WHSAP policy H3.4	Rowbarrow	Retain
WHSAP policy H3.5	The Yard, Hampton Park	Retain

Policy	Title	Retained, Replaced or Deleted
Salisbury Local Plan 2003		
G7	Water Environment (development restraint area)	Delete
SG10	Enabling Development	Delete
D4	Salisbury Townscape (Chequers)	Delete
D5	Salisbury Townscape (Open Space)	Replaced with Policy 84 Open Space and Play Facilities
D8	Public Art	Delete
H2d	Housing (Salisbury Old Sarum)	Delete
H2e	Housing (Salisbury District Hospital)	Replaced with Policy 35 Salisbury District Hospital
H3	Housing (Old Manor Hospital)	Delete
H4	Housing (Eastern Chequers)	Delete
H5	Housing (Salt Lane car park)	Delete
H6	Housing (Brown St car park)	Delete
H7	Housing (Salisbury Central Area)	Delete
H8	Housing (Salisbury HPB)	Delete
E1	Employment (land at Old Sarum)	Delete
E3	Employment (Central Salisbury)	Delete
E4	Employment (Chequers)	Delete
E5	Employment (Brown St)	Delete
E6	Employment (Old Manor)	Delete
E7	Employment (Southampton Rd)	Delete
S5	Shopping (Brown St car park)	Delete

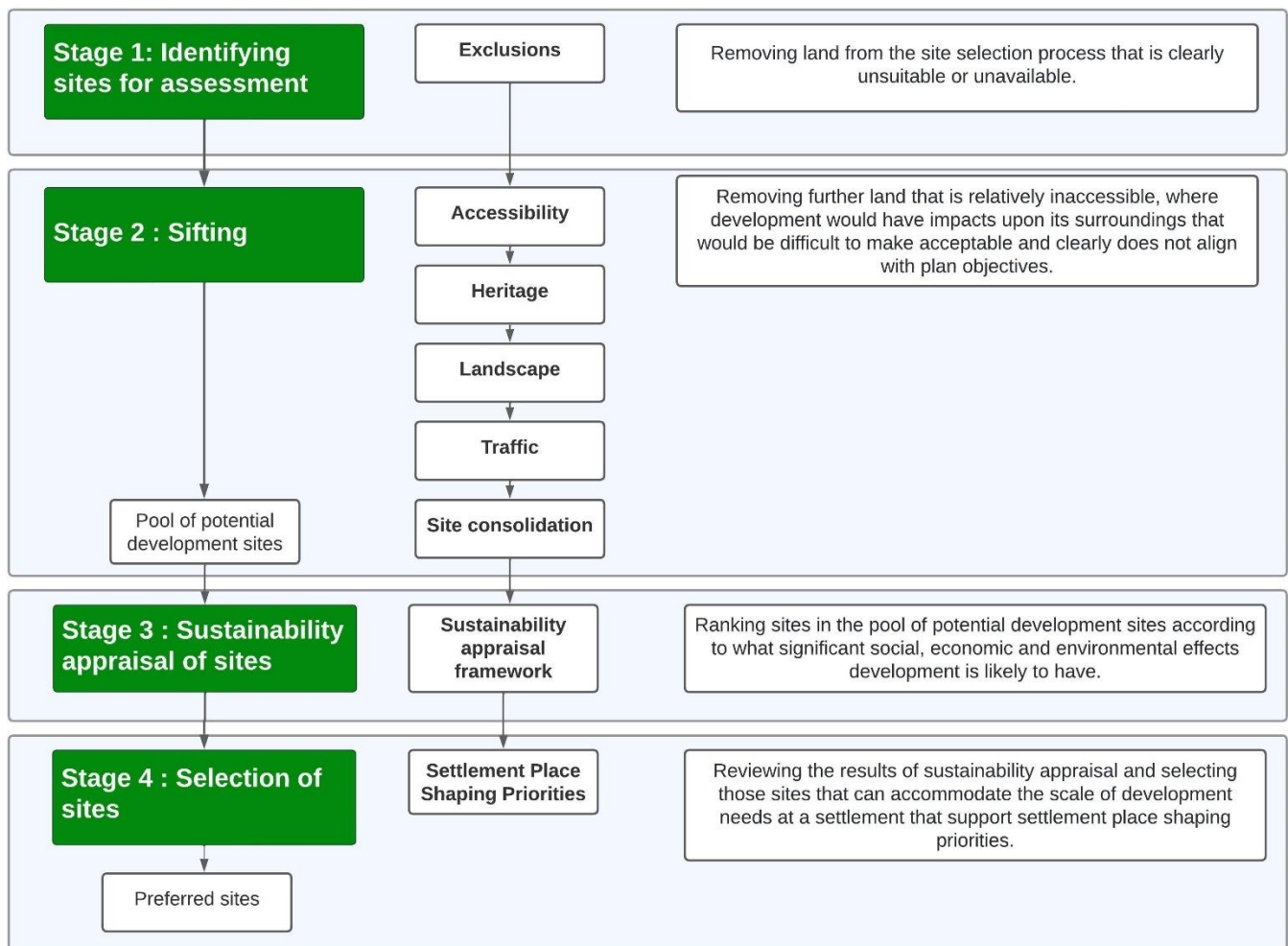
Appendix 2 Site Selection

Site Selection: Salisbury

The purpose of this appendix is to explain the site selection process at Salisbury, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment¹⁰ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans¹¹. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Salisbury.

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¹⁰ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

¹¹ Other land, not included in the SHELAA, may be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Seventy sites at Salisbury were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
262	264
3136	Unsuitable. Below site size threshold.
3147	Unsuitable. Below site size threshold.
3151	Unsuitable. Below site size threshold.
3187	Unavailable. Site built out.
3267	Unsuitable. Below site size threshold.
3272	Unavailable. Site allocated by the WHSAP.
3381	Unavailable.
3382	Unsuitable. Below site size threshold.
3396	Unsuitable. Below site size threshold.
3618	Unavailable. Site built out.
OM001	Unavailable.
OM003	Unavailable. Site allocated by the WHSAP.
OM008	Unsuitable. Below site size threshold.
OM013	Unsuitable. Below site size threshold.
s1027	Unavailable. Site allocated by the WHSAP.
s1030	Unavailable. Site built out.
s1031	Unsuitable. Below site size threshold.
s1033	Unsuitable. Below site size threshold.
s1034	Unsuitable. Below site size threshold.
s1035	Unsuitable. Below site size threshold.
s1036	Unsuitable. Below site size threshold.
s1053a	Unavailable. Site built out.
s1053b	Unavailable. Site built out.

s1072	Unsuitable. Part of Principal Employment Area.
S115	Unavailable. Site built out.
S116a	Unavailable. Site built out.
S116b	Unavailable.
S117	Unavailable. Site partly built out and under construction.
S135	Unavailable. Site built out.
S136	Unavailable. Site built out.
S137	Unsuitable. Below site size threshold.
S139	Unsuitable. Below site size threshold.
S140	Unsuitable. Below site size threshold.
S141	Unsuitable. Below site size threshold.
S144	Unsuitable. Below site size threshold.
S180	Unavailable. Site built out.
S202	Unavailable. Site built out.
S207	Unsuitable. Part of Principal Employment Area.
S218	Unavailable.
S219	Unsuitable. Part of Principal Employment Area.
S223	Unsuitable. Part of Principal Employment Area.
S224	Unavailable.
S225	Unsuitable. Below site size threshold.
S226	Unsuitable. Below site size threshold.
S227	Unsuitable. Allocated as strategic regeneration site.
S23	Unsuitable. Below site size threshold.
S232	Unsuitable. Below site size threshold.
S235	Unsuitable. Below site size threshold.
S236	Unavailable.
S237	Unavailable. Site built out.
S240	Unsuitable. Below site size threshold.
S241	Unsuitable. Below site size threshold.
S244	Unsuitable. Below site size threshold.
S259	Unsuitable. Below site size threshold.

S261	Unsuitable. Below site size threshold.
S262	Unsuitable. Below site size threshold.
	Unsuitable. Below site size threshold.
S264	Unsuitable. Below site size threshold.
S55	Unsuitable. Part of Principal Employment Area.
S58	Unavailable.
S60	Unavailable. Site built out.
S61	Unavailable. Site allocated by the WHSAP.
S64	Unavailable.
S65	Unsuitable. Below site size threshold.
S69	Unavailable. Country park.
S71	Unsuitable. Below site size threshold.
S8	Unsuitable. Below site size threshold.
S9	Unavailable. Site built out.
S93	Unavailable. Site built out.
S95	Unavailable. Site built out.
S1028	Unavailable. Site allocated by the WHSAP.
S1032	Unavailable.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹²) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

¹² To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Salisbury:

Context criteria	Detail
Long-term pattern of development	<p>As a settlement with a planned nucleus, having been relocated from its original site at Old Sarum, Salisbury’s central area has a distinct layout which is based on a medieval grid pattern. Around this core are the reasonably tight Victorian and Edwardian suburbs, their buildings often well-designed and with high-quality detailing.</p> <p>Outer areas comprise more recent expansion, consisting primarily of estate development that has amalgamated the following districts within Salisbury:</p> <ul style="list-style-type: none"> - Bishopdown and Old Sarum (northwards); - Milford (eastwards); - Harnham and Harnham Hill (southwards); - Bemerton and Bemerton Heath (westwards).

	<p>Settlements related to Salisbury’s periphery have also seen a lot of development and, in some cases, been largely absorbed within the built-up area. This is notable in areas such as Laverstock, which nevertheless retains a distinct identity.</p>
<p>Significant environmental factors</p>	<p>Salisbury’s setting is effectively ‘within a bowl’ amongst surrounding hills, rivers, and water-meadows, which define the settlement’s unique character and appeal. Five rivers converge upon central Salisbury; this generates significant flood potential, especially during episodes of high rainfall. The river-system has also created the city’s characteristic water-meadows.</p> <p>To the east and north much of the rising downland is locally valued and defines the city within its setting, most notably at Old Sarum, where the settlement was founded. The West Wiltshire & Cranborne Chase Area of Outstanding Natural Beauty, meanwhile, frames the urban area broadly to the south and west. These elevated areas are dissected by valley corridors.</p> <p>The city’s central area is attractive and draws visitors, although its historic character conditions the kind of expansion that can reasonably take place – both within the centre and in relation to the wider urban area. Such heritage assets find a particular focus at the cathedral and on the city’s northern periphery, around Old Sarum hillfort.</p> <p>These elements combine and are characterised by the term Salisbury’s ‘landscape setting’.</p>
<p>Scale of growth and strategic priorities</p>	<p>Salisbury is defined as a ‘Principal Settlement’ and is considered a strategically important centre, and a primary focus for development within the South Wiltshire housing market area. The scale of additional growth proposed to 2038 is comparatively modest, with a substantial tranche of housing development already in the planning pipeline.</p> <p>The place shaping priorities identified for Salisbury include those that retain the city’s historic character and landscape setting (described above) and ensure that the city remains distinct and separate vis-à-vis surrounding settlements (notably Wilton, Ford, Laverstock, Britford, Netherhampton and Quidhampton). Other Priorities involve the realisation of timely infrastructure and capturing the housing needs of specific segments of the population such as key workers; this in turn will aid the regeneration of the District Hospital on its Odstock site.</p> <p>There is imperative to support the city’s economic future, as articulated in greater detail in the Salisbury Central Area Framework, which provides for a resilient and flourishing city centre, optimising it as a cultural destination.¹³ To supplement this it is also deemed important that the Local Plan secure a more sustainable future for the Churchfields business area and provide for responsive business growth in and around the city centre.</p>

¹³ Salisbury Central Area Framework: <https://www.wiltshire.gov.uk/salisbury-future>

Future growth possibilities for the urban area	Salisbury is tightly bound; new growth therefore often needs to be located beyond its boundary, typically within adjoining parishes belonging to neighbouring community areas. Recent development phases in the urban area mean that future growth possibilities are increasingly problematic, notably in terms of effectively and sustainably accommodating the city within its landscape setting.
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Table X: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3215	Land at Harnham, part of Bake Farm						<p>This is a small parcel which lies south of Salisbury. It is situated west of the A354 and, whilst linked to nearby site 3421, can generally be described as being detached from the urban area. Its accessibility to important destinations in the city is average.</p> <p>The southern half of the site is more elevated than the northern half, meaning that it would be difficult to accommodate development successfully within the site’s hedgelines.</p> <p>Given its location and relative detachment from the urban area, it is excluded.</p>	Y
3421	Land adjacent A354, S of Harnham						<p>This area to the south of Salisbury would extend the existing built-up area. The western boundary is defined by the A354. It inclines gently to the south and is comparatively elevated and subsequent assessment would need to understand the visual relationship to the south between it and the AONB.</p> <p>It also lies close to a Scheduled Monument and, as well as likely to have archaeological interest itself, the site may contribute to the monument’s setting. These factors might limit capacity for development.</p> <p>These factors notwithstanding there appear to be no insurmountable complexities in terms of wider impacts that would merit excluding the site at this stage.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3422	Land adjacent to Rowbarrow and Park & Ride						<p>The area is located on the south-eastern outskirts of Salisbury and is comparatively elevated with panoramic views of the city’s distinctive skyline, including the cathedral. A lot of the land forms part of Little Woodbury Ancient Villages scheduled monument. This area would remain undeveloped but the setting to the monument is also a consideration. Both aspects would need assessing in subsequent field surveys.</p> <p>The site would extend the existing urban area given that land to the west is allocated for development.</p> <p>Whilst there are potentially several complexities to consider they do not suggest that the site should be excluded at this stage. There is moreover potential to consider this parcel comprehensively alongside sites 3641, 3521 and OM009.</p>	Y
3423	Land adjacent to Salisbury District Hospital						<p>The area is located on the south-eastern outskirts of Salisbury and is comparatively elevated with panoramic views of the city’s distinctive skyline, including the cathedral, A lot of the site forms part of Little Woodbury Ancient Villages scheduled monument. This area would remain undeveloped but the setting to the monument is also a consideration. Both aspects would need assessing in subsequent field surveys.</p> <p>The site is screened from Odstock Road, which bounds it to the east. If combined with other sites (3521, 3422, 3641 and OM009) it could form part of a larger site be connected to the city.</p> <p>Whilst there are potentially several complexities to consider they do not suggest that the site should be excluded at this stage. Despite the parcel being detached from the urban area there is nonetheless a logic to considering it</p>	□

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							comprehensively alongside sites 3641, 3521, OM009 and 3422.	
S193	Land N of Southampton Rd, Petersfinger						<p>The site would extend the existing built-up area of eastern Salisbury, with two boundaries defined by major infrastructure, one of which the A36 and the other the Salisbury-Southampton main railway line. Existing tree cover creates a landscape context that development could benefit from.</p> <p>A part of the site is Woodbury Ancient Villages scheduled monument. This area would remain undeveloped but the setting to the monument is also a consideration.</p> <p>The site seems relatively unconstrained in terms of its wider environmental impacts. It would be appropriate to combine this site with S97 as a logical extension that would continue past growth patterns.</p>	☐
S97	Land E of Hughendon Manor, Petersfinger						<p>The site would extend the existing built-up area of eastern Salisbury, with two boundaries defined by major infrastructure, one of which the A36 and the other the Salisbury-Southampton railway line.</p> <p>Existing tree cover creates a landscape context that development could benefit from.</p> <p>The site seems relatively unconstrained in terms of its wider environmental impacts and appears to be a reasonable alternative. It would be appropriate to combine this site with S193 as a logical extension that would continue past growth patterns.</p>	Y
S159	Land N of Downton Road						The site would extend the existing built-up area on the outskirts of south-eastern Salisbury, with two boundaries defined by roads, one of which being the main A388. The relationship with nearby Britford is an important consideration.	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>There appear to be no insurmountable complexities in terms of wider impacts that would merit excluding the site at this stage, although landscape and heritage matters – with two nearby conservation areas, and views to Salisbury cathedral – requiring further field assessment.</p> <p>Whilst there may be several complexities to consider they do not suggest, either individually or collectively, that the site should be excluded at this stage.</p>	
S167	Land off Cow Lane, Laverstock						<p>This exposed parcel of land is situated between eastern Salisbury and Laverstock. It is bounded by the River Bourne to the east, and the main Laverstock road to the south. It is separated from the Salisbury urban area to the west by a field and the Salisbury-London railway line, and to the east by water-meadows.</p> <p>The site is a open to views up and down the Bourne river valley and development risks coalescence between the communities of Salisbury, Laverstock and Milford. A portion of the northern segment of the site is in Flood zones 2 and 3; the affected part should remain undeveloped.</p> <p>The site is rejected from further consideration since development here would be isolated, remove separation between Salisbury and Laverstock, and diminish the open character of the river valley.</p>	N
S94	Land along Duck Lane, Laverstock						<p>This parcel occupies a rather elevated and vegetated position on the slopes of downland on the eastern side of the village of Laverstock, The location, along a single-track road (Duck Lane) is rural.</p> <p>The land is therefore withdrawn at this stage in the site-selection process since development here would encounter access issues and cause</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							visible encroachment into the countryside and negatively impact upon downland to the east of Salisbury, which is locally valued.	
S189	Land E of The Dormers, A36, Petersfinger						<p>This site, which is located on the eastern outskirts of Salisbury, is currently occupied for purposes such as storage or similar. The south-eastern portion of the site is within Flood Zones 2 and 3.</p> <p>Impacts from the A36, including upon air-quality, would need to be managed.</p> <p>There do not appear to be impacts that justify excluding the site at this stage.</p>	Y
S178	Land S of Roman Road, Old Sarum						<p>This parcel of land is situated south of the narrow roman road between Old Sarum scheduled monument and the village of Ford, on the northern fringes of Salisbury.</p> <p>The land constitutes part of the landscape setting for both the scheduled monument and Old Sarum airfield conservation area to the immediate north-east.</p> <p>It is in the main the impacts upon heritage assets and landscape that exclude this site from further consideration and being considered a reasonable alternative.</p>	N
s253	Land at Quidhampton Quarry (aka 'Imerys')						<p>This parcel is dominated by a former quarry on the western outskirts of Salisbury, which could be made to integrate within the city's urban envelope. Assessment notes that landscape and traffic matters would be the trickiest to mitigate since some of the site is prominent and traffic impacts on nearby roads would need addressing.</p> <p>The land being assessed surrounds a core parcel that is identified for employment uses (4ha) although this has not hitherto been realised.</p> <p>Whilst a successful development scheme would need good planning, remediation and design</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							there are no reasons at this stage to eliminate this parcel of land.	
S142b	Land at Cowslip Farm						<p>This parcel of land lies east of the A360 on the north-western outskirts of Salisbury. Development of the site would potentially harm the landscape setting, designated heritage assets and the conservation area, including Old Sarum scheduled monument.</p> <p>Development here would harm a critical element of the landscape setting of Salisbury afforded by the River Avon green infrastructure corridor, comprising open views across and down the valley into the city centre.</p> <p>The site is excluded from further consideration.</p>	N
s1058	Land E of Devizes Road						<p>This parcel of land lies east of the A360 on the north-western outskirts of Salisbury. Development of the site would potentially harm the landscape setting to designated heritage assets, including Old Sarum scheduled monument.</p> <p>Development would harm the landscape setting afforded by the River Avon green corridor, comprising open views across the valley.</p> <p>With the above borne in mind, the site is excluded from further consideration.</p>	N
3435	Land off Britford Lane, Harnham						<p>This parcel of land located between the city centre and Harnham is visually very sensitive. It is bounded to the north by the River Avon green corridor affording, beyond, open views to Salisbury conservation area, which incorporates the cathedral.</p> <p>Development of the site would potentially be harmful to the landscape setting of Salisbury.</p> <p>This parcel is also located within 500m of a congested traffic corridor, and development</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>would risk compounding this issue along with consequent impacts upon air quality.</p> <p>Given its location, impacts and limited scope for development, it is excluded.</p>	
3521	Land off Downton Road, adj Park & Ride						<p>This site – a former quarry – in south-eastern Salisbury is occupied by an active business operation. Whilst largely consisting of hardstanding, the site is well contained by mature vegetation.</p> <p>Whilst some impacts are likely from A338 traffic volumes, it is believed that these would be manageable.</p> <p>As the site is located within Salisbury’s settlement boundary, it would normally be excluded from assessment, however, due to its proximity to other submissions (sites 3641, OM009 and 3422), there is potential to combine parcels of land in this location that would continue past growth patterns and contribute to meeting Salisbury’s scale of housing need.</p>	Y
3554a	Land W of Milford Car Home						<p>This site is situated on the eastern outskirts of Salisbury. It is bounded to the south by the Salisbury-Southampton main railway line and to the north and east by Milford Mill Road.</p> <p>All environmental constraints - landscape, heritage, traffic and flooding - have the potential to limit the site's acceptability. In particular the site is significantly at risk from flooding, making the size unsuitable for further consideration.</p> <p>Development would extend the urban area and reduce separation between Salisbury and the village of Laverstock. The site is also sensitive to views from the countryside (Ashley Hill) to the east. Moreover, impacts upon grade-II listed Milford House (historically Milford Farm) and farmstead would need mitigating.</p> <p>The site should be excluded at this stage.</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3554b	Land E of Milford Care Home	Green	Yellow	Yellow	Yellow	Yellow	<p>This site is situated on the eastern outskirts of Salisbury. It is bounded to the south by the Salisbury-Southampton main railway line and to the north and east by Milford Mill Road.</p> <p>All environmental constraints - landscape, heritage, traffic and flooding - have the potential to limit the site's acceptability. Development would extend the urban area and reduce separation between Salisbury and the village of Laverstock. The site is also sensitive to views from the countryside (Ashley Hill) to the east. Moreover, impacts upon grade-II listed Milford House (historically Milford Farm) and farmstead would need mitigating.</p> <p>Although there are several complexities to overcome none of them suggest that this site should be excluded at this stage.</p>	Green Y
OM002	Land N of A3094	Yellow	Yellow	Yellow	Red	Yellow	<p>This parcel of land is situated to the west of Salisbury, adjacent to land allocated for housing, which will form a new urban edge to the city. It is open and rather exposed. A range of accessibility and wider environmental impacts would have to be overcome. Flooding risks, whilst manageable, are considered quite high.</p> <p>Development would lead to impacts upon the setting of Salisbury cathedral and medieval city Conservation Area (CA), along with strategic views along the Avon Valley itself. This landscape issue is considered very difficult to mitigate at this location. Development would also generate impacts upon the setting of Netherhampton Conservation Area to the west and contribute to eroding this settlement's separate identity. As a result of these impacts this parcel is removed from further consideration.</p>	Red N
OM009	Land at Britford Park & Ride	Green	Green	Green	Green	Yellow	<p>This site in south-eastern Salisbury is currently occupied by Britford Park & Ride on a long lease.</p>	Green Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>Whilst largely consisting of hardstanding some mature landscaping is already in place, and the site is visually well contained by vegetation.</p> <p>Whilst effects from the A338 are likely it is believed these would be manageable.</p> <p>There is a logic to considering this parcel comprehensively alongside sites 3641, 3521 and 3422, to generate a sizeable reasonable alternative that would continue past growth patterns and contribute to meeting Salisbury’s scale of housing need.</p>	
3641	Land at Downton Road						<p>This site is situated on the south-eastern outskirts of Salisbury, adjacent to Britford Park & Ride. There are potential impacts from traffic.</p> <p>Whilst the setting to Woodbury Village Scheduled Monument is a consideration, tree-lines screen the parcel from views occurring along most of the Downton Road.</p> <p>There are no insuperable reasons to exclude the site at this stage, and this parcel could comprehensively be considered alongside sites OM009, 3521 and 3422, to generate a sizeable reasonable alternative that would continue past growth patterns and contribute to meeting Salisbury’s scale of housing need.</p>	Y
S142a	Land adjacent Pembroke School						<p>This parcel of land lies east of the A360 on the north-western outskirts of Salisbury.</p> <p>Development of the site would potentially harm the city’s landscape setting, designated heritage assets and the conservation area, including Old Sarum scheduled monument.</p> <p>Development here would harm a critical element of the landscape setting of Salisbury afforded by the River Avon green infrastructure corridor, comprising open views across and down the valley into the city centre.</p> <p>The site is excluded from further consideration.</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
S72b	Land at Milford Farm (b)	Green	Green	Yellow	Red	Yellow	<p>This parcel of land is situated south of Queen Manor Road, to the east of the urban area. It is visually very sensitive, bounding higher land at Ashley Hill which offers open views across the Avon valley. Development would therefore detract from the landscape setting of Salisbury, and also lead to coalescence with the settlement of Laverstock, which has hitherto largely retained its own separate identity.</p> <p>The site is adjacent to Milford Farm, which features Medieval Pottery Kilns Scheduled Monument.</p> <p>Given its location and impacts upon local distinctiveness, heritage and landscape character, it is excluded.</p>	N
S72a	Land at Milford Farm (a)	Green	Green	Yellow	Red	Yellow	<p>This parcel of land is situated north of Milford Mill Road, to the east of the urban area. It is visually very sensitive, bounding higher land at Ashley Hill which offers open views across the Avon valley. Development would risk coalescence with the settlement of Laverstock, which has hitherto largely retained its own separate identity.</p> <p>Approximately half the site (to the north) falls within Milford Farm, Medieval Pottery Kilns Scheduled Monument.</p> <p>Given its location and impacts upon local distinctiveness, heritage and landscape character, it is excluded.</p>	N
3657	Land at Ford	Yellow	Green	Green	Red	Yellow	<p>This parcel of land lies between the new residential quarter of Hampton Park and the village of Ford on the north-eastern outskirts of Salisbury.</p> <p>Development here would reduce separation between Ford and northern Salisbury, diminish locally valued landscape character, and constitute disproportionate development at a Small Village where normally only infill and</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>small-scale development to meet local needs would be acceptable.</p> <p>It is removed from further consideration for these reasons.</p>	
S80	Land NE of Old Sarum						<p>This parcel of land is north-west of The Portway. Development here would enlarge the new district of Old Sarum which, owing to the separation of the airfield, feels distinct from northern Salisbury. Old Sarum is nonetheless well-connected to main services and amenities, notably as a result of its Park & Ride facility.</p> <p>The site's landscape character is prominent and exposed, with few hedgerows, and assessment shows that any development would have to accommodate this successfully whilst taking account of the setting for Ende Burgh scheduled long barrow to the east of The Portway.</p> <p>Whilst there are potentially several complexities to consider they do not suggest, either individually or collectively, that the site should be rejected at this stage.</p>	Y
3694	Land N of Salisbury Hospital						<p>This small, square parcel is adjacent and directly to the north of Salisbury District Hospital. A strong hedgerow on the western boundary means that development would not affect the setting of Woodbury heritage asset to the immediate west.</p> <p>The same hedgerow also limits views to / from the Salisbury conservation area and cathedral, to the north-west. Development would however be rather exposed to views from the east connected with the Avon river valley. Suitable mitigation in the form of tree-planting would be advised.</p> <p>The parcel is recommended for further consideration and should be evaluated alongside additional land to the north, to constitute a larger proposition that could be</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							developed to help meet Salisbury’s housing need.	
3465	Garden Centre, Netherhampton Road						<p>This small parcel is located south of Netherhampton Road and in close vicinity to the new neighbourhood (WHSAP allocation H3.1) which is planned to offer local services and amenities.</p> <p>Judgements on landscape and heritage, notably views to / from the Salisbury City Conservation Area, including the cathedral, and proximity to Netherhampton Conservation Area are elements that would need consideration.</p> <p>The site is a distance from the city, and accessibility may be an issue.</p> <p>This parcel could be effectively combined with 3716, to its south, to present a more coherent development proposition.</p>	Y
3716	Land S of Garden Centre, Netherhampton Road						<p>This small parcel is located south of the Garden Centre, Netherhampton Road, and is in close vicinity to the new neighbourhood (WHSAP allocation H3.1) which is planned to offer local services and amenities.</p> <p>Judgements on landscape and heritage, notably views to / from the Salisbury City Conservation Area, including the cathedral, and proximity to Netherhampton Conservation Area are elements that would need consideration. At H3.1 a rule was applied to ensure that no development occurred above the 75m contour line; such parameters would be valid here too.</p> <p>The site is a distance from the city, and accessibility may be an issue.</p> <p>This parcel can effectively be combined with 3465, to its north, to present a more coherent development proposition.</p>	Y
3707	Land N of Beehive Park						This small parcel of land is situated to the east of the A345, with Old Sarum (‘Beehive’) Park & Ride	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
	and Ride, Old Sarum						<p>to the south and the Longhedge housing development to the north. Location adjacent to public transport is advantageous.</p> <p>There is some evidence of surface water flood risk at the northern end of the site, in relation to the wooded area. In terms of heritage and landscape, detailed assessment would be required to evaluate impacts against the Old Sarum scheduled monument and its setting.</p> <p>The site is a distance from the city, albeit accessibility is enhanced through proximity to nearby bus services.</p> <p>The site should proceed to be considered as a reasonable alternative for development at Salisbury.</p>	
S243	Gasworks site, Coldharbour Lane						<p>Former gasworks site with main road frontage but which also backs on to the River Avon. The latter issue means that there is a degree of flood-risk, albeit the potential for this is assessed as ‘amber’, therefore not exclusionary. It is believed that the ‘River Park’ scheme, being jointly progressed by the Council and the Environment Agency, will ultimately alleviate the risk of flooding.</p> <p>It is suggested that mitigation would be required to overcome the potential traffic impacts upon local air-quality.</p> <p>The site is being pursued through Salisbury Neighbourhood Plan.</p>	Y
3754	South of A36 Southampton Road						<p>S64, a site to the immediate west, a small eastern portion of which parcel 3754 incorporates, has been excluded from the site-selection process for being primarily in flood zones 2 and/or 3. 3754, on the other hand, appears mostly to be in flood zone 3, albeit that proposed access to the roundabout on</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>Southampton Road is likely to be in a more at-risk flood zone.</p> <p>Due consideration for traffic volumes on the A36 will be required, since this section of city's road network is frequently busy / congested.</p> <p>Meanwhile, 'saved' policy E7, which the site partly interacts with, is to be reviewed in the Local Plan Review; E7 has previously prevented land being developed at this location for flood-risk, ecological and landscape reasons.</p> <p>Promoters will seek that this site is developed for business uses.</p>	
3691	Land W of A354, Harnham						<p>This is a small parcel of land, to the west of the A354, situated to the south-west of Harnham. To the east the land is abutted by 'reasonable alternative' Site 8.</p> <p>In general, the parcel offers extensive views towards the West Wilts & Cranborne Chase AONB to the south and west; planting could potentially help mitigate intervisibility impacts. A potentially larger area of development could be generated by consideration of adjacent parcel 3215, since availability of 3691 means that 3215 would not be detached from Salisbury urban area.</p> <p>The site is a distance from the city, and accessibility may be an issue.</p> <p>This land should progress and be appraised as a possible reasonable alternative development location.</p>	Y
3690	Land S of Old Shaftesbury Drove						<p>This is a sizeable parcel of land situated to the south-west of Harnham. To the west the land is abutted by WHSAP allocation H3.1 'South of Netherhampton Road', to the east by Harnham Hill.</p> <p>In general, the parcel offers extensive views towards the West Wilts & Cranborne Chase</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>AONB to the south and west; planting could potentially help mitigate intervisibility impacts. Consistent with the policy approach taken for WHSAP H3.1 development would need to avoid the highest areas of this land, the implication being that housing would be restricted to a southern segment. Detailed evaluation would be required to assess impacts north-eastwards to / from the Salisbury city conservation area, including the cathedral. Views are however somewhat broken by the existing wooded nature of Harnham Ridge.</p> <p>The site is a distance from the city, and accessibility may be an issue.</p> <p>Restricting development to a southern segment would leave any built form somewhat isolated from the urban area. This matter is alleviated by comprehensive consideration along with adjacent 3215.</p> <p>This land should progress and be appraised as a possible reasonable alternative development location.</p>	
S119	Land at Old Sarum Airfield						<p>This site is situated to the south of Longhedge and the Old Sarum Principal Development Area at Old Sarum Airfield. The site is distant from Salisbury’s facilities but has connectivity to Longhedge.</p> <p>Flood risk on the site unlikely to be an issue.</p> <p>In terms of heritage and landscape, the site is heavily constrained by its proximity to the airfield conservation area, and the potential for impacts on the listed hangar structures and the setting.</p> <p>The site is removed from further consideration for these reasons.</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
S191	Land adjacent to Old Sarum Airfield						<p>The site is linked to site S119. It is situated to the south of Longhedge and the Old Sarum Principal Development Area at Old Sarum Airfield. The site is distant from Salisbury’s facilities but has connectivity to Longhedge.</p> <p>Flood risk on the site unlikely to be an issue.</p> <p>In terms of heritage and landscape, the site is constrained by its proximity to the airfield conservation area, and the potential for impacts on the listed hangar structures and the setting.</p> <p>The site is removed from further consideration for these reasons.</p>	N
S204	Church Road, Laverstock						<p>The land parcel lies on the northern edge of the village of Laverstock. It is largely flat and affords good access onto Church Road, which to the south leads to Salisbury and to the north joins the primary road network.</p> <p>The site offers views across much of Salisbury and the Bourne Valley. The eastern margin is bounded by downland and, in particular, Cockey Down SSSI, an ecological designation. Land within any development would need to take account of this and be able to divert, as much as possible, recreational visits to the designation. This implies leaving a buffer within the eastern segment of the parcel.</p> <p>The site is a distance from the city, and accessibility may be an issue. Some, limited accessible facilities in Laverstock village.</p> <p>If adequate mitigation can be provided at plan-making stage the land should proceed further in the site-selection process and be assessed as a ‘reasonable alternative’.</p>	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
S193 and S97	The sites abut and have no strong physical barriers between them.
3422, OM009, 3641, 3423, 3521 and 3694	The sites abut and have no strong physical barriers between them.
3690, 3691 and 3215	The sites abut and have no strong physical barriers between them.
3716 and 3465	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were re-labelled for ease of understanding, as follows:

Site no.	Site Name	SHELAA reference
1	Land north-east of Old Sarum	S80
2	Land north of Beehive Park & Ride	3707
3	Land east of Milford Care Home	3554b
4	Land to east of Hughendon Manor, Petersfinger	S193 and S97
5	Land east of The Dormers, Petersfinger	S189
6	Land north of Downton Road	S159
7	Land adjacent to Britford Park & Ride	3422, OM009, 3641, 3423, 3521 and 3694
8	Land south of Harnham	3421
9	Land west of Coombe Road	3690, 3691 and 3215
10	Land at Netherhampton Road Garden Centre	3716 and 3465
11	Land south of Southampton Road	3754
12	Land at Quidhampton Quarry	S253
14	Former Gasworks, Coldharbour Lane	S243
15	Land at Church Road, Laverstock	S204

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are generally rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

Seven sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1: Land north-east of Old Sarum
- Site 2: Land north of Beehive Park & Ride (but see below)
- Site 6: Land north of Downton Road
- Site 8: Land south of Harnham
- Site 9: Land west of Coombe Road
- Site 10: Land at Netherhampton Road Garden Centre
- Site 15: Land at Church Road, Laverstock

Site 2 (Land north of Beehive Park & Ride), on balance, was taken forward beyond stage 3. There is a likelihood of major adverse effects upon heritage assets where mitigation would be unachievable. These relate to the effect of development on the setting to Old Sarum Ancient Monument and the potential for effects on archaeological remains.

Cumulative setting impacts are the setting concern rather than direct effects. Archaeological potential suggests the need for more detailed investigation to establish their extent and importance.

Site 3 (Land east of Milford Care Home) was not taken forward beyond Stage 3 because road access is deemed unviable on such a relatively small site and the nearby railway line would be a significant impact on human amenity.

Site 4 (Land to the east of Hughendon Manor, Petersfinger) was not taken forward beyond Stage 3 because road access is deemed unviable on such a relatively small site. Meanwhile, the adjacent A36 and railway line are both considered to be significant

impacts on human amenity. Proximity of A36 would moreover cause air-quality issues. Finally, the existence of numerous mature trees on site provide habitat for a range of fauna.

Site 5 (Land east of The Dormers, Petersfinger) was not taken forward beyond Stage 3 because the site is covered by a Drinking Water Protected Area (where water abstraction for public consumption takes place) and road access is deemed unviable on such a relatively small site.

Site 7 (Land south of Downton Road) was not taken forward beyond Stage 3 because of advice from Historic England about the existence of subsoil palaeolithic archaeological remains of national importance. The government heritage agency also advised that much of the site contributes to the setting of the remains of the Woodbury Ancient Villages (Iron Age). The only part of the site that could potentially contribute to housing is the quarry. It is however considered that residential development at this location would not provide nice amenity: the quarry faces north and, owing to the high retaining wall, residents would have reduced sunlight for a lot of the year.

Site 11 (Land south of Southampton Road) was not taken forward beyond Stage 3 for business uses because the site is located within the Petersfinger Wetland County Wildlife Site, which comprises an area of derelict water meadow adjacent to the River Avon. The site is, moreover, coastal and floodplain grazing marsh, which is categorised as priority habitat. In addition, the additional traffic generated would contribute to the A36 where peak-time congestion is already an issue.

Site 12 (Land at Quidhampton Quarry) was not taken forward beyond Stage 3 because access from either Penning Road or Skew Bridge junction is considered unlikely to be feasible. In addition the quarry is currently allocated in the Swindon and Wiltshire Minerals & Waste Plan.

Site 14 (Former Gasworks, Coldharbour Lane), while scoring well through the Sustainability Appraisal, was not taken beyond this stage as it is understood that the site is being separately proposed for a housing allocation through the emerging Salisbury Neighbourhood Plan.

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Salisbury: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 14	1 (1 st)	-	+	-	-	--	0	-	+++	+	+	0	+
Site 1	-4 (=2 nd)	-	-	--	--	-	0	--	-	+++	++	-	++
Site 7	-4 (=2 nd)	-	--	--	--	-	0	--	-	+++	+++	--	+++
Site 9	-6 (4 th)	-	--	--	--	-	0	-	--	+++	++	--	++
Site 6	-7 (=5 th)	--	--	--	--	-	0	--	--	++	+++	--	+++
Site 8	-7 (=5 th)	-	--	--	--	-	0	--	-	+++	++	--	+
Site 12	-8 (7 th)	---	+	--	--	-	0	-	-	++	+	---	+
Site 2	-9 (=8 th)	-	-	--	--	-	0	---	-	+	+	-	+

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SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 3	-9 (=8 th)	-	-	--	--	-	0	-	-	+	+	---	+
Site 5	-9 (=8 th)	--	0	--	--	-	0	0	0	+	+	---	-
Site 10	-10 (=11 th)	-	-	--	--	-	0	--	--	+++	+	--	-
Site 15	-10 (=11 th)	--	--	--	--	-	0	-	--	++	+	--	+
Site 11	-12 (=13 th)	---	-	--	--	--	0	--	--	+	+	--	++
Site 4	-12 (=13 th)	--	-	--	--	-	0	0	-	0	0	---	0

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Salisbury were assessed against the Place Shaping Priorities, which is set out in the following table:

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
	<i>Strength</i>	<i>Strength</i>	<i>Strength</i>	<i>Strength</i>
Site 1 NE of Old Sarum Page 600	<p>A benefit for the regeneration and economy PSP group would be the increased quantum of residents from Site 1 generally able to support city-centre patronage and overall resilience at Salisbury, as well as specific activity hubs including Churchfields and the District Hospital.</p> <p>Strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>	<p>A benefit for the environmental Priority would be an improved urban edge and countryside transition at Site 1.</p> <p>Further effects depend upon effective mitigation and detailed design and master planning to retain settings to nearby heritage assets - including views from Old Sarum and the setting of <i>Ende Burgh</i> scheduled monument.</p> <p>The urban-rural transition at Old Sarum when approaching along The Portway from the north-east can be improved.</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP.</p>	<p>An advantage for the planning Priority would be the retention of open countryside between the urban area and The Winterbournes, albeit the separation between which would be reduced following development.</p> <p>The urban-rural transition at Old Sarum when approaching along The Portway from the north-east can be improved.</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP.</p>	<p>Benefits for the socio-economic PSP group would be the ability of Site 1 to yield a range of affordable housing products and to support required infrastructure.</p> <p>Site 1 could be realised quite soon in the plan period (0-5 years).</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>
	<i>Strength</i>	<i>Neutral</i>	<i>Neutral</i>	<i>Strength</i>

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
<p>Site 6 N of Downton Road</p> <p>Page 601</p>	<p>A benefit for the economic & regeneration PSP group would be the increased quantum of residents from Site 6 generally able to support city-centre patronage and growth and overall resilience at Salisbury, as well as specific activity hubs including Churchfields and the nearby District Hospital</p> <p>Additional benefits would also arise from well designed and executed development – incorporating arrival views of the cathedral - which would support Salisbury’s place ambitions.</p> <p>Strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>	<p>In terms of the environmental Priority effects depend upon effective mitigation and detailed design and master planning to retain views to the Cathedral, an improved countryside transition, and the setting to nearby heritage assets at Bridge Farm and relationship with Britford Conservation Area</p> <p>Outcomes may be mixed against this PSP.</p>	<p>An advantage for the planning Priority would be the retention of countryside between the urban area and Britford, albeit the separation between which would be reduced following development.</p> <p>On balance, outcomes against this PSP are likely to be mixed given that effective visual separation between the two settlements would be reduced.</p>	<p>Benefits for the socio-economic PSP group would be the ability of Site 6 to yield a range of affordable housing products and to support required infrastructure; failure to deliver would have the adverse effect.</p> <p>Site 6 could be realised quite soon in the plan period (0-5 years).</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>
	<i>Neutral</i>	<i>Neutral</i>	<i>Strength</i>	<i>Neutral</i>
<p>Site 8 S of Harnham</p>	<p>A benefit for the economic & regeneration PSP group would be the increased quantum of residents from Site 8 generally</p>	<p>In terms of the environmental Priority development along in proximity to the Harnham ridge-line, as viewed from the</p>	<p>Site 8 is beneficial to the planning Priority as no other</p>	<p>Benefits for the socio-economic PSP group would be the ability of Site 8 to yield a range of affordable housing products</p>

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
<p>Page 602</p>	<p>able to support city-centre patronage and growth and resilience overall at Salisbury, as well as specific activity hubs including Churchfields and the nearby District Hospital.</p> <p>Approach views of new development upon arrival into Salisbury along the Blandford Road risk being detrimental to Salisbury’s place ambitions – this would be dependent upon successful mitigation during the site’s realisation.</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>	<p>Cranborne Chase and West Wiltshire AONB, may be detrimental to Salisbury’s landscape setting. Whilst it is believed that this matter can be effectively resolved as development is realised, outcomes are uncertain.</p> <p>Approach views of new development upon arrival into Salisbury along the Blandford Road also risk being detrimental to the city’s landscape setting – successful implementation will be dependent upon appropriate mitigation during the site’s realisation.</p> <p>Finally, the setting of the Woodbury Ancient Villages complex is also considered important, with the developable area needing to be restricted to a western segment, as advised by SA.</p>	<p>nearby settlements would be involved.</p>	<p>and to support required infrastructure including an Early Years’ setting.</p> <p>Site 8 could be realised quite soon in the plan period (0-5 years).</p> <p>However, SA advice reduces the developable area and, thus, the number of dwellings. This could restrict this site’s ability to contribute strongly to infrastructure and – notably – to a range of affordable housing products.</p> <p>For this reason, outcomes are deemed to be mixed.</p>

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
		Mixed outcomes are therefore suggested against this PSP.		
	<i>Strength</i>	<i>Neutral</i>	<i>Strength</i>	<i>Strength</i>
Site 2 N of Beehive P&R Old Sarum	<p>A benefit for the regeneration and economy PSP group would be the increased quantum of residents from Site 2 generally able to support city-centre patronage and overall resilience at Salisbury, as well as specific activity hubs including Churchfields and the District Hospital.</p> <p>Strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>	<p>In terms of the environmental Priority effects are heavily dependent upon effective mitigation and detailed design and master planning to retain settings to nearby heritage assets – including, in particular, intervisibility <i>vis-a-vis</i> Old Sarum scheduled monument.</p> <p>Development otherwise needs to be inserted well into the local landscape context and effective screening is likely to mitigate.</p> <p>There is the potential for a mixed outcome against this PSP, chiefly governed by inter-relationships with Old Sarum scheduled monument and its setting.</p>	<p>As regards the Planning priority development at this small site will not radically alter separation to Salisbury proper, and there may even be an opportunity to improve the urban edge at Old Sarum / Longhedge, particularly when viewed on the A345 approach from Salisbury.</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP.</p>	<p>Benefits for the socio-economic PSP group would be the ability of Site 1 to yield a range of affordable housing products and to support required infrastructure.</p> <p>Site 2 could probably be realised relatively soon in the plan period (5-10 years)</p> <p>On balance, strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>
	<i>Neutral</i>	<i>Neutral</i>	<i>Strength</i>	<i>Neutral</i>

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
<p>Site 9 W of Coombe Road</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 604</p>	<p>A benefit for the economic & regeneration PSP group would be the increased quantum of residents from Site 9 generally able to support city-centre patronage and growth and resilience overall at Salisbury, as well as specific activity hubs including Churchfields and the nearby District Hospital.</p> <p>Approach views of new development upon arrival into Salisbury along the Blandford Road risk being detrimental to Salisbury’s place ambitions – this would be dependent upon successful mitigation during the site’s realisation.</p> <p>Outcomes against this PSP group are therefore deemed to be mixed.</p>	<p>In terms of the environmental Priority SA recommendations and planning considerations reduce the developable area of Site 9 to one which is adjacent to the A354. Reasons for such reduction include visibility in the wider landscape and ensuring an effective urban edge to Harnham. A further reason is a limit on development above the 75-meter contour, although the reductions mentioned above mean that this measure would not anyway be required.</p> <p>Approach views of new development upon arrival into Salisbury along the Blandford Road further risk being detrimental to the city’s landscape setting – successful implementation will be dependent upon appropriate mitigation during the site’s realisation.</p>	<p>Site 9 is beneficial to the planning Priority as no other nearby settlements would be involved.</p>	<p>Benefits for the socio-economic PSP group would be the site’s ability to yield a range of affordable housing products and to support required infrastructure.</p> <p>Site 9 could be realised relatively soon in the plan period (5-10 years).</p> <p>However, SA advice and planning considerations reduce the developable area and, thus, the number of dwellings. These could restrict this site’s ability to contribute strongly to infrastructure and – notably – to a range of affordable housing products.</p> <p>For this reason, outcomes are deemed to be mixed.</p>

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
		Whilst it is believed that mitigation can be effectively implemented as development is realised, outcomes nevertheless remain uncertain against this PSP.		
	<i>Neutral</i>	<i>Neutral</i>	<i>Neutral</i>	<i>Neutral</i>
Site 10 Netherhampton Road Garden Centre	<p>A benefit for the economic & regeneration PSP group would be the increased quantum of residents from Site 10 generally able to support city-centre patronage and growth and resilience overall at Salisbury, as well as specific activity hubs including Churchfields and the District Hospital.</p> <p>Approach views of new development upon arrival into Salisbury along the Netherhampton Road risk being detrimental to Salisbury’s place ambitions – this would be dependent upon successful</p>	<p>In terms of the environmental Priority effects depend upon effective mitigation and detailed design and master planning to retain views to the Cathedral, an improved countryside transition, and the relationship with Netherhampton conservation area and consideration of the setting of Netherhampton heritage assets. Development at Site 10 will need to respect not being too elevated – a restriction of the 75-metre contour line is provided for at the larger Netherhampton Road site to the east.</p>	<p>An advantage for the planning Priority would be the retention of open countryside between the urban area and Netherhampton, albeit the separation between which would be reduced following development.</p> <p>On balance, outcomes against this PSP are likely to be mixed given that effective visual separation between the two settlements would be reduced.</p>	<p>Benefits for the socio-economic PSP group would be the ability of Site 10 to yield a range of affordable housing products and to support required infrastructure.</p> <p>Site 10 can only be realised once the South of Netherhampton Road has been completed and will need to be comprehensively designed and executed in relation to the latter (10-15 years).</p> <p>However, considerations connected with Salisbury’s historic landscape setting restrict the number of dwellings effectively to the more</p>

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	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
Page 606	<p>mitigation during the site’s realisation.</p> <p>Outcomes against this PSP group are therefore deemed to be mixed.</p>	<p>Approach views of new development upon arrival into Salisbury along the Netherhampton Road risk being detrimental to the city’s landscape setting – successful implementation will be dependent upon appropriate mitigation and comprehensive integration with the Netherhampton Road site to the east.</p> <p>Outcomes may be mixed against this PSP.</p>		<p>downslope area – a restriction of the 75-metre contour line is provided for at the larger Netherhampton Road site to the east. Such considerations restrict the site’s ability to contribute strongly to infrastructure and – notably – to a range of affordable housing products.</p> <p>For this reason, outcomes are deemed to be mixed.</p>
	<i>Strength</i>	<i>Neutral</i>	<i>Strength</i>	<i>Neutral</i>
<p>Site 15 Church Road Laverstock</p>	<p>A benefit for the regeneration and economy PSP group would be the increased quantum of residents from Site 15 generally able to support city-centre patronage and overall resilience at Salisbury, as well as specific activity hubs including Churchfields and the District Hospital.</p>	<p>In terms of the environmental Priority effects are heavily dependent upon effective mitigation and detailed design and master planning to preserve the beauty and significance of Cockey Down, a locally-valued landscape which rises to the immediate east of the land parcel.</p>	<p>Site 15 is beneficial to this planning Priority as no other nearby settlements would be involved.</p>	<p>Benefits for the socio-economic PSP group would be the ability of Site 15 to yield a range of affordable housing products and to support required infrastructure.</p> <p>Site 15 could probably be realised relatively soon in the plan period (5-10 years)However, SA</p>

	PSP1 City Centre, Regeneration & Economy	PSP2 Landscape Setting	PSP3 Separation & Distinctiveness	PSP4 Affordable Housing & Infrastructure
	<p>Strengths & opportunities are more likely than weaknesses & threats against this PSP group.</p>	<p>Development otherwise needs to be inserted well into the local landscape context and effective screening is likely to mitigate.</p> <p>Since the success of development here is uncertain, given the importance of Cockey Down, outcomes against this Priority are best characterised as mixed.</p>		<p>considerations mean that the quantum of houses realised here would be rather modest. This could restrict the site’s ability to contribute strongly to infrastructure and – notably – to a range of affordable housing products.</p> <p>For this reason, outcomes are deemed to be mixed.</p>

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Conclusion

The outcome of Stage 4 of the site selection process for Salisbury can be summarised under the 'What development is proposed' section earlier in this paper; concluding that seven sites emerged as the preferred sites at Salisbury:

- Land north-east of Old Sarum
- Land north of Beehive Park & Ride, Old Sarum
- Land north of Downton Road
- Land south of Harnham
- Land west of Coombe Road
- Land at Netherhampton Road Garden Centre
- Land at Church Road, Laverstock

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Salisbury.

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Figure 14. The results of the site selection process at Salisbury.

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Planning For Tidworth and Ludgershall

July 2023

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1. Introduction

'Planning for Tidworth and Ludgershall' is a guide to how the Local Plan Review ('the Plan'), which will replace the Wiltshire Core Strategy, will affect Tidworth and Ludgershall over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Tidworth and Ludgershall, as follows:

Policy	Title
39	Tidworth and Ludgershall
40	Land at Empress Way

The Plan sets out what local priorities will shape development and future growth at Tidworth and Ludgershall ('place shaping priorities'). They include taking opportunities to improve the settlements for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which growth will be delivered over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises how the towns have developed over recent years, what protections and constraints upon growth will continue and what is already set to take place. Local priorities are set within this context. This document explains what role growth will play in helping to deliver these priorities; why some areas have been earmarked for development and others not; the direction for the town centres; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for Tidworth and Ludgershall to meet fresh challenges and additional needs.

This document combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Tidworth and Ludgershall - Context and challenges

Tidworth and Ludgershall, while separate settlements each with their own unique identity, are grouped together for the purpose of planning policy because the settlements have complementary roles in respect of shared facilities and resources.

Planning For Tidworth and Ludgershall

Population	12,100 ¹ (Tidworth) 5,400 (Ludgershall)	12th largest of the County's 16 main settlements 16th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

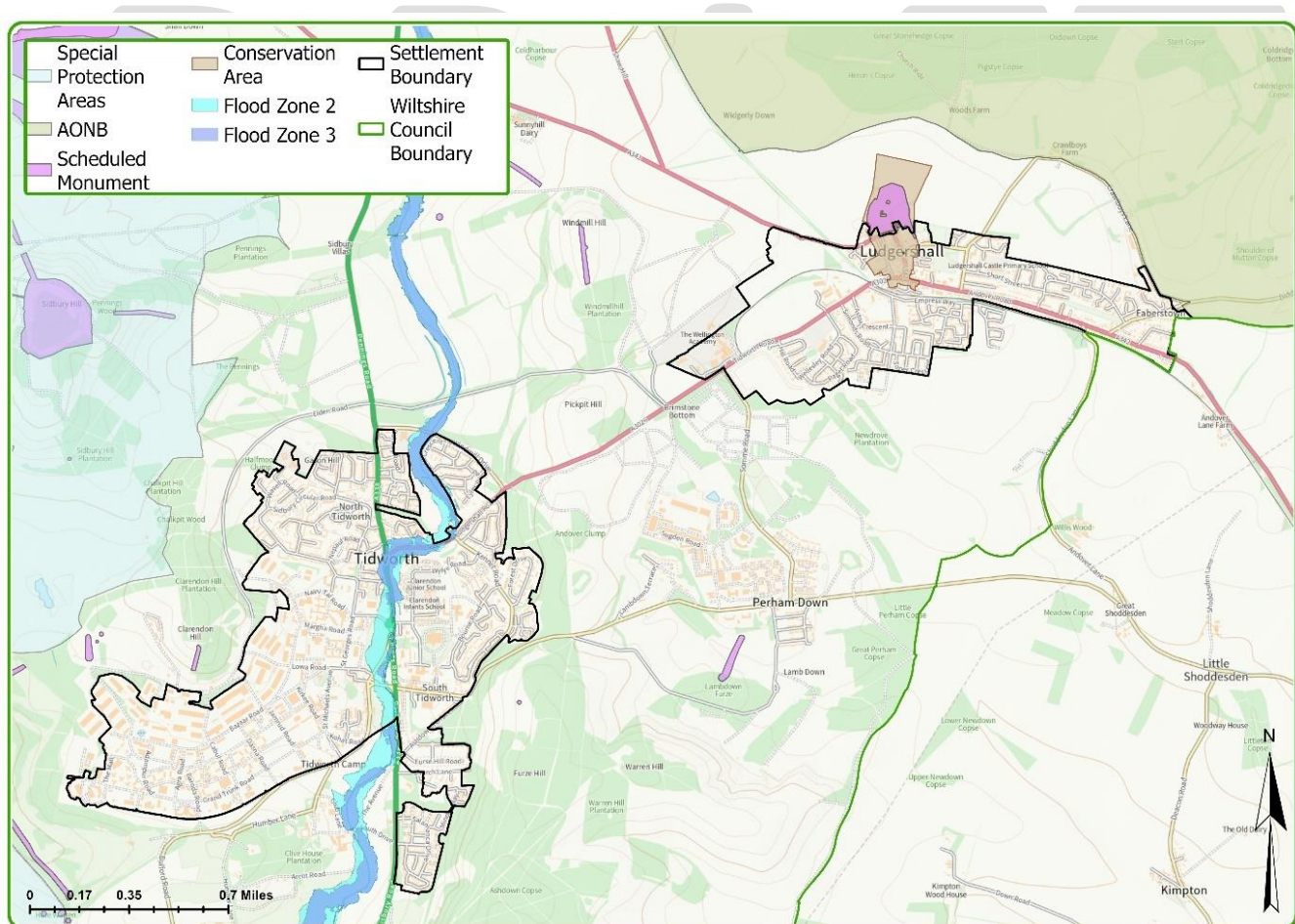


Figure 1. Environmental constraints and designations at Tidworth and Ludgershall

¹ [Census 2021, ONS](#)

Tidworth

Tidworth is located to the east of Salisbury Plain, towards the eastern edge of Wiltshire and approximately a mile to the west of the neighbouring settlement of Ludgershall. The A338 primary route passes through the town, and the major A303 road is situated approximately 2.5 miles to the south.

Tidworth is heavily influenced by the presence of the military which is by far the largest local employer. Large parts of the town, particularly on the western side of the town, are situated 'behind the wire', and a significant proportion of the population are service personnel.

Land to the west of Tidworth forms the edge of Salisbury Plain which alongside its role as a military training area is also of significant ecological importance, designated a Special Area of Conservation (SAC) and Special Protection Area (SPA). The area around Tidworth also has important species and habitats including heathlands, woodlands, and wetlands.

Parts of Tidworth are located in areas at risk of flooding, particularly along the River Bourne that passes through the settlement, which is also a designated SAC, forming part of the Hampshire Avon catchment.

Tidworth is home to several historic buildings of local and national importance. These include Tidworth Garrison, a former military base that has been repurposed as a residential development, and Tedworth House to the south of the settlement.

Ludgershall

Ludgershall is situated approximately 1 mile to the east of Tidworth and is a broadly linear settlement along the A3026/A342 connecting onward to Andover approximately 5 miles to the east. Parts of the settlement are also influenced by the presence of the military.

The settlement lies within the River Test catchment. It is located in close proximity to the North Wessex Downs Area of Outstanding Natural Beauty (AONB), to the north. Expansion of the settlement must conserve its landscape and scenic beauty, having regard to its setting.

Ludgershall has a historic core around its town centre which contains a number of listed buildings with the Ludgershall Castle Scheduled Monument to the north.

How have Tidworth and Ludgershall developed?

Growth at Tidworth has historically been influenced by the dominance of the military at the settlement, with significant housing growth coming forward as a result of the Army Basing Programme: Salisbury Plain Masterplan (June 2014). Largely this has taken place at an edge of settlement development to the south of the settlement for Service Family Accommodation (SFA), known as 'Area 19', which has now been completed. In addition, a large civilian/military housing development to the north – the North East Quadrant site – has also been completed.

Ludgershall has been similarly influenced by military related development, with the Salisbury Plain Army Basing programme led redevelopment of the Corunna Barracks site, increasing the number of service personnel living at the settlement. Non-military housing has also been delivered through residential led developments at the former Granby Gardens site, which is now complete, and at Drummond Park which is under construction. Further housing development has taken place to the south of the settlement in recent years adjoining Empress Way. A housing site, Land at Empress Way, allocated in the Wiltshire Housing Sites Allocations Plan has yet to be developed.

The following diagram shows how much housing has been delivered at Tidworth and Ludgershall from 2006 to 2022.

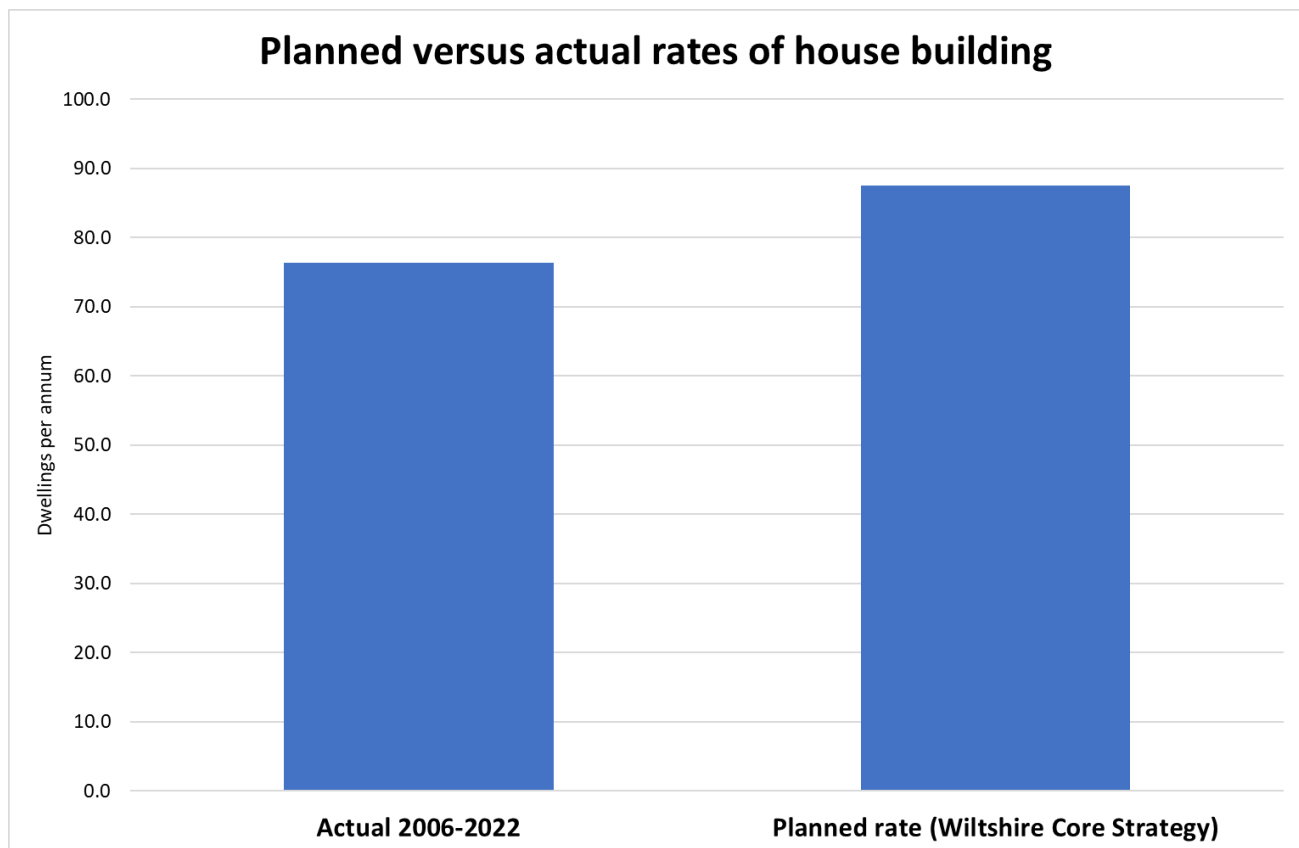


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Tidworth and Ludgershall.

Employment at Tidworth is predominantly focussed around the military, with the MOD being the largest employer at the town. Tidworth benefits from having a small town centre with two good sized supermarkets which serve Tidworth, Ludgershall and the rural hinterland. Retail and service units cater for both the military and civilians, with units within the primary shopping area of Station Road, and secondary shopping areas of Pennings Road and Zouch Market. The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, Tidworth town centre serves a localised function which is significantly expanded by the role of the

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Tesco and Lidl food stores which attract main and top-up food shopping trips from beyond Tidworth, including Ludgershall.

At Ludgershall, a significant employment site is allocated for the development of Castledown Business Park, forming a Principal Employment Area. Castledown is located to the west of the defined 'town centre' in Ludgershall, and is as yet largely undeveloped, with development at the site's eastern end having taken place. The town centre itself is modest, with a focus on day-to-day top-up food shopping and services. Ludgershall benefits from its complementary role with Tidworth, where main food shopping options are more readily available.

The WRTCS finds that looking at the combined area of Tidworth and Ludgershall currently there is a good level of convenience food floorspace served by the Tesco and Lidl stores at Tidworth, supplemented by the top-up shopping options at Ludgershall. The current provision provides a good range and choice to serve both populations. It does however identify that the balance between the two towns could be addressed, and there is no reason why qualitative reasons could not outweigh the lack of a quantitative need. An appropriate solution would be needed where any additional food floorspace would not harm either of the existing centres. Development of a significant scale at Ludgershall may tip the balance further in favour of provision of main food shopping at Ludgershall, and this could also help to improve the sustainability of the settlement by reducing resident's need to travel to access supermarkets. This would require testing to ensure that any such proposals were not to the detriment of town centre retail at either Ludgershall or Tidworth.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the towns.

Planning For Tidworth and Ludgershall

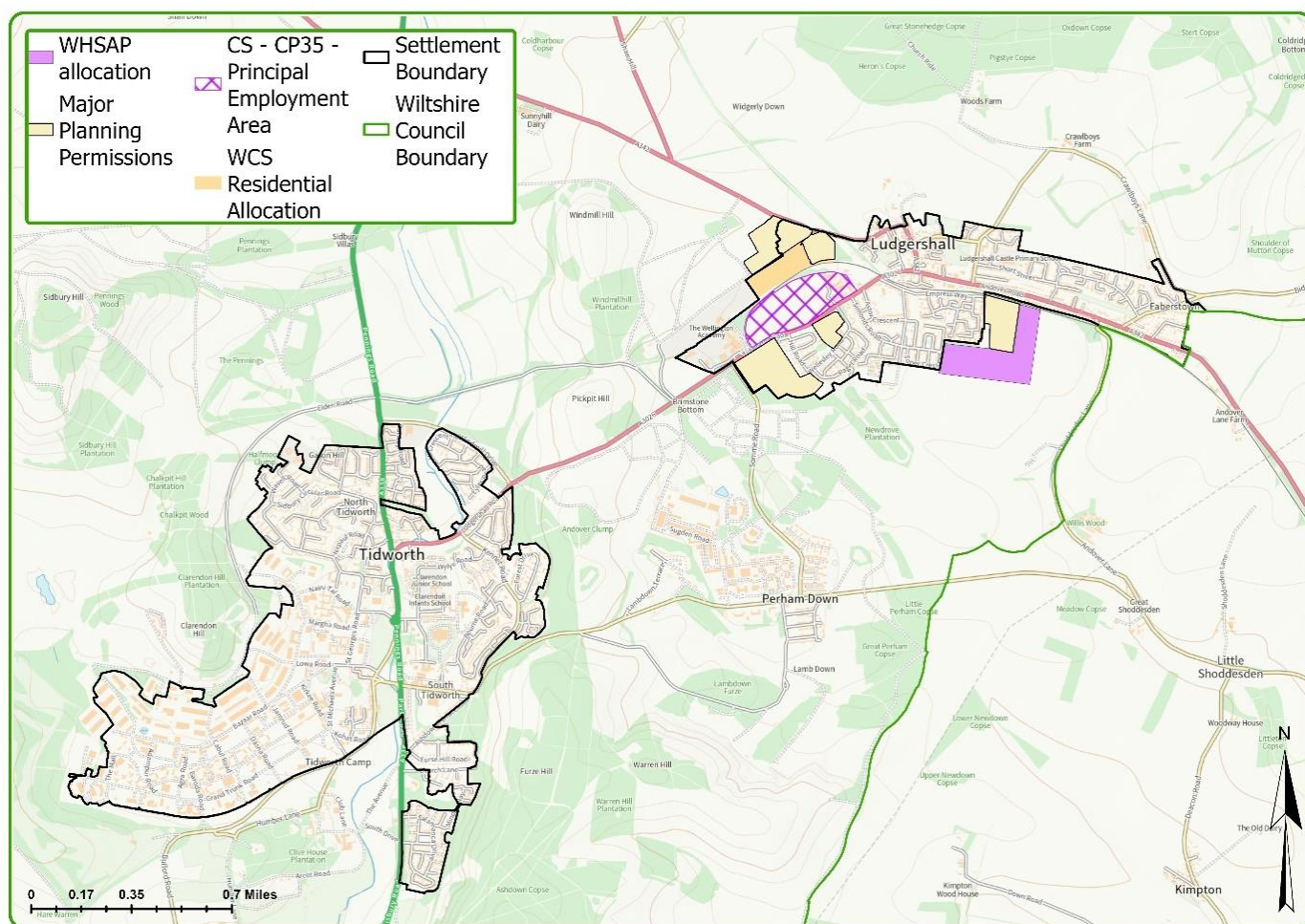


Figure 3. Major planning permissions and commitments at Tidworth and Ludgershall

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Tidworth and Ludgershall have developed over recent years is, in summary:

Tidworth and Ludgershall will continue to serve a mixed military and civilian community, with the settlements currently offering complementary roles with respect to shared retail, leisure and employment. With the growth of Ludgershall over the Local Plan period, there are opportunities to improve the settlement's self-containment with further commercial growth, particularly at Castledown Business Park, attracting inward investment and expanding the local employment offer, complemented by additional homes, services and facilities to cater for a growing population.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with the town and parish councils and wider consultation with the community and other stakeholders, carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Service accommodation: Support additional housing needs arising from those leaving military accommodation and moving into civilian housing.

PSP2 Employment: Support diversification of the employment offer in the area, including facilitating the delivery of Castledown Principal Employment Area and provision for small and medium business enterprises.

Tidworth

PSP3 Town centre: Promote and encourage regeneration of Tidworth Town Centre (Station Road).

Ludgershall

PSP4 Transport: Support local road improvements to ensure any growth is suitably integrated into the local transport network. This includes the continuation of Empress Way to the south-east of the town in taking traffic pressure off of Andover Road.

PSP5 Sport and leisure: Encourage the balancing of commercial leisure uses and community facilities to support housing delivery at Ludgershall. This includes supporting the work between Ludgershall Town Council and the MOD to provide land and sporting facilities for the whole of the community.

PSP6 Railway line: Explore potential future opportunities to utilise the railway line for sustainable transport/active travel.

PSPs sit alongside the spatial strategy for Tidworth and Ludgershall. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Tidworth and Ludgershall that guides development and the direction of growth.

PSPs therefore provide a strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how, and more precisely where, development will take place as an important part in the selection of sites for new development.

Scales of growth at the settlements, as set out in the Revised Spatial Strategy, respond to the opportunities to provide for an appropriate level of growth while also making significant contributions to meeting identified levels of need in the wider Housing Market Area.

Employment land for development at Castledown Business Park (Principal Employment Area) will continue to be promoted, with opportunity to diversify employment in the area. The timing of this is likely to depend on the satisfactory delivery of energy infrastructure to support the development of the site. The spatial strategy for Tidworth and Ludgershall

reflects the findings of an Employment Land Review³, which concludes that employment land needs for Tidworth, Ludgershall and the wider area can be accommodated by further development of employment uses at Castledown Business Park.

The new strategy identifies a requirement of 2,080 homes at Tidworth and Ludgershall over the plan period 2020 to 2038. This represents an increase in rates of house building compared to the Wiltshire Core Strategy.

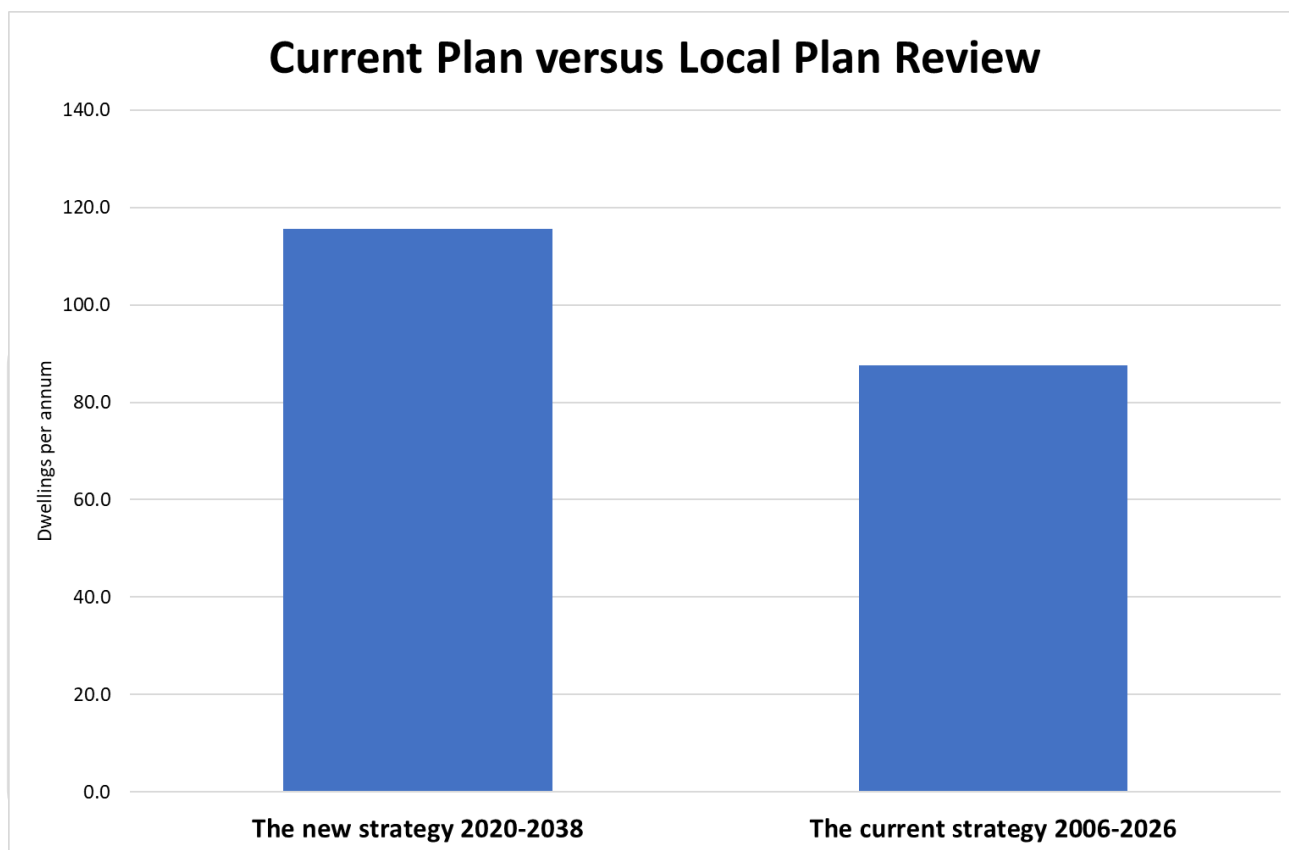


Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Tidworth and Ludgershall

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Tidworth and Ludgershall are not significantly constrained in environmental terms when compared with some other settlements in Wiltshire, although the proximity of the North Wessex Downs AONB (to Ludgershall), rural landscape setting, local ecology, and heritage assets within the towns require due consideration and preservation. Tidworth is located

³ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

within the Hampshire Avon catchment which is constrained due to the potential for nutrient (phosphates) pollution resulting from development.

How many more homes?

From the scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. A proportion of the number of homes that are already planned for include homes that will come forward on Land at Empress Way which was allocated in the Wiltshire Housing Site Allocations Plan. The number that is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 1,220 homes to be accommodated up until 2038.

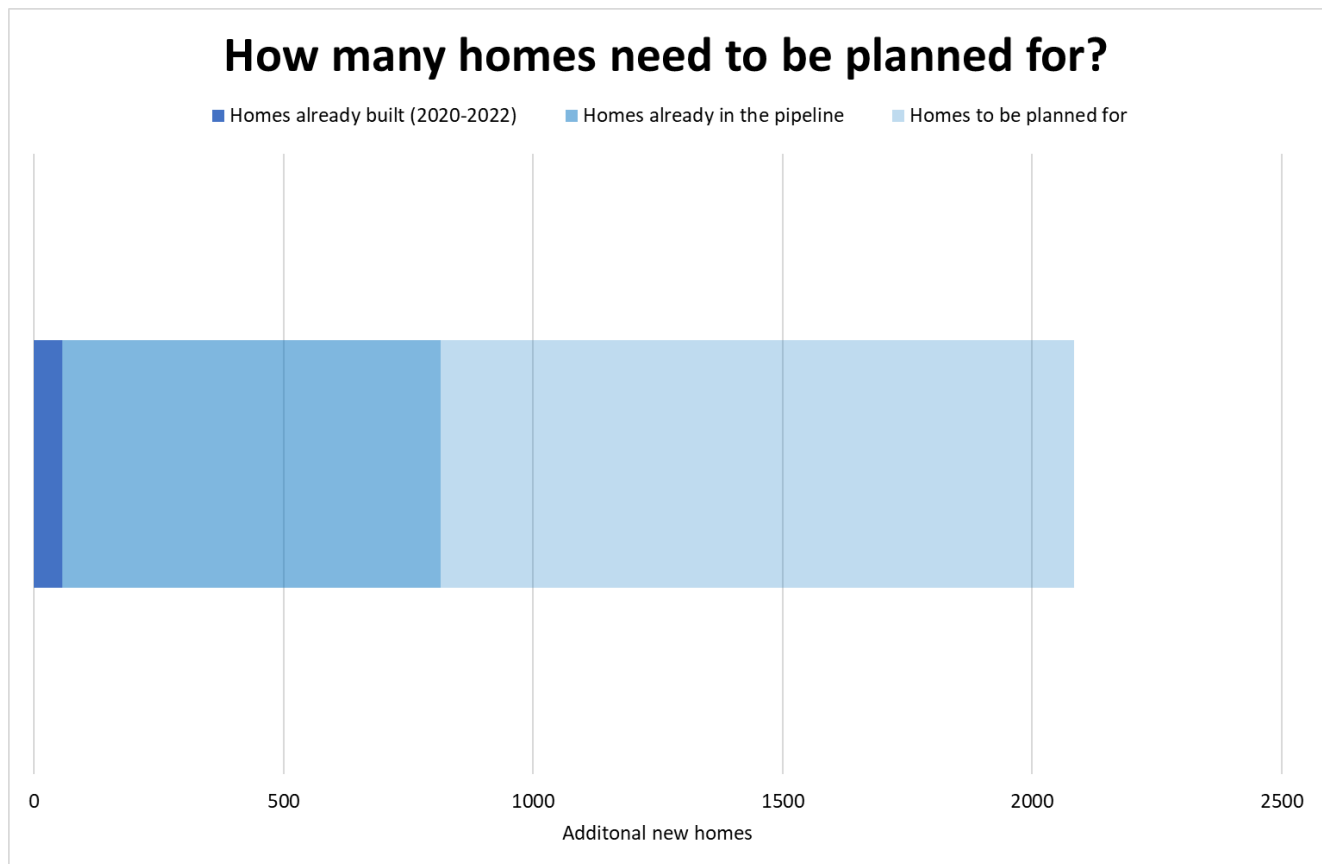


Figure 5. Calculating how many homes need to be planned for at Tidworth and Ludgershall

Selecting sites

Four sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal. (See map). All of these options were located at Ludgershall, with all potential options at Tidworth having been ruled out earlier in the process, due to being confirmed as unavailable by the landowners. Therefore, only Ludgershall was considered as a location to meet the requirements of the towns.

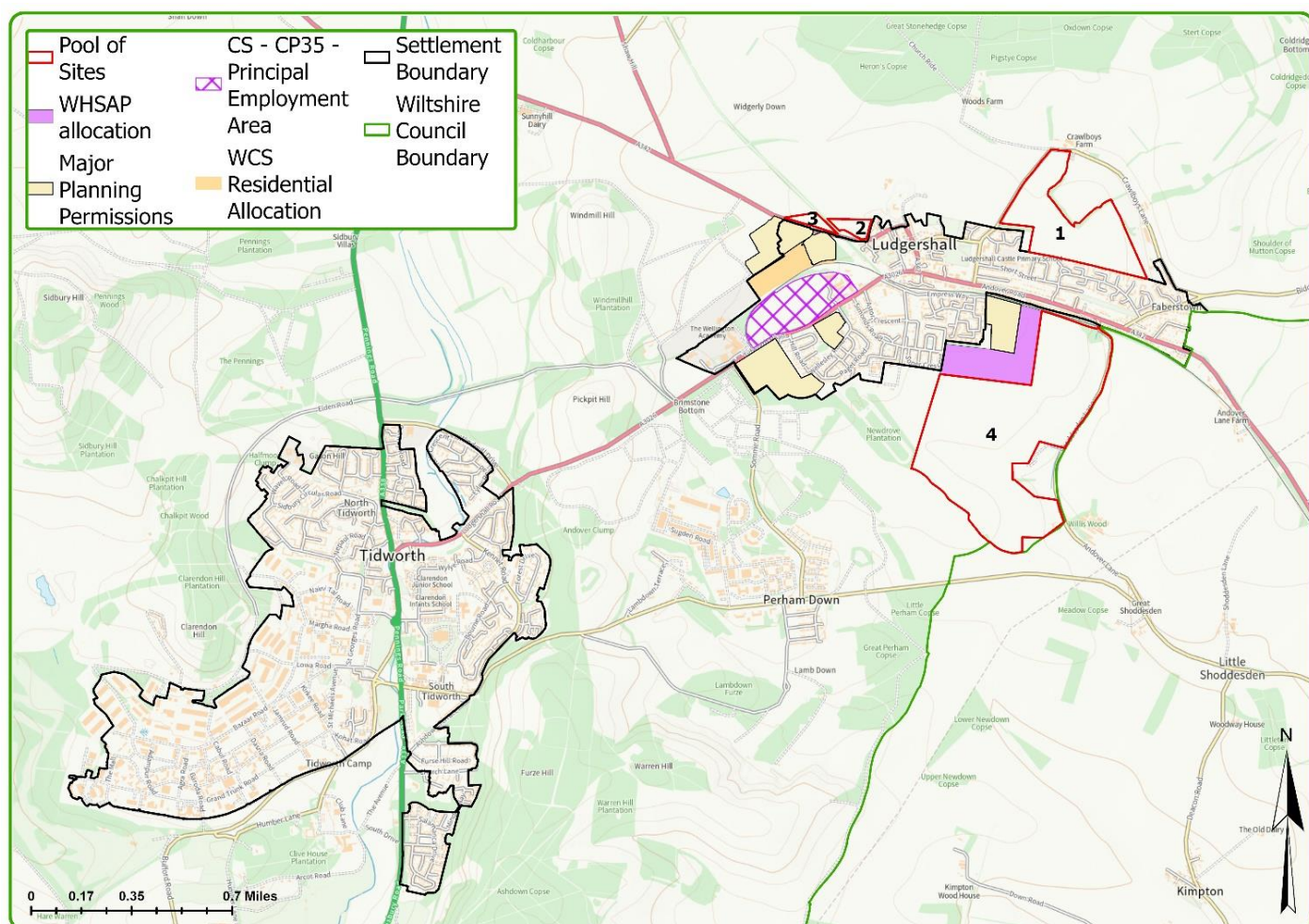


Figure 6. Pool of sites for sustainability appraisal at Tidworth and Ludgershall

The pool of four reasonable alternative sites at Ludgershall resulted from a two-stage sifting process that removed land that was unavailable or was incapable of being developed without unacceptable impacts. Sustainability Appraisal was carried out on these four sites which assessed the likely significant effects that development would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment through the Sustainability Appraisal and against the Place Shaping Priorities.

Sustainability Appraisal showed all four sites had a range of negative environmental effects. They are all greenfield sites in edge of settlement locations.

Site 1 (Land East of Crawlboys Road, Ludgershall) is located to the northeast of the settlements, where there is greatest potential for impact on the setting of the North Wessex Downs AONB. The site was considered unsuitable for allocation, with a considerable

constraint to strategic growth being in relation to a lack of suitable highways access to the site due to narrow access road widths.

Sites 2 (Land north of A342, Ludgershall) and 3 (Land north-east of A342, Ludgershall) are closely related to one another, located towards the northwest of the settlement. Both sites were excluded from consideration due to the potential for harm to the historic environment in respect of the likely impacts of development on the setting of the scheduled medieval ringworks, Ludgershall Castle and on the setting of a designated conservation area.

Site 4 (Land southeast of Empress Way) was considered the most sustainable site of the options available at Ludgershall, forming an extension to land that is already allocated at Ludgershall through the Wiltshire Housing Site Allocations Plan. The site is constrained by its openness within the landscape to the south of the settlement, with significant mitigation being required in this respect. A buffer zone around the nearby sewage treatment works due to potential odour impacts also reduces the developability of some parts of the site for residential uses. The site is also constrained by the limited capacity within the local highways network to support additional traffic movement, due to the limited number of existing crossing points over the MoD operated railway line that passes through the settlement. The site, being located adjoining the administrative boundary of Wiltshire Council with Test Valley Borough Council and Hampshire County Council, is therefore likely to require a cross boundary highways connection in order to provide additional highways access routes to support development of the site. To the south of the site there is also a lapwing and skylark mitigation area, that has been set aside as part of the planning permission for the adjoining site allocated through the Wiltshire Housing Site Allocations Plan. This is likely to require an appropriate buffer. There are also potential energy capacity constraints which are likely to require significant infrastructure upgrades which may delay delivery of the site while infrastructure upgrades are delivered.

Sites 1, 2 and 3 were excluded as a result of the significant constraints identified through the sustainability appraisal. Site 4 was the only site judged suitable for further consideration following sustainability appraisal and was taken forward for further evaluation against the Place Shaping Priorities.

Site 4 is of a scale which could support a significant extension to Ludgershall, connecting to the land that is already allocated by the Wiltshire Housing Site Allocations Plan (Site H1.1). The scale of the site could also help to improve prospects for inward investment to support the delivery of employment uses on Castledown Business Park (PSP2). It could also provide for a modest scale of onsite employment to help support small and medium business enterprises, and the potential to deliver an element of retail to support an expanded community (where evidence indicates this would not harm the vitality and viability of the existing town centre retail uses at Ludgershall or Tidworth). Site 4 would also enable investment into local road improvements and enable the delivery of a southern link to Andover Road to the south of the MoD operated railway line (PSP4). The site could also assist in the delivery of sports and leisure facilities.

The methodology and detailed assessments made in the site selection process are further illustrated in Appendix 2. The full Sustainability Appraisal is set out within a separate report.

What development is proposed?

Site 4 is capable of meeting the scale of residual requirement for new homes to be planned for at Tidworth and Ludgershall, extending land that is already allocated through the Wiltshire Housing Site Allocations Plan. The employment allocation at Castledown Business Park will meet projected requirements for employment land in Tidworth, Ludgershall and its surrounding area.

The growth planned for will help to support the vitality and viability of the two town centres of Tidworth and Ludgershall, increasing the available pool of local spending. The planned level of growth is of a scale whereby it will be necessary to ensure the delivery of a new local centre at Ludgershall to meet demands for accessible day to day top up shopping; and potentially larger main food shopping option while supporting the role and function of the existing town centres. There will also be opportunities to enable improvement to pedestrian and cycle connectivity to and from the centre, alongside improvements to public transport options. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs that seek these outcomes.

There is currently no known interest from either Tidworth Town Council or Ludgershall Parish Council to produce neighbourhood plans for their areas. However, over the lifetime of the Local Plan this may change. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in neighbourhood plans could supplement proposals of the Local Plan Review, and could provide contingency and flexibility, as well as a wider choice in the area. This could, for example, provide opportunities for growth at Tidworth on smaller non-strategic scale sites that have not been considered through the Local Plan process.

The Local Plan Review proposes the central, strategic, development proposals for Tidworth and Ludgershall. They are explained below.

Site 4: Land at Empress Way, Ludgershall

Use	Scale/Area
Residential	Approximately 1,220 dwellings
Commercial	0.1ha (local centre) 0.7ha (convenience food store and/or SME units)
Education	0.3ha (early years)
Green space	Approx. 26ha

Vehicular access is proposed from Empress Way, from Moyne Drive (via land allocated through the Wiltshire Housing Site Allocations Plan), and from Andover Road via a new road access within the Test Valley Borough Council / Hampshire County Council administrative areas.

Greenspace will include a range of children's play areas. It will also include allotments, new woodland, and alternative natural greenspace to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off-site.

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Planning For Tidworth and Ludgershall

Land at Empress Way

Concept Plan

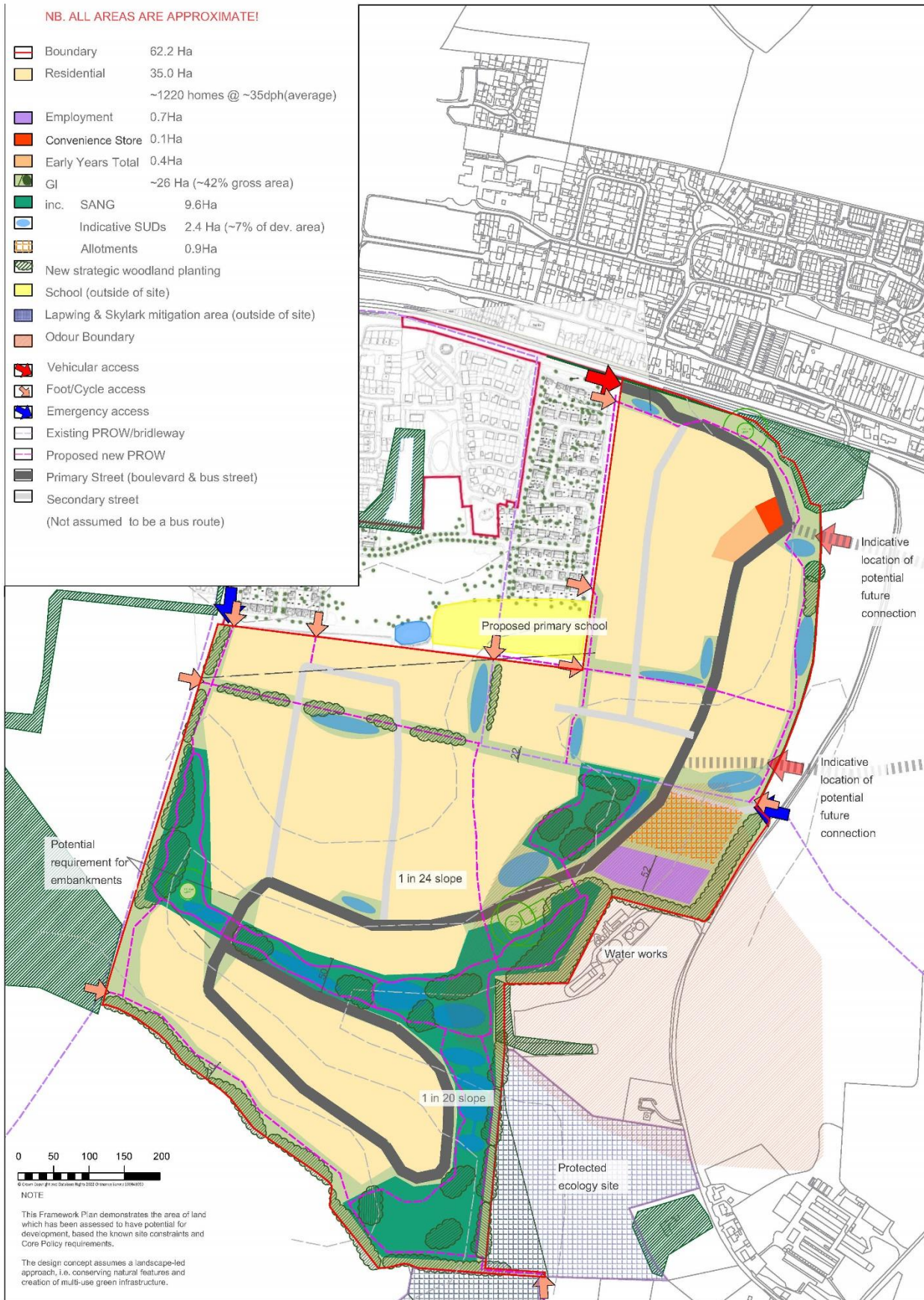


Figure 7. Concept plan for Land at Empress Way

The site will deliver additional homes over the plan period to include a variety of dwelling types, including a significant proportion of affordable homes.

The scale of the proposed site will equate to a new neighbourhood within Ludgershall. The potential need for additional main food shopping to serve an expanded population at Ludgershall, thus reducing the need for Ludgershall's residents to travel to Tidworth for supermarket access, should be explored. Any such provision would need to be clearly justified and would need to be delivered in a manner that would not harm the vitality and viability of existing town centres. This could be delivered alongside other employment uses on the site, within an accessible location.

The scale of the site is also likely to require a local centre to ensure that basic facilities are available to residents within an accessible distance throughout the site. Particularly, land towards the south of the site is located some way from existing facilities within the town centre. A small retail element within a local centre should be delivered to provide day to day convenience needs without undermining the role of the town centre.

An aim of the Plan is to provide opportunities for business. Castledown Business Park will continue to be the focus for employment growth at Tidworth and Ludgershall, with a modest scale of employment tailored towards SMEs on Land at Empress Way. This would help broaden the town's economic base and support PSP2. Additional residents using the town centre will also help to increase footfall and boost local trade.

There is projected to be a shortfall in nursery places and new nursery provision is necessary to enable development to go ahead. Primary school capacity can be made available within the site that is reserved for the development of a new primary school within land allocated through the Wiltshire Housing Site Allocations Plan, which would need to be developed before this site. Wellington Academy is expected to be capable of accommodating secondary age pupils generated from the planned level of growth, with funding.

A constraint with the site is the position of the MoD operated railway line which extends east-west through the centre of Ludgershall, representing a barrier to connectivity between the north and south of the settlement. While there are crossing points available, these are limited, and development of this site should look to explore alternative ways to improve connectivity. Opportunities for active travel through and connecting beyond the site should be enabled, including safe and accessible segregated pedestrian and cycle links. If future opportunities to utilise the railway route for sustainable transport/active travel should arise, these should be explored (PSP6).

Delivery of the scale of growth planned for will require a new road access to be delivered connecting to Andover Road, via a new roundabout junction to the east, falling within the adjoining administrative area of Test Valley Borough Council / Hampshire County Council. This will require an overbridge across the Ministry of Defence operated railway line. While matters relating to the junction and overbridge will be for the determination of the adjoining

authority, it is important that a joined-up approach is taken by the delivery which addresses the following:

- A full transport assessment including junction modelling must be prepared and agreed by both Hampshire County Council and Wiltshire Council
- Proposals for the junction connection to the Andover Road must be supported by evidence to show that other alternative options have been considered, and that the proposals are the most appropriate solution.
- Proposals must be for a scheme that minimises the impact on highways trees, retaining them where possible, with no impact on veteran trees.
- Future active travel objectives must be planned for with the overbridge being wide enough to support cycle infrastructure.
- Traffic from this site is likely to contribute to elevated air pollution levels. Funding contributions from a developer will be sought for measures that counteract possible negative effects.

From a landscape perspective, the site is large and generally open and rural in character towards the south. Significant landscape mitigation will be required to mitigate for adverse landscape impacts.

The site adjoins land that is set aside as a skylark and lapwing mitigation area, associated with the proposed development of the adjoining land allocated by the Wiltshire Housing Site Allocations Plan. Appropriate buffers must be put in place to ensure that the objectives of the skylark and lapwing mitigation area are not compromised by development encroachment.

The site is adjacent to a sewage treatment works and significant physical separation will be required to mitigate for potential odour impacts, thus reducing the developable area of the site.

There are known constraints in energy infrastructure in the area, and the development of a site of this scale will require upgrades to existing infrastructure, which could delay delivery on this site. Conversely, the scale of the site represents a significant opportunity to deliver onsite renewable energy generation.

Castledown Business Park, Ludgershall

Use	Scale/Area
Employment	10ha

The role of Castledown Business Park is to provide employment development over the plan period for Tidworth and Ludgershall, as a Principal Employment Area for the county. A small part of the site has already been developed and these units enjoy strong occupancy. A further phase has been marketed for development. The Employment Land Review⁴ confirms

⁴ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

that while it is unlikely that there will be strong demand to develop the 10ha site in the short term, small parcels of land could be developed with strong demand for existing units and proposals for further development.

The site is well located for residents to be able to access the site through sustainable transport modes, and delivery of the site would help broaden the town's economic base and support PSP2.

There are potential energy capacity constraints which are likely to require significant infrastructure upgrades which may delay delivery of the site while infrastructure upgrades are delivered.

Supporting the Town Centres

The Local Plan contains a framework that describes how all the different uses found in the central areas of Tidworth and Ludgershall function together. It provides context and certainty to business and services. It indicates how the areas will operate over the plan period.

The Local Plan defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlements, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in Wiltshire Council's Retail Review that was carried out in 2015. The 2020 Wiltshire Town Centre and Retail Study (WTCRS) reviewed these boundaries and found them to remain up to date.

There is one departure in the town centre hierarchy from the settlement hierarchy which is the separation of Tidworth and Ludgershall. These two towns function together within the wider area, but the two settlements have spatially definable town centres. Tidworth provides the main shopping and service focus for both towns and the town centre functionally serves as the main town centre for this catchment. As such, the WTCRS found that it was appropriate to separate them within the town centre hierarchy. Ludgershall town centre has its own defined role and function as a Local Service Centre in this context. Ludgershall now also has defined Town Centre Boundary as well as a Primary Shopping Area Boundary.

Tidworth town centre holds an important retail and service role for the local area and has a functional relationship in serving the Ludgershall community. The two supermarkets within the centre play a key part in this role, while Station Road is a key link between them. The

central area of Tidworth is small and has a recognisable role in serving the needs of the local military community.

The WTCRS sets out an assessment of needs for retail floorspace, based on shopping trends and growth in catchment spending. Based on an assessment of current needs, the WTCRS finds that Tidworth's town centre performs a localised function and that the catchment is significantly expanded by the role of the major food stores (Tesco and Lidl) which attract visitors from beyond Tidworth. These stores are likely to benefit the town centre via linked trips. Tidworth and Ludgershall are strongly linked, with Tidworth's food stores attracting shopping trips from Ludgershall and the wider area. Food shopping provision in Tidworth currently provides sufficient capacity for Tidworth and Ludgershall combined. Ludgershall's smaller town centre provides top-up food shopping and a local service role, with residents largely depending on the availability of main shopping options at the nearby settlement of Tidworth.

In terms of range and choice available there are no retail availability issues to be rectified. However, it also finds that an area which could ideally be addressed is the balance between Tidworth and Ludgershall, in terms of Ludgershall's reliance on Tidworth for main shopping options, and there is no reason why qualitative reasons could not outweigh the lack of a quantitative need for additional retail options. An appropriate solution would need to be found where the provision of additional food floorspace at Ludgershall does not harm either of the existing centres. With this in mind and recognising that there may be future opportunities to improve self-sufficiency of Ludgershall in its own right, potential options for the delivery of a supermarket at Ludgershall should not be ruled out.

Opportunities to revitalise individual units and encourage independent retailers are likely to be apparent over the plan period. Enhancements to the public realm including opportunities to improve walking and cycling links will be a key aspect of improving the attractiveness of the centre.

An opportunity site is the Former Naafi to the north of Station Road, Tidworth. This is a vacant brownfield site where planning permission was previously granted and opportunities to redevelop this site for a mixed-use development incorporating Main Town Centre Uses may be a possibility over the plan period. This could be further explored through a neighbourhood plan and could help to support PSP3.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a Neighbourhood Plan that serves to guide the shape

and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Tidworth and Ludgershall that have been devised in consultation with the two town councils. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

There are currently no known intentions from either Tidworth Town Council or Ludgershall Parish Council to produce neighbourhood plans for their areas. However, over the lifetime of

the Local Plan this may change. Ten per cent of the scale of growth suggests a baseline requirement of approximately 200 dwellings. This could be planned for collectively by the two town/parish councils, or separately through their own separate neighbourhood plans – in which case the requirement would need to be split. A total designation for the two parish areas is set at 200 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Tidworth / Ludgershall neighbourhood area requirements (2020 to 2038)	200
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Local Infrastructure

The growth of Ludgershall needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to address growth proposals for Ludgershall as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places at early years, primary and secondary levels will be required. The proposed development site on Land southeast of Empress Way will generate a need for additional onsite provision for early years which will be required as part of the development of the site.

Land allocated by the Wiltshire Housing Site Allocations Plan reserves land for the delivery of the 1.8ha primary school, which will be required to support the development of both sites.

Funding to enable the expansion of Wellington Academy will meet the needs of secondary age pupils generated from the development of both sites will be required.

Highways and sustainable transport

Ludgershall is well served with access to the A3026 and A342 which links Tidworth and Andover; with the strategic A303 road located some 6 miles to the south. Ludgershall benefits from access to the bus network, including the regular Active8 service between

Salisbury and Andover, via Tidworth. The Active8 service provides a 20-minute bus journey to Andover rail station.

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town. Improvements are required to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes.

Utilities

Electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Point (BSP) West Grafton reinforcements are expected to be completed in late 2027.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Developing sites at Ludgershall is likely to require upgrades to water infrastructure to ensure adequate supplies, which may depend on sufficient cross borders supplies from the neighbouring water undertaker. Upgrades to wastewater infrastructure provided by Southern Water is also likely to be required to support the scale of growth planned at Ludgershall.

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
WCS Core Policy 26	Spatial Strategy for Tidworth Community Area Housing Allocation: Drummond Park (MSA Depot) Principal Employment Area: Castledown, Land North of Tidworth Road	Replaced with Policy 40 Tidworth and Ludgershall - Delete Drummond Park allocation (delivered)
Kennet District Plan Policy ED1	Strategic Employment Allocations: Land North of Tidworth Road	Retained as an allocation in Strategic Policy 40, Tidworth and Ludgershall Market Town
Kennet District Plan Policy HC2	Housing Allocations - North East Quadrant, Tidworth	Delete
Kennet District Plan Policy HC19	North East Quadrant	Delete
Kennet District Council Policy ED24	New Development in Service Centres	Replaced with Policy 68 Managing Town Centres

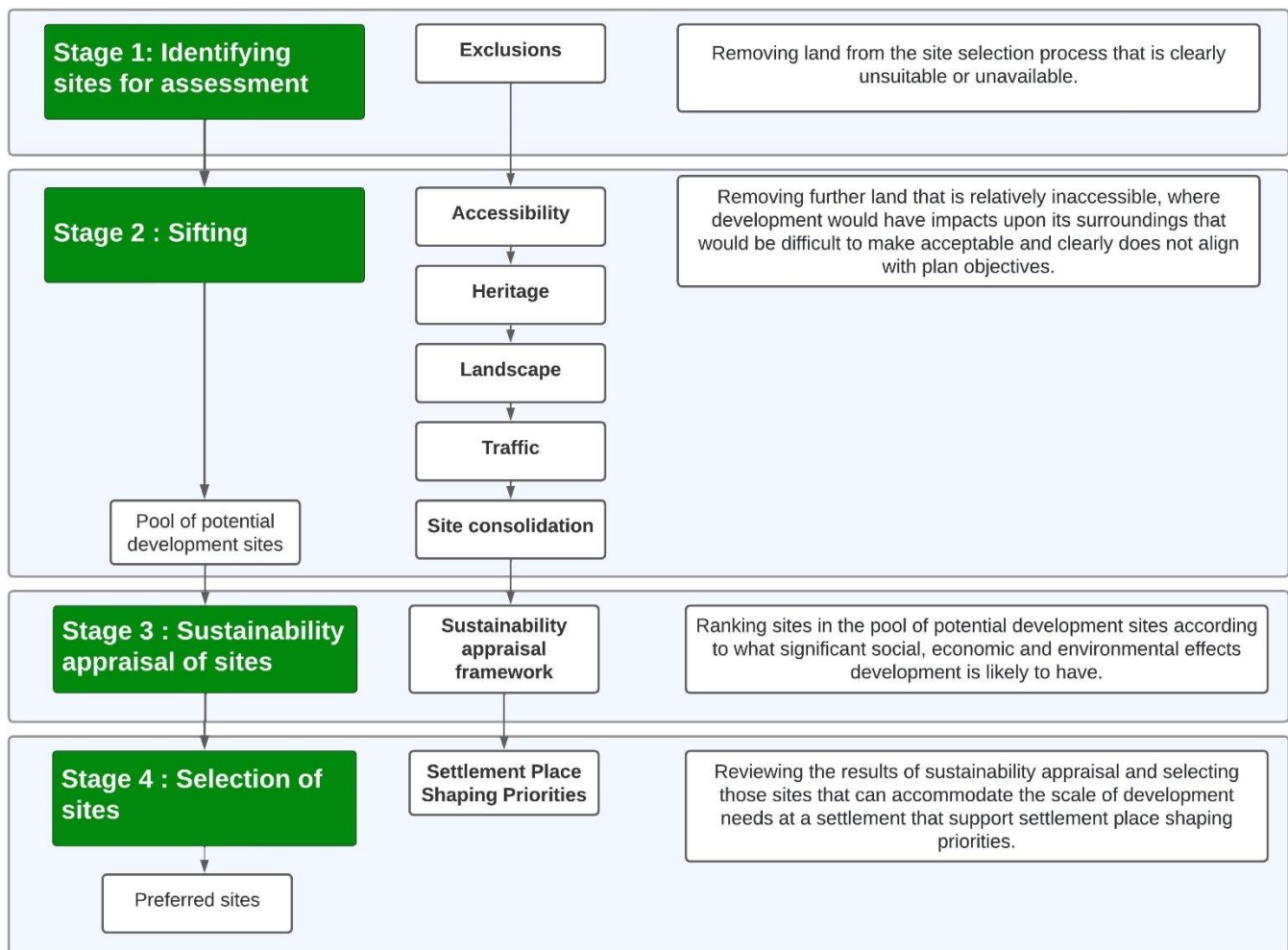
Appendix 2 Site Selection

Site Selection: Tidworth and Ludgershall

The purpose of this appendix is to explain the site selection process at Tidworth and Ludgershall, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁵ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁶. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Tidworth and Ludgershall.

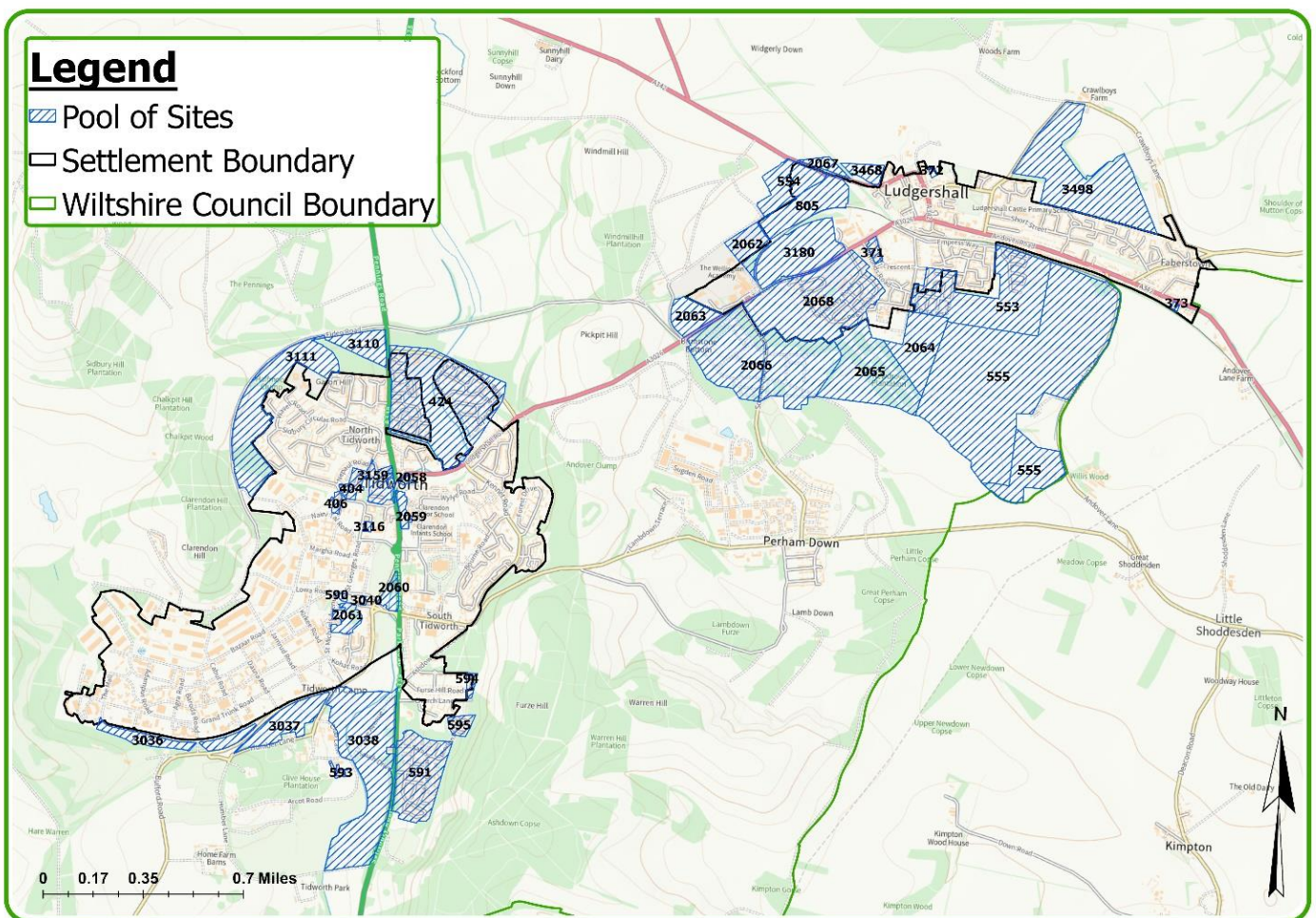


Figure 8. Pool of sites at the start of the site selection process at Tidworth and Ludgershall

⁵ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁶ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Sixteen sites at Tidworth were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
2058	Unsuitable. Below site size threshold.
3036	Unavailable.
3037	Unavailable.
3110	Unavailable.
3111	Unavailable.
404	Unsuitable. Below site size threshold.
406	Unsuitable. Local retail precinct in use.
424	Unavailable. Site built out.
591	Unavailable. Site built out.
593	Unsuitable. Below site size threshold.
594	Unavailable. Site built out.
595	Unavailable. Site built out.
3159	Unavailable. Site built out.
590	Unsuitable. Below site size threshold.
3040	Unsuitable. Below site size threshold.
3116	Unsuitable. Below site size threshold.

Thirteen sites at Ludgershall were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
2062	Unavailable.
2063	Unavailable.
2064	Unavailable.
2065	Unavailable.

2066	Unavailable.
553	Unavailable. Site built out/under construction/subject to allocation.
554	Unavailable. Site built out/under construction.
805	Unavailable. Site built out/under construction.
2068	Unavailable. Site built out.
3180	Unavailable. Site built out/subject to allocation.
371	Unavailable. Site built out.
372	Unsuitable. Below site size threshold.
373	Unsuitable. Below site size threshold.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁷) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

⁷ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Tidworth:

Context criteria	Detail
Long-term pattern of development	<p>Tidworth originated as two separate villages, North Tidworth and South Tidworth. A significant military presence has driven the merging of two villages to one town.</p> <p>New development has tended to be in urban extensions for either civilian or military personnel housing, most recently to the north-east of the town and east of the A338.</p> <p>The A338 is a north to south arterial road, which connects to the A3026 in the north east and bridges the open space between Tidworth and Ludgershall.</p>
Significant environmental factors	<p>The town is closely linked to Salisbury Plain, a military training area.</p> <p>The Salisbury Plain Special Protection Area, Special Area of Conservation and Site of Special Scientific Interest area situated to the west of Tidworth.</p> <p>Flood zones 2 and 3 associated with the River Bourne pass through the centre of the town, which flows from the north through the town to the south. It is within the River Avon catchment.</p> <p>There is a valuable historic landscape to the south of the garrison including Tidworth Park and Grade II* listed Tedworth House.</p> <p>Furze Hill Chalk County Wildlife Site, Ashdown Chalk County Wildlife Site and Ashdown Copse are situated to the south east. Woodlands are also situated to the east, including Clarendon Hill and Dunch Hill; and west, including Furze Hill, of the town creating a defined urban edge in these directions.</p>
Scale of growth and strategic priorities	<p>The Local Plan spatial strategy looks to deliver an increased level of growth at Tidworth/Ludgershall, which would see significant growth.</p>

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	Place shaping priorities include the delivery of additional homes to meet local needs, promotion of the regeneration of the town centre and diversification of the local employment offer.
Future growth possibilities for the urban area	There are currently no available, deliverable and achievable land prospects at Tidworth that would be able to meet or make a contribution towards Local Plan requirements.

Strategic Context – Ludgershall:

Context criteria	Detail
Long-term pattern of development	<p>Ludgershall has grown outwards from a historic core, which now forms the town centre, following Andover Road (A342) to the east and west, which forms an arterial road linking the town to Tidworth in the west and Ludgershall in the east.</p> <p>Development in the west of the town has been associated with the military, including more recent service family accommodation. Civilian housing to the east, including more recent residential growth to south/south east of the town of the railway line.</p> <p>The eastern edge of Ludgershall meets the Wiltshire and Test Valley Borough Council/Hampshire County Council boundary.</p>
Significant environmental factors	<p>The North Wessex Downs Area of Outstanding Natural Beauty is positioned to the north east of Ludgershall. It partially adjoins the settlement to the north of the easternmost boundary.</p> <p>Ludgershall Conservation Area and Ludgershall Castle Scheduled Monument are positioned in the town centre and extend to the north stretching beyond the settlement boundary.</p> <p>A MOD railway line follows Andover Road (A347) from the east and meets a railway head in central-west Ludgershall.</p>
Scale of growth and strategic priorities	<p>The Local Plan spatial strategy looks to deliver an increased level of growth at Tidworth/Ludgershall, which would see significant growth.</p> <p>Place shaping priorities include the delivery of additional homes to meet local needs, new commercial leisure and community facilities, improvements to the local transport network, diversification of the local employment offer and aspirations to utilise the railway line route for sustainable transport options, should opportunities arise.</p>
Future growth possibilities for the urban area	Land surrounding Ludgershall, is predominantly controlled by the MOD which is mainly unavailable at this time. Opportunities are focused particularly towards the eastern end of the settlement.

Table X: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3038	Land West of A338, Tidworth	Yellow	Yellow	Red	Red	Yellow	<p>The site is somewhat separated from the settlement edge of Tidworth. Northernmost parts of the site likely to be more accessible than the more isolated southern part of the site. Potential flood risk issues on some parts of the site, adjoining the River Bourne corridor and in parts with flood zone 2 and 3 and groundwater flood risks.</p> <p>High potential for adverse heritage impacts, in setting of Church of St Mary, Tedworth House, and other listed assets.</p> <p>High potential for adverse landscape impacts on mature wooded landscape, forming part of Tidworth Park.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale, but unsuitable to be taken forward for further assessment.</p>	N
2059	Tidworth 3	Green	Red	Green	Red	Yellow	<p>The site is within the settlement boundary and has good prospects in respect of accessibility. High flood risk renders this site unsuitable for further consideration.</p> <p>Low potential for heritage impacts.</p> <p>High potential for local landscape impacts in feature area of green infrastructure. Unsuitable for further consideration in this regard.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale, but unsuitable to be taken forward for further assessment.</p>	N
2060	Tidworth 5	Green	Red	Green	Red	Yellow	<p>The site is within the settlement boundary and has good prospects in respect of accessibility. High flood risk across most of the site renders it unsuitable for further consideration.</p> <p>Low potential for heritage impacts.</p> <p>High potential for local landscape impacts in feature area of partially wooded green infrastructure. Unsuitable for further consideration in this regard.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale, but unsuitable to be taken forward for further assessment.</p>	N

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
2061	Tidworth 6b	Green	Green	Yellow	Red	Yellow	<p>The site is within the settlement boundary and has good prospects in respect of accessibility. Generally low flood risk on this site. Potential for adverse impacts on the setting of nearby listed buildings, which would require further consideration.</p> <p>High potential for local landscape impacts, as site comprises open green infrastructure setting to St Michael’s Garrison Church. Unsuitable for further consideration in this regard. Potential to increase traffic.</p> <p>The site is of a strategic scale, but unsuitable to be taken forward for further assessment.</p>	N
2067	Land North-east of A342, Ludgershall	Green	Green	Yellow	Yellow	Yellow	<p>The site adjoins the settlement edge of Ludgershall. Accessibility moderate. The A342 is positioned to the south and separates the site from Drummond Park, while the historic railway line separates the site from 3468 to the east. Flood risk unlikely to be an issue for this site, albeit potential medium groundwater risk. Potential for landscape impacts from open position to countryside; and would require further consideration.</p> <p>Potential for heritage impacts on the setting of Ludgershall Castle Scheduled Monument and conservation area; and would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	Y
3468	Land North of A342, Ludgershall	Green	Green	Yellow	Yellow	Yellow	<p>The site adjoins the settlement edge of Ludgershall. Accessibility relatively good. The A342 is positioned to the south and separates the site from the settlement.</p> <p>Flood risk unlikely to be an issue for this site, albeit potential medium groundwater risk. Potential for landscape impacts from open position to countryside; and would require further consideration.</p> <p>Potential for heritage impacts on the setting of Ludgershall Castle Scheduled Monument and conservation area; and would require further consideration.</p> <p>Potential to increase traffic.</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							The site is of a strategic scale and is taken forward for further assessment.	
555	Land south east of Empress Way, Ludgershall						<p>The site adjoins the settlement edge of Ludgershall. Northernmost parts of the site likely to be more accessible than the more isolated southern part of the site, likely to require infrastructure improvement. Historic railway line potential constraint to accessibility. Access would need to be achievable via the adjoining housing site allocated through the Wiltshire Housing Site Allocations Plan.</p> <p>Flood risk unlikely to be an issue for this site, albeit potential medium groundwater risk. Potential for landscape impacts from open position to countryside, particularly to the south; and would require further consideration. Low risk in terms of impacts on heritage assets. Potential to increase traffic, given the scale of site which would require significant infrastructure improvements.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	Y
3498	Land East of Crawlboys Lane, Ludgershall						<p>The site adjoins the settlement edge of Ludgershall. Parts of the site likely to be more accessible than other parts further from the built edge, requiring infrastructure improvement. Access would need to be achievable via Crawlboys Lane, which would require further consideration. Flood risk unlikely to be an issue for this site, albeit potential medium groundwater risk. Potential for significant landscape impacts from rolling open position to countryside, particularly to the north, which is close to the North Wessex Downs AONB, which would require further consideration. Potential for heritage impacts on nearby listed buildings and setting of Ludgershall Castle Scheduled Monument which would require further consideration. Potential to increase traffic, given the scale of site which would require significant infrastructure improvements.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	Y

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land east of Crawlboys Lane, Ludgershall	3498
2	Land north of A342, Ludgershall	3468
3	Land north east of A342, Ludgershall	2067
4	Land south east of Empress Way, Ludgershall	555

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site [\(link here\)](#).

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

One site assessed through Sustainability Appraisal at Stage 3, was taken forward for further consideration at Stage 4:

- Site 4: Land south east of Empress Way

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more ‘major adverse effect’ (highlighted in red with a triple negative). This included Site 2 and Site 3.

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Site 1 was rejected from further consideration due to highways access constraints, which while not ruling out the site in its entirety would reduce the developability to a very small number of units.

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Ludgershall: Table showing summary of assessment scores listed in order of site sustainability performance (More → Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 3	-5 (=1 st)	-	-	-	-	-	+	---	-	+	++	-	+
Site 4	-5 (=1 st)	-	--	--	-	--	0	-	--	+++	+++	--	++
Site 2	-6 (=3 rd)	-	-	-	-	--	+	---	-	+	++	-	+
Site 1	-7 (4 th)	--	--	--	-	--	0	-	--	+++	++	--	++

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal to be qualitatively examined by consideration of sites in terms of their capability to support the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in order to meet the identified housing and employment needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between site options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Ludgershall, only one site was assessed at Stage 4, with all other site options having been ruled out at earlier stages of assessment. It was identified that part of the site forms part of a skylark and lapwing mitigation area, which is attached to the land to the northwest of the site as allocated through the Wiltshire Housing Site Allocations Plan. As this land is already accounted for in respect of off-site mitigation for another site, this part of Site 4 was removed from further consideration as part of a potential allocation.

The remaining site option, as amended, was assessed against the Place Shaping Priorities, which is set out in the following table:

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Site	SA Rank	PSP1 Military / civilian housing	PSP2 Employment land	PSP3 Tidworth town centre	PSP4 Ludgershall transport network	PSP5 Ludgershall leisure, services, recreation	PSP6 Ludgershall rail connectivity
Site 4	1	Strength	Strength	Strength	Strength	Strength	Strength
		The development of this large site could widen the availability of a range of housing types in Ludgershall for the benefit of a varied demographic.	The development of this large site could, as part of a substantial new community, deliver a proportionate amount of employment uses to meet identified needs. The scale of development could help to increase investment opportunities at Castledown Business Park, to help support the viability of uses on this site.	Potentially limited impact, although new residents are likely to feed into the retail catchment of Tidworth town centre, as well as Ludgershall town centre.	The development of this site would contribute towards the delivery of a southern transport link between Empress Way and Andover Road; with reliance on land to facilitate the link within the administrative areas of Test Valley Borough Council / Hampshire County Council.	Potential for large scale development incorporating a mix of uses, including potential for some commercial land and significant new green infrastructure / open space. Growth in the population of Ludgershall through new housing at this site could support the viability of new commercial uses and sports facilities offsite.	The site adjoins the MOD operated railway line to the north. Should opportunities arise in future to utilise this transport link for alternative public sustainable travel/active travel, the site would be well placed to provide linkages.

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The outcome of Stage 4 of the site selection process for Tidworth and Ludgershall is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that one site emerged as the preferred site at Ludgershall – Land southeast of Empress Way.

The map below illustrates the outcome of the site selection process (Stages 1-4) at Tidworth and Ludgershall.

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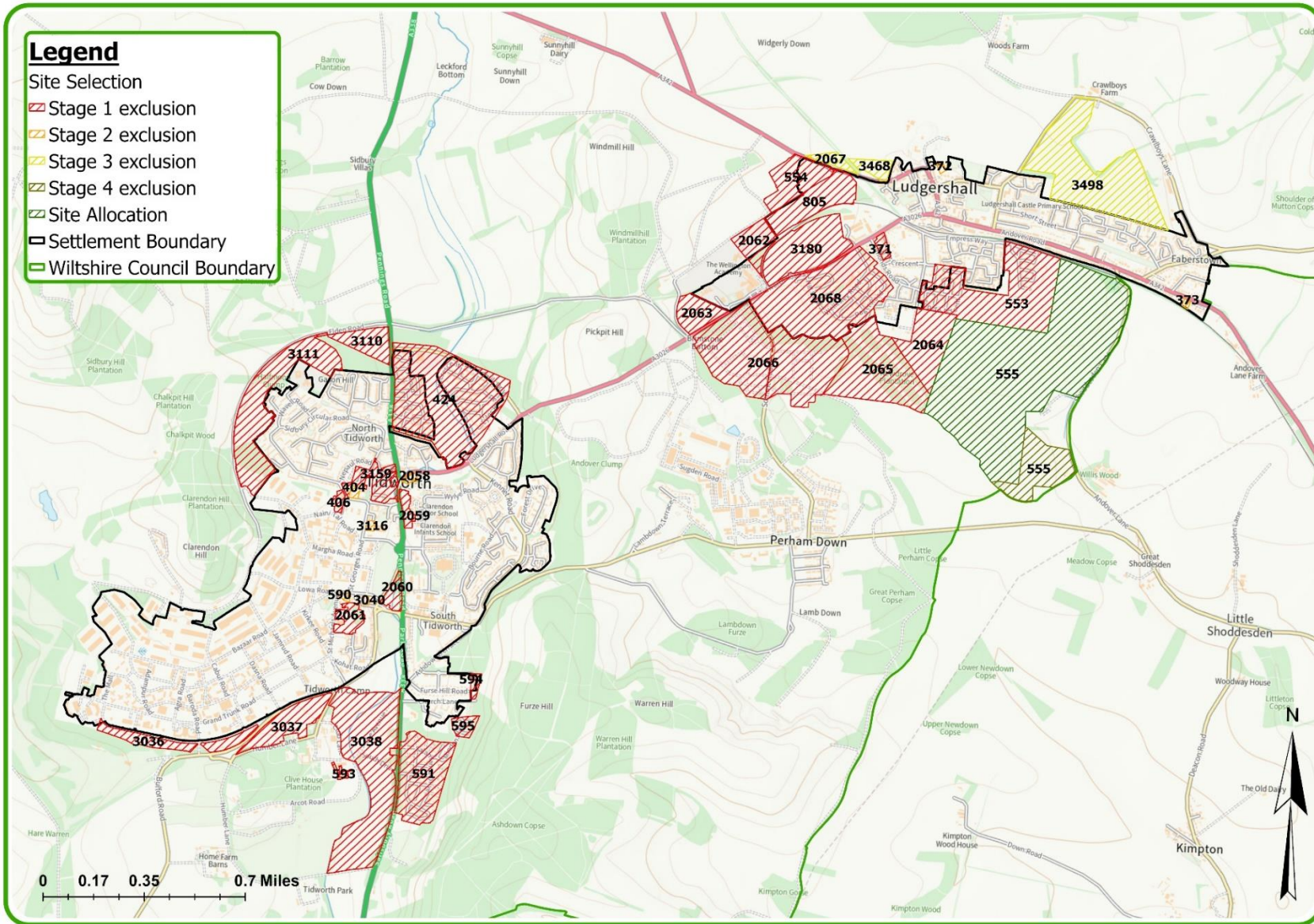


Figure 9. The results of the site selection process at Tidworth and Ludgershall

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Planning For Trowbridge

July 2023

1. Introduction

‘Planning for Trowbridge’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Trowbridge, as follows:

Policy	Title
52	Trowbridge Principal Settlement
53	Land North of Trowbridge
54	North Trowbridge Country Park
55	Land at Innox Mills, Trowbridge
56	Trowbridge Central Area

A table containing the current planning policies for Trowbridge and their status is included in Appendix 1.

The plan sets what local priorities will shape development and future growth in Trowbridge (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Trowbridge - Context and challenges

Population	37,200 ¹	2nd largest of the County's 16 main settlements
Strategic role	Principal Town	Trowbridge is the County Town of Wiltshire and maintains an important strategic role and has the potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities.

Environment

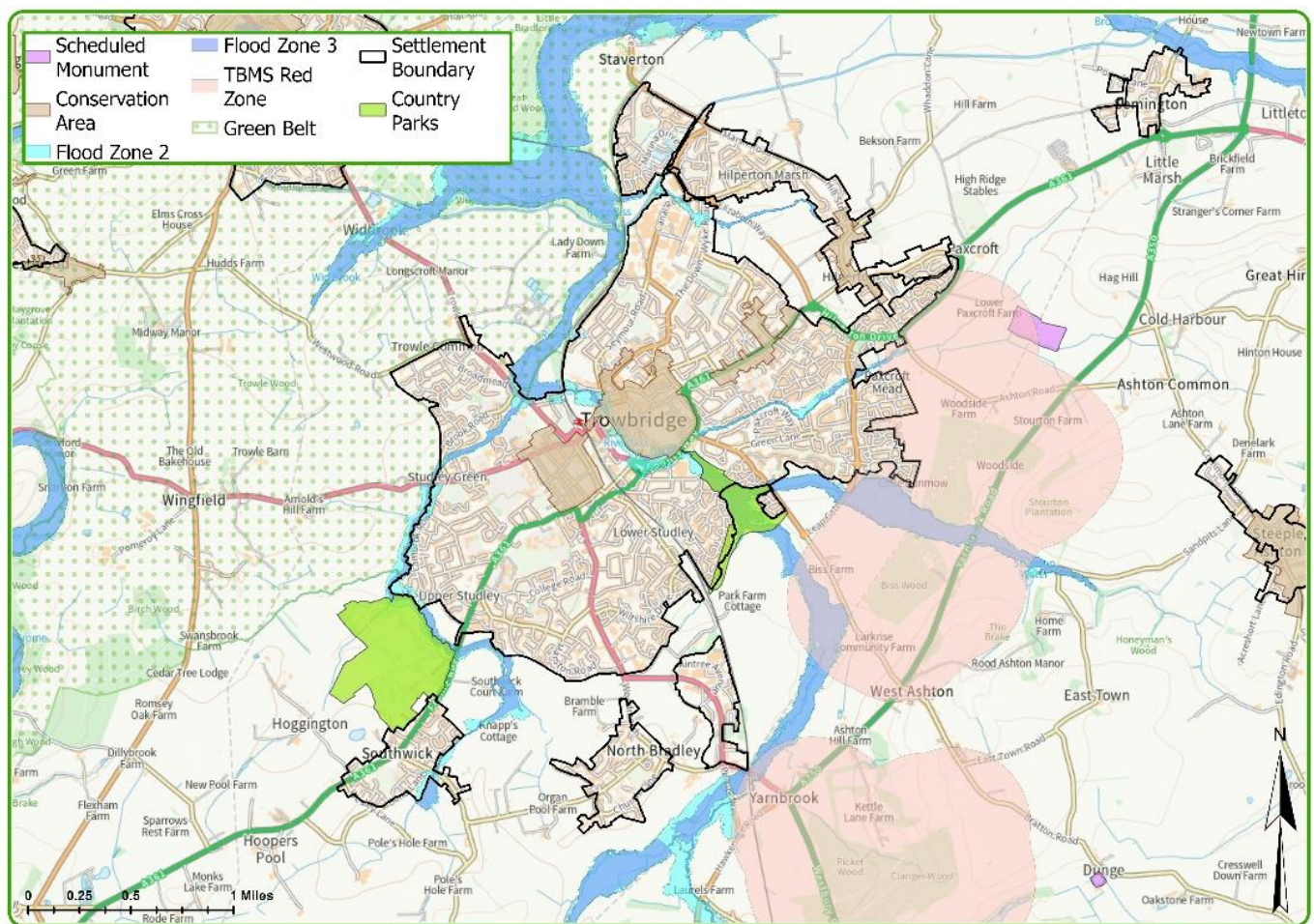


Figure 1. Environmental constraints and designations at Trowbridge.

The town is constrained by environmental factors – it is adjacent to the Green Belt to the west, with colonies of bats to the east and south relating to the Bath and Bradford on Avon Bats Special Area of Conservation (SAC).

¹ [Census 2021, ONS](https://www.ons.gov.uk)

Green Lane Wood, Biss Wood and Clanger and Pickett Wood are located southeast of the town near to the A350. Great Bradford Wood is located west of the town. These woodlands require buffering and protection, whilst other associated landscape elements (agricultural fields, hedgerows, water features) have a role helping to support a breeding population of protected Bechstein bats, associated with the Bath and Bradford on Avon Bats SAC. The expansion of the settlement must conserve the landscape and scenic beauty and give protection to bats species.

The Trowbridge Bat Mitigation Strategy (TBMS) contains a comprehensive set of measures to prevent adverse effects on the Bath and Bradford on Avon Bats Special Area of Conservation (SAC). It will be necessary to avoid wider impacts from development that might conflict with this strategy. The strategy identifies landscape features, including woodlands to the west of Trowbridge, that are important to protect and mitigate against any harm from currently planned development. The assessment of sites at Trowbridge therefore includes potential impacts on these features. The strategy identifies several 'red zones' that are landscape elements where it is unlikely that development would be able to provide sufficient mitigation to ensure no adverse effect on the integrity of the SAC. Therefore, land within red zones is not considered a reasonable alternative for potential development.

Southwick Country Park, located southwest of the town, forms the outer boundary area to the designated Western Wiltshire Green Belt and is kept open in character to prevent urban sprawl.

The River Biss flows through the town, includes floodplain areas, and provides an important corridor which should be enhanced through blue and green infrastructure linkages. The Kennet and Avon Canal is to the north of the town. The A350 road is a main traffic artery through the County and defines the eastern and south-eastern edge of Trowbridge.

Trowbridge has a strong industrial heritage and has two conservation areas which are assets to the town and should be maintained and enhanced where possible. It also contains many important designated and undesignated heritage assets including the Town Hall, mill buildings and buildings associated with the cloth industry.

The town 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. There are good transport links with the rest of the county, notably the strategically important A350 road with the M4 motorway and south coast. Recent infrastructure improvements include leisure and entertainment provision in the town centre.

How has Trowbridge developed?

There have been large pockets of housing development completed during the Wiltshire Core Strategy (WCS) plan period with some residential expansion into neighbouring parishes.

The following diagram shows how much housing has been delivered in Trowbridge from 2006 to 2022.

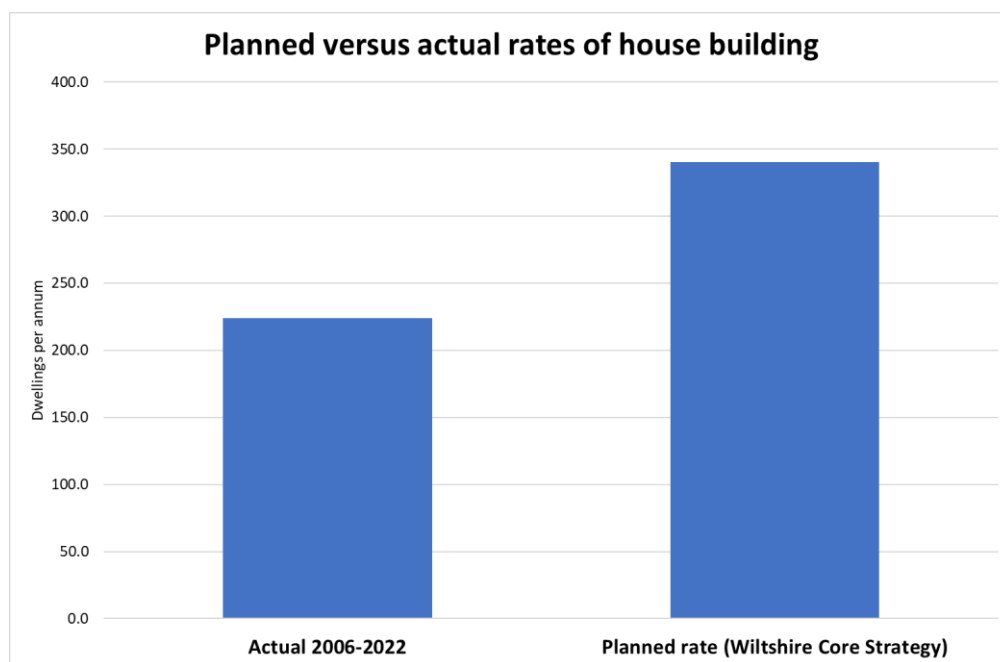


Figure 2. *Wiltshire Core Strategy planned growth versus actual rates of house building at Trowbridge.*

Trowbridge has not significantly grown as anticipated in the WCS. Planned growth at Ashton Park has yet to be delivered but all housing allocations in the Wiltshire Housing Site Allocations Plan (WHSAP) have applied for or received planning permission and will deliver housing for the town. Saved policies from the West Wiltshire District Plan have also largely been built out.

Current policy states that further housing can be delivered once improved secondary school provision is in place. However due to the downwards birth-rate trend within the town, combined with the undelivered housing, this requirement has not been needed despite the further housing delivered through the WHSAP.

Employment sites have matched this trend and not transpired as forecasted and existing employment land is vacant. Three proposed employment sites from the Wiltshire Core Strategy are yet to come to fruition. However, the Wholesale & Retail Trade sector is the largest in absolute terms, and the Manufacturing sector has seen robust growth recently and has a higher concentration of employment than the national average.

There have been positive investments including the St Stephen’s Place leisure/ food/ retail quarter, the Novuna Vehicle Solutions new headquarters and several factory expansions/ investments. The White Horse Business Park has strong occupancy as has the Canal Road Industrial Estate. Both are protected from alternative uses by their designation as a Principal Employment Area (PEA) and they have limited further development space. Residential/ mixed-use redevelopment of the long-empty former offices at The Pavilions is in progress.

Permission has been granted, subject to the completion of a Section 106 Legal Agreement, for the Ashton Park Urban Extension, which will provide 15ha of employment land (intended to act as a buffer to protected habitats) and up to 2,500 dwellings. This will take longer than envisaged

in the Core Strategy and development is likely to continue into this plan period. A masterplan was agreed as per the development template in the WCS.

The town centre has recently benefited from Future High Street Fund regeneration projects, which seek to improve the street scene and connectivity around the town. There is work underway in securing a site and provision for a new leisure centre for the town.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Trowbridge remains one of the most popular retail destinations in Wiltshire and is a healthy town centre. The Gateway development has helped to provide modern retail floorspace in addition to the Shires Shopping Centre. Further retail and leisure uses at Cradle Bridge have also provided a further positive impact upon the health and attractiveness of the town centre. St Stephen's Place has contributed a significant amount of new leisure floorspace to the town centre, including a new cinema and food/ beverage provision. The town now retains a large majority of cinema-going trips and has a strong leisure catchment.

These new developments have meant that Trowbridge has been the focus for town centre development projects over the past several years. The town may have reached its peak potential in terms of retail and leisure floorspace.

Further opportunities for regeneration remain and further development in Trowbridge should be focussed on retaining existing businesses and diversifying under-used and vacant space. The proportion of vacant units in the centre has remained well above the national average over the past several years.

The area of Trowbridge identified under WCS Core Policy 30 for an energy network has also not led to any scheme coming forward. Any proposed future schemes can be supported through Policies 3 and 88 on climate change and renewable energy.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

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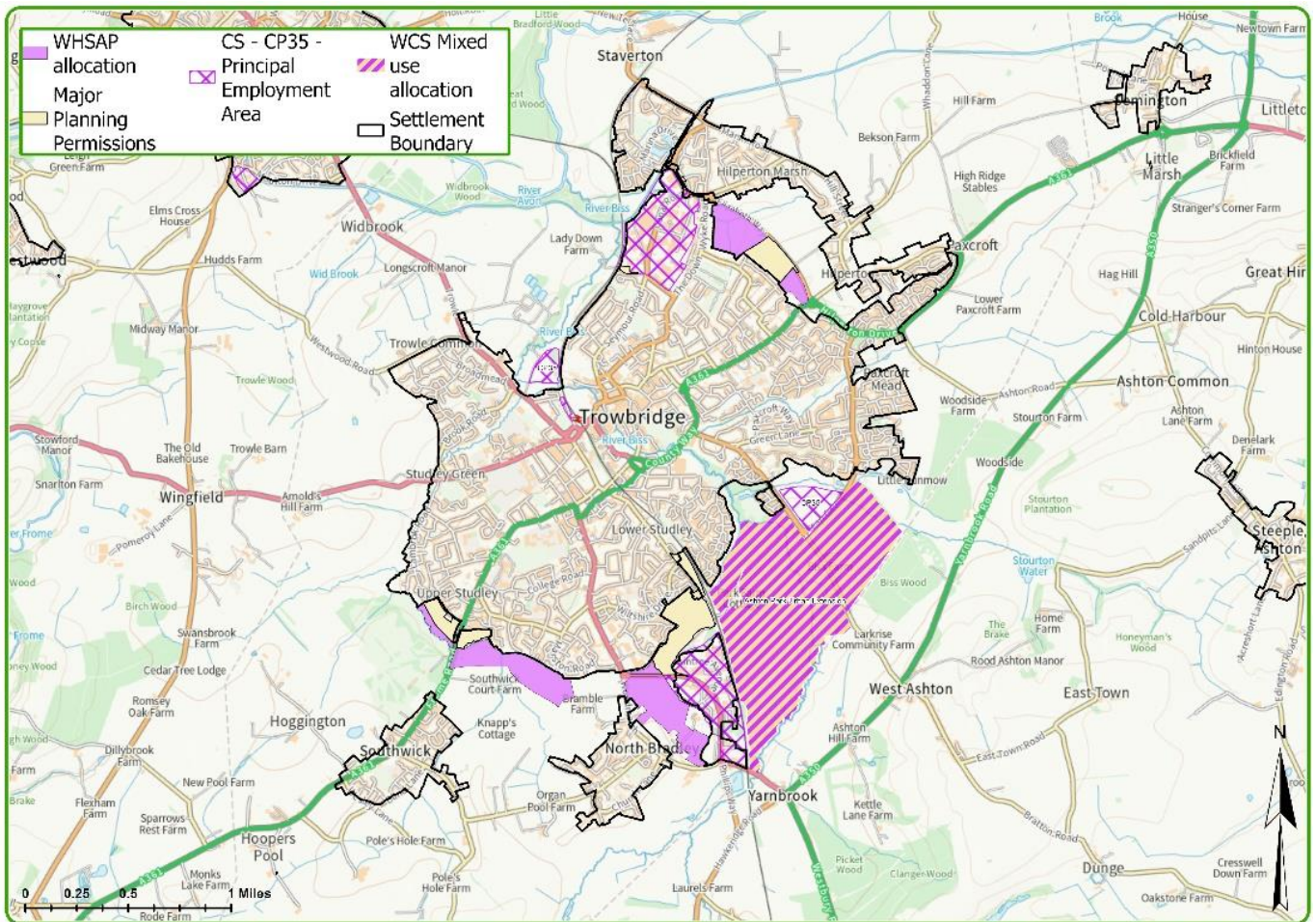


Figure 3. Major planning permissions and commitments at Trowbridge.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Trowbridge has developed over recent years is in summary:

Trowbridge will continue as a principal focus for development serving west Wiltshire. Employment growth will depend upon a good spread of employment sites linked to the A350 and by further regeneration of the town centre. Further housing development will reflect a slightly reduced forecast need, located to avoid green belt, in tandem with mitigation to prevent adverse effects on vulnerable, protected bat species.

Growth at the town is constrained by the position of the Green Belt to the west of the town and the need to protect bat populations to the south and east which are a protected species. However, with sensitive development growth can be accommodated and bat species protected.

There has been a recent decline in housing and employment growth at the town. Housing delivery has not been forthcoming as planned for in the Wiltshire Core Strategy and employment land take up has not used up all the land allocated. The priority for Trowbridge is therefore growth and regeneration of the town.

Brownfield sites within the town centre should be promoted alongside the existing identified housing sites within the WHSAP. However, this is not enough planned growth to take the town through to the end of this plan period and, therefore, there is a need to identify a further greenfield site to the north of the town where development is less environmentally constrained.

There is a need to accompany this planned growth with a long-term framework for the town, which includes Suitable Alternative Green Space (SANG) whereby there is less intrusion to the woods to the east of the town, where there are roosting bats, by the creation of a new country park. There is also a desire to future proof secondary education provision by identifying land for a new school and to improve the transport network to the north of the town at Staverton.

To secure these additional requirements, the plan commits to planning for the longer term, looking beyond the plan period, to ensure the proper coordination of this and other major infrastructure, such as the provision of schools.

Educational requirements as set out in the WCS have been reassessed and there is an option to deliver both primary and secondary schools within the development to the north of Trowbridge which could serve both the development and the town.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Trowbridge Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Housing needs: To deliver an appropriate mix, tenure and type of housing to meet local needs.

PSP2 Town Centre: To improve the resilience of the town centre by:

- protecting, improving and extending the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss, further enhancing it as a key feature of the town that connects and draws residents towards the town centre
- regenerating and repurposing the town centre / Trowbridge central area as a resilient service area that supports the development of the whole town and wider area, though the delivery of the Trowbridge Masterplan and Neighbourhood Plans. These plans will be outcome focused and help deliver a holistic strategy for the town centre that encourages spending, improves accessibility, better manages traffic and parking, accommodates some residential development through brownfield sites and the conversion of existing stock and safeguards heritage.
- focusing leisure and retail developments in the central area in order to safeguard the integrity of the town centre as a destination of choice.

PSP3 Employment: To deliver job growth and encourage business investment at the town to support job growth and greater levels of self-containment, thereby help reduce the need to travel away from the town.

PSP4 Sustainable transport: A more agile range of transport modes that serve the town as a whole to reduce reliance on the private car and, levels of traffic congestion in the town through improved walking, cycling and bus routes and connectivity to the railway station.

PSP5 Environment - bats: To respect the integrity of the Bath and Bradford on Avon Bats Special Area of Conservation (SAC) by protecting and enhancing important bat habitats around the town, as set out in the adopted Trowbridge Bat Mitigation Strategy and any associated strategies.

PSP6 Rural Community: To balance the need to accommodate additional growth at the town with the need to respect, as far as is reasonably practicable, the individual identities of the villages of Hilperton, North Bradley, Southwick and West Ashton within the landscape setting of Trowbridge and their relationship to the town.

PSP7 Green and blue Infrastructure: To protect, improve and extend the local green infrastructure network, particularly along the River Biss and Kennet & Avon Canal.

PSPs sit alongside the spatial strategy for Trowbridge. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Trowbridge that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy and new issues that need to be tackled during the next plan period.

The spatial strategy for Trowbridge reflects the findings of an Employment Land Review³, which concludes that there is significantly more supply than demand in the area and the town could

³ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

accommodate pressure from other areas to give a good spread of potential supply along the A350 Functional Economic Market Area (FEMA) (comprising 2.1-5.2ha for office and 5.6ha industrial).

The new strategy identifies a requirement of 4,420 homes for the plan period 2020 to 2038. A decrease in rates of house building compared to the Wiltshire Core Strategy is justified moving forwards.

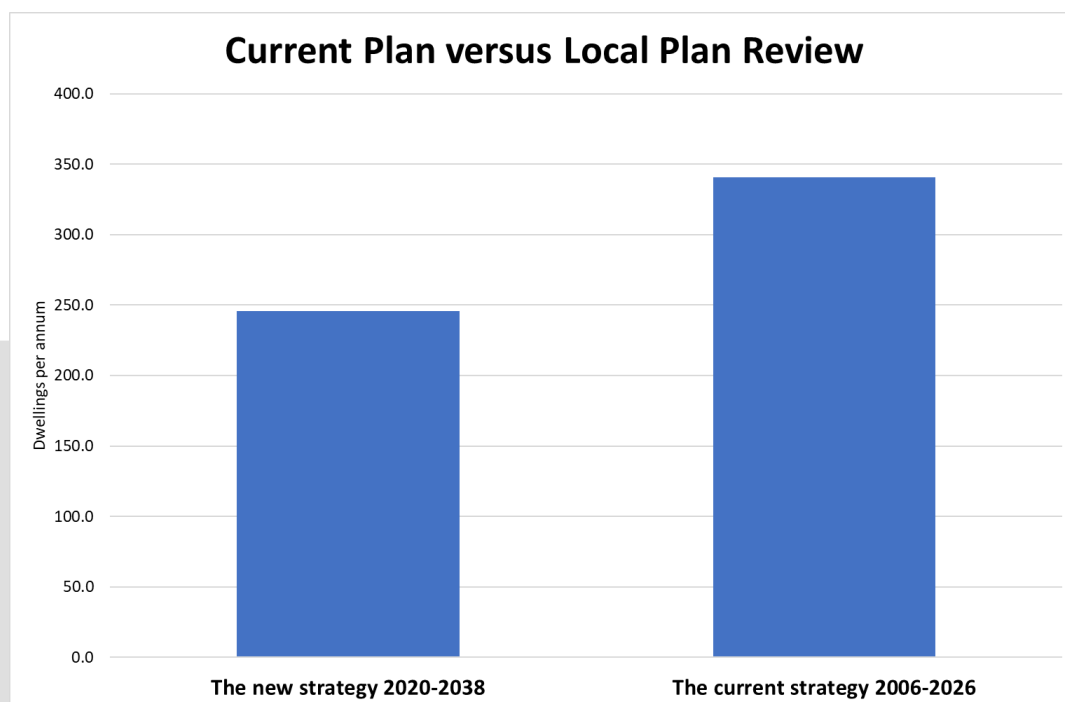


Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Trowbridge.

The growth planned for Trowbridge will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 1, 2, 3 and 4 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace but maintain existing retail and diversify (as discussed above). Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Trowbridge is located adjacent to the Green Belt to west and has colonies of bats to the east and south relating to the Bath and Bradford on Avon Bat SAC. These are significant environmental constraints to outward expansion of the town. The Local Plan recognises and protects their importance, and any future growth of the settlement must conserve both landscape and scenic beauty and give protection to bats species. Mitigation measures will include dark corridors, protection and enhancement of habitat, and the creation of alternative green spaces where required.

Future brownfield development proposals which are well connected to the town centre have been considered, allied to scope for provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes, together with greater connectivity to the railway station. Careful consideration has been given to the potential impacts of any new development on traffic congestion within the town and north of Trowbridge at Staverton. A proposal for a diversion at the heavily congested Staverton bridge is considered as part of the approach to future development.

How many more homes?

From the reduced scale of growth over the plan period (see above), can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 810 homes to be accommodated at Trowbridge up until 2038.

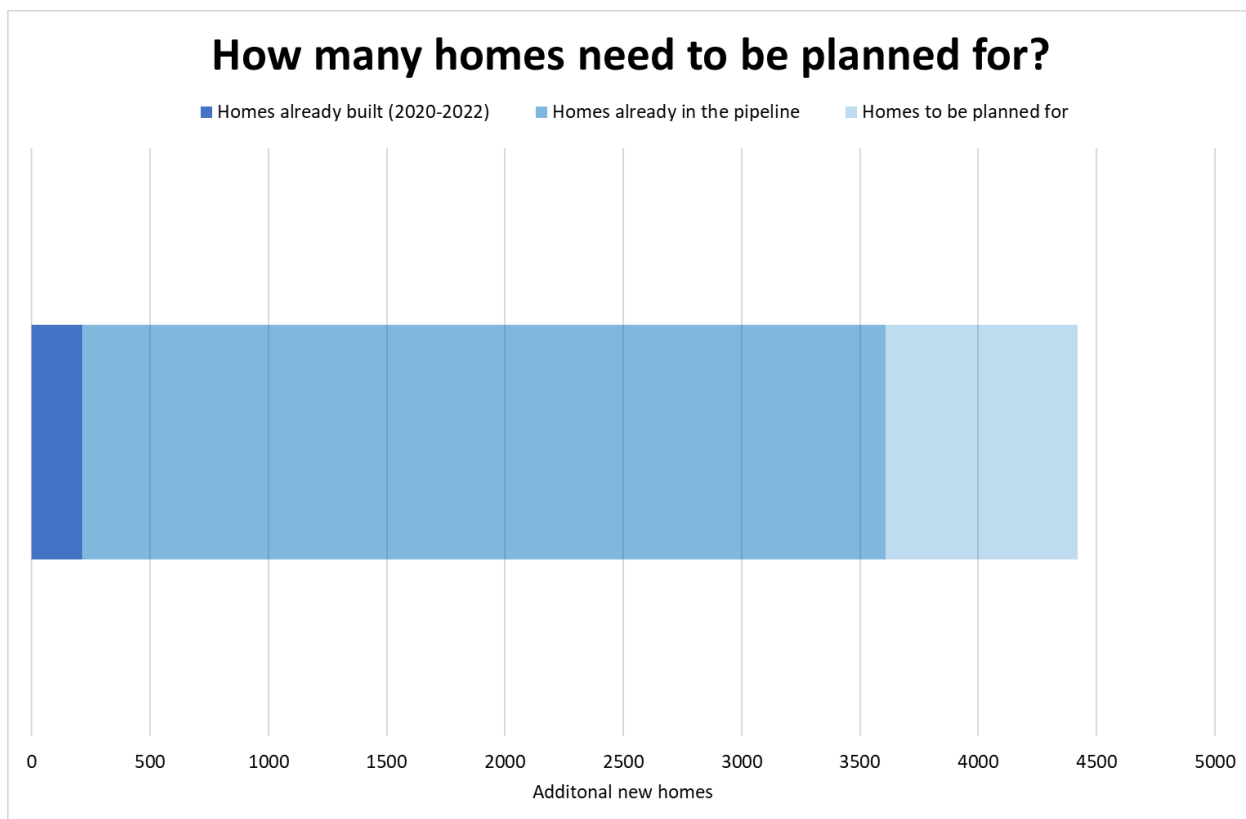


Figure 5. Calculating how many homes need to be planned for at Trowbridge.

Selecting sites

Six sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

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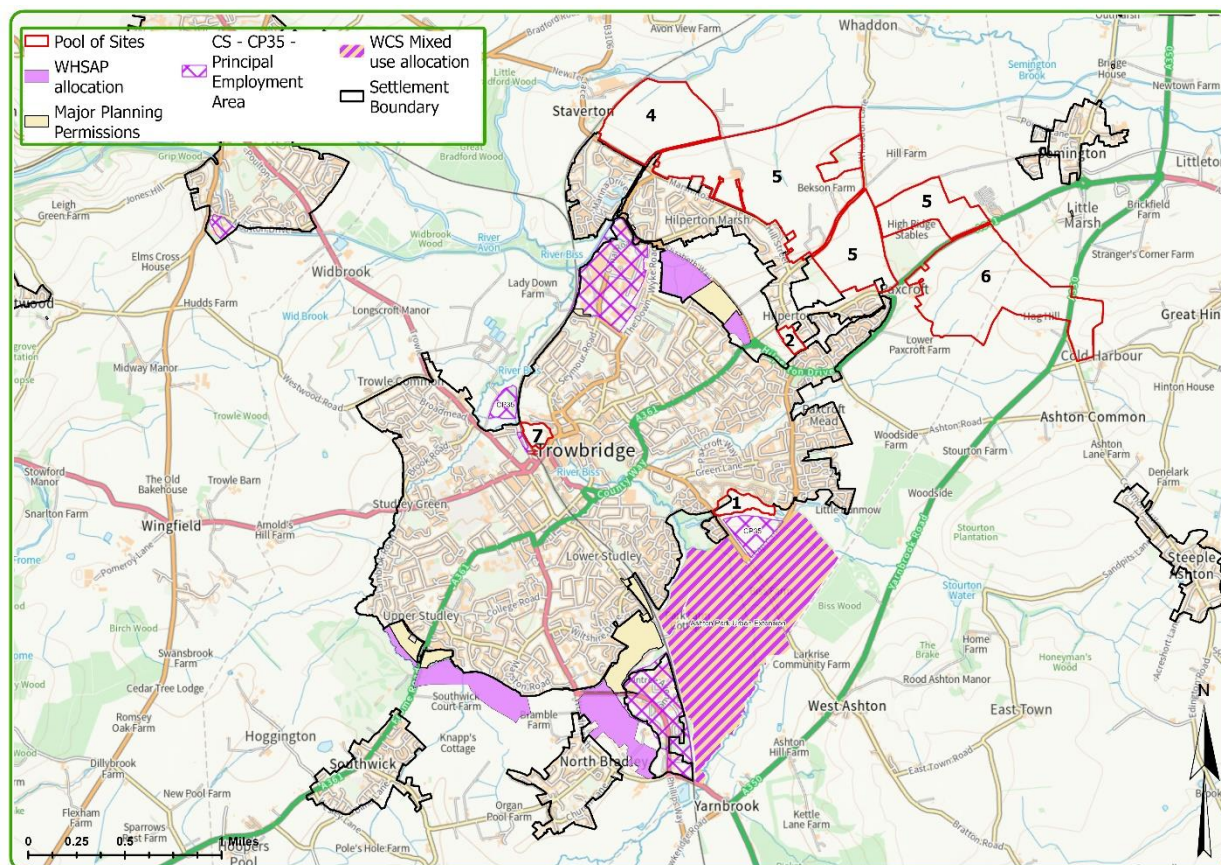


Figure 5. The pool of sites for sustainability appraisal at Trowbridge.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental, and economic effects.

Following this, the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed all the sites had a range of effects. There is one brownfield site and five greenfield sites that are in agricultural use. The brownfield site had the least adverse environmental effects, scoring positively in half the environmental effects. Of the greenfield options, sites 2 and 4 narrowly performed slightly ahead of others in terms of Sustainability Appraisal.

All the sites were evaluated according to how well they could support the Place Shaping Priorities. Looking at the assessment of all the sites in the Sustainability Appraisal, the brownfield town centre site scores well and does not change its ranking of being the top site.

The larger greenfield sites on the edge of town are not situated in the location needed to meet some of the PSPs.

Sites 1 and 2, whilst performing well in the Sustainability Appraisal and against the PSPs, have strong ecological value that, when considered in more detail, would reduce the potential housing on the site to the extent that it could not be considered a strategic site for the purpose of this Local Plan. Both sites have hedgerows and trees that would require significant buffering. These sites should be removed from further consideration at this time.

Site 4 is north of the Kennet and Avon canal and, without the large site south of the canal coming forward, would not be contiguous to the town settlement boundary and isolated from the built form and, for this reason, should be removed from further consideration at this time.

Site 5 benefits from being able to come forward in phases and deliver the required infrastructure needed for the town in relation to bat mitigation, education provision and highway improvement via a Staverton diversion scheme.

Site 6 would not be contiguous to the town settlement boundary and for this reason should be removed from further consideration for housing. However, the site has the potential to offer a country park and biodiversity net gains to support Site 5 and beyond, and for this reason is allocated as such.

Site 7, a brownfield site, is taken forward and allocated as it is ranked top in the Sustainability Appraisal and against the PSPs.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁴.

What development is proposed?

Sites 7 and 5 are more than capable of meeting the scale of residual requirements for new homes. On current evidence, no further employment land is needed at Trowbridge. Sufficient land is already allocated in the existing Wiltshire Core Strategy.

Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals in the Local Plan Review. Currently there is no neighbourhood plan for Trowbridge.

The Local Plan Review, however, includes central, strategic, development proposals. They are explained below.

⁴ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

Site 7: Land at Innox Mills

Use	Scale/Area
Residential	Approximately 175 dwellings with a minimum of 10% affordable housing provision
<p>A new vehicular access off Stallard Street and improvements to connectivity to the railway station through a new entrance to the site which will incorporate bus loop.</p> <p>Greenspace to include strengthening of blue/ green corridor along the river to incorporate flood defencing. Improvements to cycling and walking routes though the site to link to the existing network including the town and railway station.</p>	

The main role for this site is to provide additional homes over the plan period. There will be a variety of dwelling types, including apartments in the converted existing heritage stock and to incorporate new housing within the site. The development will also include mixed use class E uses including retail and leisure with public realm and landscaping to provide a commercial feel and green spaces. Viability assessment establishes the target of 40% of homes being fully achievable.

Such a number of homes creates a new neighbourhood of the town that should have a local centre to include services and facilities to serve it. A small retail element could provide convenience without undermining the primary role of the town centre. Educational provision would be sought offsite and developer contributions made for this.

An aim of the Plan is to provide opportunities for business. The environment created by the development offers the opportunity of an attractive location for office uses, retail and leisure and capable of easy access from nearby. This would help broaden the town's economic base and accord with the Place Shaping Priorities.

The site is well connected to the town centre; with walking and cycling adjacent to the site that can be incorporated as part of the vibrant quarter of the development. The railway station is opposite the site and are already regular bus services on the site periphery. Residents would be able to easily visit the town centre, indeed the development could be seen as extension to the heart of the town, which would help to increase footfall and boost local trade. It is also near a range of employment opportunities within the town centre and Canal Road Industrial Estate. The proposals support Place Shaping Priorities for a more vibrant town centre and sustainable travel choices.

The amount of housing also provides good scope to provide a mix of housing types, including a proportion of affordable homes (PSP1), improve the resilience of the town (PSP2), provide new employment opportunities (PSP3), improved walking, cycling and bus routes and connectivity to the railway station (PSP4) and protect, improve and extend the local green infrastructure network along the River Biss (PSP7).

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Enhancements should be made to Stallard Street to increase the standard and size of bus stops and waiting areas and pedestrian infrastructure, wherever possible this should tie in with the Council's Future High Streets fund scheme.
- Improvements to cycling and walking routes through the site to link to the existing network ensuring that the linkages from the site to the town and key destination points.
- Access to the railway station should also be served by a new lift access to the railway line bridge in order to facilitate disabled access to both platforms from within the station.
- Core bat habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS) and including funding contributions towards management, monitoring and any off-site measures as necessary, as informed by the TBMS
- Redevelopment should be of high quality design which allows for vistas into and through the site to the key features of the town including the architectural buildings and church. The layout of the site should be in accordance with easements required for the infrastructure below ground. Development of the site has the potential to impact on the conservation area, which includes Grade II Listed Buildings. Development of the site must respect the setting and character of the historic environment, and enhance it.
- Sensitive design and layout, which ensures the significance of heritage assets and their settings, on and adjacent to the site, including the Trowbridge Conservation Area and its setting, are not subject to unacceptable harm.
- Appropriate retention, restoration and reuse of heritage assets is secured to ensure they are converted to viable new uses. This shall be informed by appropriate heritage and archaeological assessments.
- The riverside should be developed with attractive river frontage with public realm improvements to incorporate bat mitigation, flood alleviation and open space provision to enhance the River Biss corridor. The River Biss is lined by self-seeded trees for about 2/3 of its length with this feature being of importance to species including bats. Development should avoid any light spill onto the river and its banks while also avoiding any removal of trees. A buffer should be provided to this feature of open space that is appropriate in width. There is a moderate flood risk associated with a tributary of the River Biss to the north of the site. A more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere. Wide buffer zones should be left adjacent to those watercourses with significant biodiversity enhancement and green infrastructure.
- It is likely that moderate off-site infrastructure reinforcement would be required for both water supply and foul water drainage. Significant wastewater infrastructure/service crossing traverse the site, which may affect development viability.
- The requirement of an odour assessment to assess the potential impacts of the odour buffer of the sewage treatment works. Results of the assessment and any mitigation measures should be adopted.
- The requirement of a noise assessment to assess the potential impacts of the highway network. Results of the assessment and any mitigation measures should be adopted.

Planning For Trowbridge

Land at Innox Mills, Trowbridge

Concept Plan



Figure 6. Concept plan for Land at Innox Mills.

Site 5: Land north of Trowbridge

The main function of the allocation is to provide additional homes over the plan period. There will be a variety of dwelling types, including affordable housing with landscaping to blend with the existing dwellings and green spaces. Viability assessment establishes the target of 40% of homes being fully achievable.

The scale of development proposed will generate the need for a local centre to include services and facilities to serve it. A small retail element could provide a convenience store alongside nursery and primary provision. Allotments and a high-quality public realm will give a vibrant hub for the development.

The site would provide walking and cycling connectivity to the surrounding parts of the town, the canal to the north and the newly established Country Park. It is also near employment opportunities at Canal Road Industrial Estate.

The amount of housing also provides good scope to provide a mix of housing types, including a proportion of affordable homes (PSP1) and provide the required country park with SANG (PSP5).

Further growth of the allocation can be extended into the next plan period providing certainty of growth for the town and the provision of much needed local infrastructure such as the Staverton Diversion. Other benefits to consider in a longer term planning for growth would include securing the provision of education facilities, including a secondary school, and a country park to the north of the town.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

Use	Scale/Area
Residential	Approximately 600 dwellings
Education	2.24ha
Retail/Service	0.08ha
Allotments	0.2ha
Green space	14ha with an additional 1ha for SUDS (Sustainable Urban Drainage Systems)
<p>Vehicular access from existing roundabout on A361 Devizes Road. This location is however on the Principal Road Network and Strategic Bus Network and serves wider destinations by car and bus, avoiding congestion at Staverton.</p> <p>Greenspace to include strengthening of a blue/ green corridor to the east of the site to serve as a buffer to established bat corridor and the provision of a country park to the east of the site to offset impacts of recreational pressure on Biss and Green Lane Woods.</p>	

There has been lack of supply of housing stock within the town over the WCS plan period and to provide certainty this allocation is seen as the first phase of development to provide needed infrastructure to the town and the provision of alternative recreational space to protect the bat population to the east of the town.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- The principal vehicular access should be from the A361 and masterplanning will be required to direct vehicles to this point of access and active travel users in the opposite direction where travel distances and infrastructure opportunities are marginally better (with improvements to Whaddon Lane).
- Land for community orchards and allotments.
- Improvements to cycling and walking routes though the site to link to the existing network.
- Provision of Suitable Alternative Natural Greenspace secured in accordance with Policy 54.
- Core bat habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and Trowbridge Bat Mitigation Strategy (TBMS).

Appropriate mitigation to protect bats, including funding contributions towards management, monitoring and any-off site measures as necessary, as informed by the TBMS. On site bat mitigation including a dark corridor on the eastern boundary of the site, as informed by the TBMS. Consideration should be given for bats within and adjacent to the site. Protection and enhancement of existing hedgerows and trees throughout the site and overall layout and design should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas. There are opportunities for net gain as the site is currently intensively agricultural. New woodlands and wetlands would be readily created in this area of heavy clays, would be quickly taken up by bats and newts and would provide stepping stones between Great Bradford Wood and Green Lane Wood.

- Sensitive design and layout, which ensured the significance of heritage assets and their settings, including the Hilperton Conservation Area and it's setting, are not subject to unacceptable harm. This shall be informed by appropriate heritage and archaeological assessments. The site borders a conservation area which follows the extent of historic built settlement and there is likely to be an impact on the setting of the Hilperton conservation area. Mitigation can be achieved through appropriate design which meets with Policy 99 requirements, but it may impact on the capacity of the site. It is a large site, however, so the impact on heritage assets could be managed.
- Development sensitively addresses the urban edge of the town.
- Layout and design to be informed by noise, dust and odour and pest impact assessments arising from nearby working farm and sewage treatment works.
- Significant offsite infrastructure reinforcement for water supply and foul drainage will be likely to be required.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, employment, other uses, and infrastructure envisaged.

Land North of Trowbridge

Concept Plan

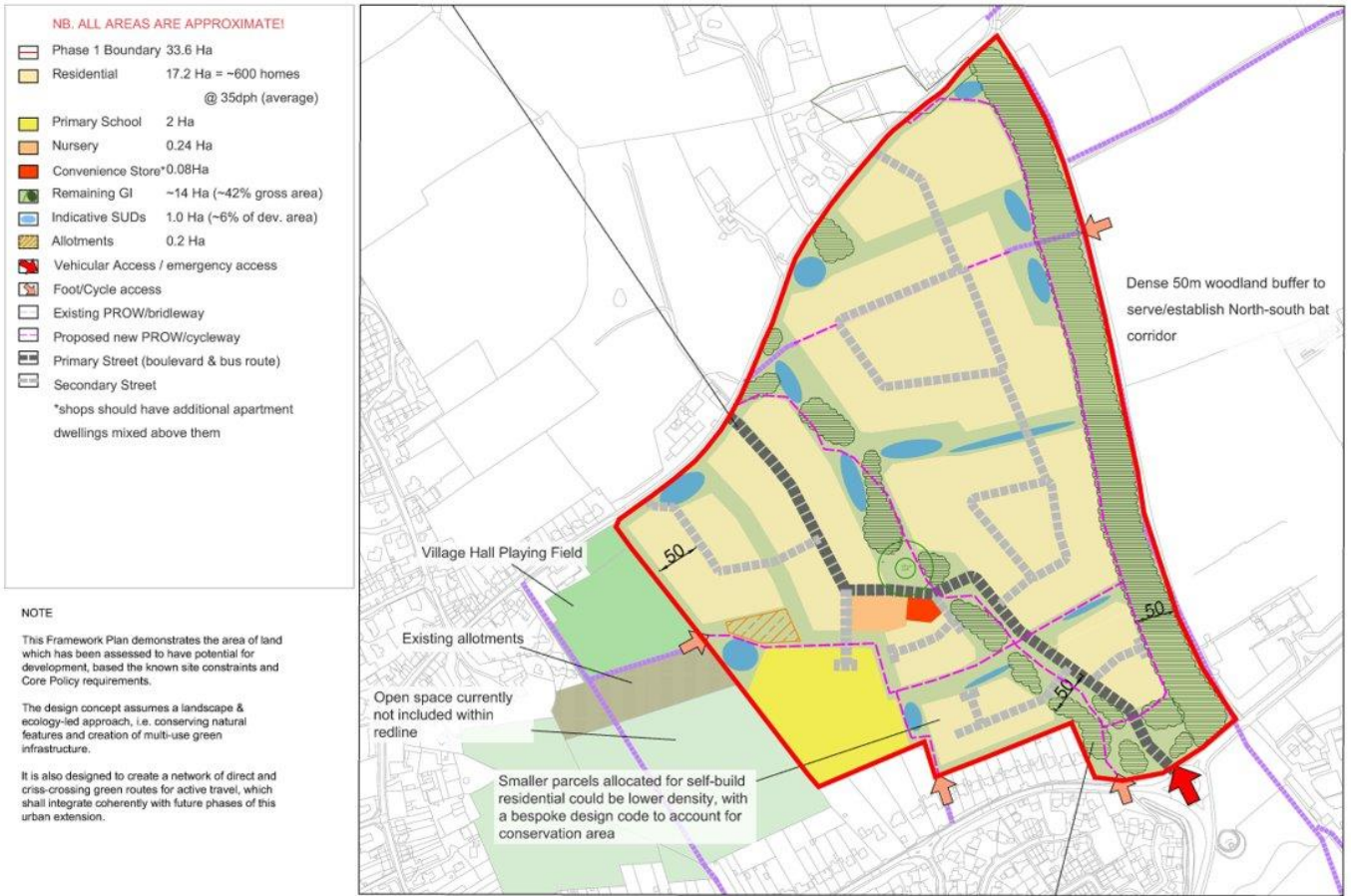


Figure 7. Concept plan for Land North of Trowbridge.

North Trowbridge Country Park

Use	Scale/ area
Green space	65ha
Major development in the north of Trowbridge should make provision for a Country Park, approximately 65 ha in size, functioning as Suitable Alternative Natural Greenspace (SANG). It will be available in perpetuity for public access to informal recreation prior to the occupation of the first dwelling of the North of Trowbridge allocation.	

The purpose of this policy is to set out the approach to mitigate potential likely significant effects arising from development in the north of Trowbridge. The Country Park will ensure that the planned growth within the plan period will seek to avoid harm to the Bechstein's bat maternity colonies in Green Lane and Biss Woods to the south-east of the town which are functionally linked to the Bath and Bradford-on-Avon Bats SAC that is protected by the EC Habitats Directive, specific provisions of which are applied in the UK by the Conservation of Habitats and Species Regulations 2017 (the Habitats Regulations).

Visitors to the proposed Country Park already have access to the top of Hag Hill by Public Rights of Way (PRoW), the allocation would allow for the remaining part of the site to be made fully accessible to the public. Visitors would include those by car and there would be a free, on-site car park. The location of the car park should take into account the setting of the Scheduled Monument Shrunken Settlement of Paxcroft to the west of Paxcroft Farm and that the layout of the access routes could take account of the historic landscape features such as field patterns, hedgerows and mature trees. Access by foot could include linkages with green and blue corridors within the area and a crossing of the A361 from the proposed development linked to the site to the south-west. Provision should be made for access to the Country Park by public transport that links to the development to the north of Trowbridge and the town centre. It should be sustainably accessed and enjoyed by all.

The site should have a choice of circular routes, of varying lengths and for all year-round use, to provide an attractive alternative walk to the protected woods to be a minimum of 2.5km in length. These paths should blend into the landscape and not detract from the natural feel of the site. Suitable furniture should be provided to allow for enjoyment of different areas of the park.

In order to recreate the quality of the woodlands that will be protected, areas of the park near to the A361 will be planted with native tree species to encourage a diverse range of flora and fauna and will contribute to biodiversity net gain. The Hag Hill area of the site will be maintained given the landscape feature it currently provides. The overall management approach will be to provide a natural landscape with a mix of open and semi-woodland to balance the varying desires of those using the site and enhanced where appropriate to provide good habitat for bats including woodland, grassland and ponds. Consideration should be given to bringing forward the Country Park in advance of any development within the proposed allocation.

Broad location for growth

The plan commits to planning for a longer-term pattern of growth for the town. This would include consideration of a significant urban extension. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and Plan for the co-ordination of major infrastructure and extensive community engagement to shape their form. They are intended to be delivered toward the end of the plan period and beyond its end date.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

Trowbridge has one of the largest town centres within Wiltshire and serves a reasonably wide catchment. The town centre provides retail, entertainment, and cultural facilities, as well as supporting a number of businesses. It has strong road and rail transport links which support it as the principal location for services and facilities for the local community and smaller towns in the surrounding area. The town centre forms part of the historic core of the town, presenting a strong and recognisable industrial history associated with the cloth industry. The River Biss flows through the central area and presents a significant opportunity for public realm enhancements that would link development areas to the south of the town to the town centre. Recently work undertaken through the Retail and Town Centres Study 2020 tells us that there is enough provision at the town at this time.

The Retail and Town Centres Study 2020 identifies a sufficient level of convenience and comparison retail floorspace at the town over the period up to 2035. While the town tends to attract a wider community for food shopping, it competes with Bath with regards to non-food shopping goods provision. The town centre also faces competition with out-of-town shopping at Trowbridge. The aim is to therefore maintain a good supply of convenience floorspace and improve the range of comparison goods retail in the town through the churn of supply. Environmental improvements are likely to be able to support the town centre in attracting more shopping trips. There is good potential to grow the food and beverage market over the plan period.

The Trowbridge Masterplan 2014 identifies several opportunity sites within the town centre and while some of these have been built out, a number remain undeveloped or underdeveloped and provide an opportunity for regeneration over the plan period. Additionally, there are opportunities to bring vacant units back into use, as well as improvements to the fabric and environment of the town centre, including the enhancements of the River Biss corridor, to create a more legible and connected centre. Accessibility to the town centre is to be enhanced through the implementation of the Trowbridge Local Cycling and Walking Infrastructure Plan. Some works to improve the town centre will be addressed by the Future High Streets Fund.

Future reviews of the Trowbridge Masterplan, site-specific masterplanning and a neighbourhood plan for the area, will provide opportunities to set out a more detailed framework for the delivery of regeneration projects within the town centre. These documents should:

- Maintain a good level of services and facilities in the town centre;
- Promote the town as a shopping destination;
- Support the consolidation of the commercial area;
- Deliver a holistic strategy for the town centre that complements existing and committed land uses and encourage spending;
- support improvements to active travel, way marking, accessibility, traffic management and parking throughout the town;

- accommodate reasonable levels of residential development through brownfield sites and the conversion of existing stock; and
- conserve and enhance heritage assets.

Further work can improve the look and feel of the town centre through street furniture and lighting and work along the River Biss corridor combined with walking and cycling routes to the railway station as set out in the Place Shaping Priorities.

Going forward the town needs to maintain what it has, improving where possible. It can also make the look and feel of the place better through looking at Areas of Opportunity, see map below, as identified in WCS Core Policy 28 and the Trowbridge Masterplan 2014. This also incorporates saved policy from the West Wiltshire District Local Plan (Court Street/ Castle Street). While some of the sites have been developed already there are still several sites that can be developed.

Trowbridge Areas of Opportunity

The Trowbridge Masterplan 2014 and Wiltshire Core Strategy identified areas of opportunity in the town. These areas are:

1. Court Street

This area has an existing mix of uses comprising a number of under-used former mill buildings, car parking, warehouses, workshops/art studios, housing and office accommodation. There is the opportunity to create an attractive working environment supporting innovation and growth in independent / cultural and creative business and to enable linked trips between the town centre and edge of centre uses. Development here should protect and enhance the existing heritage assets of the area and provide new pedestrian links to the river as well as improving public realm and the traditional warehouse facades

2. Castle Street

Development at Castle Street should support complementary retail, leisure and commercial uses allowing for a mix of day and night time activity. It should be promoted as a key walking street and thereby encouraging linked trips between the town centre and edge of town retail / leisure attractions to the north / west and south. Proposals to redevelop the toy shop and adjacent garage site should be supported. There is scope to improve the public realm and create an attractive, safe and comfortable walking environment.

3. Town Bridge/ Wicker Hill

There is the opportunity to create a new civic space at Town Bridge focussed on the River Biss through comprehensive public realm works that maximises active development frontage onto the River Biss corridor, Innox Mills and Wicker Hill.

4. Asda and The Shires

There is the opportunity to improve public realm, way-marking and the relationship with the riverside, historic core, the Shires Gateway retail development and the rail station as well as to

create a public space centred on the river. There are also opportunities to reconfigure space to provide larger retail units set within an attractive environment.

5. Castle Place and the Multi-Storey Car Park

The longer term redevelopment of Multi-Storey Car Park and leisure centre will be informed by a review of the council's car parking strategy. Support should be given to vibrant, mixed use development that will encourage people to make linked trips between the town centre and St Stephen's Place and thereby actively address functional relationships with the People's Park.

6. Riverway Industrial Site (Shails Lane)

This area is currently occupied by a range of light industrial, car showroom and recycling facilities. Redevelopment of the area should focus on delivering a mix of uses to include housing, office, business and / or leisure uses.

7. East Wing

The site is vacant and has been used as a car park in recent years. The redevelopment of the site could be an anchor point of the town with potential for mixed uses which could include commercial, leisure, recreation and cultural uses. The site should be deliver public realm improvements to incorporate the enhancement of the River Biss and mitigation for bats in accordance with the TBMS.

Areas of Opportunity for Trowbridge:

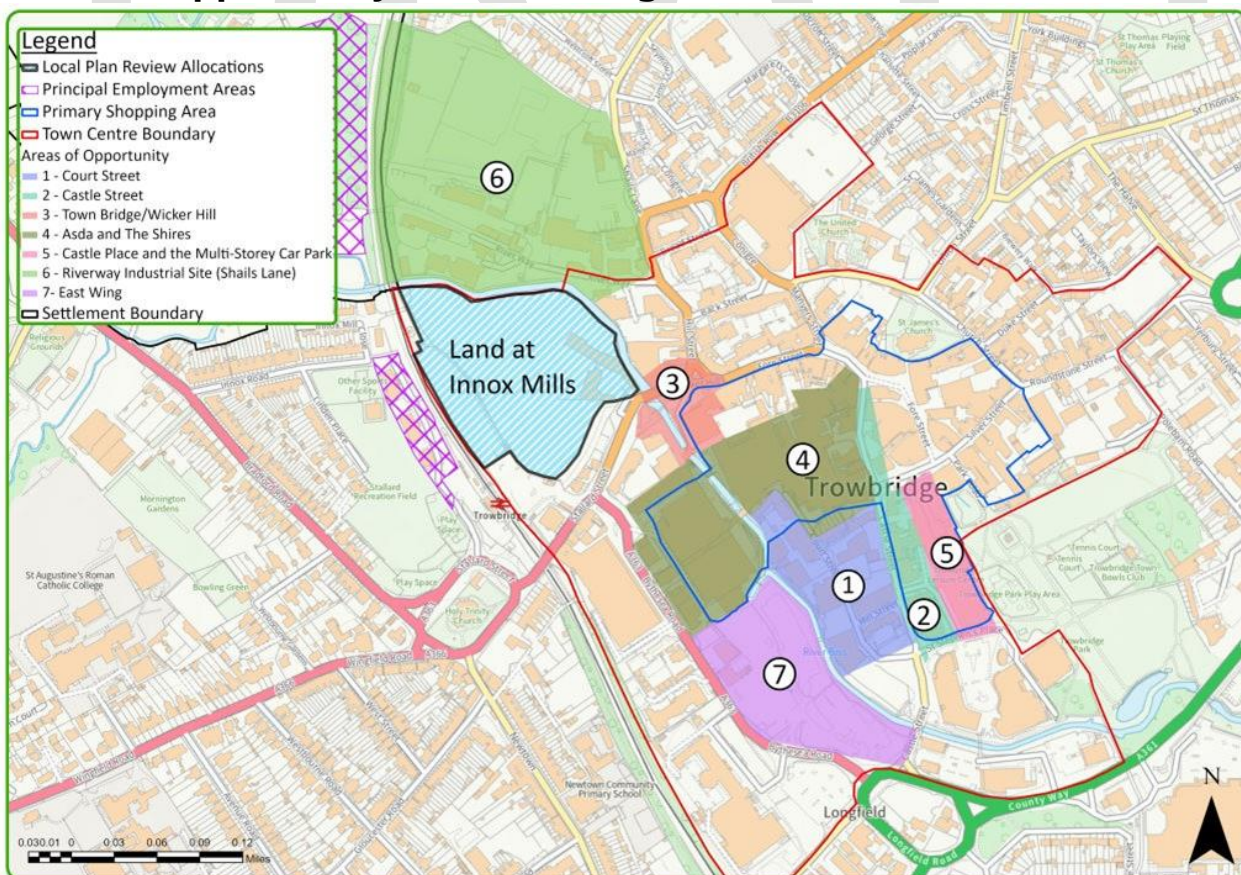


Figure 8. Areas of opportunity at Trowbridge town centre.

The central area policy sets out that these are the areas where the focus of new development for the town should be. The allocation at Innox Mills, which is highlighted in white above, will help contribute to the improvements to the town centre. Greater connectivity can be achieved through the sites through the River Biss corridor. Innox Mills will be mixed use containing both residential and commercial units with a clear link from the town to the railway station.

4. How will growth be delivered?

Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Trowbridge that have been devised in consultation with Trowbridge Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.

- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

Ten per cent of the scale of growth suggests a baseline requirement of 442 dwellings in the neighbourhood (parish) area. Currently there is no neighbourhood plan for Trowbridge with no plans to prepare one. Trowbridge is constrained by environmental factors, but there is scope for some sites to be identified in a future Neighbourhood Plan. A total neighbourhood area designation housing requirement is set at 300 dwellings and recognises that it can be difficult to identify residential sites within urban areas which by their nature often come forward as windfall sites. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Trowbridge neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁵.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Trowbridge neighbourhood area requirement (2020 to 2038)	300
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Local Infrastructure

The growth of Trowbridge needs to be supported by the correct infrastructure, services, and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport, and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to address growth proposals for Trowbridge as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

⁵ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Country Park to the north of Trowbridge

The purpose of the Country Park is to set out the approach to mitigate potential likely significant effects arising from development on the north side of Trowbridge. The Country Park will ensure that the planned growth within the plan period and beyond will seek to avoid harm to the bats in Green Lane and Biss Woods, Trowbridge, which are protected under Habitats Regulations.

The Local Plan is subject to a Habitats Regulations Assessment (HRA) which sets out possible measures that need to be provided to enable development to be delivered. The Council has also produced a Trowbridge Bat Mitigation Strategy (TBMS) which should be read in conjunction with this policy. The role of Country Park is to provide alternative green space to prevent an increase in visitor pressure and divert visitors away from both Biss and Green Lane woods to the east of the town.

Visitors to the proposed Country Park already have access to the top of Hag Hill by Public Rights of Way (PRoW), the allocation would allow for the remaining part of the site to be made fully accessible to the public. Visitors would include those by car and there would be a free, on-site car park to accommodate the anticipated numbers using the site. Access by foot could include linkages with green and blue corridors within the area and a crossing of the A361 from the proposed development linked to the site to the south-west.

The site should have a choice of circular routes, of varying lengths and for all year-round use, to provide an attractive alternative walk to the protected woods to be a minimum of 2.5km in length. These paths should blend into the landscape and not detract from the natural feel of the site. Suitable furniture should be provided to allow for enjoyment of different areas of the park.

In order to recreate the quality of the woodlands that will be protected, areas of the park near to the A361 would be planted with native tree species to encourage a diverse range of flora and fauna and would contribute to biodiversity net gain. The Hag Hill area of the site would be maintained given the landscape feature it currently provides. The overall management approach would be to provide a natural landscape with a mix of open and semi-woodland to balance the varying desires of those using the site and enhanced where appropriate to provide good habitat for bats including woodland, grassland, and ponds. Consideration should be given to bringing forward the Country Park in advance of any development within the proposed allocation.

Use	Scale/Area
<i>Country Park, functioning as Suitable Alternative Natural Greenspace (SANG)</i>	63ha
<i>It will be available in perpetuity for public access to informal recreation prior to the occupation of the first dwelling of the North of Trowbridge extension</i>	

Education

Additional school places at both primary and secondary levels will be provided, as necessary, by funding from developer contributions.

Education facilities are essential in supporting the scale of growth at the town. Education relates to growth proposals and will be achieved through developer contributions.

New nursery provision is likely to be required to support new housing development.

There are 2 new primary schools to be delivered at the planned Ashton Park site which could be expanded and/or expansion of existing schools could provide the additional places required.

Land for a secondary school has been secured on the Ashton Park site. But the site for the school is too small to support any additional growth beyond that planned at Ashton Park.

Financial contributions would be required to supply new secondary school places offsite. To increase capacity in existing or new facilities financial contributions would be required.

The alternative education strategy would be to secure land for a new secondary school that could then be utilised as and when projected growth (i.e., projected pupil numbers) at the town exceeds the capacity of existing and committed schools in the area.

Sustainable transport

Trowbridge has good transport links with the rest of the county notably the strategically important A350 with the M4 and south coast. The A350 is a main traffic artery through the County and defines the eastern and south-eastern edge of Trowbridge.

Trowbridge Railway services the town well and good connectivity to the south-west and beyond. There are regular bus routes between the town and Bath and surrounding towns and villages.

Current transport constraints/ concerns include:

- The highway network suffers from peak time delays in the town centre.
- The shuttle working signals on the B3105 at Staverton cause delays and development in the area will look to address this going forward.
- A Trowbridge Transport Strategy has been developed that highlights key junction improvements in Trowbridge and along the A350.
- Peak hour delays in the town centre and into key destinations affect bus services (partly because of a lack of bus priority measures).
- The potential options for housing sites at Trowbridge are located on the outer edges of the town. This will require good quality radial cycle routes and safe cycle storage facilities if high levels of mode shift from car to bicycle are to be realised.
- There are opportunities for better bus-rail integration including ticketing and promotion.

- Increased pressure on the highway network because of significant development growth could exacerbate congestion hot spots such as Staverton without intervention being put in place.
- Developing the old Bowyers site in a way that optimises the accessibility of its location next to Trowbridge rail station.

Highway connectivity and sustainable modes of transport are essential in supporting the scale of growth at the town and a high priority in the place shaping priorities. These infrastructure issues are currently identified in the town and not directly related to growth proposals. These seek improvements to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes. However, infrastructure provision sought in the local plan can help address these needs and in part will be achieved through financial contributions.

Cycling and walking are an important part of the Wiltshire Local Transport Plan. The Trowbridge Local Cycling and Walking Infrastructure Plan (LCWIP) looks at ways that cycling and walking infrastructure improvements throughout the town can be made.

Health and social care

There are two GP surgeries in Trowbridge.

The Trowbridge area had the highest gap in health care provision in the entire Wiltshire Clinical Commissioning Group (CCG) area in September 2016 (-1,050m2). The CCG is considering relocating services from Trowbridge Hospital to a new build facility, situated next to the existing hospital or on the White Horse Business Park off A365 Bradley Road. Plans for this Integrated Care Centre are to include required additional primary care space. Trowbridge Hospital birthing unit has closed but has been replaced by a community hub for antenatal and postnatal services.

These infrastructure improvements will be funded through financial contributions.

Utilities

Electricity infrastructure is constrained across much of Wiltshire. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Information from SSEN indicates the substation and supply points in and around Trowbridge are currently unconstrained. However, the infrastructure is constrained in relation to energy generation, according to SSEN's Generation Availability Map. This means new generators may require investment in the infrastructure to be able to connect to the grid.

Investment in water supply and foul water capacity would both need significant infrastructure reinforcement for significant future development of the town to occur.

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Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 28	Trowbridge Central Areas of Opportunity	Replaced with Policy 56 Trowbridge Central Area
Wiltshire Core Strategy: Core Policy 29	Spatial Strategy: Trowbridge Community Area	Replaced with Policy 52 Trowbridge
Wiltshire Core Strategy: Core Policy 30	Trowbridge Low-Carbon, Renewable Energy Network	Replaced with Policy 4 Addressing Climate Change
West Wiltshire District Plan Policy R7	Trowbridge Cricket Ground	DELETE and REPLACE with Policy 84 Public Open Space and Play Facilities
West Wiltshire District Plan Policy H3	Urban Brownfield Allocations - Holtbrook Lane, Trowbridge	DELETE
West Wiltshire District Plan Policy H4	Urban Mixed Use Brownfield Allocations - Court Street, Trowbridge	DELETE
West Wiltshire District Plan Policy H8b	Blue Hills, Devizes Road, Trowbridge	DELETE
West Wiltshire District Plan Policy H8c	Land North of Green Lane, Trowbridge	DELETE
West Wiltshire District Plan Policy H11- Saved Policies	Land South of Paxcroft Mead, Trowbridge	DELETE
West Wiltshire District Plan Policy E1A	New Employment Land Allocation: West Ashton Road, Trowbridge (12.1 ha)	Replaced with Policy 52 Trowbridge
West Wiltshire District Plan Policy T4	New Distributor Roads: A Paxcroft Mead, Trowbridge B West Ashton Road, Trowbridge	DELETE

	C Land to the east and south of Paxcroft Mead	
West Wiltshire District Plan Policy T5	T5 New Link Roads The policy safeguards land for an essential new link road at Paxcroft Mead and Hammond Way, Trowbridge.	DELETE
West Wiltshire District Plan2 Policy SP2	Land at Court Street/Castle Street, Trowbridge	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP1	Town Centre Shopping	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP4	Primary Retail Frontages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP5	Secondary Retail Frontages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP6	Local Shopping in Towns and Villages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy TC1	Upper Floor Uses in Town Centres	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy LE2	St Stephens Place, Trowbridge	DELETE
Wiltshire Housing Site Allocations Plan: H2.1	Elm Grove Farm	RETAIN
Wiltshire Housing Site Allocations Plan: H2.2	Land off A363 at White Horse Business Park	RETAIN
Wiltshire Housing Site Allocations Plan: H2.3	Elizabeth Way	RETAIN
Wiltshire Housing Site Allocations Plan: H2.4	Church Lane	RETAIN
Wiltshire Housing Site Allocations Plan: H2.5	Upper Studley	RETAIN

Wiltshire Housing Site Allocations Plan: H2.6	Southwick Court	RETAIN
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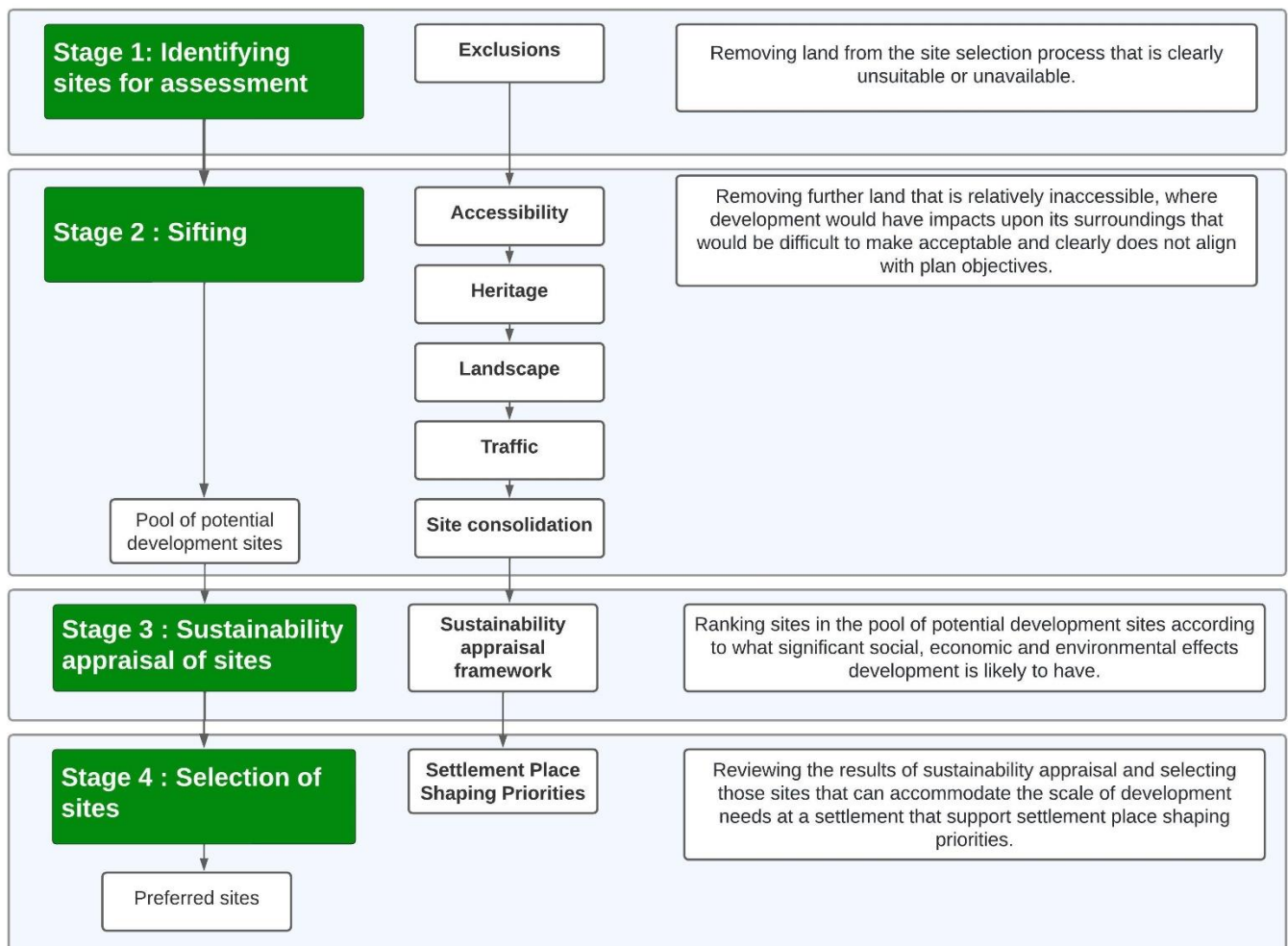
Appendix 2 Site Selection

Site Selection: Trowbridge

The purpose of this appendix is to explain the site selection process at Trowbridge, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁶ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁷. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Trowbridge.

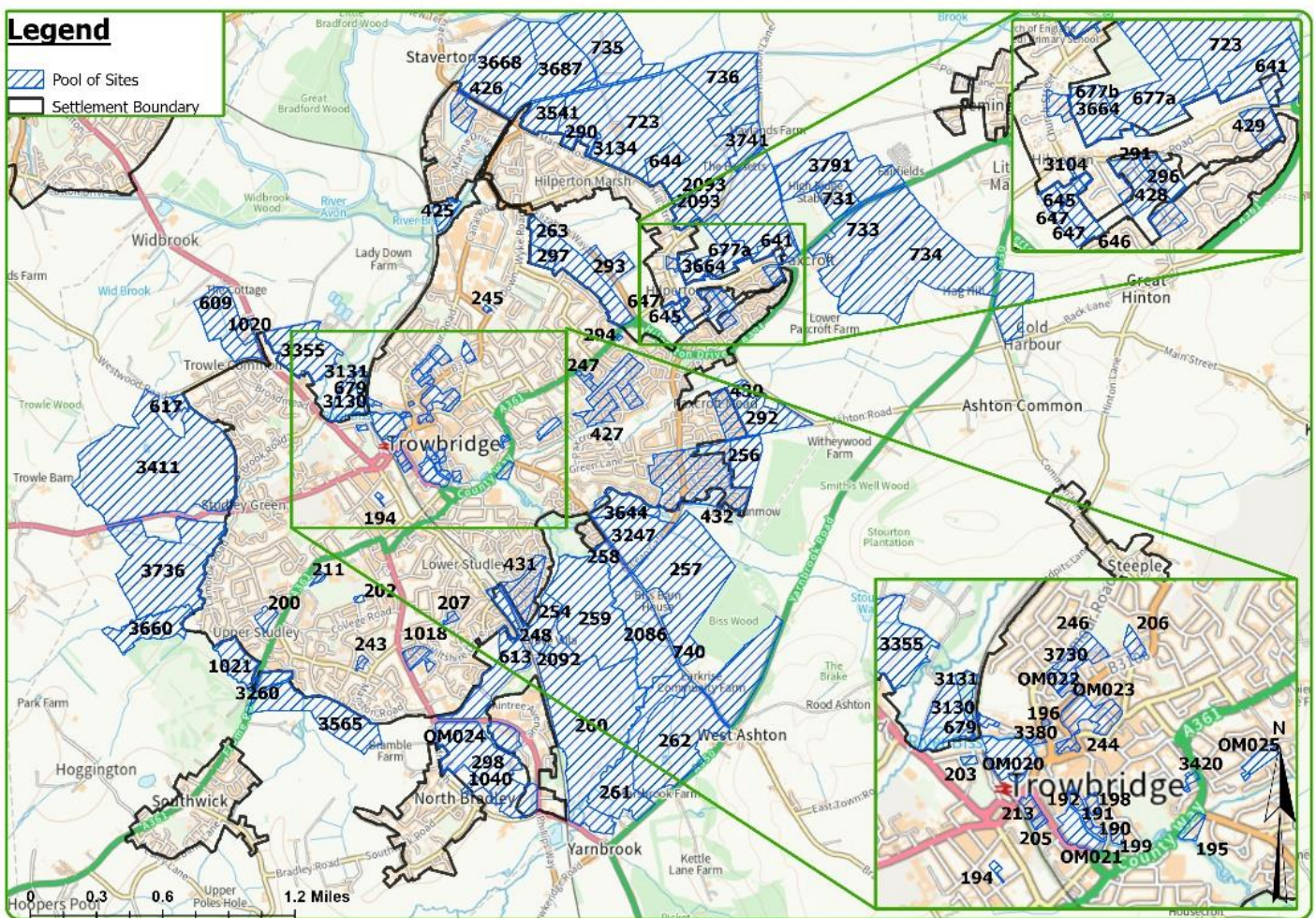


Figure 9. Pool of sites at the start of the site selection process at Trowbridge.

⁶ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁷ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

81 sites at Trowbridge were excluded at Stage 1.

Site name	Reason for removal at Stage 1
190	Under 0.5ha.
191	Under 0.5ha.
192	Under 0.5ha.
194	Under 0.5ha.
195	Land no longer promoted. Unavailable.
196	Site comprises land already built out. Unavailable.
198	Under 0.5ha.
199	Site comprises land already built out. Unavailable.
200	Land no longer promoted. Unavailable.
202	Under 0.5ha.
203	Under 0.5ha.
205	Site comprises land already built out. Unavailable.
206	Under 0.5ha.
207	Site comprises land already built out. Unavailable.
211	Site comprises land already built out. Unavailable.
213	Site comprises land already built out. Unavailable.
243	Site comprises land already built out. Unavailable.
244	Site comprises land already built out for residential and supermarket. Unavailable.
245	Under 0.5ha.
246	Land no longer promoted. Unavailable.
247	Site comprises land already built out. Unavailable.,
254	Wiltshire Core Strategy Allocation. Unavailable.
257	Wiltshire Core Strategy Allocation. Unavailable.

258	Wiltshire Core Strategy Allocation. Unavailable.
259	Wiltshire Core Strategy Allocation. Unavailable.
260	Wiltshire Core Strategy Allocation. Unavailable.
261	Wiltshire Core Strategy Allocation. Unavailable.
262	Wiltshire Core Strategy Allocation. Unavailable.
263	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
291	Site comprises land already built out. Unavailable.
293	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
294	Under 0.5ha.
296	Site comprises land already built out. Unavailable.
297	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
298	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
425	Site no longer promoted. Unavailable.
426	Site comprises land already built out. Unavailable.
427	Site comprises land already built out. Unavailable.
428	Site comprises land already built out. Unavailable.
429	Site comprises land already built out. Unavailable.
430	Site comprises land already built out. Unavailable.
431	Site comprises land already built out. Unavailable.
432	Site comprises land already built out. Unavailable.
609	Site within Greenbelt.
613	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
617	Site within Greenbelt.
645	Under 0.5ha
679	Under 0.5ha
735	Site comprises land already built out as solar farm. Unavailable.
1018	Site comprises land already built out. Unavailable.
1020	Site within Greenbelt.
1040	North Bradley NP allocation – Policy 3 - 54 Woodmarsh
2092	Wiltshire Core Strategy Allocation. Unavailable.
2086	Wiltshire Core Strategy Allocation. Unavailable.

3104	Under 0.5ha
3130	Site comprises employment land allocated as part of a Principal Employment Area. Unsuitable and unavailable.
3131	Site comprises employment land allocated as part of a Principal Employment Area. Unsuitable and unavailable.
3260	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
3247	Site comprises employment land allocated as part of a Principal Employment Area. Unsuitable and unavailable.
3355	Site within Greenbelt.
3380	Under 0.5ha
3411	Site within Greenbelt.
3420	Under 0.5ha
3565	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
3730	Site no longer available.
3736	Site within Greenbelt.
OM021	Site no longer available.
OM022	Site no longer available.
OM023	Site comprises land already built out. Unavailable.
OM024	Principle Employment Area. Unavailable.
OM025	Site no longer available.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁸) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

⁸ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Context criteria	Detail
Long-term pattern of development	<p>The West Wiltshire Greenbelt forms a boundary to the west of the town. The A350 is to the east.</p> <p>Past growth has been northwards reaching the villages of Hilperton and Staverton so that parts of these villages join up with the continuous urban area of Trowbridge e.g. Canal Road; Staverton Marina and Hilperton Marsh.</p> <p>The town has expanded and is planned to expand further southwards whilst leaving undeveloped areas around the villages of Southwick and North Bradley to retain their separate identities.</p> <p>New development is planned east of the town towards the villages of Yarnbrook and West Ashton, enclosed within a planned new road alignment to the north of the A350 (Yarnbrook West Ashton Relief Road).</p>

<p>Significant environmental factors</p>	<p>The River Biss flows through the town and includes floodplain areas. The Kennet and Avon Canal goes through Hilperton and Staverton. The A350 is a main traffic artery through the County and defines the eastern and south eastern edge of Trowbridge.</p> <p>Green Lane Wood, Biss Wood and Clanger and Pickett Wood are located south east of the town near to the A350. Great Bradford Wood is located west of the town. These woodlands require particular buffering and protection, whilst other associated landscape elements (agricultural fields, hedgerows, water features) have a role helping to support a breeding population of protected Bechstein bats, associated with the Bath and Bradford on Avon Bats Special Area of Conservation.</p> <p>Southwick Country Park, located southwest of the town, would remain undeveloped and to the east of Trowbridge forms the outer boundary area to the designated Western Wiltshire Green Belt and kept open in character to prevent urban sprawl.</p> <p>The Hilperton Neighbourhood Plan identifies ‘Land Between Hilperton and Trowbridge’ to separate the settlement from the Trowbridge urban area as much as possible in order to sustain the separate identity of the village.</p> <p>Trowbridge has a strong industrial heritage and contains a large number of important designated and undesignated heritage assets including the Town Hall, mill buildings and buildings associated with the cloth industry.</p> <p>Heritage assets outside the built up area include the listed Canal Bridge, Wharf Cottage, and Wharf House in Hilperton.</p>
<p>Scale of growth and strategic priorities</p>	<p>Trowbridge is designated as a Principal Settlement. The town has seen extensive commercial and mixed used redevelopment in the centre and there are further opportunities. It has experienced significant residential expansion through various urban extensions into neighbouring parishes. Continued expansion, at a slightly slower pace, is therefore necessary to help meet forecast housing need.</p> <p>The Place Shaping Priorities identified for Trowbridge are:</p> <ul style="list-style-type: none"> To deliver an appropriate mix, tenure and type of housing to meet local needs. To improve the resilience of the town centre by:

	<ul style="list-style-type: none">• protecting, improving and extending the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss, further enhancing it as a key feature of the town that connects and draws residents towards the town centre• regenerating and repurposing the town centre / Trowbridge central area as a resilient service area that supports the development of the whole town and wider area, through the delivery of the Trowbridge Masterplan and Neighbourhood Plan. These plans will be outcome focused and help deliver a holistic strategy for the town centre that encourages spending, improves accessibility, better manages traffic and parking and safeguards heritage.• focusing leisure and retail developments in the central area in order to safeguard the integrity of the town centre as a destination of choice. <p>To deliver job growth and encourage business investment at the town to support job growth and greater levels of self-containment, thereby help reduce the need to travel away from the town.</p> <p>To improve the range of transport modes that serve the town to reduce reliance on the private car and, levels of traffic congestion in the town.</p> <p>To respect the integrity of the Bath & Bradford on Avon Bats Special Area of Conservation (SAC) by protecting and enhancing wherever possible important bat habitats around the town, as set out in the adopted Trowbridge Bat Mitigation Strategy. In particular, the pattern of planned growth at the town should be guided by the environmental constraints that limit the spatial options for development.</p> <p>To ensure that a town-wide approach to future education provision is taken that addresses the need for primary and secondary places in appropriate locations.</p> <p>To balance the need to accommodate additional growth at the town with the need to respect, as far as is reasonably practicable, the individual identities of the villages of Hilperton, North Bradley, Southwick and West Ashton within the landscape setting of Trowbridge and their relationship to the town.</p> <p>To protect, improve and extend the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss.</p>
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Planning For Trowbridge

Future growth possibilities for the urban area	<p>There remains possible opportunities for future growth at the town but locations are influenced by Green Belt to the west and the policy desire to retain the separate identities of Southwick, North Bradley, Hilperton and West Ashton, as well as the need to protect and enhance the important woodland to the south and southeast of the town.</p> <p>A continuation of growth to the south of Staverton and north/northeast/east of Hilperton potentially provides possibilities for accommodating the forecast growth at the town.</p>
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Table X: Stage 2 assessment conclusions

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA 256	Land South of Green Lane	Yellow	Green	Green	Yellow	Yellow	<p>The site is located to the east of the town. The site would form an extension to land already built out to the west at Castlemead. However the land is adjacent to Green Lane Wood and the whole site is within the Trowbridge Bat Mitigation Strategy (TBMS) Red Zone.</p> <p>The site is very exposed with views across e open countryside to the south from the West Ashton Road and beyond and would require large scale mitigation to the south and east. Development would not lead to harm to heritage assets in the local area.</p> <p>The site has below average accessibility to local facilities. However, the site is unlikely to present any significant harmful effects on the local highway network.</p> <p>The whole site is within a 'red zone' as identified in the TBMS and is therefore not carried forward.</p>	N
290	Former Nursery	Green	Green	Red	Green	Yellow	<p>The site is located to the east of Trowbridge. It is a nursery and garden centre in active use. There would be an adverse impact on Grade II Listed 77 and 79 Marsh Road. The cottages are attached to the length of wall noted as "kitchen garden wall".</p>	N

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>The walled garden appears to be significant remnant of an historic use which was important within this area and which continues in horticultural use.</p> <p>Although not involving direct and clear 'substantial harm' the public benefit of any significant scale development appears highly unlikely to be such that it can outweigh the harm to the designated asset.</p> <p>Accessibility to local facilities is very good, and the site is unlikely to present any significantly harmful effects on the existing highway network.</p> <p>Exclude from further consideration on heritage grounds.</p>	
292	Land North of Green Lane and East of H8c allocation						<p>The site is located to the east of Trowbridge. The site has existing development to the south and west and is very exposed from the open countryside to the north from Ashton Road and beyond. The site is also close to Green Lane Wood which is an important bat habitat, as identified in the Trowbridge Bat Mitigation Strategy. Any development on this site would require large scale mitigation to the south and east from both a visual landscape and ecological point of view. The whole site is within the Trowbridge Bat Mitigation Strategy (TBMS) Red Zone. Development of the site would not lead to harm to heritage assets in the local area. The site has below average accessibility to local facilities. The site is unlikely to present any significantly harmful effects on the local highway network.</p> <p>The whole site is within a 'red zone' as identified in the TBMS and therefore is not carried forward.</p>	N
293	Land at Hilperton Gap						<p>The site is located to the north east of Trowbridge.</p> <p>The Hilperton Neighbourhood Plan notes the local importance of the 'Hilperton Gap' land as a particularly sensitive location for</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>development due to the risk of coalescence between the village and the urban area of Trowbridge. In the Neighbourhood Plan this site is located in a particularly sensitive area adjacent to the Hilperton conservation area and with clear intervisibility of St Michael and all Angels Church, as well as open, long distant views across the Avon Valley. Due to the gently sloping nature of the site these landscape and visual effects issues would be difficult to mitigate. Development of the site may contribute further to the erosion of the separate historic character and identity of Hilperton village (this is identified as a cumulative impact related to the insertion into the landscape of Elizabeth Way and Wiltshire Housing Site Allocations Plan allocation H2.3 - Elizabeth Way, currently the subject of planning applications). Accessibility to local facilities is good, and the site is unlikely to present any significant harmful effects on congested roads. Exclude from further consideration on landscape grounds.</p>	
641	Enniswood House						<p>The site is located to the northeast of Trowbridge and is adjacent to the limits of development surrounding Hilperton (the settlement boundary). The entire site is covered by Groundwater risk. The site sits on the gateway into Hilperton village which currently has a green, strongly rural character to it with pasture land and trees defining the setting of the village. Development of this site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is average. However, development of the site would be unlikely to present any significant harmful effects on the local highway network. It would be appropriate to combine this site with the surrounding sites to coordinate</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							infrastructure provision, supporting place shaping objectives. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
644	Land off Hill Street						<p>The site is located to the north of Trowbridge. The identified surface water risk at this site is contained in the northeast corner of the site and would be capable of being mitigated. The site sits to the north of the historic core of the village of Hilperton and could provide a logical extension of built form northward towards the canal.</p> <p>The site has prominent views from Hill Street as it is relatively open and lacking existing strong hedgerow boundaries. However, such impact would be capable of mitigation. Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is below average. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to be able to coordinate infrastructure provision, supporting place shaping objectives. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
646	Land to rear of 118 Trowbridge Rd						<p>The site is located to the east of Trowbridge. The site is well screened by buildings and prominent hedge lines which could be further strengthened through additional planting. There is a potential to link into and reinforce the green infrastructure corridor cycle path to the south.</p> <p>Development of the site may lead to potential impact on Grade II Listed 117 Willow Cottage</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>(previously 2 cottages) and impact on the designated Hilperton conservation area. The setting to the listed cottage has a limited contribution to its significance as a heritage asset. Mitigation is thought possible to prevent or limit potential harm.</p> <p>It is not clear if vehicular access would be achievable and hence further assessments would be needed. Accessibility to local facilities is good, and development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>At this stage, there do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	
647	Land to rear of 116 Trowbridge Rd						<p>The site is located to the east of Trowbridge. The site is well screened by buildings and prominent hedge lines which could be further strengthened through additional planting. There is a potential to link into and reinforce the green infrastructure corridor cycle path to the south.</p> <p>Development of the site may lead to potential impact on Grade II Listed 117 Willow Cottage (previously 2 cottages) and impact on designated Hilperton conservation area. The setting to the listed cottage provides a limited contribution to its significance as a heritage asset. Mitigation is thought possible to prevent or limit potential harm.</p> <p>It is not clear if vehicular access would be achievable and hence further assessments would need to be undertaken. Accessibility to local facilities is good, and development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							of assessment.	
677a	Land rear of Church Street						<p>The site is located to the east of Trowbridge. Accessibility to local facilities is below average.</p> <p>Development of the western part of the site would likely lead to an impact on the character of the designated conservation area and there would be some impact from back-land development that would be out of character with the historic settlement pattern. However mitigation is potentially possible for an eastern parcel of land. Development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>However, the site has exposed views from the north which would be difficult to mitigate and would be seen as prominent urban encroachment into the countryside.</p> <p>Exclude from further consideration.</p>	N
677b	Land to the rear of Church Farm						<p>The site is located to the east of Trowbridge. Development of the site would likely lead to an impact on the on character of the designated conservation area and the setting of Grade II Listed dwellings on Church Street and on the Grade II Listed Old Rectory. The site is within the the historic core of the village of Hilperton and back-land development would be out of character with the historic settlement pattern. The Rectory may have been designed with its relationship with surrounding countryside in mind. Further assessment would be needed to determine what contribution the setting of the Rectory makes to the significance of the heritage asset. The impact of development on other listed houses in the village is less likely to be a significant constraint and could be mitigated by good design/layout and planting.</p>	N

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>The site is well screened from the existing public realm. Nevertheless, it is still likely that development of this site would harm a characteristic of the conservation area of the - the ribbon style pattern with views of open countryside views between properties. As a back-land location potential harm would be difficult to mitigate.</p> <p>Accessibility to local facilities is good, and development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>Exclude site from further consideration on heritage and landscape grounds.</p>	
723	Land East of Hilperton						<p>The site is located to the northeast of Trowbridge.</p> <p>This is a large site that is situated along the Kennet and Avon Canal green/blue infrastructure corridor. Development could potentially affect wider views across the River Avon valley.</p> <p>Development of the site may lead to impact on Grade II Listed dwellings in village and the impact on character of the conservation area. The size of site suggests that mitigation should be possible.</p> <p>Accessibility to local facilities is below average. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to be able to coordinate infrastructure provision, thereby supporting place shaping priorities. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
731	Paxcroft Farm						<p>The site is located to the east of Trowbridge. The site is adjacent to the rugby club and is isolated from the built-up area of Trowbridge.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site so clearly separate from the built-up area would represent an unacceptable urban development in a rural environment. However, this site should be assessed in conjunction with adjacent sites that, together, would adjoin the built-up area.</p> <p>Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>Carry forward to next stage of assessment.</p>	
732	Paxcroft Farm						<p>The site is located to the east of Trowbridge and is isolated from the built-up area of Trowbridge.</p> <p>The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site so clearly separate from the built-up area would represent an unacceptable urban development in a rural environment. However, this site should be assessed in conjunction with adjacent sites that, together, would adjoin the built-up area.</p> <p>Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>Carry forward to next stage of assessment.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
733	Paxcroft Farm						<p>The site is located to the east of Trowbridge. The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site away from main settlement boundaries might create unacceptable urban extensions into the rural environment.</p> <p>The site is relatively isolated from the built-up area. However, there is an existing farm and residential development adjacent to the site. Development of the site would be unlikely to harm heritage assets in the local area. Accessibility to local facilities is below average. However, development of the site would be unlikely to present any significantly harmful effects on the local highway network.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
734	Paxcroft Farm						<p>The site is located east of Trowbridge. The site is relatively isolated from the built form of Trowbridge. The site would need to be brought forward with 733. However, it is on a ridge with broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site away from main settlement boundary might create unacceptable urban extensions into the rural environment.</p> <p>Development of the site would be unlikely to harm to heritage assets in the local area. Accessibility to local facilities is very poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							of assessment.	
736	Marsh Farm						<p>The site is located to the east of Trowbridge. The site is set apart from the main settlement boundary and would create a expanse of urban development in a rural setting with the sensitive green/blue infrastructure corridors of the canal to the north.</p> <p>The risk of surface water flooding at this plot is contained in the north of the site close to the canal. On the basis of evidence from the Council's drainage team it appears as though there maybe a capacity issue with drainage systems in the area. However, this could be overcome through investment in drainage infrastructure.</p> <p>Development of the site would be unlikely to lead to harm to heritage assets. Accessibility to local facilities very poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to be able to deliver required infrastructure, in particular new education capacity for the town and thereby help address a place shaping priority.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
2093	Whaddon Lane, Hilperton						<p>The site is located north east of Trowbridge. There is likely to be some impact on the setting of designated conservation area due to backland development that would be out of character with the historic settlement pattern of Hilperton. The site is located close to the historic centre of Hilperton. There would be an impact on the rear garden views of the surrounding properties, which would need to be carefully managed. Accessibility to local facilities is good, and the site is unlikely to</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>present any significant harmful effects on the local road network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to being able to deliver required infrastructure, in particular additional education capacity for the town and thereby help address a place shaping priority.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	
3131	Land adjoining Innox Road development						<p>The site is to the west of the town center and the railway line. It removed from the town and does not relate to built form of the town. Remove on landscape grounds.</p> <p>Only a very small part of this site is at risk from fluvial flooding, but it also shows that historical flooding has also occurred on the extremities of the site.</p> <p>The site has substantial tree cover and is noted under Priority Habitat Inventory as deciduous woodland. The site forms an important extension to the adjacent River Biss green infrastructure corridor, Exclude from further consideration on landscape grounds and a general lack of continuity with the existing urban form of the town.</p>	N
3134	Land east of The Nursery						<p>The site is located to the north of Trowbridge. The main part of the site is tucked behind existing housing and is therefore not greatly exposed to views along Marsh Road. This impact could be further mitigated by the reinforcement and better management of the existing hedge-line that runs around the side of the site. Due to the site's compact nature and proximity to existing housing it is unlikely to have a major impact on the existing character of Hilperton.</p> <p>Possible impact on Grade II 77 and 79 Marsh Road, but mitigation appears possible.</p> <p>Accessibility to local facilities is good, and the</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>site is unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to being able to deliver required infrastructure, in particular expanded education capacity for the town and thereby help address a place shaping priority.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	
3541	Maxcroft Farm						<p>The site is located to the north of Trowbridge. The site could offer the potential to the gateway to development of sites 723 and 736 and for the coordinated provision of infrastructure (e.g. new schools) to serve all three sites, thereby supporting place shaping priority. The site's northern boundary runs adjacent to the Kennet and Avon canal. An undeveloped green infrastructure corridor along the route of the canal would need to be retained in order to maintain its character and attractiveness. Development of the site would not lead to harm to heritage assets in the local area. However development may lead to a possible impact on the Grade II Listed Wharf House.</p> <p>Accessibility to local facilities is good, and the site is unlikely to present any significant harmful effects on the local highway network.</p> <p>It could be possible to combine this site with the surrounding sites with the view to being able to deliver required infrastructure, in particular additional education capacity for the town and link with strategic objective. The site has good accessibility to local facilities.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
3644	Land at The Uplands, Trowbridge	g	g	g	g	o	<p>The site is located to the southeast of the town centre and adjacent to current limits of development, as well as a residential caravan park.</p> <p>Development would not lead to harm to designated heritage assets in the local area. The River Biss is situated to the south of the site. As a result, fluvial flood risk would need to be assessed in more detail and appropriately mitigated in much the same manner as has been the case on the adjacent Castlemead development. That said, the site capacity would likely need to be reduced to accommodate a Sustainable Drainage System. The site could form part of a green corridor linking Biss Meadow Country Park to the eastern part of Trowbridge. Development would require large scale mitigation to the south and east from both a visual landscape and ecological point of view. The site would be visible from existing housing to the immediate north of the site.</p> <p>Accessibility to local facilities is good, and the site is unlikely to present any significant harmful effects on the existing highway network.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
3660	Land west of Lambrok Close, Trowbridge						<p>The site is located to the southwest of Trowbridge.</p> <p>The site lacks continuity with the existing limits of development (the 'settlement boundary') appearing as a limb from the existing built up area. It is not clear whether access is possible. The western side of the site is at risk of flooding due to the nearby Lambrok Stream. The site is highly sensitive in landscape and ecological terms with the Lambrok stream green infrastructure corridor</p>	N

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>running east of the site, the Southwick Country Park to the south and the Western Wiltshire Green Belt to the north. Development of the site would not lead to harm to heritage assets in the local area. Accessibility to local facilities is below average, but development of the site would be unlikely to present any significantly harmful effects on the local highway network. Exclude from further consideration on landscape and ecological grounds.</p>	
3668	Land north of Marsh Road, Staverton						<p>The site is located to the north of Trowbridge. The site has average accessibility to local facilities. A small area of the northern part of the site is at risk of flooding due to a nearby watercourse (River Avon). There is also an identified Groundwater risk affecting an isolated pocket of land to the north of the site. This is a large site and there are several pockets of land considered to be susceptible to surface water flooding. However, the site is large enough to address the management of flood risk if planned sequentially utilising a comprehensive drainage strategy. The site affords some intervisibility through gaps in existing hedgerows from New Terrace. However, the site is relatively well screened from middle distance views across the Avon valley due to its position behind the Cereal Partners factory and railway embankment. Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is average. However, development of the site would be unlikely to present any significantly harmful effects on the local highway network. It would be appropriate to combine this site with the adjacent site 3687 to better co-ordinate the provision of infrastructure, thereby supporting a place shaping priority. There is a flood risk from multiple sources to</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							the north of the site which would need further detailed assessment and mitigation. However there do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
3687	Land north of Marsh Farm 2						<p>The site is located to the north of Trowbridge. The northern part of the site is at risk of flooding due to a nearby watercourse (River Avon). A Groundwater flood risk is also identified as affecting the north of the site. This is a large site and there are several pockets of land that are considered to be susceptible to surface water flooding. A particular flood risk issue is identified at the northwestern end of site. However, in terms of long-term management of flood risk (from all identified sources), parts of the site could be sensibly managed as an amenity green space.</p> <p>The site is positioned between the green/blue corridors of the River Avon and Kennet and Avon Canal and development would need to safeguard the character of each of these important elements of the local ecology and landscape. The opportunity exists for this site to be considered in conjunction with site 3668 to locate development away from the green/blue corridors and thereby provide a strong, landscaped settlement edge to Hilperton.</p> <p>Development of the site may lead to a possible impact on Grade II Listed Canal Bridge, Wharf Cottage and Wharf House (now Maxcroft House) and adjacent to the former wharf on the Kennet and Avon canal. Mitigation via detailed design would likely be required to minimise impact on the settings of the canal and listed wharf side buildings. This is likely to reduce the developable capacity of site.</p> <p>Accessibility to local facilities is below average. However, development of the site be is</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							unlikely to present any significantly harmful effects on the local highway network. It would be appropriate to combine this site with the adjacent site 3668, and also allow for the coordinated provision of infrastructure, in particular new education capacity, thereby supporting a place shaping priority. There are known flood risks from multiple sources affecting the northwest of the site which would need further assessment and mitigation. However there do not appear to be overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
3741	The Bassetts, 52 Whaddon Lane						The site is located north east of Trowbridge. The site is relatively isolated from the built form of Trowbridge. The site would need to be brought forward with Site 5 (723, 736, 644, 3134, 3541, 2093 & 641). Development of this site in isolation would be urban encroachment into the countryside. Development of the site would be unlikely to harm to heritage assets in the local area. However, development of the site would be unlikely to present any significant harmful effects on the local highway network. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	Y
3791	Land north of the A361						The site is located to the east of Trowbridge and is isolated from the built-up area of Trowbridge. The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site so clearly separate from the built-up area would represent an unacceptable urban development in a rural environment. Development of the site would be unlikely to lead to harm to heritage assets in the local	N

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							area. Accessibility to local facilities is poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network. Exclude from further consideration on landscape grounds and a general lack of continuity with the existing urban form of Paxcroft Mead.	
OM020	Former Bowyers site (Innox Mills)						The site is located close to the town centre and adjacent to the railway station. Due to proximity to the River Biss this site falls into all flood zones and historic flood events. Whilst engineering could free large parts of the site, it would require flood compensation works and close discussions with the EA. There would be some impact on the historic character and the conservation area including the listed buildings Innox Mill and Innox Place. Accessibility to local facilities is good. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
723, 731,732, 736, 641, 644, 677a, 2093, 3134, 3541, 3741 and 3791	These sites abut each other and are located north of Trowbridge. There are no strong physical barriers between the sites.
3668 and 3687	These sites abut each other and are the only two sites to the south of the railway line and north of the canal. There are no strong physical barriers between the sites.

646 & 647	These sites abut each other to the southwest of the village of Hilperton. There are no strong physical barriers between the sites.
733 & 734	These sites abut each other are situated between the A361 and A350. There are no strong physical barriers between the sites.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land at The Uplands, Trowbridge	3644
2	Land to rear of 116 & 118 Trowbridge Rd	646, 647
4	Land north of Marsh Road, Staverton	3668 and 3687
5	Land north of Trowbridge	723, 731, 732, 736, 641, 644, 2093, 3134, 3541, 3741 and 3791
6	Paxcroft Farm	733 & 734
7	Former Bowyers site (Innox Mills)	OM020

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

At Trowbridge, the Sustainability Appraisal identified that all the sites had a range of effects. There was 1 brownfield site and 5 greenfield sites which are predominantly in agricultural use. The brownfield site had the least adverse environmental effects, scoring positively in half the environmental effects. Of the greenfield options sites 2 and 4 narrowly performed slightly ahead of others in terms of Sustainability Appraisal.

All the sites were evaluated according to how well they could support the Place Shaping Priorities. Looking at all the sites from Sustainability Appraisal, the brownfield town centre site score well and do not change its ranking of being the top site. The larger greenfield sites on the edge of town are not situated in the location needed to meet some of the PSPs.

Sites 1 and 2 whilst performing well in the Sustainability Appraisal and against the PSPs have strong ecological value which when considered in more detail would reduce the potential housing on the site down so far it could not be considered a strategic site for the purpose of this Local Plan. Both sites have hedgerows and trees which would require significant buffering. These sites should be removed from further consideration at this time.

Site 4 is north of the Kennet and Avon canal and without the large site south of the canal coming forward this site would not be contiguous the town settlement boundary and isolated from the built form and for this reason should be removed from further consideration at this time.

Site 5 benefits from being able to come forward in phasing and deliver the required infrastructure needed for the town in relation to bat mitigation, education provision and highway improvement via a Staverton diversion scheme.

Site 6 also would not be contiguous the town settlement boundary and for this reason should be removed from further consideration for housing. However, the site has the potential to offer a country park and biodiversity net gains to support Site 5 and beyond, and for this reason is allocated as such.

Site 7, a brownfield site, is taken forward and allocated as ranked top in the Sustainability Appraisal and against the PSPs.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report ⁹.

⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

Planning For Trowbridge

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Trowbridge: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
7	4 (1st)	-	++	--	-	--	+	-	+++	+	++	-	+++
4	-6 (=3rd)	--	--	--	--	-	0	-	--	+++	++	--	+++
5	-6 (=3rd)	--	--	--	--	-	0	--	--	+++	+++	--	+++
2	-7 (=5th)	--	-	-	--	--	+	-	-	+	+	-	+
6	-7 (=5th)	--	--	--	--	-	0	-	--	+++	++	--	++
1	-8 (7th)	--	-	--	--	--	+	-	--	+	+	-	++

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Trowbridge were assessed against the Place Shaping Priorities, which is set out in the following table:

Site	PSP1 Housing	PSP2 Town Centre	PSP3 Employment	PSP4 Traffic	PSP5 Biodiversity	PSP6 Surrounding countryside	PSP7 Green Infrastructure
Site 7	Strength	Strength	Strength	Strength	Neutral	Strength	Strength
	The site is of a size that could deliver a range of housing to meet local needs, with supporting infrastructure at a level that recognises the range of environmental constraints that affect growth at Trowbridge.	This site within the town centre and adjacent to the River Biss. There is the opportunity to include paths and cycleways linking with the town centre and the River which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and improving air quality.	This site could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	This site can include a network of well-connected footpaths and cycleways to connect to the River Biss corridor and town centre. The site is adjacent to the railway station and can provide connectivity to/through the site from the railway station to the town centre and beyond. It is also in close proximity to the bus network in the town centre.	The River Biss, likely to represent priority habitat, with this feature being of likely importance to species including bats. There is scope for mitigation with good opportunities to maximise wildlife habitat and secure enhancement of key SAC corridors, provide access to open space within and beyond the site.	The site is in the town centre and does not effect the Trowbridge landscape setting. Nor is it in proximity to villages of Hilperton, North Bradley, Southwick or West Ashton.	The site adjacent to the River Biss, however is not located near the canal. There is the opportunity to improve the green/blue corridor along the River Biss.
Site 5	Strength	Neutral	Strength	Strength	Strength	Weakness	Neutral
	The site is of a size that could deliver a range of housing to meet local	This site is some distance from the town centre. However, there is	The site is close to the Canal Road Industrial Estate. There is a further	This is a large site with sufficient capacity to include a network of well-	The area could provide steppingstones for bats between	The site is north of the village of Hilperton and may affect the	The site is not located near the River Biss, but it is located next to the

Site	PSP1 Housing	PSP2 Town Centre	PSP3 Employment	PSP4 Traffic	PSP5 Biodiversity	PSP6 Surrounding countryside	PSP7 Green Infrastructure
	needs with supporting infrastructure at a level that recognises the range of environmental constraints that affect growth at Trowbridge.	the opportunity to include paths and cycleways linking with the town centre, which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and improving air quality.	opportunity to create links to the industrial areas at Semington and Bowerhill, Melksham, which are in closer proximity than other employment areas in Trowbridge	connected footpaths and cycleways. Connectivity for public transport could be provided to/from the town centre, and through into the surrounding countryside. The significant size of this site would suggest that a mixed-use development involving residential, and other uses could be achieved that may help reduce the need to travel.	Great Bradford Wood and Green Lane Wood. Consideration can be given for bats within and adjacent to the site. As this is a very large site there would be plenty of scope to avoid and mitigate impacts of habitat loss, e.g. Suitable Alternative Green Space (SANG) and new woodlands and wetlands.	landscape setting of Hilperton. There is enough capacity within the site to incorporate a buffer to protect and maintain the integrity of the historic core of the village.	canal path and there is the opportunity to improve the green/blue corridor along the canal path towards the River Biss.

The outcome of Stage 4 of the site selection process for Trowbridge can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that there is sufficient capacity at Innox Mills and Site 5 to deliver growth at Trowbridge.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Trowbridge.

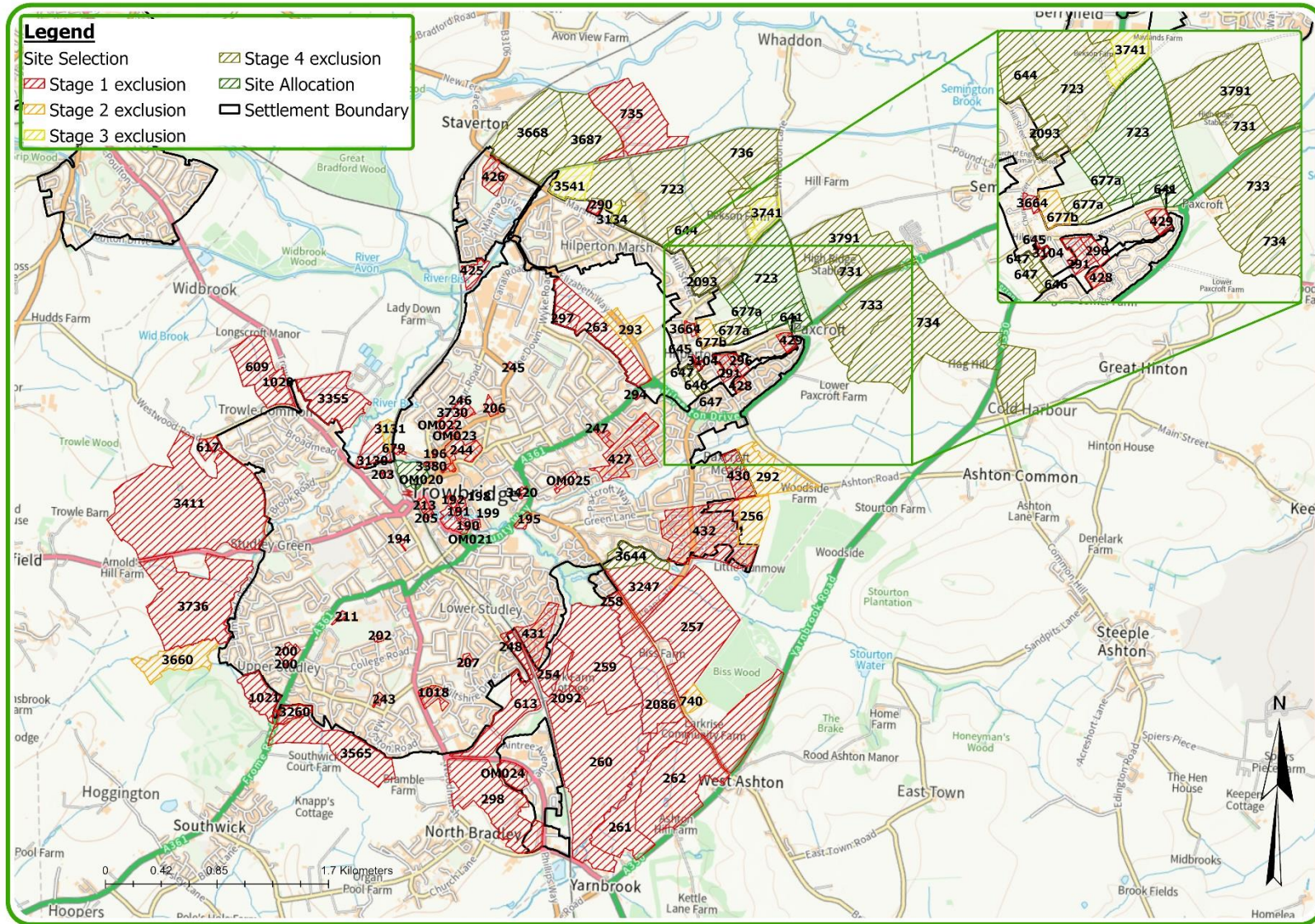


Figure 10. The results of the site selection process at Trowbridge.

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Planning For Warminster

July 2023

1. Introduction

‘Planning for Warminster’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Warminster, as follows:

Policy	Title
58	Warminster Market Town
59	Land at Brook Street, Warminster

A table containing the current planning policies for Warminster and their status is included in Appendix 1.

The plan sets what local priorities will shape development and future growth in Warminster (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas are earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Warminster - Context and challenges

Population	18.200 ¹	5th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities.

Environment

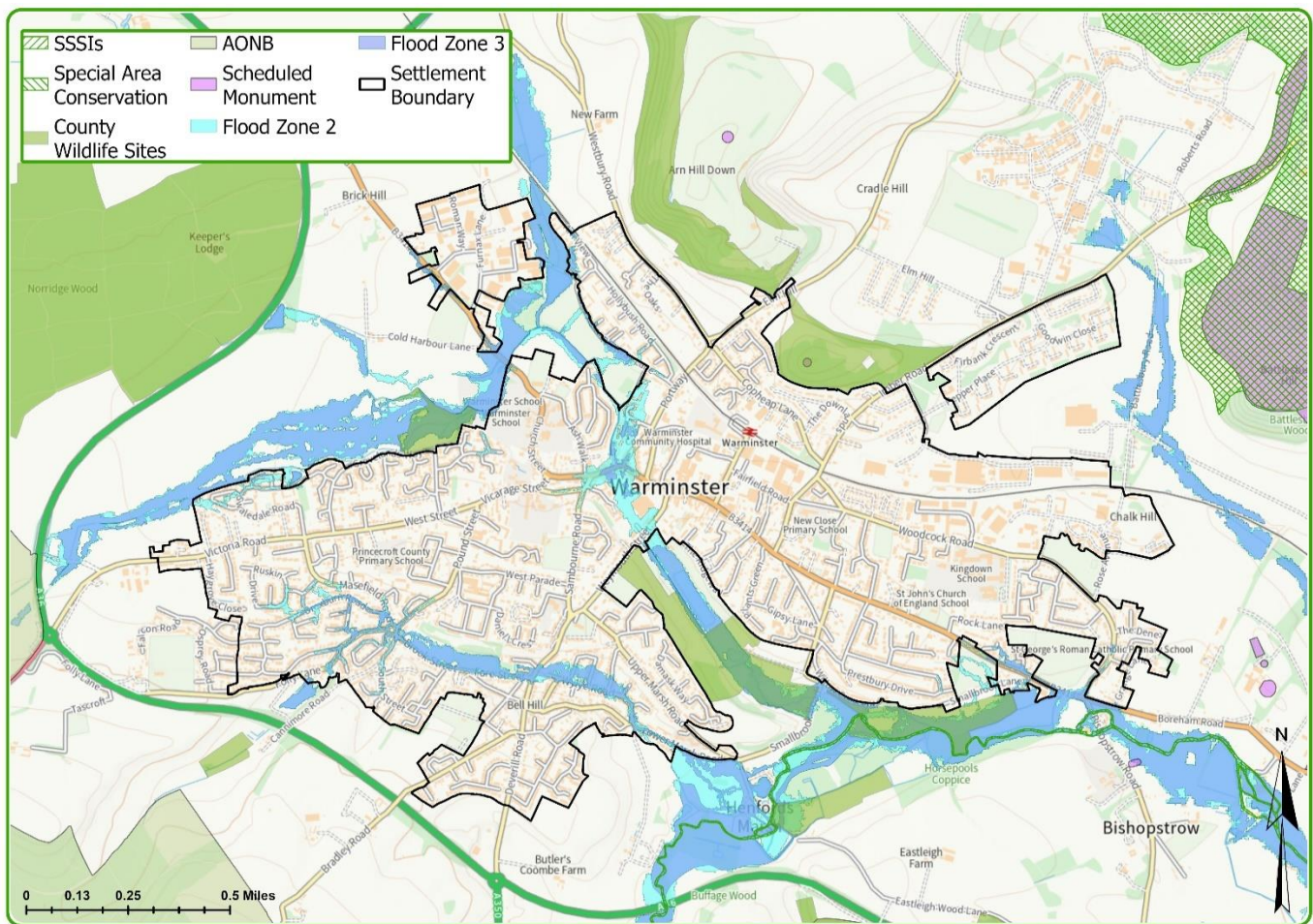


Figure 1. Environmental constraints and designations at Warminster.

Warminster is a historic market town, situated to the north-east of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB) and to the west of Salisbury Plain.

¹ [Census 2021, ONS](#)

The town is situated towards the headwaters of the River Wylie, which feeds into the River Avon system Special Area of Conservation (SAC) and a Site of Special Scientific Interest (SSSI). Nutrient management (phosphates) is an acute issue for this part of the county.

Parts of the settlement fall within flood risk areas (zones 2 and 3 shown above). The Were (Swan River) connects to the River Wylie at the south of the town and continues northerly through the town centre, extending to the east and north.

There are numerous areas designated for their ecological significance around Warminster, including several County Wildlife Sites, areas of Ancient Woodland, priority habitats, and Smallbrook Meadows Local Nature Reserve and Wiltshire Wildlife Reserve. Salisbury Plain, to the east of Warminster is also of ecological importance, designated as a Special Protection Area (SPA), SAC and SSSI.

Warminster has a historic core around the main street through the town centre. There are three conservation areas (Warminster, Boreham Road, and Bishopstrow conservation areas). The historic main area contains many listed buildings. To the north-east edges of the settlement there are various historic landscape features, including bowl barrows at Arn Hill Down Scheduled Monument and at Cop Heap Scheduled Monument and Battlesbury Camp Scheduled Monument. These are accompanied by a varied topography and a high-quality landscape, serving to limit opportunities for further development in this area, and making heritage a key consideration in planning for Warminster.

Warminster is one of the older market towns in Wiltshire. It provides an attractive and important centre for the surrounding area. It has good connectivity, benefiting from rail services on the Wessex main line directly connecting to Bristol, Cardiff, Southampton, and Portsmouth. The A36 trunk road passes close to the town, via a bypass route around the west of the town, while the A350 road is located to the north of the town. The A36, and the A350 to a lesser extent, comprise a physical barrier to development to the south, west and north of the settlement.

Detached employment land is situated to the north-west of Warminster, and houses Warminster Garrison.

How has Warminster developed?

Warminster has developed outward from its historic town centre. Significant growth was planned for Warminster at the West Warminster Urban Extension, with a strategic plan to deliver mixed use growth comprising new residential and commercial uses, alongside infrastructure to support a growing community.

The West Warminster Urban Extension (WWUE) is the subject of an endorsed masterplan prepared in collaboration between the Council and the prospective developers, with consultation with the local community. The masterplan acknowledged that the development area identified was capable of sustainably accommodating more homes than the 900 that was planned for the site by the Core Strategy. At the time, it was envisaged that

approximately 900 homes could be delivered within the plan period to 2026, with a remaining balance to be brought forward beyond 2026.

A series of planning permissions have been granted on the site which in total comprise around 1,500 dwellings together with a new local centre, employment uses, and other supporting infrastructure. Parts of the development have already been delivered, with other parts to be delivered over the Local Plan period.

A range of other smaller sites have also been planned for and delivered at Warminster in recent years, including two sites allocated through the Wiltshire Housing Site Allocations Plan (WHSAP).

The following diagram shows how much housing has been delivered in Warminster from 2006 to 2022.

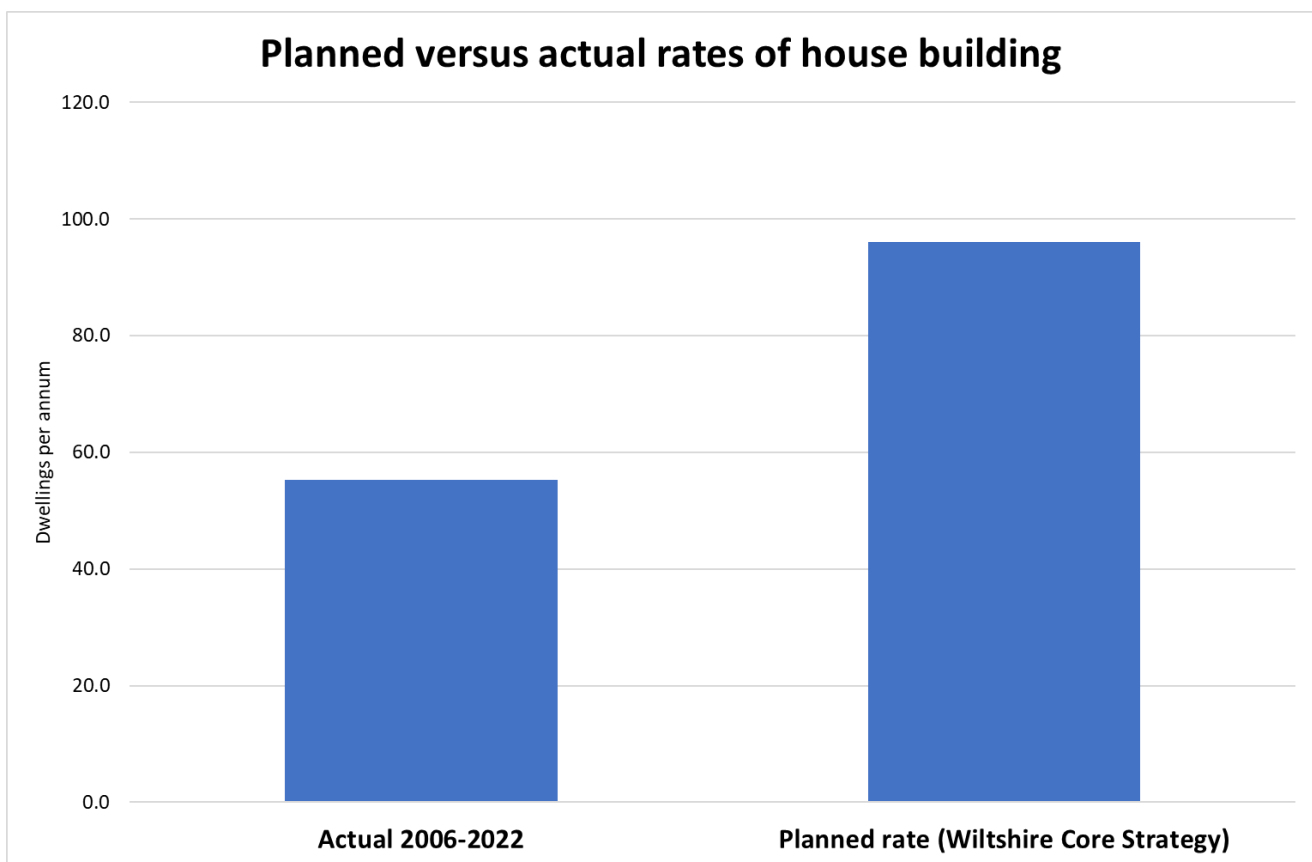


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Warminster.

Warminster is located within the A350 Growth Zone. The sizeable military presence at Warminster mean that the MoD is also a large employer at the town.

Principal Employment Areas (PEAs) are located at Woodcock Industrial Estate, Crusader Business Park Warminster Business Park, and Northlands Industrial Estate. These sites represent important employment sites for the town and will continue to be designated as PEAs. Additional employment land is planned as part of the delivery of the urban extension.

Warminster town centre is broadly linear following the built form along High Street, to the Three Horses Walk shopping arcade, and along George Street and Silver Street to the east, and Market Place and East Street to the west.

Warminster has a neighbourhood plan that was made in 2016 and contains policies on the strategy for the town centre, including policy support for regeneration opportunities at the central car park and the site of the old police houses. The neighbourhood plan also sets out aspirations for the upgrade of links between the western car park and High Street, and improvements to access, appearance and traffic flows at East Street.

The town centre has a range of shopping retailers which provide excellent choice and range for grocery items. The town also benefits from a weekly Friday market. The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that overall Warminster is a healthy town centre, although there are high levels of vacancies in the core retail area. Warminster's town centre benefits from the presence of all the town's main food stores being in and around the centre, which drives footfall to the centre.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

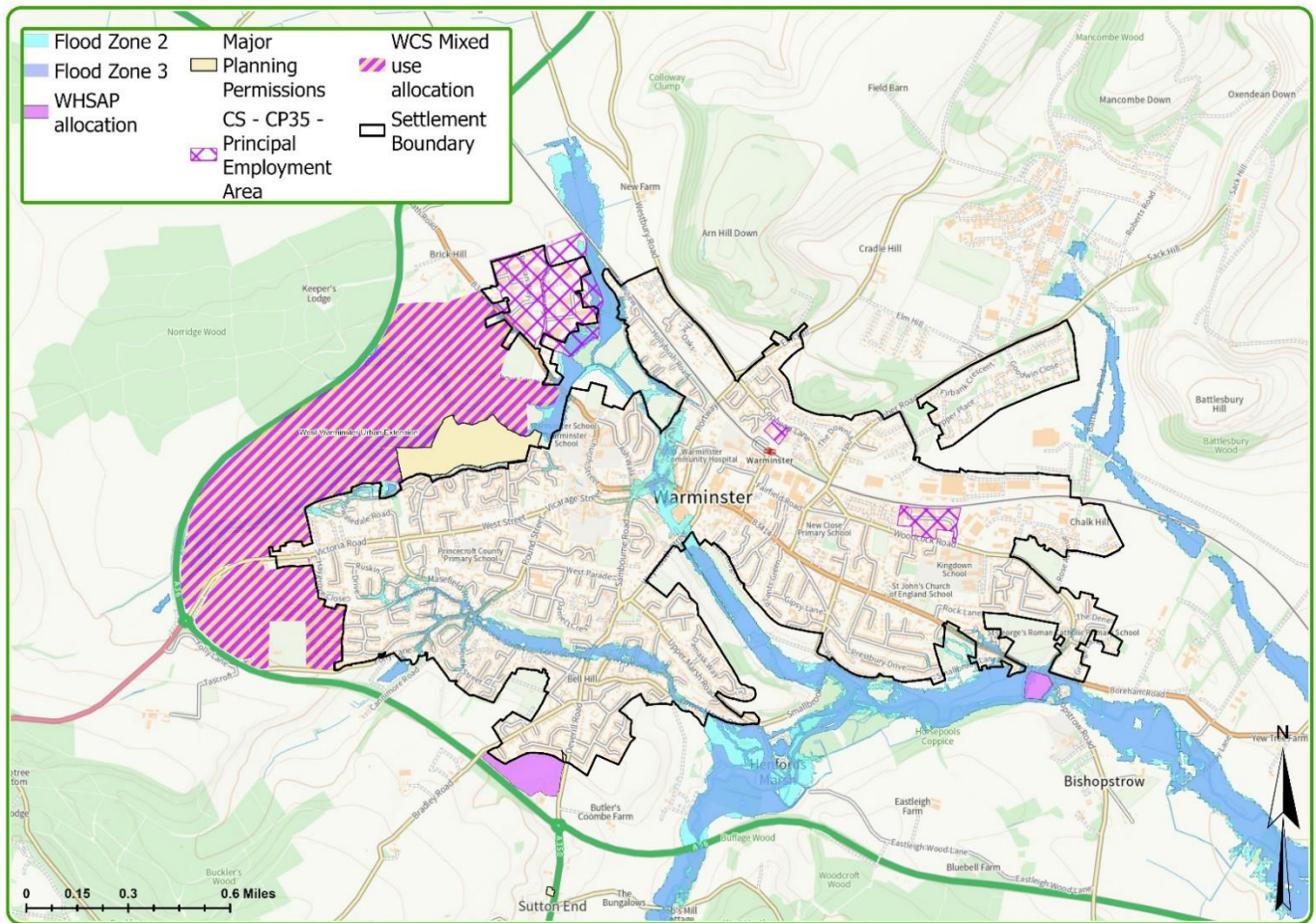


Figure 3. Major planning permissions and commitments at Warminster.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Warminster has developed over recent years is, in summary:

Warminster is a market town with a rich and historic town centre and built environment, set within an attractive local landscape. Warminster has been, and continues to be, subject to significant levels of residential growth through the delivery of the West Warminster Urban Extension (WWUE). The town’s position at the headwaters of the River Wylde presents a challenge in terms of managing levels of nutrients (phosphates) entering the watercourse, which will require mitigation over the Local Plan period to enable the further growth.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Warminster Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Design: Deliver well designed homes to meet local needs alongside associated transport infrastructure.

PSP2 Sustainable Transport: Promote sustainable transport modes through an integrated transport network.

PSP3 Town Centre: Support the town centre as a principal location for services and facilities, including food retail shopping, by improving accessibility to the town centre from new developments; promoting better traffic integration and management; and safeguarding heritage assets in the town's historic core.

PSP4 Regeneration: Regeneration of Warminster central car park and explore the potential for an expansion of the GP surgery on to the site.

PSP5 Flood Risk: Manage, and where possible, reduce flood risk.

PSP6 Leisure: Improve leisure facilities in line with the Wiltshire Council Leisure Services Review

PSP7 Green Infrastructure: Protect, and where possible, enhance existing green infrastructure assets and biodiversity, including informal recreational green space valued by the community.

PSPs sit alongside the spatial strategy for Warminster. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Warminster that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy and plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy, respond to the level of housing growth that has taken place at Warminster in recent years along with housing that is still coming forward because of planned commitments, alongside consideration of environmental constraints at Warminster in respect of nutrient management.

The new strategy identifies a requirement of 1,780 homes for the plan period 2020 to 2038, which is broadly similar to what was planned over the Wiltshire Core Strategy plan period.

The Wiltshire Core Strategy allocation of the West Warminster Urban Extension has been delivered in part and is expected to continue to deliver homes within the Local Plan period, and a considerable part of the Local Plan requirement will be met through the delivery of this site.

In addition, further housing is expected to be delivered through allocations made through the Wiltshire Housing Site Allocations Plan (WHSAP). Land at Boreham Road, to the east of the settlement, currently benefits from a planning permission and is expected to be delivered towards the beginning of the Local Plan period. Land at Bore Hill Farm, to the south of the settlement, does not current benefit from a planning permission and it is expected to be delivered towards the middle of the Local Plan period. These sites will also contribute towards meeting the housing requirement for Warminster over the Local Plan period.

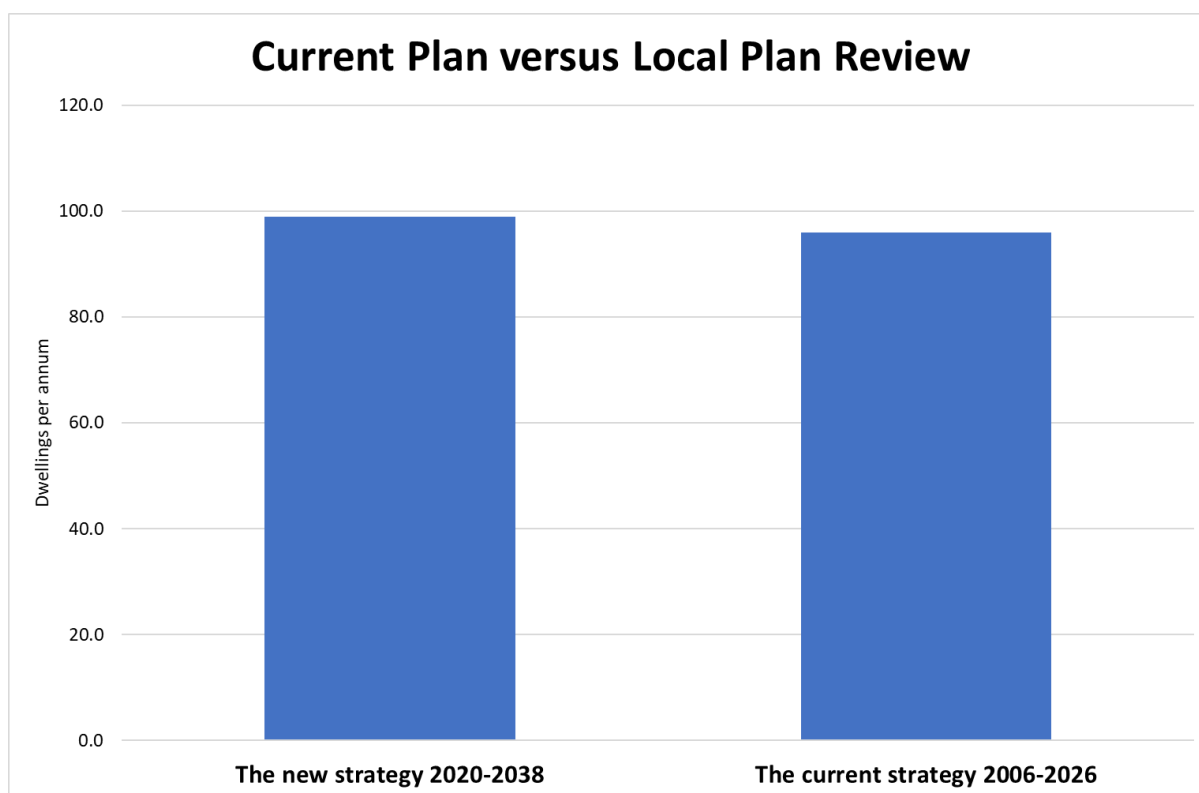


Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Warminster.

The spatial strategy for Warminster also reflects the findings of the Employment Land Review (ELR)³, which concludes there is a small indicative forecast demand of around 0.6-2.2ha of employment land at the town (comprising 0.5-1.1ha office development and 1.1ha industrial development). The remaining parts of the West Warminster Urban Extension that are yet to be delivered are expected to bring forward in the region of 5.6ha of employment land. The delivery of the employment land will help to meet employment needs in Warminster and is

³ Wiltshire Employment Land Review (2023), Hardisty Jones Associates

also expected to help meet demand arising from the rest of the Functional Economic Market Area (FEMA).

The Wiltshire Retail and Town Centres Study (WRTCS)⁴ regards Warminster's town centre as having a unique position in that all main convenience goods stores are in and around the town centre, which in turn helps to drive foot fall in the town centre. It is concluded that there is capacity for 310sqm net additional comparison goods floorspace by 2025 and 207sqm net in 2030, and that this should ideally be centrally located to avoid attracting footfall away from the town centre.

The WRTCS echoes some of the content of the Warminster Neighbourhood Plan in that parts of the town centre would benefit from qualitative improvements, including Three Horseshoes Walk and the central car park, and there may also be opportunities over the plan period to improve linkages through the central area. The neighbourhood plan identifies the central car park as an opportunity area for regeneration, with potential uses including possible new retail units, improvements to the public realm and re-organisation of existing parking arrangements, a new bus/ coach interchange, relocation of the library and relocation of the weekly market. The WRTCS confirms that the Warminster Neighbourhood Plan's proposal for the central car park is logical, also recognising assessment of retail needs does not indicate a requirement for a significant level of new net additional retail floorspace in Warminster. Such proposals would be dependent on securing the necessary enabling funding.

The additional growth at the West Warminster Urban Extension and other planned developments will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Outside of the town centre, the West Warminster Urban Extension site will also deliver a local centre to serve basic everyday top up needs arising from the expanded community.

3. Local Plan Proposals

Protecting the environment

Warminster is set within an attractive landscape, just to the northeast of the Cranborne Chase and West Wiltshire Downs AONB. The town has a historic core, and parts of the perimeter of the town are constrained by heritage assets, particularly to the east. The Local Plan recognises and protects the importance of these assets.

Significant growth was planned for in the Wiltshire Core Strategy through the West Warminster Urban Extension, which has been partly developed and will continue to be delivered during the new Local Plan period. The development of the West Warminster Urban

⁴ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Extension has been shaped by a masterplan endorsed by the Council, which sets out how the development of the site will preserve the environmental qualities of this part of the town.

How many more homes?

From the scale of growth over the plan period (see above), can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 120 homes to be accommodated at Warminster up until 2038.

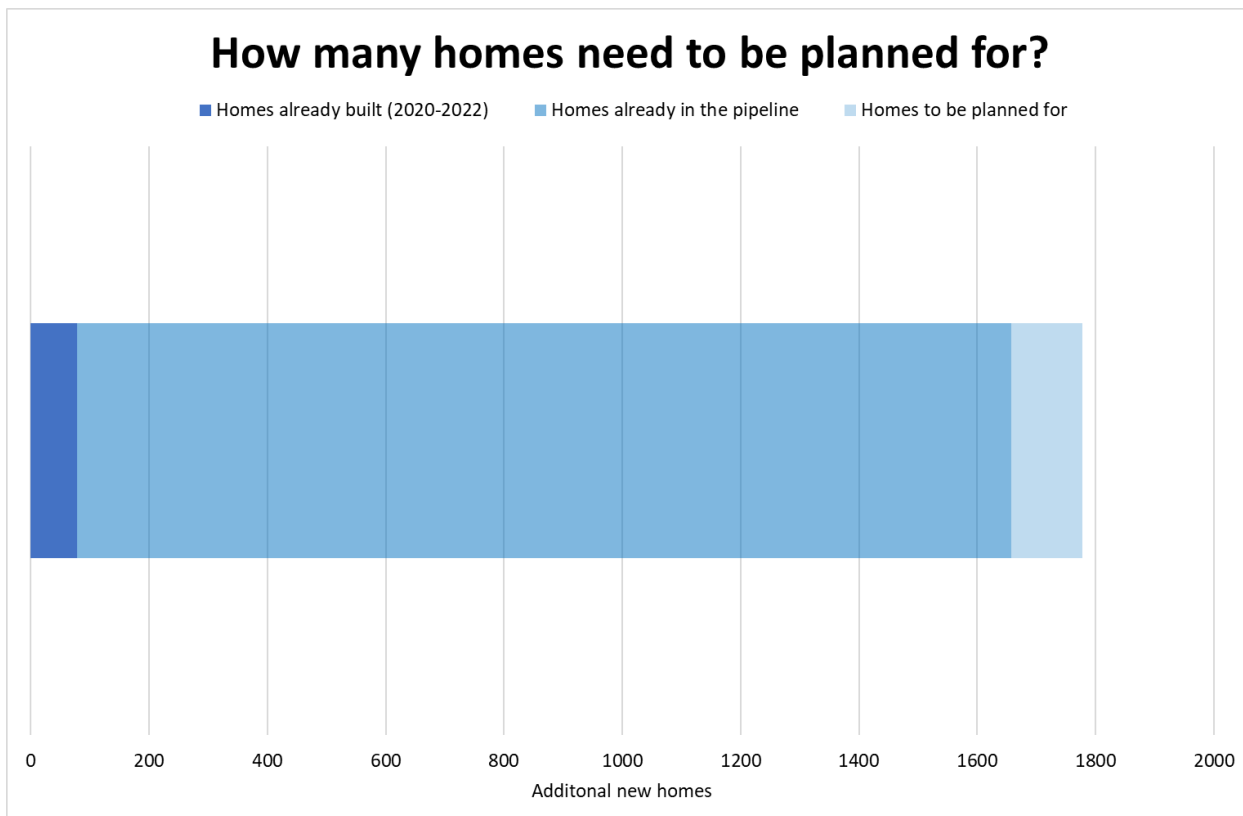


Figure 5. Calculating how many homes need to be planned for at Warminster.

Selecting sites

Ten sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

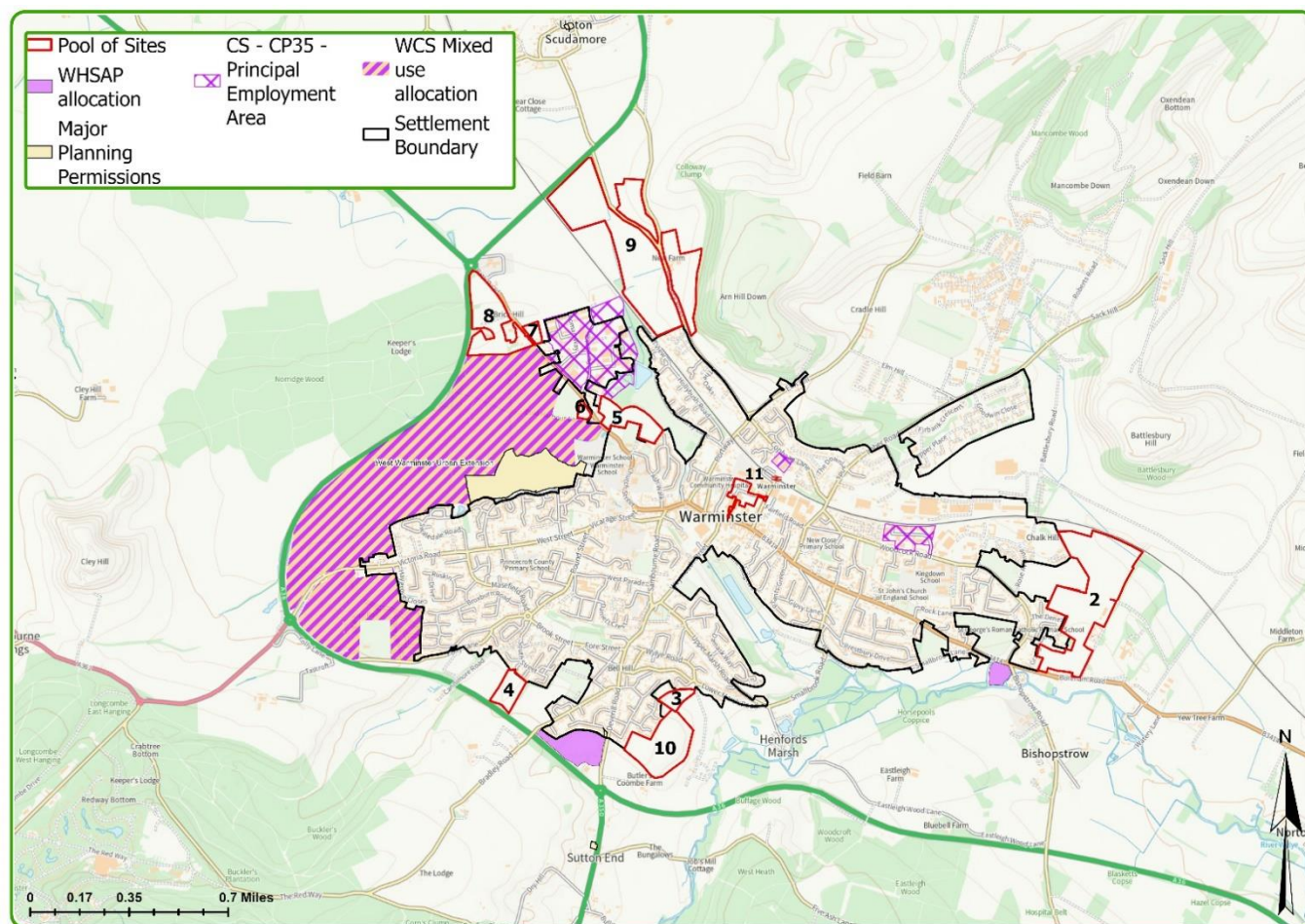


Figure 6. The pool of sites for sustainability appraisal at Warminster.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits.

Sustainability Appraisal therefore ranked sites by their social, environmental, and economic effects. Sustainability Appraisal showed all the sites had a range of negative environmental effects.

A strategic issue which impacts all sites at Warminster is that of phosphates pollution entering the River Wylde, which forms part of the internationally designated River Avon System SAC. Being located close to the headwaters of the River Wylde, there are limited sites which can provide for mitigation of phosphates entering the watercourse, which represents a barrier to further housing development at this time. It may be possible for development proposals to demonstrate bespoke solutions to the issue of phosphates pollution entering the watercourse, but there is insufficient certainty that this will be the case for the allocation of further sites through the Local Plan. The Local Plan does propose the allocation of a parcel of land on Land at Brook Street for the delivery of wetland to enable phosphate mitigation, to assist in offsetting the nutrient impacts of planned development at Warminster. This land is

to be safeguarded from alternative uses, in order to enable implementation of a mitigation strategy for the town.

While not necessarily a showstopper issue, all sites assessed at Warminster also fall within the Salisbury Plain Special Protection Area (SPA) zone of influence. Any proposals within this area would be required to contribute towards the Salisbury Plain SPA mitigation strategy.

Further issues of strategic relevance relate to the provision of secondary school places and GP surgeries. Kingsdown School is to be expanded to provide for additional school places to meet a growing population but is constrained in terms of the number of additional homes it could support, which is capped at 200. Regarding GP surgery provision, Warminster has one GP surgery which is understood to have capacity issues. There are not currently any redevelopment plans to help to overcome these capacity issues, and development must avoid placing additional pressure on services and support expansion with financial contributions.

In addition to strategic constraints found at Warminster, site specific assessment through the Sustainability Appraisal found:

- Site 2 (Land East of the Dene) had no major adverse effects identified, aside from significant adverse impacts of phosphate on the River Avon SAC. However, the site should be excluded from further consideration on a combination of heritage and access grounds due to there being no suitable point of access to the site without significant effects in respect of impacts on heritage assets in the vicinity.
- Site 3 (Land adjacent to Fanshaw Way) had no major adverse effects identified, aside from significant adverse impacts of phosphate on the River Avon SAC. However, the site is located within an odour exclusion zone associated with the nearby sewage treatment works which renders it unsuitable for residential development. This may not preclude it from potential development of other less vulnerable uses (such as employment).
- Site 4 (Land at Warminster Common & south of Wren Close) had no major adverse effects identified, aside from significant adverse impacts of phosphate on the River Avon SAC. Some adverse effects were identified that were considered likely to be capable of mitigation, although it was noted that the site comprises permanent grassland with potential of being ecologically valuable.
- Site 5 (Land at Church Street) should be excluded from further consideration on biodiversity grounds due to the presence of significant priority habitats and known records of protected species. Large areas of the site are also within flood zones.
- Site 6 (Land adjacent to 89 Bath Road), in addition to significant adverse impacts of phosphates on the River Avon SAC, was judged to be unsuitable for allocation as the site is not served by a nearside footway into town, and a signalised crossing point would be required, but could not be delivered for such a small site.
- Site 7 (44 & 48 Bath Road), in addition to significant adverse impacts of phosphates on the River Avon SAC, was judged to be unsuitable for allocation on transport grounds.

While the site is served by a nearside narrow footway the path is suboptimal for pedestrians and the road is unsafe for cyclists and has limited bus connectivity. While this could improve with the WWUE development, the site is currently poorly connected and of a scale that could not fund improvements. The site was also noted for being of potential ecological value.

- Site 8 (Land at Brick Hill & between Bath Road and A36) had no major adverse effects identified, aside from significant adverse impacts of phosphate on the River Avon SAC. Some adverse effects were identified that were considered likely to be capable of mitigation, however, in the shorter term the site is detached, being located beyond the WWUE.
- Site 9 (Land at New Farm, Westbury Road) had no major adverse effects identified, aside from significant adverse impacts of phosphate on the River Avon SAC. The site has a close relationship with Arn Hill Country Wildlife Site which would require a significant buffer and mitigation to offset impacts. Some other adverse effects were identified that were considered likely to be capable of mitigation, including in relation to landscape impacts and flood risk areas.
- Site 10 (Land off Ashley Coombe/ Fanshaw Way) had no major adverse effects identified, aside from significant adverse impacts of phosphate on the River Avon SAC. However, the site adjoins Site 3 and is located within an odour exclusion zone associated with the nearby sewage treatment works which renders it unsuitable for residential development. This would not preclude it from potential development of other less vulnerable uses (such as employment).
- Site 11 (central car park) was the only brownfield site assessed and scored well from a Sustainability Appraisal perspective for this reason and because of its central location within the town and good connectivity. However, it is subject to the same significant adverse impacts of phosphate on the River Avon SAC as with other sites. The site is unlikely to be suited to a residential allocation due to the town centre character of the area coupled with the aspirations set out within the Warminster Neighbourhood Plan.

The strategy for delivery of homes at Warminster over the Local Plan period places reliance on the delivery of development that is already planned for to meet most of the identified housing and employment needs. The delivery of the West Warminster Urban Extension strategic site will help to meet PSP1 through delivering well designed homes to meet local needs and transport infrastructure; PSP2 through the delivery of extended public transport routes; and PSP6 through the provision of additional sports and leisure facilities within the urban extension site.

Although no specific proposals have been presented for the potential redevelopment of the central car park site, should such proposals come forward, this could support PSP4. Any such proposals are likely to be dependent on securing the necessary enabling funding.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁵.

What development is proposed?

Land at the West Warminster Urban Extension together with sites at Boreham Road and Bore Hill Farm allocated through the Wiltshire Housing Site Allocations Plan can meet most of the scale of growth for both new homes and employment that should be planned for Warminster over the Local Plan period.

In due course, a review of the Warminster Neighbourhood Plan is intended, and this may be further reviewed again within the plan period. The neighbourhood plan has the potential to further shape the settlement through allocations to meet local needs. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review. The neighbourhood plan may also be an avenue for regeneration of the town centre, which may include further work on developing proposals for the central car park which has already been earmarked as an opportunity area within the town centre.

Crusader Park is situated close to the A36 and A350 intersection and comprises a range of employments uses. The site adjoins the Warminster Business Park and is close to land expected to be delivered as further employment land as part of the West Warminster Urban Extension. The site continues to be well occupied, but there is no scope for intensification. The site continues to be designated as a Principal Employment Area within the Local Plan.

Warminster Business Park adjoins the Crusader Business Park and comprises a range of employments uses including modern light industrial and warehouse units. The site continues to be well occupied, but there is no scope for intensification. The site continues to be designated as a Principal Employment Area within the Local Plan.

Woodcock Road Industrial Estate is located east of the town centre, adjoining the railway line on its northern edge. The site comprises a mix of light industrial and warehouse units, with some leisure uses and associated offices. The site continues to be well occupied, but there is no scope for intensification. The site continues to be designated as a Principal Employment Area within the Local Plan.

Northlands Industrial Estate is a small employment site centrally located close to Warminster railway station. The site comprises light industrial, warehousing and distribution uses with associated offices. The site continues to be well occupied, but there is no scope for

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023) <https://www.wiltshire.gov.uk/planning-policy-monitoring-evidence>

intensification. The site continues to be designated as a Principal Employment Area within the Local Plan.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan aim is to strengthen the town centre, but the Wiltshire Town Centre and Retail Study does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending. Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This may include the night-time economy. Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.

The Warminster Neighbourhood Plan (WNP) was made in 2016, within which the town centre features heavily, in particular relating to the central car park. The town centre elements of the neighbourhood plan built upon earlier work carried out as part of a Town Plan prepared by the Town Council.

The WNP recognises that the nature of town centres is evolving. Its policies support the regeneration of the town centre, including the central car park and site of the old police houses and service yard. Elsewhere it is specified that parts of the town centre should benefit from qualitative improvements, including at Three Horseshoes Walk and the central car park, and support would be given to improve linkages through the central area. The neighbourhood plan sets out that the central car park could deliver potential uses including possible new retail units, improvements to the public realm and re-organisation of existing parking arrangements, a new bus/ coach interchange, relocation of the library and relocation of the weekly market. The WRTCS endorsed the aspirations of the neighbourhood plan, albeit recognising that assessment of retail needs does not indicate a requirement for a significant level of new net additional retail floorspace in Warminster. It is recognised that enabling funding is likely to be required to deliver the aspirations for the site, and there are no current plans in motion.

There may be opportunities through further review of the neighbourhood plan to add further detail as regard to the nature and delivery of this site, having regard to updated evidence of town centre retail needs.

4. How will growth be delivered?

Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also

determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Warminster that have been devised in consultation with Warminster Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Warminster Neighbourhood Plan was 'made' in 2016. The neighbourhood plan did not include any housing allocations, although did allocate some land as Local Green Spaces. It is

understood that the neighbourhood plan is currently in its early stages of being updated as part of its first review.

While there is no strategic scale of housing growth to be delivered at Warminster over the Local Plan period, there are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period – albeit towards the latter end due to likely nutrients constraints in the short term. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Warminster neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁶.

Ten per cent of the scale of growth suggests a baseline requirement of 178 dwellings. However, as discussed earlier within this paper, Warminster is subject to constraints arising from phosphates pollution entering the River Avon SAC, for which there is no current solution that would enable further housing growth. It is anticipated that solutions may be available later in the plan period, but at this stage this presents a constraint that impacts on the ability to allocate either through the Local Plan or the Warminster Neighbourhood Plan. For this reason, it is proposed to reduce the proportion to 5% of the overall scale of growth, recognising that opportunities for growth later in the plan period are more likely, and could be considered through subsequent reviews of the neighbourhood plan.

It is therefore proposed to set a neighbourhood plan requirement for the Warminster neighbourhood area of 90 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Warminster neighbourhood area requirement (2020 to 2038)	90
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Local Infrastructure

Growth at Warminster needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to

⁶ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

address growth proposals for Warminster as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places at both primary and secondary levels will be required to support the level of development planned at Warminster by the Local Plan and the Wiltshire Housing Site Allocations Plan. The strategic West Warminster Urban Extension site will deliver a new through-school comprising a 1.5FE primary school (with land set aside to facilitate expansion to a 2FE school) and part-secondary school comprising facilities for year 7 secondary school children. The site will also deliver a new shared community hall to be delivered as part of the school complex.

Sustainable transport

Warminster is well served by the A36 and A350 which provide connectivity north/ south through the county. The town also has a railway station with excellent connections between Bristol, Cardiff, Southampton, and Portsmouth. Regular bus services operate at the town.

The West Warminster Urban Extension site will deliver new link roads connecting from Bath Road to Victoria Road and St Andrew's Road. Financial contributions towards a new and/ or enhanced bus service linking the site with Warminster town centre, Kingdown School and the east of Warminster will be sought. New and improved footways and cycle tracks will be provided within and outside of the site to secure good connectivity to the town and adjoining communities.

Health care

Warminster has one GP surgery that is understood to have capacity issues. There are not currently any redevelopment plans to help to overcome these capacity issues, and development must avoid placing additional pressure on services and support expansion with financial contributions.

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy (WCS), West Wiltshire District Plan (WWDC); Wiltshire Site Allocations Plan (WSHAP)		
WCS Core Policy 31	<p>Spatial Strategy Warminster Community Area</p> <p>Strategic allocations:</p> <ul style="list-style-type: none"> • West Warminster Urban Extension <p>Principal Employment Areas:</p> <ul style="list-style-type: none"> • Crusader Park, • Warminster Business Park, • Woodcock Road Industrial Estate and • Northlands Industrial Estate. 	Replaced with Policy 58 Warminster Market Town
WWDP Policy H3	<p>Urban Brownfield Allocations</p> <ul style="list-style-type: none"> • Land at West Street, Warminster • Rear of Westbury Road, Warminster • Station Road, Warminster 	Delete
WHSAP Site H2.7	Bore Hill Farm (residential)	Retain
WHSAP Site H2.8	Boreham Road (residential)	Retain

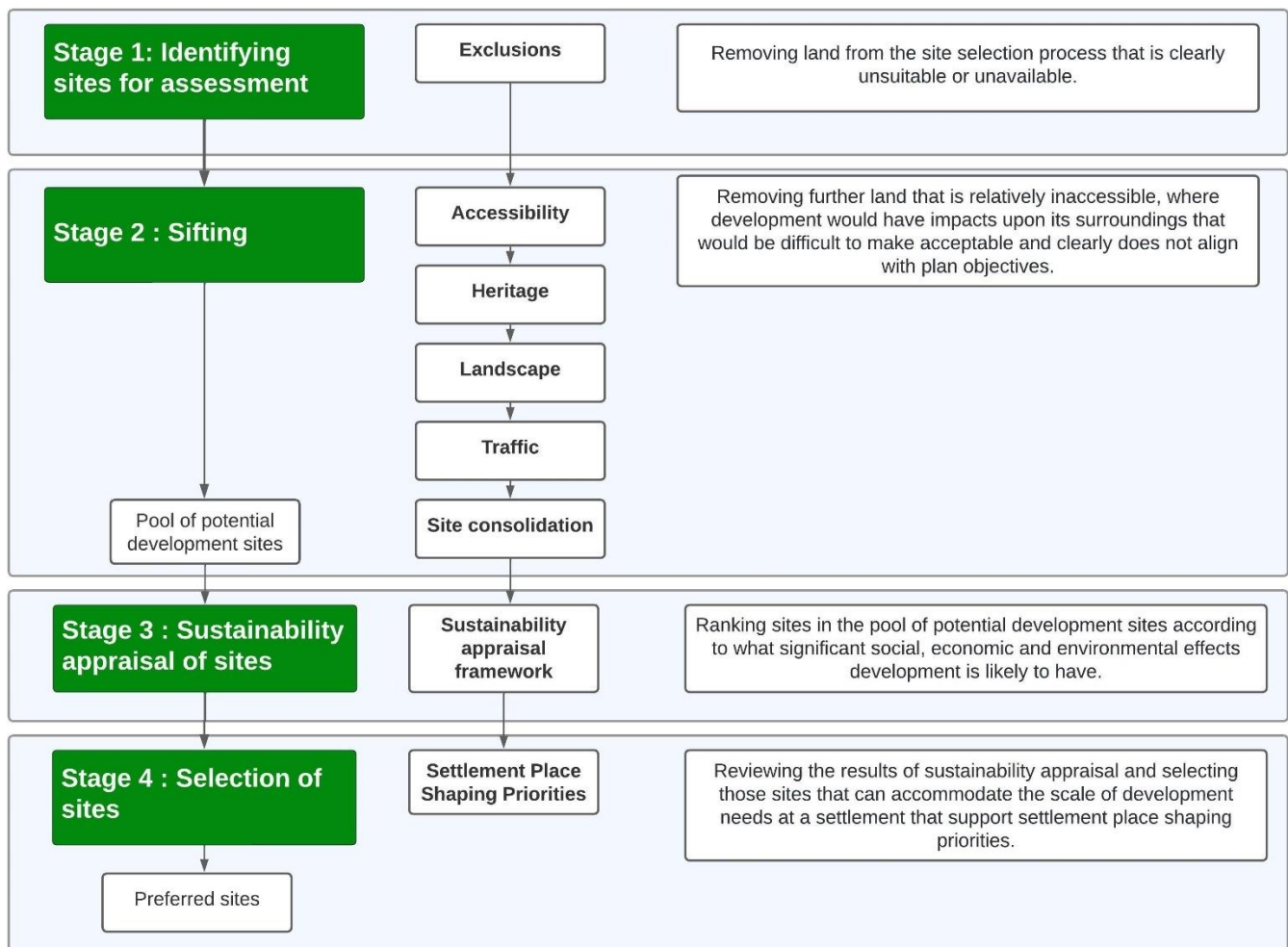
Appendix 2 Site Selection

Site Selection: Warminster

The purpose of this appendix is to explain the site selection process at Warminster, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Thirty-nine sites at Warminster were excluded at Stage 1.

Site name	Reason for removal at Stage 1
275	Unavailable.
2069	Unavailable.
2070	Unavailable.
2071	Unavailable.
2072	Unavailable.
2073	Unavailable.
2074	Unavailable.
2076	Unavailable.
2077	Unavailable.
214	Unavailable. Site built out.
215	Unavailable. Site built out.
218	Unavailable.
220	Unsuitable. Below site size threshold.
221	Unavailable. Site built out.
223	Unavailable.
224	Unsuitable. Below site size threshold.
226	Unavailable.
238	Unsuitable. Below site size threshold.
239	Unavailable.
240	Unsuitable. Below site size threshold.
241	Unavailable.
242	Unsuitable. Below site size threshold.
273	Unavailable. Part of WWUE allocation.

277	Unavailable. Part of WWUE allocation.
302	Unavailable. Part of WHSAP allocation.
304	Unavailable. WHSAP allocation.
433	Unavailable. Site built out.
606	Unavailable.
631	Unavailable. Local Green Space.
680	Unavailable.
730	Unavailable. Part of WWUE allocation.
743	Unavailable. Part of WWUE allocation.
791	Unavailable. Part of WWUE allocation.
1029	Unsuitable. Below site size threshold.
1032	Unavailable. Part of WHSAP allocation.
3084	Unavailable. Part of WWUE allocation.
3516	Unsuitable. Partly allocated as part of WWUE and below site size threshold.
3600	Unsuitable. Below site size threshold.
OM006	Unsuitable. Below site size threshold.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁹) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

⁹ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Context criteria	Detail
Long-term pattern of development	<p>Warminster has grown eastward and westward from its historic town centre, most recently with the strategic urban extension on the west side of the town. The town is constrained to the south by various flooding and ecological designations. The A36, to a lesser extent the A350, and military land also comprise physical barriers to further expansion of the town.</p> <p>Warminster Garrison and developed land within the Warminster settlement boundary, but detached from the main settlement boundary, are positioned to the north-east of the town.</p>
Significant environmental factors	<p>There are significant areas of flood risk associated with the River Wylfe in the south and south-east of the town and the Were to the north and north-west of the town. The River Wylfe forms part of the River Avon Catchment and River Avon Special Area of Conservation, which is constrained in terms of impacts of nutrient pollution.</p> <p>Smallbrook Meadows County Wildlife Site and Wiltshire Wildlife Trust Reserve are positioned to the south of the town and comprise approximately 21</p>

	<p>hectares, the Smallbrook Meadows Local Nature Reserve and the River Wylde Local Nature Reserve.</p> <p>The town centre is almost entirely within Warminster Conservation Area, this designation extends to the west and east, with the eastern boundary meeting the Warminster settlement boundary at Church Lane. Heritage impact is a key consideration for any development in this area. Bishopstrow Conservation Area to the east is a heritage constraint which is likely to limit the possibility of expansion in this direction.</p> <p>The north-east edges of the settlement are subject to historic landscape features including Bowl barrow on Arn Hill Down Scheduled Monument, Bowl barrow on the summit of Cop Heap Scheduled Monument and Battlesbury Camp Scheduled Monuments. These are accompanied by a varied topography and a high-quality landscape, restricting development opportunities, but also making heritage impacts a key consideration.</p> <p>The Salisbury Plain Special Protection Area, Special Area of Conservation and Site of Special Scientific Interest begin at Battlesbury Hill and extend to the north east. Further constraining growth to the north east and providing a key consideration for development in this area.</p> <p>The A36 is a physical limit of development to west and south. While the A350 is a limit to the north. The Portsmouth to Cardiff railway line runs through the town and is a manageable constraint to the north west and east.</p> <p>The Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty and Norridge Wood Country Wildlife Site and ancient woodland are positioned to the west of the A36 and further limit opportunities for growth in the south and west, respectively.</p>
<p>Scale of growth and strategic priorities</p>	<p>The emerging strategy looks to consolidate growth at Warminster, reflecting the significant number homes in the pipeline to deliver significant growth at the town.</p> <p>Place shaping priorities look to ensure growth takes consideration of the environmental constraints at the town and delivers infrastructure to support sustainable transport. The town centre is considered an area for improvement and regeneration, while indoor leisure facilities need to be enhanced.</p>
<p>Future growth possibilities for the urban area</p>	<p>A small proportion of additional land is required for additional growth, which is expected to be largely through development that is already planned.</p>

SA Annex 2.14 - Trowbridge HMA: Warminster Sites Assessment:

Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
303	Land at Church Street	Green	Yellow	Yellow	Yellow	Yellow	<p>The site is adjacent to settlement boundary and has reasonable prospects in terms of accessibility.</p> <p>High fluvial and ground water flood risk much of the site, which would need further consideration.</p> <p>Potential for heritage impact, adjoining the Warminster Conservation Area and potential impacts on setting of Grade II* Parish Church of St Denys, which would require further consideration.</p> <p>Potential for impacts from a landscape perspective on a local level, with the site being relatively constrained.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale and is taken forward for further assessment.</p>	Y
3793	Land Adjacent 89 Bath Road Warminster Wiltshire BA12 8PA	Green	Green	Green	Yellow	Yellow	<p>The site is adjacent to settlement boundary and has good prospects in terms of accessibility, with a close relationship to land allocated by the West Warminster urban Extension.</p> <p>Potential groundwater flood risk at this site, which would require further assessment.</p> <p>Unlikely for significant heritage impacts at this site.</p> <p>Potential to increase traffic.</p> <p>The site is small, but nonetheless of a scale suitable to be taken forward for further assessment.</p>	Y
1030	44 & 48 Bath Road	Yellow	Green	Green	Yellow	Yellow	<p>The site is adjacent to settlement boundary. Potential for good accessibility may be limited due to location towards the outer edge of the settlement and adjoining an employment area.</p> <p>Unlikely flood risk in this area.</p> <p>Unlikely for significant heritage impacts at this site.</p> <p>Potential for landscape impacts, which would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is of a scale that is suitable to be taken forward for further assessment.</p>	Y
OM005	Land at Brick Hill	Yellow	Green	Green	Red	Yellow	<p>The site is adjacent to a SHELAA site that adjoins the West Warminster Urban Extension.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>Accessibility likely to be poor due to location towards the outer edge of the settlement. Unlikely flood risk in this area. Unlikely for significant heritage impacts at this site. High likelihood of landscape impacts due to urban encroachments away from the core of the settlement, which would require further consideration. Potential to increase traffic. The site is logically related to the adjoining site 2091, and in combination the site should be taken forward for further assessment. The likely adverse impacts identified may be capable of mitigation, and this should be explored further through more detailed Sustainability Appraisal.</p>	
2091	Land between Bath Road and A36						<p>The site is adjacent to the West Warminster Urban Extension. Accessibility likely to be poor due to location towards the outer edge of the settlement. Unlikely flood risk in this area. Unlikely for significant heritage impacts at this site. High likelihood of landscape impacts due to urban encroachments away from the core of the settlement, which would require further consideration. Potential to increase traffic. The site is logically related to the adjoining site OM005, and in combination the site should be taken forward for further assessment. The likely adverse impacts identified may be capable of mitigation, and this should be explored further through more detailed Sustainability Appraisal.</p>	Y
3667	Land south of Wren Close, Warminster						<p>The site is adjacent to settlement boundary, extending both north and south of the A36. On land to the north, accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas. Very poor accessibility on land to the south of the A36 – this part of the site should be excluded. Medium groundwater flood risk area, and low fluvial flood risk.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>Unlikely for significant heritage impacts at this site.</p> <p>Potential for landscape impacts. The site is generally enclosed but with sloping topography. This would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The northern part of the site is of a scale that is suitable to be taken forward for further assessment. The southern part of the site should be excluded from further consideration.</p>	
3242	Land adjacent to Fanshaw Way						<p>The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas.</p> <p>Medium/high groundwater flood risk area, and low fluvial flood risk.</p> <p>Unlikely for significant heritage impacts at this site.</p> <p>Potential for landscape impacts. The site has variable topography and open boundaries. This would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is of a scale that is suitable to be taken forward for further assessment.</p>	Y
603	Land East of the Dene						<p>The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas.</p> <p>Medium groundwater flood risk area, and low fluvial flood risk.</p> <p>Multiple heritage assets around the periphery of the site, and impacts on setting likely, albeit some parts of the site (northwest) likely to have less impact on settings.</p> <p>Potential for landscape impacts which would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is logically related to the adjoining site 2075, and in combination the site should be taken forward for further assessment. The likely adverse impacts identified may be capable of mitigation, and this should be explored further through more detailed Sustainability Appraisal.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
2075	Land south of the Railway Line (Warminster 7)	Yellow	Green	Red	Red	Yellow	<p>The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas. Potential flood risk on a small part of the north east of the site.</p> <p>The site is close to Battlesbury Camp Scheduled Monument which would require further consideration from a heritage and landscape perspective.</p> <p>Potential to increase traffic.</p> <p>The site is logically related to the adjoining site 603, and in combination the site should be taken forward for further assessment. The likely adverse impacts identified may be capable of mitigation, and this should be explored further through more detailed Sustainability Appraisal.</p>	Y
793	Westbury Road	Green	Green	Green	Red	Yellow	<p>The site is adjacent to settlement boundary and has reasonable prospects in terms of accessibility.</p> <p>Unlikely flood risk in this area.</p> <p>Unlikely to be significant impacts from a heritage perspective in this area.</p> <p>The site directly adjoins Arn Hill County Wildlife Site and is at the base of Arn Hill Down which is an important feature in the landscape. The site has prominent views and sloped topography which would make mitigation problematic.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale, but the landscape constraints identified are considered to be incapable of mitigation and therefore the site is not taken forward for further assessment.</p>	N
3676	Land at New Farm, Warminster	Yellow	Yellow	Green	Red	Yellow	<p>The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement; and the position of the railway line which acts as a barrier.</p> <p>Medium/high fluvial and groundwater flood risk across much of the central area of the site, which would need further consideration.</p> <p>Unlikely to be significant heritage impacts in this area.</p>	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>High potential for impacts from a landscape perspective from this large site, particularly towards the north of the site extending away from the town, and parts of the site close to Arn Hill Down. Further assessment would be required.</p> <p>Potential to increase traffic.</p> <p>The site is of a strategic scale and is taken forward for further assessment. The likely adverse impacts identified may be capable of mitigation, and this should be explored further through more detailed Sustainability Appraisal.</p>	
3702	Land off Ashley Coombe, Warminster						<p>The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas.</p> <p>Medium/high groundwater flood risk area, and low fluvial flood risk.</p> <p>Unlikely for significant heritage impacts at this site.</p> <p>Potential for landscape impacts including potential visibility from the AONB, which would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is logically related to the adjoining site 3703, and in combination the site should be taken forward for further assessment.</p>	Y
3703	Land South of Ashley Coombe, Warminster						<p>The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas.</p> <p>Medium/high groundwater flood risk area, and low fluvial flood risk.</p> <p>Unlikely for significant heritage impacts at this site.</p> <p>Potential for landscape impacts including potential visibility from the AONB and sloped topography of the site, which would require further consideration.</p> <p>Potential to increase traffic.</p> <p>The site is logically related to the adjoining site 3702, and in combination the site should be taken forward for further assessment.</p>	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
1007	Land adjacent Grovelands Way	Yellow	Red	Green	Yellow	Yellow	The site is adjacent to settlement boundary and accessibility may be limited due to location towards the outer edge of the settlement, albeit adjoining other residential areas. High flood risk across majority of this site, rendering it unsuitable for further consideration. Unlikely for significant heritage impacts at this site. Potential for landscape impacts impacting locally, which would require further consideration. Potential to increase traffic. The site is of a strategic scale, but flood risks constraints are significant and therefore the site is not taken forward for further assessment.	N
WARM1 ¹⁰	Central Car Park	Green	Green	Yellow	Green	Yellow	The site is a brownfield site within the settlement boundary and accessibility is likely to be good due to existing routes to and from the site and proximity to services and facilities. Medium groundwater flood risk area, and low fluvial flood risk. Potential for heritage impacts at this site due to its position within the conservation area and proximity to local heritage assets, which would require further consideration. Likely to be few landscape impacts due to it being a brownfield site within an urban context. Potential to increase traffic, albeit central location provides greater opportunity for walking/cycling. The site is of a scale that is suitable to be taken forward for further assessment.	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
2091 and OM005	The sites abut and have no strong physical barriers between them.

¹⁰ This site does not currently feature within the SHELAA, nonetheless it has been assessed as it is recognised for its potential as a regeneration site within the Warminster Neighbourhood Plan.

603 and 2075	The sites abut and have no strong physical barriers between them.
3702 and 3703	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
2	Land East of the Dene & North of Woodcock Road	603 and 2075
3	Land adjacent to Fanshaw Way	3242
4	Land at Warminster Common & south of Wren Close	3667
5	Land at Church Street	303
6	Land adjacent 89 Bath Road, Warminster	3793
7	44 & 48 Bath Road	1030
8	Land at Brick Hill & between Bath Road and A36	2091 and OM005
9	Land at New Farm, Warminster	3676
10	Land off Ashley Coombe/Fanshaw Way	3702 and 3703
11	Central Car Park	WARM1

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site ([link here](#)).

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this

type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

At Warminster, the Sustainability Appraisal identified that there were likely major adverse effects arising from the development of all the sites within the pool of sites.

All sites at Warminster lies within the catchment of the River Avon SAC where excessively high phosphorus concentrations are preventing the SAC from meeting its conservation objectives. Warminster is particularly constrained as it is located at the headwaters of the River Avon, where opportunities for mitigation is far more constrained than in other locations. Further development is currently dependent upon effective phosphorus mitigation, such as wetland creation and/or bespoke mitigation, the delivery of which is not currently satisfactorily certain. Therefore, no sites were taken forward for further consideration at Warminster.

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Planning For Warminster

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Warminster: Table showing summary of assessment scores listed in order of site sustainability performance (More → Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
Site 11	-2 (1 st)	---	+	--	-	--	0	-	+	+	++	0	++
Site 3	-9 (=2 nd)	---	-	--	--	-	0	-	-	+	+	-	+
Site 9	-9 (=2 nd)	---	--	--	--	-	0	-	--	+++	+	--	++
Site 2	-10 (=4 th)	---	--	--	--	-	0	--	--	+++	+	--	++
Site 4	-10 (=4 th)	---	-	-	--	-	0	-	-	+	+	-	-
Site 5	-10 (=4 th)	---	-	--	--	--	0	--	--	+	++	-	++
Site 7	-11 (=7 th)	---	-	--	--	-	0	-	-	+	0	---	++
Site 8	-11 (=7 th)	---	-	--	--	-	0	-	-	+	0	--	+
Site 10	-11 (=7 th)	---	-	--	--	--	0	-	-	+	+	--	+
Site 6	-13 (10 th)	---	-	--	--	--	0	-	-	+	0	---	+

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Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

The outcome of Stage 4 of the site selection process for Warminster can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that no sites have been identified for development over the Local Plan period. There is no strategic need to allocate, and the available sites identified at Warminster were found to be subject to insurmountable negative impacts as identified through the Sustainability Appraisal making them unsuitable for allocation.

Stage 4 therefore concludes that no site allocations are proposed at Warminster.

The maps below illustrate the outcome of the site selection process at Warminster.

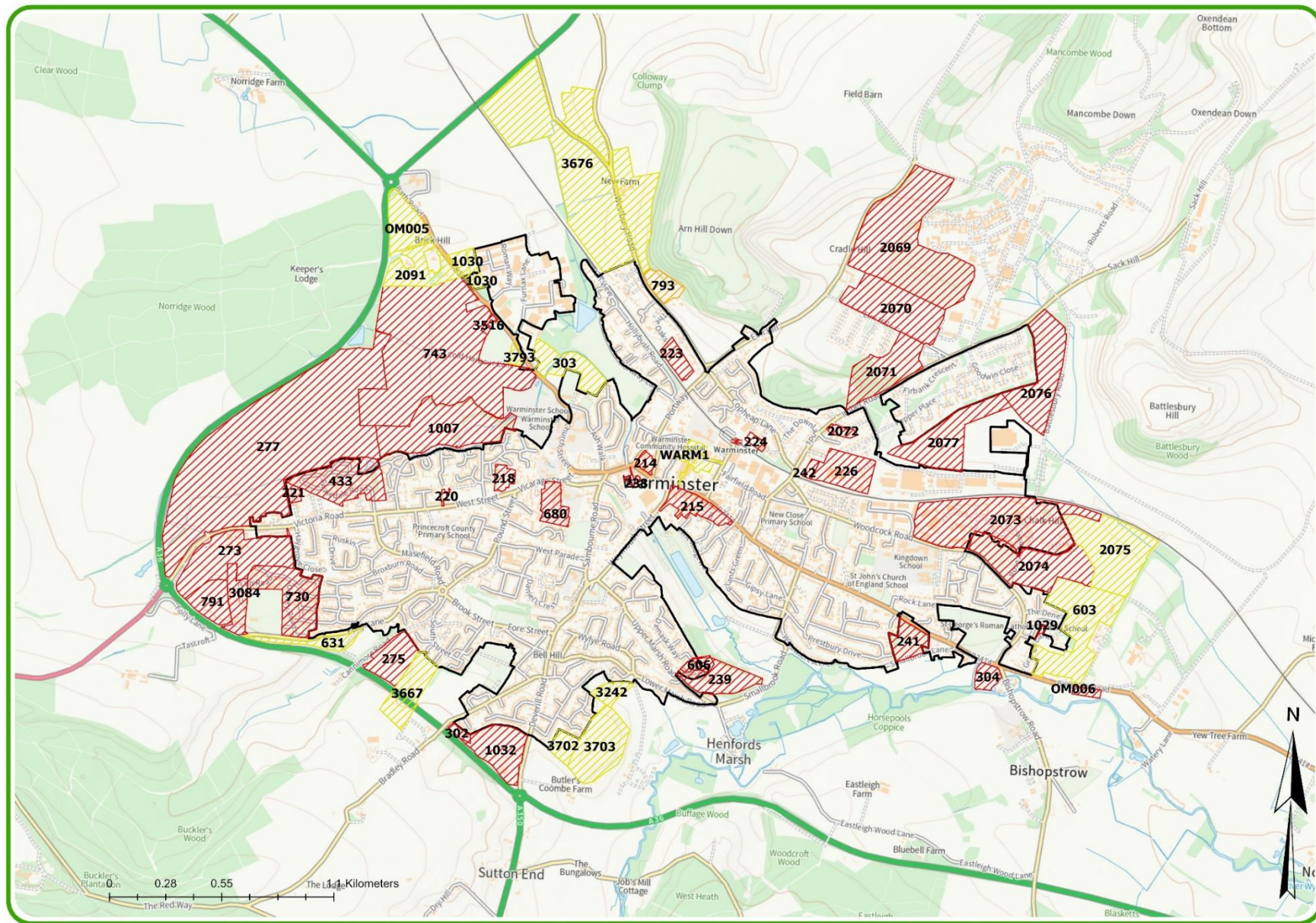


Figure 8. The results of the site selection process at Warminster.

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Planning For Westbury

July 2023

1. Introduction

‘Planning for Westbury’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Westbury, as follows:

Policy	Title
60	Westbury Market Town
61	Land west of Mane Way
62	Land at Bratton Road
63	Westbury Country Park

A table containing the current planning policies for Westbury and their status is included in Appendix 1.

The Plan sets what local priorities will shape development and future growth in Westbury (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; the development strategy; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, businesses, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Westbury – context and challenges

Population (2021 census)	16,400 ¹	8th largest of the County’s 16 main settlements
Strategic role	Market town	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.

Environment

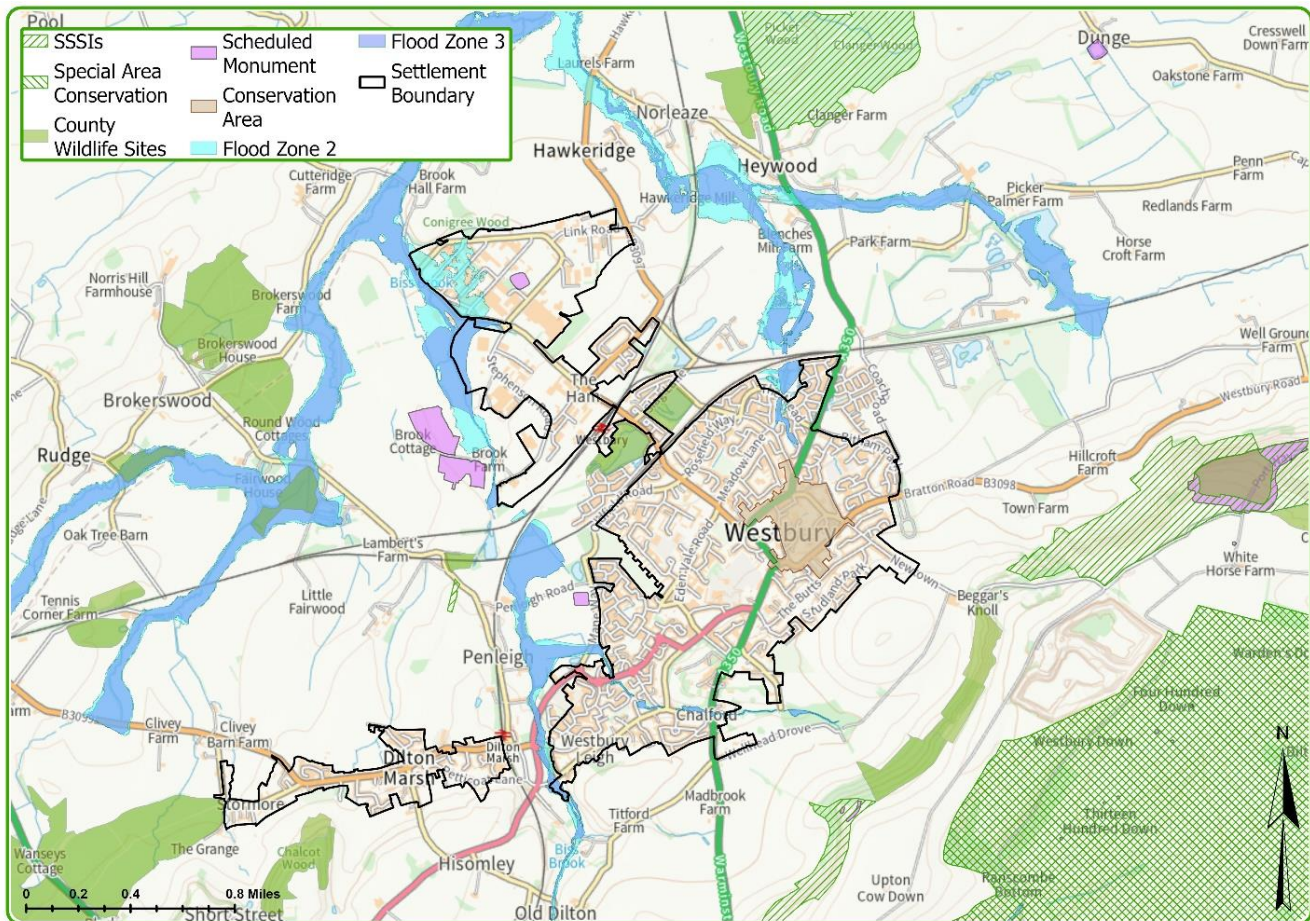


Figure 1. Environmental constraints and designations at Westbury.

Westbury lies under the north-western scarp of the Salisbury Plain, to the south, which is marked by the famous Westbury White Horse, and is within the Special Protection Area (SPA) buffer zone. The entire town lies within the Greater Horseshoe Bat 4000m buffer zone for the

¹[Census 2021, ONS](#)

Bath and Bradford on Avon Bats Special Area of Conservation (SAC). This includes the Picket and Clanger Woods to the north of the town which contains Bechstein's bat maternity colonies. To the south of the town, lies the Upton Cow Down Escarpment, which is a Site of Specific Scientific Interest (SSSI).

There are areas of flood risk to the west of the town, associated with the Biss Brook.

The historic environment is notable for the Grade II Listed Leighton House, the former MOD site, within the southern part of the main built-up area of the town, as well as the Grade II Heywood House, to the north of the town. Also, Grade II listed buildings to the west of the town, such as Penleigh Mill and the Scheduled Monument Bratton Camp, to the east.

Westbury suffers from traffic and air quality issues, largely due to congestion from the A350 that runs through the town centre and is also designated as an Air Quality Management Area.

How has Westbury developed?

Westbury has grown to the west and north from an historic core following the A350 main trunk road through the town and towards the railway station, respectively.

The railway line comprises a physical limit to development of the main residential area of the town to the west and north. However, the siting of the railway station has led to development away from the centre and there is now a substantial employment area north of the railway station in the neighbouring parish of Heywood.

More recently, land allocated by the local plan south of the railway station and the development of Leigh Park, to the west of the town, both now delivered, are examples of Westbury's potential to continue growing to the north and west.

Recent speculative developments, granted on appeal, either side of the A350 coming into Westbury from Trowbridge, have also led to significant growth to the east of the town.

The following diagram shows how much housing has been delivered in Westbury from 2006 to 2022.

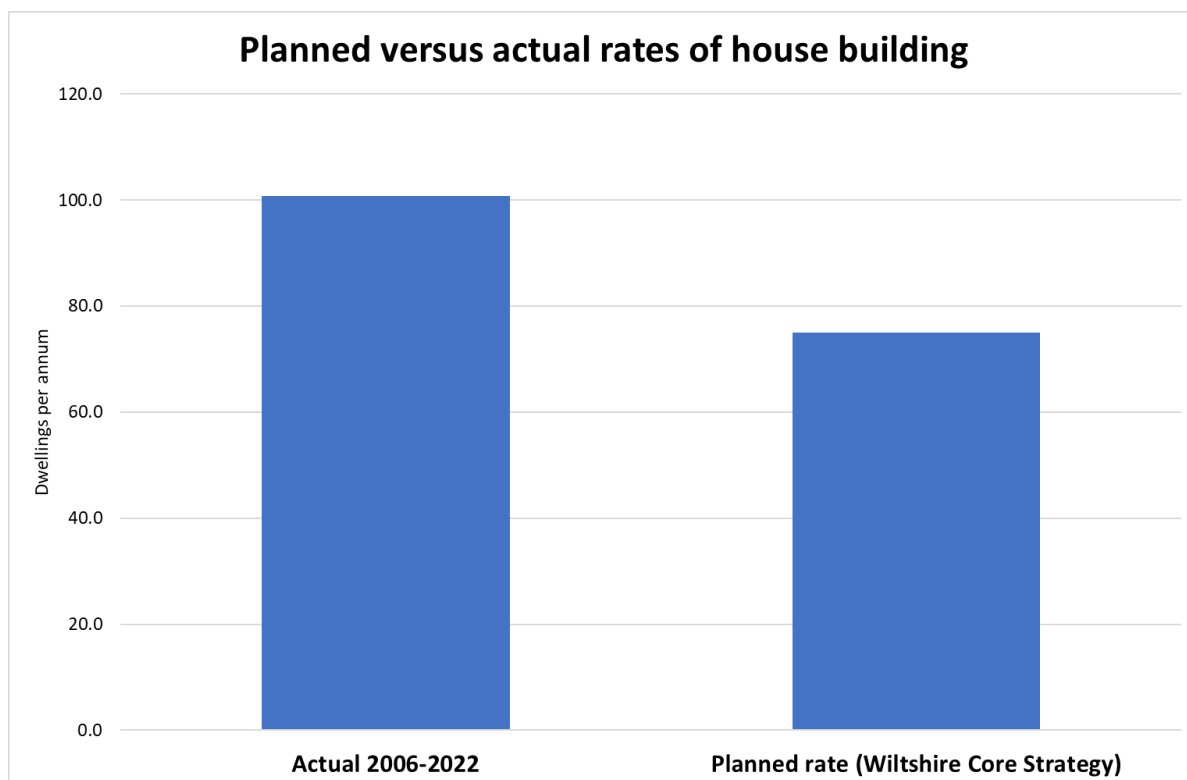


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Westbury.

The Employment Land Review (2023)² identifies several employment sectors in Westbury with concentrations that are above the national average, notably all those sectors influence demand for industrial space. However, none of these sectors have seen significant growth in employment over the period. The Professional, Scientific & Technical and Administrative & Support Service Activities sectors offer the largest office-based employment.

Welton Bibby & Baron have invested significantly at their West Wiltshire Trading Estate site following relocation to the area; there has been good take up at a development of new industrial/ warehouse units at Rockhaven Business Centre. There has been infrastructure investment into Hawkeridge Business Park, located next to the A350 between Westbury and Trowbridge. There are indications that this entire allocation could come forward in the next 18 months for two major employers. Only a small amount of employment allocated at the North Acre Industrial Estate now remains for development.

Westbury town centre has a masterplan that sets out a vision for the future of the centre and key urban design opportunities. The built environment in the town centre is varied. The High Street comprises a series of terraced post-war properties along a street that is semi-pedestrianised. The quality of property along the High Street is modest but not particularly attractive. This is the most modern part of the town centre with properties along the A350 and Edward Street comprising mostly pre-war terraced and semi-detached examples. These are the more attractive parts of the town centre, although many parts of these areas are more residential in nature.

² Wiltshire Employment Land Review (Hardisty Jones Associates, 2023)

The majority of retailing within the town centre is focussed on the High Street, Maristow Street and at the Market Place. Secondary streets, including the east of Haynes Road and Edward Street, also provide a level of retail uses. The Wiltshire Retail and Town Centre Study (2020)³ identifies a noticeable reduction in the number of retail and service uses/ units in Westbury town centre between 2012 and 2020. The number of vacancies in the town centre has not changed between 2012 and 2020. As a whole, Westbury retains 52% of first choice main food trips within the town and surrounding area and the main food store in the town centre is the Morrisons on Edward Street. However, the only notable national multiple retailer is a Boots on the High Street and the proportion of charity shops in the town centre is well above the national average. Westbury’s catchment is limited by the reasonably close proximity of Warminster, Frome and Trowbridge, which have materially larger retail offers. The town loses a substantial amount of food and non-food shopping trips to each of these towns.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

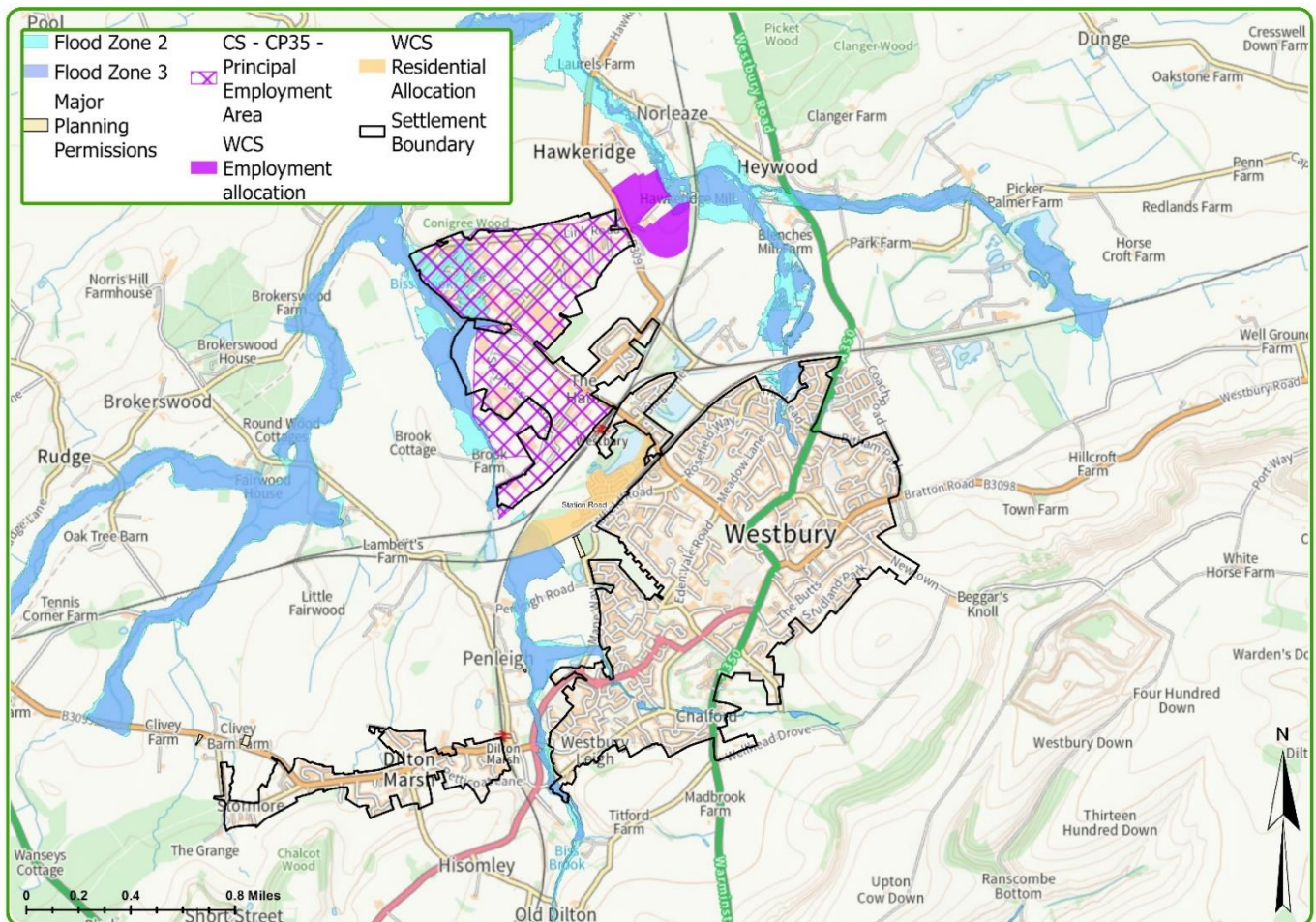


Figure 3. Major planning permissions and commitments at Westbury.

³ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Westbury has developed over recent years is in summary:

There are vulnerabilities at Westbury from a concentration of industrial space but no significant growth and by overshadowing from larger nearby town centres. Recent house building needs to be balanced with additional investment in infrastructure and services for the local community and a stronger town centre.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Westbury Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Housing: deliver high quality design that draws on Westbury's local heritage, landscape and contributes to local sense of place, and are well connected to existing services and facilities.

PSP2 Town centre: support the delivery of a strategy for town centre regeneration, taking into consideration the emerging Westbury Town Plan Centre Vision and Neighbourhood Plan, to encourage spending, improve accessibility, better manage traffic and parking and safeguard heritage assets.

PSP3 Transport: improve sustainable transport links (particularly walking and cycling routes) within the town and to the surrounding parishes, including enhancing linkages between the railway station, employment areas and the town centre. Specifically, investigate the delivery of a railway crossing to improve the sustainable transport network.

PSP4 Air quality: seek to improve air quality and support the Air Quality Management Area (AQMA) in Westbury town centre. Address traffic issues in the town including, where appropriate, the need for a distributor road and bridge over the railway line at Mane Way to relieve congestion on Oldfield Road.

PSP5 Open space: deliver well thought out open spaces and landscaping to ensure residents can benefit from and enjoy the environment, regardless of whether they are on foot or using transport and should link with other areas to allow easy access to all parts of the town.

PSP6 Employment: retain existing employment areas and support their expansion to provide employment locally.

PSP7 Health: support new sport pitches/leisure facilities, health provision and active travel choices/ Smart Choices measures.

PSP8 Environment: contribute towards addressing Westbury Town Council's Climate and Environmental Emergency pledge.

PSPs sit alongside the spatial strategy for Westbury. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Westbury that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Westbury is defined as a Market Town by the Settlement Strategy and has significant potential to grow over the period to 2038. Scales of growth at the town, as set out in the Revised Spatial Strategy⁴, will be increased reflecting fewer constraints at the town in comparison to others in the Trowbridge Housing Market Area (HMA) and will enable the delivery of town centre regeneration and improvements to the local road network. Growth at Westbury will be able to support existing services and facilities, including local employment. This looks to provide an increase in the scale of growth over that provided by the Wiltshire Core Strategy.

The growth planned for Westbury will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre, the railway station, and sites for new development, this can also help.

Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 1, 2 and 3 (above) that seek these outcomes.

⁴⁴Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

The evidence suggests there will not be strong demand to develop additional retail floorspace. Needs are likely to be met through the redevelopment or expansion of existing units.

There is significantly more supply than demand for employment land in the Bradford on Avon, Trowbridge, and Westbury area. The spatial strategy for Westbury reflects the findings of the Employment Land Review, which concludes there is an indicative forecast demand for around 2.5ha of employment land at the town (comprising 0.3 - 0.7ha for office and 2.1ha for industrial). Existing sites could meet this demand and, potentially, some of the demand arising from the rest of the A350 Functional Economic Market Area (FEMA) outside of Westbury.

The new strategy identifies a requirement of 1400 homes and 16.7 ha of employment land to be provided at Westbury for the plan period 2020 to 2038.



Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Westbury

3. Local Plan Proposals

Protecting the environment

Westbury is not significantly constrained in environmental terms when compared with other towns in the area - the proximity of the Salisbury Plain to the south is the main environmental constraint to outward expansion. The Local Plan recognises and protects its importance.

Significant growth at Westbury has been promoted for consideration as part of preparing the Plan on the basis that road improvements could relieve traffic congestion and improve air quality in the town centre. Further work, however, including detailed transport assessments, would be needed to ascertain whether improvements could be achieved in the town centre. Such concepts would also require increasing the scale of housing growth and this runs contrary to objectives to rebalance jobs and homes.

Careful consideration has been given to the potential impacts of any new development on traffic congestion and air quality issues along the A350 in Westbury town centre. For these environmental reasons, as well as benefits for town centre trade regeneration, development proposals must be as well connected to the town centre as possible, allied to scope for provision for sustainable transport and active travel routes between the town centre, the railway station and new development, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

From the increased scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 570 homes to be accommodated at Westbury up until 2038.

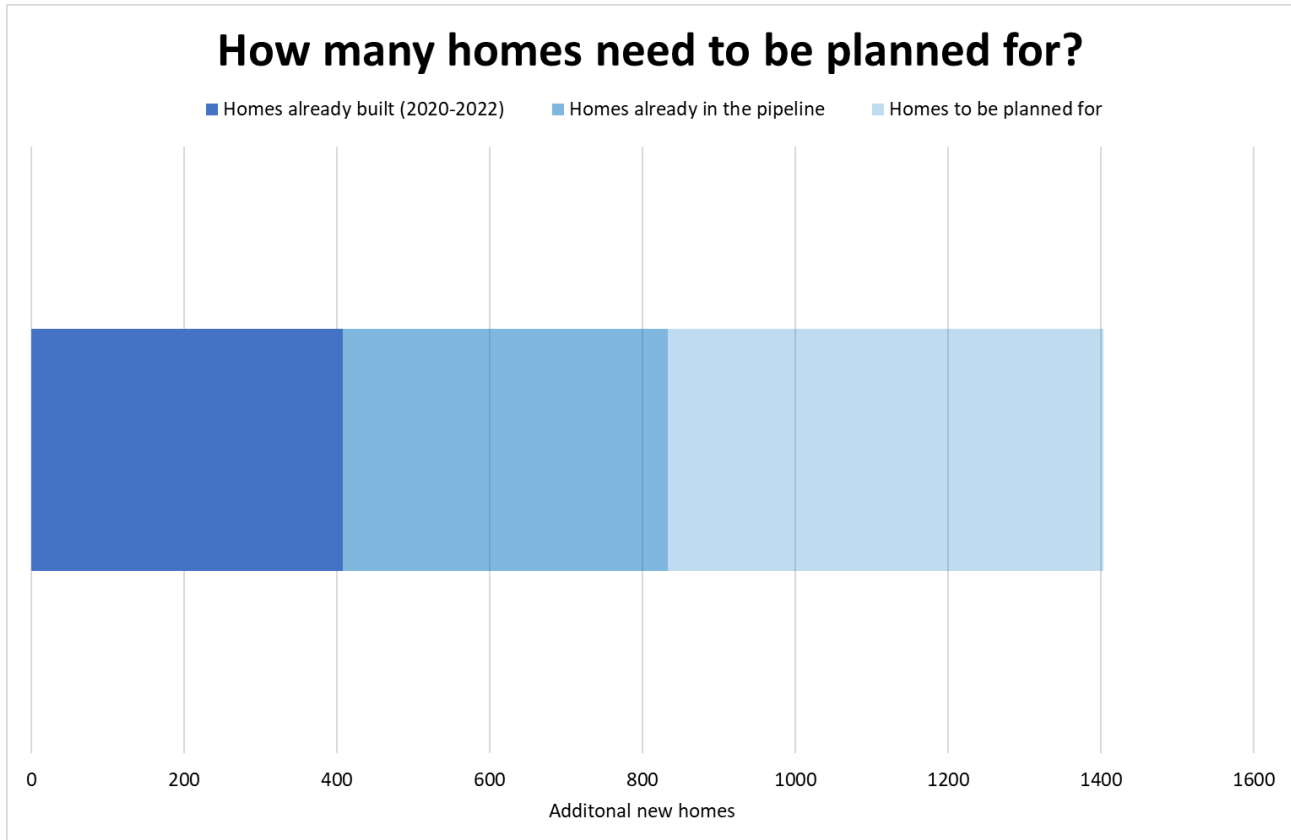


Figure 5. Calculating how many homes need to be planned for at Westbury.

Selecting sites

Thirteen sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal. (See map)

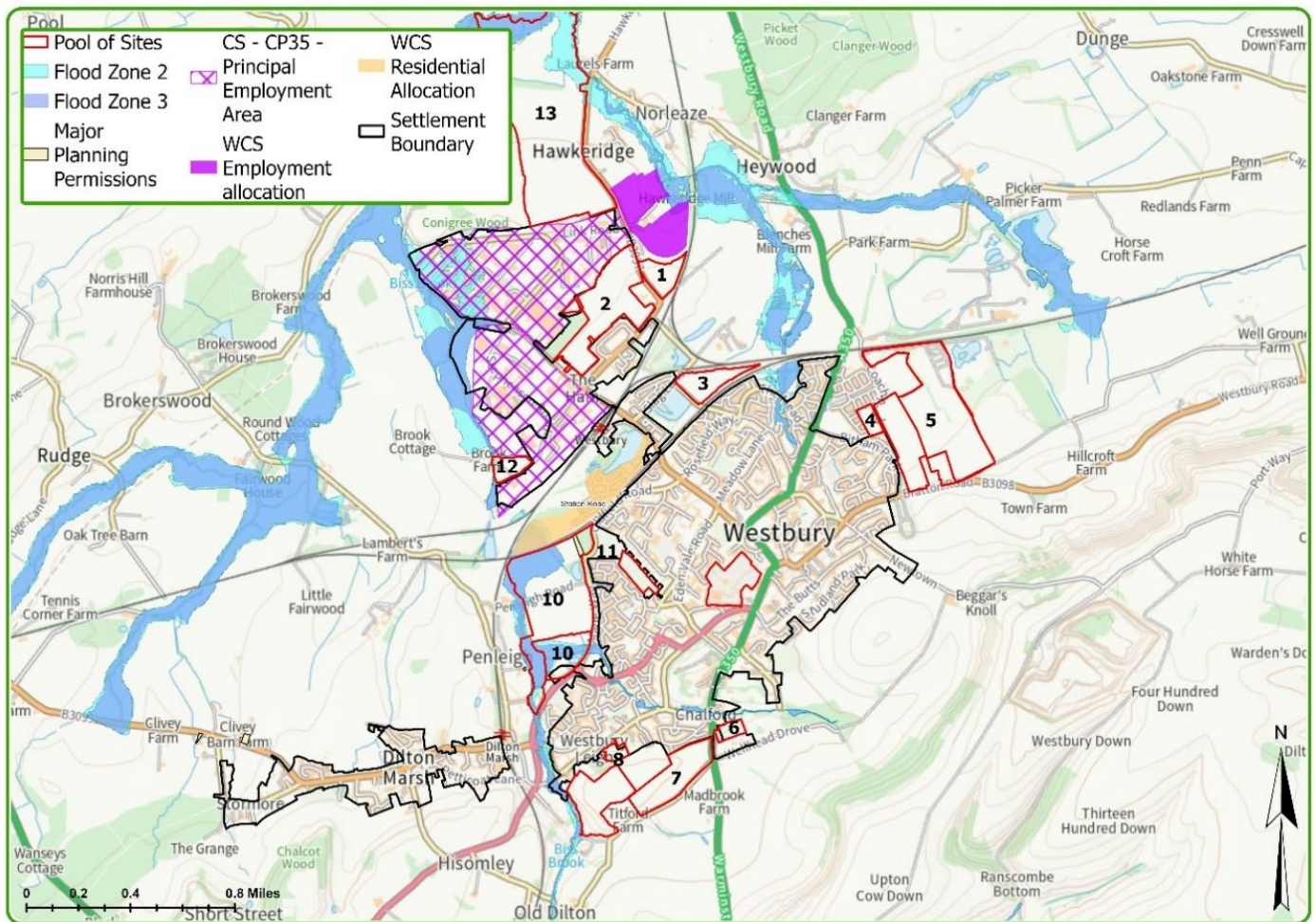


Figure 6. Pool of sites for sustainability appraisal at Westbury.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability appraisal showed that all the sites had a range of negative environmental effects. However, no major adverse effects have been identified for any of the sites. Several sites were grouped in the middle of the rankings with a reasonable score. These sites tend to be larger sites where there are more constraints and potential positives are increased (e.g., sites 5 and 10), or sites that are much smaller and less constrained but opportunities for benefits are limited (e.g., sites 1, 4, and 11).

All the sites were then evaluated according to how well they could support the PSPs. The assessment of the sites against the PSPs therefore enabled sites to be distinguished from

one another. Sites 5 and 10 performed the best against the PSPs. These are larger sites with more capability of addressing the PSPs. Site 2, while a larger site, is less well-related to services and facilities in the town centre. Site 14 scores lower due to the potential impact of future development on the Air Quality Management Area (AQMA). Despite being large, site 13 performed poorly against the PSPs due to the location of the site and its location away from Westbury’s residential communities. Sites 3 and 11 also did not perform well against several of the place shaping priorities. The other sites tend to perform averagely.

The methodology and detailed assessments made in the site selection process are all explained in the Appendix 2. The sustainability appraisal process and its results are contained in a separate report⁵.

What development is proposed?

Sites 5 and 10 and existing employment allocations contribute towards the scale of residual requirements for new homes and employment that should be planned for.

The draft Westbury Neighbourhood Plan is intending to allocate additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in neighbourhood plans will supplement proposals in the Local Plan Review. The overall amount of land earmarked for development may equal or exceed residual requirements but will provide a good degree of contingency and flexibility, as well as a wider choice, to best ensure development needs are met.

The Local Plan Review, however, proposes the central, strategic, development proposals. They are explained below.

Site 5: Land at Bratton Road

Use	Scale/ area
Residential	260
Education	0.3 ha nursery
Green space	3.1 ha
Vehicular access is possible from Bratton Road (B3098) (primary) and Bitham Park Road. Further vehicular access established to the north via the Mill Brook/White	

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report, (Wiltshire Council, July 2023)

Horse View development. Pedestrian links to the north and east via Coach Road and the Mill Brook development.

Greenspace would include a range of children's play areas. It would also include allotments and suitable alternative greenspace to safeguard against adverse effects of recreation pressures on protected sites for biodiversity offsite.

The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is approximately 1200m away from the town centre for walking and cycling, following the route of the B3098. It is within reasonable walking distance of existing primary schools and 1600m from the secondary school, also following the route of the B3098. The nearest bus stops are directly adjacent to the site, but these are only served by the 87 service, which has a very poor (hour plus) frequency. The railway station is beyond a 2.5km walking distance.

However, development could support improvements to bus service frequency, walking and cycling links to the town centre, railway station enhancements to accommodate car parking and bus transit, and enhancements to junction capacities at either end of Bitham Park, the A350/ B3098 and the A350/ A363/ Hawkeridge Road roundabout.

The proposals and mitigation could support Place Shaping Priorities for design, town centre, air quality and transport, open space and landscape and infrastructure. The amount of housing provides good scope to provide a mix of housing type, including a proportion of affordable homes.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking cycling and public transport use between the site and Westbury town centre.
- Provision of landscaping to retain the open character of the east of the site, to include biodiversity enhancements and preservation of the historic landscape. Provision for landscape sensitivity to the south of the site owing to the intervisibility with the ridgeline with development minimising negative effects upon the landscape character
- Core bat habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS)
- Appropriate mitigation to protect bats, including funding contributions towards management, monitoring and any off-site measures as necessary, as informed by TBMS.

- Layout and design to be informed by heritage and archaeological impact assessments assessing potential harm on the setting of, and views between, Bratton Camp and Westbury White Horse Scheduled Monument and Grade II* listed Heywood House.
- Buffer to the east of the site to support an integrated settlement edge and Green and Blue Infrastructure.
- Buffer between Bratton Road to any dwellings to be informed by a Noise Impact Assessment to ensure residential amenity of future occupiers.
- Funding contributions towards additional early years, primary and secondary school places, and healthcare provision
- Funding contribution towards a Westbury Strategic Transport Strategy including an extension across the railway line at Mane Way
- 0.3 hectares of land to be provided for nursery provision.
- Funding contributions toward measures that improve air quality. An assessment will be needed to understand cumulative effects of development on relevant receptors in the AQMA
- Site specific groundwater investigation to inform the layout of development to avoid areas of high groundwater flood risk
- It is likely that moderate off-site infrastructure reinforcement would be required for water supply and likely significant off-site infrastructure reinforcement required for foul water drainage.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, other uses and infrastructure envisaged.

Land at Bratton Road, Westbury

Concept Plan

NB. ALL AREAS ARE APPROXIMATE!

	Other land within ownership	
	Other land within ownership	
	Boundary	10.8 Ha
	Residential*	5.68 Ha = 210 homes @ 37dph(average)
	Remaining GI**	~3.1 Ha (~34% gross area)
	Indicative SUDs***	0.37 Ha (~5% of dev. area)
	Nursery	0.3 Ha

* Site 5's School land could fit 74 homes, bringing total to 260 homes
 ** WW POS requirement = ~1.0 Ha total
 *** Swales and other SUDs expected also.

	Vehicular Access
	Foot/Cycle access Existing
	PROW/bridleway
	Proposed new PROW
	Secondary street (Not assumed to be a bus route)



NOTE

This Framework Plan demonstrates the area of land which has been assessed to have potential for development, based on the known site constraints and Core Policy requirements.

The design concept assumes a landscaped approach, i.e. conserving natural features and creation of multi-use green infrastructure.

The exact location & shape of different land uses may vary, although divergence from what has been indicated is expected to be limited by constraints imposed by the site's natural features and Policy requirements to conserve and enhance them.

Figure 7. Concept plan for Land at Bratton Road

Site 10: Land west of Mane Way

Use	Scale/ area
Residential	220
Green space	17.7ha
<p>Vehicular access is possible from Mane Way.</p> <p>Greenspace would include a range of children’s play areas. It would also include allotments and suitable alternative greenspace to safeguard against adverse effects of recreation pressures on protected sites for biodiversity offsite.</p>	

The main role of the site is to provide additional homes over the plan period and facilitate a railway bridge extending Mane Way across the railway line through the provision of land and contributions. There will be a variety of dwelling types, including a significant proportion of affordable homes.

Mane Way accommodates a shared use path for much of its length on the eastern side. This shared use path is key to linking the site with existing primary school provision, and the nearby retail and health centres. Crossing facilities will be required to access this network.

There is an hourly bus service along Mane Way that may also provide bus access to the town centre but too infrequently for commuting. There should be a new 30-minute frequency bus service that links the development with the railway station. Removal of the weight limit on the B3097, facilitated by appropriate structural works, would enable the bus service to connect with the railway station.

The site is within 1700m walk to the railway station, from the junction of Mane Way with Penleigh Road. The delivery of a bridge over the railway will reduce walking distances to the railway station. Land and contributions towards the delivery of a Mane Way extension across the railway line would be required. Land has already been secured on the northern side of the railway line.

The proposals and mitigation could support Place Shaping Priorities for design, air quality and transport, open space and landscape and infrastructure. The amount of housing provides good scope to provide a mix of housing type, including a proportion of affordable homes.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking, cycling, and public transport use between the site and Westbury town centre.
- Provision of landscaping to include the enhancement of the Biss Brook Corridor and protection of the Moated Site Scheduled Monument.
- Heritage and archaeological impact assessments to guide design and layout, including assessment of the Penleigh Estate and buffers to the setting of: Scheduled Monument to Penleigh House; Grade II Listed Penleigh Cottage; Grade II Listed Penleigh Mill; and Grade II Listed Penleigh Farmhouse, which form key features of the Penleigh Estate.
- Buffer of at least 8m to all onsite watercourses and the enhancement of these areas for Green and Blue Infrastructure. Including retention and enhancement of Biss Brook and the associated riparian vegetation as part of the landscape strategy for the site and wider green infrastructure network.
- Layout and design to be informed by noise, dust, odour, and pest impact assessments, specifically addressing noise impacts from the railway and nearby roads and any further residential amenity issues arising from nearby agricultural businesses. This includes buffers from any dwellings to the railway line, in the north, and Mane Way, in the east, to be informed by a Noise Impact Assessment to ensure residential amenity of future occupiers.
- Core Bat Habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS).
- Appropriate mitigation to protect bats including funding contributions toward management, monitoring and any off-site measures as necessary, as informed by the TBMS.
- Further research is needed to identify survival and extent of water meadows across the site. Mitigation could include avoidance of area of high historic landscape value
- Safeguarding of land to the north of the site, identified on the proposals plan, to support a new road connection over the railway linking to the Mane Way/Oldfield Road junction.
- A crossing is delivered on Mane Way to access the shared route network
- Funding contributions towards a Westbury Strategic Transport Strategy
- Funding contribution for a bus service to deliver a new 30-minute frequency service
- Retention of public rights of way links through the site, including WEST16, WEST17 WEST18, WEST20, WEST21, WEST22, WEST23 and WEST25.

- Funding contributions toward additional early years, primary and secondary school places, and healthcare provision
- An Air Quality assessment would be required of the cumulative effects of development on relevant receptors in the AQMA in Westbury.
- Moderate off-site infrastructure reinforcement would be required for water supply and likely significant off-site infrastructure reinforcement required for foul water drainage
- A Flood Risk Assessment incorporating an assessment of the predicted effects of climate change and surface water management, to include comprehensive surface water drainage measures, including sustainable urban drainage systems, that achieves equivalent or better than current greenfield rates of run-off.
- Minimum of 20% net gain for biodiversity is required within the site. This requirement may be absorbed by the Country Park SANG. However, the overall layout and design of the site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, other uses and infrastructure envisaged.

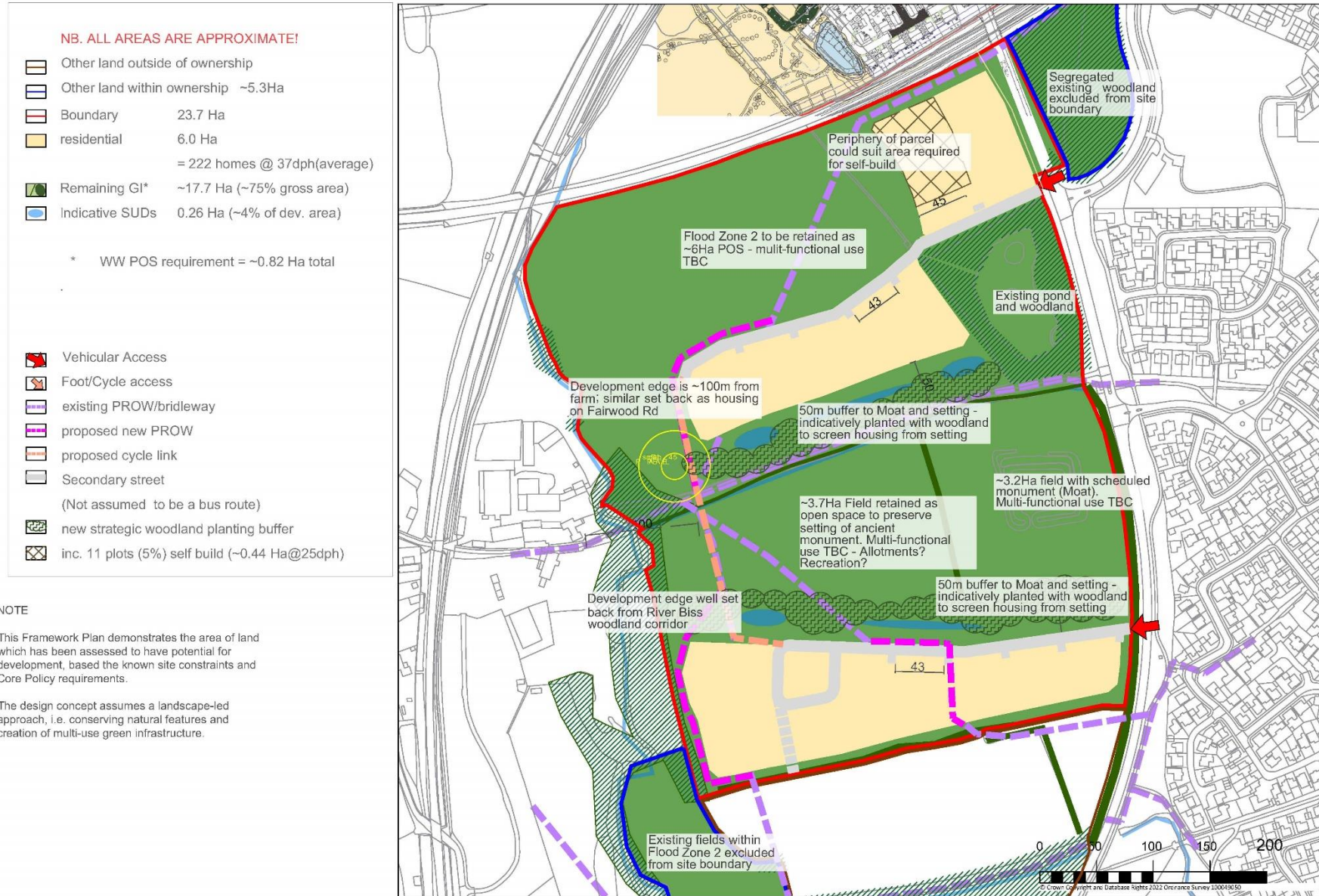


Figure 8. Concept plan for Land West of Mane Way

Westbury Country Park (SANG)

Use	Scale/ area
Green space	27ha
<p>Major development in the north of Westbury should make provision for a Country Park, approximately 27 ha in size, functioning as Suitable Alternative Natural Greenspace (SANG). It will be available in perpetuity for public to access for informal recreation prior to the occupation of the first dwelling at either the Land at Bratton Road allocation or the Land to the west of Mane Way allocation.</p>	

The purpose of this policy is to set out the approach to mitigate potential likely significant effects arising from development in the north of Westbury. Provision of the Country Park will ensure that the planned growth within the plan period and beyond will seek to avoid harm to the Bechstein's bat maternity colonies in Picket and Clanger Woods which are functionally linked to the Bath and Bradford-on-Avon Bats SAC that is protected under the Habitats Regulations. Accordingly, all development will contribute to the strategic SANG in line with the requirements of the revised Trowbridge Bat Mitigation Strategy.

The local plan is subject to a Habitats Regulations Assessment (HRA) which sets out possible measures that need to be provided to enable development to be delivered. The Council has also produced a Trowbridge Bat Mitigation Strategy (TBMS) Supplementary Planning Document (SPD) which should be read in conjunction with this Westbury Country Park policy. The role of the Country Park is to provide alternative green space to prevent an increase in visitor pressure and divert visitors away from both Picket and Clanger Woods to the north of Westbury.

A Public Right of Way (PRoW) exists along Lower Westbury Road which aligns the southeastern boundary of the Country Park and so the allocation of the Country Park would allow for the remaining part of the allocation site to be made fully accessible to the public. Visitors would include those by car and there would be a free, on-site car park to accommodate the anticipated numbers using the site. Access on foot to the Country Park from the adjacent proposed development site to the immediate west would be provided and linkages with green and blue infrastructure within the area would also be provided.

The Country Park should have a choice of circular routes, of varying lengths and for all year-round use, to provide an attractive alternative walk to the protected woods to be a minimum of 2.5km in length. These paths should blend into the landscape and not

detract from the natural feel of the site. Suitable street furniture should be provided to allow for enjoyment of the public realm within the Country Park.

In order to recreate the quality of the woodlands that will be protected, areas of the Country Park would be planted with native tree species to encourage a diverse range of flora and fauna and to contribute towards attainment of policy compliant biodiversity net gain. The overall management approach would be to provide a natural landscape with a mix of open and semi-woodland to balance the varying desires of those using the site and enhanced where appropriate to provide good habitat for bats including woodland, grassland and ponds. Consideration should be given to bringing forward the Country Park in advance of any development within the proposed sites being allocated for residential development.

Supporting the town centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 1. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Westbury is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan aim is to strengthen the town centre.

Westbury town centre is a geographically smaller centre with a relationship with both the historic environment to the east and to a key transport route to the west. Westbury Swimming Pool is a heritage asset and attraction for the town centre. The town centre faces issues when competing with larger centres at Frome, Trowbridge and Warminster, which have a more distinct role in serving local communities.

The Retail and Town Centres Study 2020 identifies a small need for new retail convenience and comparison retail floorspace. Despite a small capacity for new retail

floorspace, due to market conditions, there is no need identified to allocate additional floorspace, with needs likely being met through the redevelopment or expansion of existing units.

Opportunities for Westbury town centre to grow are limited due to constraints, but opportunities to improve the offer and attractiveness of the town centre through the redevelopment of existing units, particularly vacant units are likely.

New development to the east of the town centre will be able to draw upon the medieval character of Westbury Conservation Area.

Opportunities to improve connectivity and legibility throughout the town centre, particularly through improvements to the public realm, are likely throughout the plan period.

Introducing pedestrian priority within the town centre boundary will be supported. The implementation of the Westbury Cycling and Walking Infrastructure Plan will be key in overcoming existing transport constraints within the town centre, as well as supporting connectivity between the central area and Westbury Train Station.

The Westbury Neighbourhood Development Plan is supported by the Westbury Town Centre Vision and provides a clear guide for how change is anticipated over the coming years. Policy TCE2 of the Westbury Neighbourhood Development Plan, underpinned by the detail of the Vision document, identifies development proposals which will be supported.

Development proposals within the town centre should have regard to the Vision, including the principal objectives to:

- support the retention and growth of local businesses.
- support and enable the regeneration of the town centre to encourage spending, improve accessibility, better manage traffic and parking; and safeguard heritage assets.

The part played by the Local Plan is to position site allocations for homes and business that help to increase footfall to support the retention and growth of local businesses and by good footpath, cycle and public transport connections.

4. How will growth be delivered?

Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Westbury that have been devised in consultation with Westbury Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree

to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.

- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The draft Westbury Neighbourhood Plan (WNP) was submitted for a Regulation 16 consultation that began in June 2023. It sets out the vision, objectives, and policies to ensure that Westbury maintains its distinctiveness over the period 2022 to 2036. It seeks to reduce carbon emissions and energy demand, secure well designed homes and places, enhance and protect Westbury’s historic character, deliver the right type and mix of housing in the right locations, support the retention and growth of local businesses, ensure an accessible and well-connected town, support and protect the role of the town centre, improve air quality, protect, extend and enhance the natural environment and network of green spaces, and retain and improve the range of facilities and services.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Westbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁶.

Ten per cent of the scale of growth suggests a baseline requirement of 140 dwellings. The draft Westbury Neighbourhood Plan proposes to allocate two sites on the eastern edge of the town: Land off Bitham Park and Land between Mill Brook & Coach Road. Together these allocations will deliver 95 dwellings, including 30% affordable housing, community green space, landscape infrastructure and improvements to sustainable transport infrastructure.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Westbury neighbourhood area requirement (2020 to 2038)	90
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⁶ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Local infrastructure

The growth of Westbury needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Westbury as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Westbury Infant and Junior schools have both been expanded to three forms of entry (3FE). Bitham Book primary school has also been expanded to 2FE. Beyond this, there is no further potential to expand any of the existing schools. However, the expansions already completed should meet existing demand up to 2026.

Matravers Secondary School currently has some surplus capacity, which should be sufficient to meet existing demand up to 2026.

Financial contributions from the two proposed allocations would be required to expand Matravers Secondary school.

Sustainable transport

Westbury enjoys excellent rail connectivity, with direct links to Bristol, London, Portsmouth, and Exeter. The town is well connected via the strategic highway network; it is situated on the A350 (providing north-south links) with the A36 to the south (providing east-west links). Bus services are available from most of the residential areas of Westbury to the town centre. There is a generally hourly bus service to Trowbridge, Bradford on Avon and Bath, also to Warminster and Salisbury. The town's location on the A350 between Warminster and Trowbridge, allied with its position as a junction for rail travel, makes it an accessible location and enhances its catchment. Development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Current transport constraints/ concerns include:

- The A350 passing through the town causes delay and local social and environmental impacts.
- A traffic related Air Quality Management Area (AQMA) has been designated on the A350 in the centre of Westbury.
- Peak hour delays on the A350 and into key destinations affecting bus services (partly because of a lack of bus priority measures).

- Westbury's railway station is situated about 1.3km from the town centre with limited bus integration.

Future development growth in Westbury may increase traffic on the A350. Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town, as reflected in the Place Shaping Priorities. These seek improvements to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes.

To help realise the opportunities presented by the locations chosen for development, and necessary for their development, funding contributions will be sought to the Westbury Area Transport Strategy⁷ which is Wiltshire Council and Westbury Transport Group's proposed long-term approach.

The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Westbury:

- **A350 West Ashton/ Yarnbrook Relief Road** will reduce congestion north of Westbury.
- **Car park extension at Westbury rail station** to remove a constraint on rail travel growth.
- **Bridge over the railway** – land reserved at Site 10 to deliver a bridge over the railway connecting the Spinnaker development to Oldfield Road/ Mane Way.
- **Bypass/ distribution road** – investigate options for a bypass and/ or other responses to town centre congestion and air quality issues because of the A350.
- **Sustainable transport links** – walking and cycling links between the railway station, employment area, and the town centre and to surrounding parishes.
- **Public transport improvements** – contributions towards bus service enhancements, including frequency and stops.

Addressing town centre congestion:

- Improvements to roundabout in town centre, which experiences heavy traffic and has no crossings.
- Monitoring and improvements to air quality and support the Air Quality Management Area (AQMA) in the town centre.
- Consideration of the route of the A350 through the town centre, including options for a bypass

Health and social care

There is the recently built White Horse Health Centre and one GP surgery with no current capacity issues.

⁷ Westbury Area Transport Strategy – Atkins (2021)

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are both constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

According to Scottish and Southern Electricity Network's (SSEN) Network Capacity Map, the substation and supply points in and around Westbury are currently unconstrained. They are also unconstrained in relation to energy generation, according to SSEN's Generation Availability Map.

Appendix 1 Policy Context

Policy Wiltshire Core Strategy (WCS), West Wiltshire District Plan (WWDC);	Title	Retained, replaced or deleted
WCS: Core Policy 32	Spatial Strategy: Westbury Community Area Principal Employment Areas: West Wiltshire Trading Estate, Brook Lane Trading Estate, North Acre Industrial Estate.	Replaced with Policy 60 Westbury
WCS: Core Policy 32	Housing Allocation: Land at Station Road	DELETE
WCS: Core Policy 32	Employment Allocation: Land at Mill Lane, Hawkeridge	DELETE. Site to remain allocated as an employment allocation in Policy 60 Westbury
WWDP: E1D	New Employment Land Allocation: North Acre/ Brook Lane Trading Estate, Westbury	DELETE. Site to remain designated as a Principal Employment Area.
WWDP Policy C3	Special Landscape Areas (re Salisbury Plain)	DELETE
WWDP Policy C39	Environmental Enhancement (re improvements identified in Westbury)	DELETE
WWDP Policy C40	Tree Planting (re proposed schemes in Westbury)	DELETE

WWDP Policy C41	Areas of Opportunity: Land East of Edward Street, Westbury	DELETE
WWDP Policy C41	Areas of Opportunity: Vivash Park	DELETE
WWDP Policy H3	Urban Brownfield Allocations Station Road, Westbury (90 dwellings)	DELETE
WWDP Policy H3	Urban Brownfield Allocations Land off Oldfield Road, Westbury (30 dwellings)	DELETE
WWDP Policy H13a	Land adjacent to Westbury Hospital	DELETE
WWDP Policy R13	Sailing Lakes (Station Road, Westbury)	Replaced with Policy 84 Public Open Space and Play Facilities
WWDP Policy SP1	Town Centre Shopping	Replaced with Policy 68 Managing Town Centres
WWDP Policy SP4	Primary Retail Frontages	Replaced with Policy 68 Managing Town Centres
WWDP Policy SP5	Secondary Retail Frontages	Replaced with Policy 68 Managing Town Centres
WWDP Policy SP6	Local Shopping in Towns and Villages	Replaced with Policy 68 Managing Town Centres
WWDP Policy TC1	Upper Floor Uses in Town Centres	Replaced with Policy 68 Managing Town Centres
WWDP Policy SP1	Town Centre Shopping	Replaced with Policy 68 Managing Town Centres
WWDP Policy TC1	Upper Floor Uses in Town Centres	Replaced with Policy 68 Managing Town Centres
WWDP Policy T4	New Distributor Road	DELETE

	F. Land south of Westbury and north of Westbury Leigh with connection to Oldfield Road and Leigh Road/ Laverton Road	
WWDP Policy TC2	Traffic management and pedestrian priority C. Westbury town centre including a pedestrian priority scheme for Maristow Street	DELETE
WWDP Policy T7	Westbury – Swindon Railway Services	DELETE

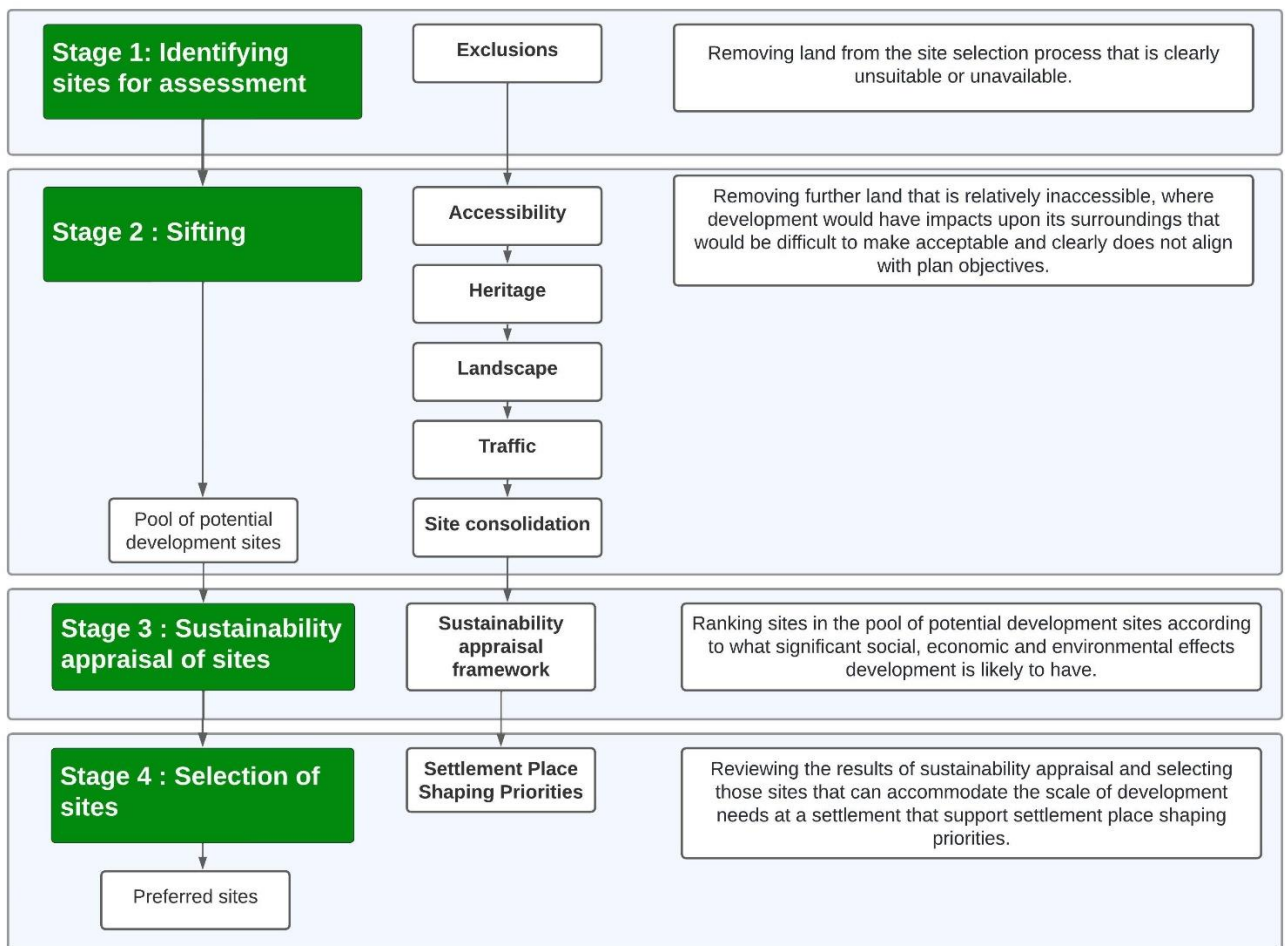
Appendix 2 Site Selection

Site Selection: Westbury

The purpose of this appendix is to explain the site selection process at Westbury, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment² (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans³. Plan preparation

and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Westbury.

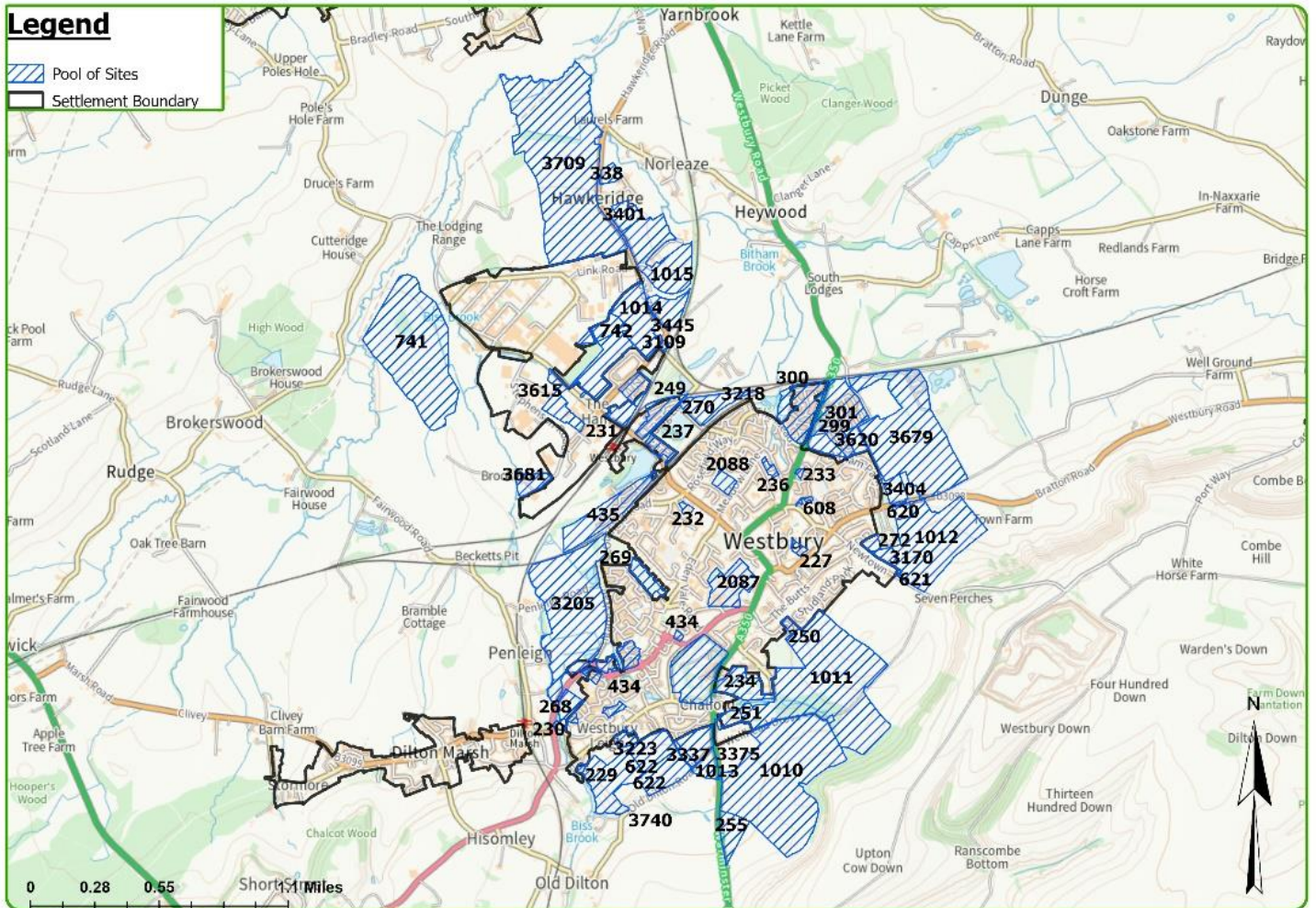


Figure 9. Pool of sites at the start of the site selection process at Westbury

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Thirty-one sites at Westbury were excluded at Stage 1.

Table 1 Sites Excluded

Site	Reason for removal at Stage 1
227	Site is completed development.
229	Site area is 0.28ha; sites less than 0.5ha should not be within the pool of sites.
230	Site is within flood zones 2 and/ or 3.
231	Site is under construction.
232	Site is 0.47ha; sites less than 0.5ha should not be within the pool of sites.
233	Site is 0.25ha; sites less than 0.5ha should not be within the pool of sites.
234	Site unavailable for development during the plan period.
236	Site is completed development.
237	Site is completed development.
249	Site is completed development.
250	Site is completed development.
268	Site has planning permission and is under construction.
270	Site is completed development.
272	Site unavailable for development during the plan period.
299	Site is enveloped by the built form of the town and recent residential development. It will likely be incorporated into the settlement boundary at the next review. The draft Westbury Neighbourhood Plan, which underwent a Regulation 16 consultation starting in June 2023, allocates this site for housing development.
300	Site is completed development.
301	Site is under construction.
337	Site does not adjoin the settlement boundary.
338	Site does not adjoin the settlement boundary.
434	Site is completed development.
435	Site is a strategic housing allocation and is under construction.
608	Site is 0.23ha; sites less than 0.5ha should not be within the pool of sites. Site is within a conservation area.
620	Site does not adjoin the settlement boundary.
621	Site is 0.13ha; sites less than 0.5ha should not be within the pool of sites.
741	Site does not adjoin the settlement boundary.
1013	Site is bounded from the town and sites to the north by roads. It has no physical relationship with Site 3375 to the north. Uncertain availability.
1015	Sites is a strategic employment allocation with planning permission and is under construction.
2088	Site is now understood to be currently unavailable for development during the plan period.
3109	Site is 0.31ha; sites less than 0.5ha should not be within the pool of sites.
3170	Site is now understood to be currently unavailable for development during the plan period.
3615	Site is in a Principal Employment Area.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁵) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g., in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Context criteria	Detail
<p>Long-term pattern of development</p>	<p>Westbury has grown to the west and north from an historic core following the A350 main trunk road through the town and towards the railway station, respectively. The town is constrained to the east and south by the northwestern edge of the Salisbury Plain, most notable for the famous Westbury White Horse to the east. The escarpment of the Upton Cow Down Site of Specific Scientific Interest (SSSI) overlooks the town from the south.</p> <p>The railway line comprises a physical limit to development of the main residential area of the town to the west and north. However, the siting of the railway station has led to development away from the centre and there is now a substantial employment area north of the railway station in the neighbouring parish of Heywood.</p> <p>More recently, land allocated by the local plan south of the railway station and the development of Leigh Park, to the west of the town, are examples of Westbury’s potential to continue growing to the north and west.</p>
<p>Significant environmental factors</p>	<p>Westbury suffers from traffic and air quality issues, largely due to congestion from the A350 that runs through the town centre and is also designated as an Air Quality Management Area. Westbury lies under the north-western scarp of Salisbury Plain, to the south, marked by the famous Westbury White Horse, and is within the Special Protection Area (SPA) buffer zone.</p> <p>The entire town lies within the Greater Horseshoe 4000m buffer zone for the Bath and Bradford on Avon Bats Special Area of Conservation (SAC).</p> <p>There are areas of flood risk to the west of the town, associated with the Biss Brook.</p> <p>To the south of the town lies the Upton Cow Down Escarpment, which is a Site of Specific Scientific Interest (SSSI).</p> <p>The historic environment is notable for the Grade II Listed Leighton House, the former MOD site, within the southern part of the main built-up area of the town, as well as the Grade II Heywood House, to the north of the town. Also, Grade II Listed Buildings to the west of the town, such as Penleigh Mill and the Scheduled Monument Bratton Camp, to the east.</p>
<p>Scale of growth and place shaping priorities</p>	<p>The scale of growth is relatively large.</p> <p>Place shaping priorities include delivering the necessary infrastructure to support this and past growth; sustainable transport links between the railway stations, employment areas, town centre and neighbouring parishes; regenerating the town centre; improving traffic congestion and air quality; linked open space and green infrastructure network; and supporting existing and delivering new employment centres.</p>

<p>Future growth possibilities for the urban area</p>	<p>Due to the relatively unconstrained nature of land around the town, there are several potential locations for future growth at Westbury. However, development to the north of the railway station will need to be mindful of coalescence with employment areas. Views to and from environmental and historical designations will likewise need to be considered when assessing growth possibilities to the south and east of the town.</p>
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Table X: Stage 2 assessment conclusions

SHELAA reference	Site address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - overall judgment	Taken forward
251	Chalford Gardens						<p>The site is positioned to the south of Westbury and the rear of properties fronting onto Warminster Road. Access is most likely achieved from Warminster Road or Wellhead Drove. The site is small and subject to some woodland and other vegetation.</p> <p>The site is subject to good accessibility. Groundwater risk covers the whole site, with the north having the highest risk. Grade II listed Leighton House and designed landscape setting are to the north of this site. There are also three other Grade II listed buildings to the north of the site. These are all screened from the site by existing development. Heritage impacts require detailed assessment to understand the potential impacts on the setting of Leighton House and other assets and the potential to limit development to avoid adverse impacts on these features.</p> <p>The site is generally well-screened from countryside views to the east with significant mature trees along the edges and within the site that would need to form part of the</p>	✓

						<p>masterplanning process. The site is located particularly close to a congested corridor and AQMA. However, this is an accessible site to Westbury town centre and there is likely to be limited impact on the highway network given the scale of the site.</p> <p>The site should be taken forward for further assessment as there does not appear to be any constraints that justify excluding the site at this stage.</p>	
255	Land off Warminster Road					<p>The site is positioned to the south of Westbury and to the east of Warminster Road. The site adjoins SHELAA site 1010 on its northern boundary and lacks a relationship with the urban form of Westbury. The site sits within an open landscape and Special Landscape Area and lacks a defined southern edge where land to the south of the site steadily begins to rise to Upton Cow Down.</p> <p>This site has moderate accessibility. Groundwater risk covers the whole site. This site sits at the base of Upton Cow Down escarpment and development here would adversely affect views both to and from this important landscape feature. The site also sits well away from the current settlement boundary for Westbury and development would create an isolated encroachment into the countryside. The site is located close to a congested corridor and an AQMA.</p> <p>This site should be excluded from further consideration on landscape grounds.</p>	X
269	Land at Redland Lane					<p>The site is positioned to the west of Westbury and has a strong relationship with the existing form of the town. The site comprises playing fields and has an established role as the home for local youth football. It is</p>	✓

							<p>therefore a recreational asset. The site is flat in its topography and boundary by woodland, screening the pitches from housing to the east and west, and Penleigh Park to the north.</p> <p>This site has good accessibility. Surface water risk on this site is confined to the north of the site; the closer to the skatepark, the higher the risk. It is noted that there is an ordinary watercourse in this area, which may lead to a higher risk. Detailed assessment is required to determine the full extent of flood risks.</p> <p>The site is well-screened by surrounding development to protect it from views. Careful masterplanning will be required due to the amount of current overlooking. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
622	Land south of Sand Hole Lane (Leigh Field)						<p>The site is positioned to the south of Sandhole Lane, south of Westbury. The site tends to slop from the edges to form a hill. The northern part of the site is subject to planning permission for residential development. Old Dilton Road runs along the southern boundary of the site where some existing planting forms a defined edge. PROW WEST28 runs from west to east along the centre of the site dissecting land with and without planning permission. This sits at the highest point of the site.</p> <p>This site has good accessibility. Groundwater risk covers the whole site. The site, whilst sitting further away from Upton Cow Down escarpment, would potentially impact</p>	✓

							<p>on views both to and from this important landscape feature. However, due to its location adjacent to the settlement boundary suggests that detailed assessment is required to determine the full extent of any landscape impacts and the possibility of mitigation.</p> <p>The site is located close to a congested corridor and an AQMA. This site could be considered in combination with SHELAA sites 3337 and 3375.</p> <p>The site itself extends into open countryside beyond the urban/ rural fringe of the town, which may affect the suitability of this site for development. However, the site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
742	Land Southeast of West Wilts Trading Estate						<p>The site is located to the north of Westbury and adjoins the settlement boundary to the north, west and south of the site. Storridge Road is positioned to the west of the site and presents a logical point of access. An area of woodland is positioned to the northwest of the site's boundary, creating a buffer between a large part of the site and the West Wiltshire Trading Estate to the north. Existing housing development is apparent to the south of the site, within the Westbury settlement boundary.</p> <p>This site has moderate accessibility. There are small pockets of low-risk surface water flooding. The site is generally well screened from far views, and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planting. The site is located close to a congested corridor and an AQMA.</p>	✓

						<p>SHELAA site 1014 is positioned to the east of this site and there is potential to consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
1010	Wellhead Farm					<p>The site is positioned to the south of Westbury. It is of a significant size and partially adjoins the Westbury settlement boundary to the north of the site. The site lacks a relationship to Westbury and rises away in the south towards Upton Cow Down. The site is within the Special Landscape Area.</p> <p>This site has poor accessibility. Groundwater risk affects the western part of the site (near Wellhead Farm), though the risk decreases as you progress eastward. The surface water risk is minimal and focused on Wellhead Farm, covering less than 5% of the total site area. Grade II Listed building Leighton House is a significant country house with a designed landscape, which extends into surrounding 'borrowed' landscape. Changes within the wider landscape may therefore impact upon its setting. Detailed assessment would be required to understand the extent of the impact that development would have on heritage assets and the historic setting of these. However, the site sits at the base of Upton Cow Down and wooded green infrastructure escarpment and development would adversely affect views both to and from this important landscape feature. The site is located close to a congested corridor and an AQMA.</p> <p>The site is subject to constraints across all the areas of assessment at</p>	X

						<p>this stage, particularly landscape. As such, the site should be excluded from further consideration.</p>	
1011	Land to the rear of Leighton Recreation Centre					<p>The site is situated to the south of Westbury and adjoins site 251 on the western most boundary. The site adjoins the Westbury settlement boundary in part to the west and north of the site. Wellhead Springs is located within the site boundary. As a significantly sized site, the topography varies, sloping upwards towards landscape features to the east and south of the site.</p> <p>This site has moderate accessibility. Groundwater risk affects the western part of the site (near Wellhead Springs), though the risk declines as the site slopes upwards to the east. Surface water flood risk is minimal and focused on the existing water bodies within/ close to the site. Grade II Listed building Leighton House is a significant country house with a designed landscape, which extended into surrounding 'borrowed' landscape. Changes within the wider landscape may therefore impact upon its setting. The areas of the site that wrap around the south and east of Leighton House Park could impact the setting, however the full extent of this impact would need to be investigated through detailed assessment. The site sits at the base of Upton Cow Down and wooded green infrastructure escarpment and development would adversely affect views both to and from this important landscape feature. The site is located close to a congested corridor and an AQMA.</p> <p>There may be some potential to consider a much smaller parcel to the west along with site 251, however the entirety of the site is subject to constraints across all the areas of assessment at this stage, particularly</p>	X

						landscape. As such, the site should be excluded from further consideration.	
1012	Land north of Newtown					<p>The site is positioned to the east of Westbury. Despite being a large site, it adjoins the Westbury settlement boundary only partially the sites westernmost edge. Overall, a larger area of the site lacks a relationship with the urban form of Westbury, with Westbury Cemetery separating the north-western area of the site from existing development. The site is positioned within the Special Landscape Area.</p> <p>This site has moderate accessibility. Groundwater risk covers the northern part of the site. Potential impacts on Grade II and Grade II* Listed mausoleums within the cemetery would need further consideration through detailed assessment. However, mausoleums have a contained setting, and any development would need to respect the tranquillity of the cemetery. This could further create an isolated development in the landscape. Additional impacts could also arise on the setting of Schedule Monument Bratton Camp and the setting of Grade II* Listed Building Heywood House due to the contribution this site makes the wider landscape. These would require further assessment. While it is situated approximately 2km to the north of the site, Heywood House is a significant country house in a designed landscape, which enjoyed deliberately framed views towards the Westbury White Horse. The site sits at the base of the Westbury Hill and escarpment and would adversely affect views both to and from this important landscape feature, particularly between Heywood House and the Westbury White Horse. The site is located close to a congested corridor and an AQMA.</p>	X

							<p>The site is subject to constraints across all areas of assessment at this stage and, while there is scope to consider the full extent of heritage impacts detailed assessment, a development at the site would struggle to achieve a relationship with the built form of Westbury and is within an important landscape setting. It should therefore be excluded from further consideration.</p>	
1014	Glenmore Farm						<p>The site is positioned to the north of Westbury. Hawkeridge Road is situated to the east of the site and adjoins the eastern boundary in the northern area. The site is subject to some boundary planting. The site adjoins the Westbury settlement boundary to the north and south. The West Wiltshire Trading Estate is situated to the north, while existing residential development to the south/southwest.</p> <p>This site has moderate accessibility. Groundwater risk is apparent in the southern part of the site. Surface water risk is minimal, situated close to the middle of the site and covers only a small part. The site is generally well screened from far views, and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planning. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA site 742 is positioned to the west of the site and there is potential to consider these two parcels in combination.</p> <p>Development on the site may, potentially, erode the separation of the residential area to the south and employment land to the north. However, the site should be taken forward for further assessment as there does not appear to be any</p>	✓

						overriding constraints that justify excluding the site at this stage.	
3205	Land to the west of Mane Way					<p>The site is positioned to the west of Westbury and covers a large area. Scheduled monument: Moated site 400m of Penleigh House is positioned within the site boundary. Biss Brook is positioned along the western site extent, while other water bodies are positioned within the site boundary. Mane Way is positioned to the east of the site and wraps round the southern area of the site.</p> <p>The site is subject to areas of Flood Zones 2 and 3 because of the adjoining river and other water bodies. There is also surface water flood risk associated with the existing water bodies. However, due to the size of the site, surface water flood risk covers only a small area. Detailed consideration of flood risk s is required to understand the full extent of any impacts and potential for mitigation.</p> <p>This site has good accessibility. Impact on Penleigh Moated Site Scheduled Monument, Grade II Listed Building Penleigh House, Grade II Listed Building Penleigh Farmhouse, and Grade II Listed Building Penleigh Mill. Moated sites were often status symbols with deliberate primacy in the landscape. This could be lost with surrounding development, as would the relationship with surrounding historic assets and field systems. Mitigation would be very difficult, but further consideration through detailed assessment should be carried out. Farmsteads also have a fundamental relationship with their surrounding hinterland (here constrained already by the railway) and mitigation is likely to be very difficult. The settings of Penleigh House and Mill require further assessment. The site is exposed to</p>	✓

						<p>views from Mane Way (A3098) but there is the opportunity to mitigate this through planting along the boundary. The Biss Brook Green Infrastructure Corridor runs along the west of the development. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3218	Land at Slag Lane					<p>The site is a triangular parcel positioned to the north of Westbury. Frogmore Road is situated to the southwest and follows the boundary of the site. Beyond this road to the southwest is a waterbody. The railway line bounds the site to the northeast and southeast.</p> <p>This site has good accessibility. Surface water risk stretches from the northeast corner towards the centre of the site, covering around 20% of the whole site. The site is nestled in between railway embankments, giving good screening to near views, though there are far views to the Westbury Hill escarpment. The adjacent old gravel workings and railway lines are important green infrastructure corridors. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓
3223	Land to the rear of 71 Westbury Leigh					<p>The site is positioned to the south of Westbury and to the rear of properties along Westbury Leigh. The site adjoins the settlement boundary to the north and east. Existing tracks</p>	✓

							<p>suggest access is achievable off Westbury Leigh or via Sandhole Lane. Three Grade II listed buildings are positioned in proximity along Westbury Leigh, these are 101 Westbury Leigh, the Malthouse and Applegarth.</p> <p>This site has good accessibility. Impact on Grade II Listed Malthouse building requires further investigation. The contribution to the setting of the Malthouse building requires assessment but harm is unlikely to be increased over and above harm caused by existing development. The site is generally well-enclosed by existing trees and development. Sitting on the current settlement boundary, it would not adversely affect any views to the countryside beyond. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3337	Land adjoining Old Dilton Road and Tickle Belly Lane						<p>The site is situated to the south of Westbury and is a narrow stretch of land, bounded to the west by a line of trees and a track (Sandhole Lane). The Westbury settlement boundary adjoins the site to the north and Old Dilton Road runs along the south / southeastern boundary. The eastern boundary is lined by trees.</p> <p>This site has good accessibility. While sitting further away from the Upton Cow Down escarpment, development of this site would potentially impact on views both to and from this important landscape feature. However, due to its location adjacent to the settlement boundary and with careful mitigation along its southern edge, reinforcing the existing</p>	✓

						<p>hedgerows, suggests mitigation is possible. Detailed consideration is required to understand the full extent of any landscape impacts and the possibility of mitigation. The site is located close to a congested corridor and an AQMA.</p> <p>The site is sandwiched between SHELAA sites 622 and 3375, although tree lining and a track to the south create some physical separation, however, the size and position of the site suggest it could be grouped with these two parcels.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3375	Turnpike Field, Old Dilton Lane					<p>The site is situated to the south of Westbury and is bounded on all sides by existing trees. The Westbury settlement boundary adjoins the site to the north and east. While Old Dilton Road runs along the southern boundary and the A350 (Warminster Road) follows the eastern site boundary.</p> <p>This site has good accessibility. While sitting further away from the Upton Cow Down escarpment, development of this site would potentially impact on views both to and from this important landscape feature. However, detailed assessment is required to the understand the full extent of visual and landscape impacts and the potential for mitigation. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓

3401	Land behind and adjacent to BA13 4LB						<p>The site is positioned to the north of Westbury and adjoins allocated employment land at Hawkeridge on the southern boundary of the site. The northern boundary of the site adjoins the built form of Hawkeridge within the open countryside.</p> <p>This site has moderate accessibility. There are very small pockets of very low risk surface water flooding noted within the site along the northeast border. The site, if developed, risks coalescence between Hawkeridge hamlet and the West Wilts Trading Estate. The site is located close to a congested corridor and an AQMA.</p> <p>This site should be excluded from further consideration on landscape grounds.</p>	X
3404	Land at Bratton Road (Highfield)						<p>The site is positioned to the east of Westbury. This is a smaller parcel that adjoins the Westbury settlement boundary only in part to the north at Coach Road. A dense woodland is apparent to the west of the site, creating a buffer between existing development and the site. Bratton Road is situated to the south of the site.</p> <p>This site has good accessibility. Groundwater risk is highest on a strip across the middle of the site. The south part of the site is also subject to groundwater flood risk, this is less, however. The contribution of the wider landscape and the impact of development on and within the setting of the Scheduled monument Bratton Camp requires assessment requires further assessment. Impact on the setting of the Grade II Listed Heywood House also requires further investigation. This is a significant country house in a designed landscape, which enjoyed deliberately framed views towards the White Horse. Assessment of the impact of</p>	✓

							<p>development on its setting is required. While the site is set back from the Westbury Hill escarpment, its development would still be prominent from views from the top of the escarpment. The site is located close to a congested corridor and an AQMA.</p> <p>The site adjoins SHELAA site 3679 to the north. There is potential to consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3445	Land north of Shallow Waggon Lane						<p>The site is positioned to the north of Westbury. Allocated employment land at Hawkeridge is positioned to the north of the site, beyond a dismantled railway which forms part of the site's northern boundary. Hawkeridge Road follows the sites western boundary, while the railway line follows the eastern boundary.</p> <p>This site has moderate accessibility. Groundwater risk is limited to the south of the site, covering less than 15% of the total site area. There is a very small section of low-risk surface water flooding in the northeast corner of the site. The impact of the Grade II Listed building Hawkeridge Farmhouse must be considered. However, extant permissions potentially compromise the setting of the farmhouse. The site is generally well-screened but is set apart from existing settlement boundaries. There is potential for a development in this location to be isolated if other land around the site, e.g., 1014, does not come forward. This is to be investigated further through further consideration. The site is located close to a congested corridor and an AQMA.</p>	✓

							The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.	
3620	Land to the west of Coach Road						<p>The site is positioned to the east of Westbury. This is a smaller parcel that adjoins the Westbury settlement boundary along the southern boundary. Land to the north and the west is subject to a recent residential development, which is positioned outside of the Westbury settlement boundary. Coach Road forms the eastern boundary of the site.</p> <p>This site has moderate accessibility. There are small pockets of low-risk surface water flooding. The site is generally well-enclosed by existing trees and development. Sitting on the current settlement boundary, it would not adversely affect any views to the countryside beyond. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA site 3679 is positioned to the east of the site. There would be some logic in considering these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓
3679	Land at Bratton Road						The site is situated to the east of Westbury. It is a larger parcel that is bounded to the north by the railway line and to the south by Bratton Road. Coach Road runs along the western boundary of the site. The site is subject to an even topography for a large site, however the relationship with the wider landscape exposes the site to key views, thus has a prominent position in the landscape.	✓

						<p>The site adjoins the settlement partially on the west, as well as partially adjoining recent residential development in this location.</p> <p>This site has moderate accessibility. There is minimal surface water risk; covering less than 5% of the site and located near areas of existing water features. Groundwater risk covers less than 10% of the total site area and is most prevalent on the south part of the site. The impact on the setting of the nearby Scheduled monument Bratton Camp and the Westbury White Horse requires assessment. There is the potential for impacts on the setting of Grade II* Listed Building Heywood House, which has designed views towards the White Horse. The impact of development on these views requires assessment and may cause unacceptable harm. Development in this location could impact the setting of the Westbury White Horse and the Fair View Farm viewpoint. There would be prominent and direct views from the Westbury Hill escarpment. Development in this location would be urban encroachment into the countryside. The south part of the site is classified as Grade 3 agricultural land. The full extent of any landscape and heritage impacts and the potential for mitigation, should be investigated through detailed assessment. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA sites 3404 and 3620 adjoin this site to the south and west, respectively. There is potentially to consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there remains scope for further investigation of constraints and potential mitigation which should be investigate through</p>	
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							detailed assessment. Therefore, it should not be excluded at this stage.	
3681	Brook Farm						<p>The site is positioned to the north of Westbury and adjoins the settlement boundary to the south. The Brook Lane/ Northacre Trading Estate encompasses the site to the north, east and south. Biss Brook follows the western boundary of the site, while Grade II listed Brook Farmhouse and Medieval Settlement west of Brook Farm Scheduled Monument is beyond the site boundary to the west.</p> <p>This site has moderate accessibility. Flood risk is isolated to the western part of the site, running along with the watercourse where Flood Zones 2 and 3 are apparent. Surface water risk is patchy across the site but does not account for more than 10% of the total site area. Most of the site is within an area of high groundwater risk. Impact on Grade II Listed Brook Farm, impact on Scheduled Medieval Settlement and field systems to the west of Brook Farm and impact on non-designated Brook Mill and layout of watercourses require further investigation. Farmsteads have a fundamental relationship with their surrounding hinterland. The site could lead to the loss of both farmstead and the immediate setting of the farmhouse. The impact of the setting of the scheduled settlement requires assessment requires assessment, however mitigation is unlikely due to the size of the site. Nonetheless, while subject to heritage constraints the relationship between the site and existing employment land suggests that detailed consideration of any impacts and the potential for mitigation should be undertaken. The Biss Brook Green Infrastructure Corridor runs along the west of the development. There are opportunities to enhance the green infrastructure corridor and provide integrated flood</p>	✓

						<p>risk management to the west of the site. It may also be possible to mitigate the development through reinforced hedgerow planting around the boundaries of the site. The site is located close to a congested corridor and an AQMA.</p> <p>While there is limited scope to mitigate heritage impacts, there remains the need to investigate the full extent of any impacts and mitigation further through detailed assessment. Therefore, it should not be excluded at this stage.</p>	
3709	Court Farm Estate					<p>The site is positioned to the north of Westbury. It is a very large site that adjoins the Westbury settlement boundary along the southern border. The site then stretches to the north beyond Court Farm, which is situated within the site boundary and Hawkeridge, which is positioned to the east of the site. Hawkeridge Road follows the eastern boundary, although the boundary of the site extends north towards Bitham Brook and Biss Brook as the road veres to the north-east towards Yarnbrook. These waterbodies form the northeast and northernmost boundaries. The site is subject to some existing woodland and planting. The site itself gradually slopes away from Westbury towards North Bradley with the topography of the site reflecting the vast scale of it.</p> <p>This site has moderate accessibility. The northern area of the site is subject to flood risks. These are surface water flood risk and Flood Zones 2 and 3 associated with Bitham Brook and Biss Brook. Court Farm Grade II listed building is within the centre of the site. The wider farmstead has a functional relationship with the surrounding hinterland. As an open site, with an agricultural setting, suggesting</p>	✓

						<p>mitigation could be difficult but further investigation is required. Development in this locations risk coalescence with North Bradley and, more widely, with Trowbridge where development to the south of the town increases these potential landscape risks. The site has the River Biss Green Infrastructure corridor to the North along with two woodlands. Landscape and heritage impacts require detailed assessment to understand the full extent of these impacts and the potential for mitigation.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3740	Land at Titford Farm					<p>The site is positioned to the south of Westbury. The west and south-west of the site slopes away downwards significantly, leaving the remainder of the site atop a hill. The site adjoins the settlement boundary in part to the north and north-west to the rear of Westbury Leigh.</p> <p>Biss Brook is apparent at the bottom of the hill on the west of the site, Flood Zones 2 and 3 are apparent in this area. The site is located close to a congested corridor.</p> <p>The site has moderate accessibility. Due to the topography of the site, suitable access is a concern. However, the site adjoins SHELAA site 622 to the south-eastern corner. There is therefore potential to consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓

2087	Land at Matravers School						<p>The site is positioned in the central area of Westbury. It is currently in use as the local secondary school, comprising built development and playing fields. While the site is available for development, no site for relocation of the facilities has yet been identified. Suggesting some uncertainty about the prospects of development at this site.</p> <p>The site has good accessibility. However, it is within 500m of Westbury Air Quality Management Area. Suggesting severe traffic and transport impacts could be apparent. These impacts are to be investigated further through detailed assessment.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓
3734	Land off Storridge Road						<p>This site has good accessibility. Groundwater risk affects the southeast corner of the site, covering around 10% of the site. Surface water risk is focused on the centre of the site, near the sewage pumping station, covering less than 5% of the total plot. There is the potential for archaeology remains. The site is generally well-screened from far views, and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planting. A woodland belt green infrastructure corridor goes along the western side. There is the issue of coalescence between employment and residential uses to be considered. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding</p>	✓

							significant impacts that justify excluding the site at this stage.	
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Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
1014, 742 and 3734	These sites abut each other and have no strong physical barriers.
3679 and 3404	Sites to the east abut each other and have no strong physical barriers. Land to the west adjoins land to the east in part and in the control of a single developer.
3375, 3337, 622 and 3740	These sites abut each other and have no strong physical barriers.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site number	Site name	SHELAA reference
1	Land north of Shallow Waggon Lane	3445
2	Glenmore Farm	742, 1014 and 3734
3	Land at Slag Lane	3218
4	Land to the west of Coach Road	3620
5	Land at Bratton Road	3404, 3679
6	Land to the rear of Leighton Recreation Centre	251
7	Turnpike Field, Old Dilton Lane and Land at Titford Farm	622, 3337, 3375 and 3740
8	Land to the rear of 71 Westbury Leigh	3223
10	Land to the west of Mane Way	3205
11	Land at Redland Lane	269
12	Brook Farm, Brook Drive, Westbury	3681
13	Court Farm Estate, Westbury	3709
14	Land at Matravers School	2087

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic, and environmental considerations. A full explanation of the Sustainability Appraisal

methodology is provided in a separate report⁸, which also includes the detailed assessments made for each site,

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

At Westbury, the Sustainability Appraisal identified that no sites are considered likely to have 'major adverse effects' whereby mitigation is unachievable. Therefore, 13 sites were taken forward for further consideration at Westbury.

⁸ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)
www.wiltshire.gov.uk/planning-policy-monitoring-evidence

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Westbury: Table showing summary of assessment scores listed in order of site sustainability performance (More à Less)

SITE	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
2	-5 (1st)	-	--	--	--	-	0	-	0	+++	+	--	++
14	-6 (2nd)	-	++	--	-	-	0	-	-	+	--	--	++
4	-7 (=3rd)	-	-	--	--	-	0	-	-	+	+	-	+
10	-7 (=3rd)	-	--	--	--	--	0	--	--	+++	+++	--	++
11	-7 (=3rd)	0	-	-	--	-	0	-	-	+	-	-	+
1	-8 (=6th)	-	-	--	--	-	0	--	-	+	+	-	+
5	-8 (=6th)	--	--	--	--	-	0	--	--	+++	++	--	++
7	-8 (=6th)	--	--	--	--	--	0	-	--	+++	++	--	++

Planning for Westbury

3	-10 (9th)	--	-	--	--	-	0	-	-	+	0	--	+
8	-11 (=10th)	--	-	-	--	--	0	-	-	+	0	--	0
12	-11 (=10th)	--	--	--	--	--	0	--	-	+	0	-	++
6	-12 (=12th)	--	-	--	--	--	0	-	--	+	0	--	+
13	-12 (=12th)	--	--	--	--	-	0	--	--	+++	-	--	+

Key to likely significance of effects:					
+++	Major positive effect = +3 points	0	Neutral effect = 0 points	---	Major adverse effect = -3 points
++	Moderate positive effect = +2 points			--	Moderate adverse effect = -2 points
+	Minor positive effect = +1 point			-	Minor adverse effect = -1 point

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – the identified ‘Place Shaping Priorities. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities, and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Westbury, 13 sites were assessed at Stage 4. These site options were assessed against the Place Shaping Priorities, which is set out in the following table:

Westbury: Table showing assessment of sites against the Place Shaping Priorities

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
Site 1	Strength	Neutral	Neutral	Weakness	Neutral	Strength	Neutral	Neutral
	Very well related to services and facilities to the north of the town, including the train station. Less likely to support local sense of place due to location.	The site is some distance from the town centre. Unlikely to provide opportunities to support town centre regeneration.	Good opportunities to improve connectivity from the north of the town, where the train station and employment land are positioned, and the town centre. The site is smaller and wider benefits are less likely.	Could result in additional pressure on the AQMA and Oldfield Road through car journeys southerly via the B3097. Unlikely to result in investigations to overcome issues.	Could deliver some onsite public space or support connectivity to local spaces.	Could support the retention and expansion of existing employment. Considering employment needs at the town, is more likely to support existing employment areas through residential development.	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.
Site 2	Strength	Strength	Strength	Neutral	Neutral	Strength	Neutral	Neutral
	The site is less well located to services and facilities in the town centre. Extremely well related to the train station and services and facilities to	The site is some distance from the town centre, but opportunities to support town centre regeneration / local ambitions could be	Very good opportunities to improve connectivity from the north of the town, where the train station and employment land are	Could place additional pressure on the AQMA, but could also support investigation into measures to improve air quality and	Could result in new public open space, but unlikely to link well to other sites to residential areas, other than those adjoining the	Could support the retention and expansion of existing employment. In light of employment needs at the town, is more likely to	The site is less likely to new formal sport or recreational uses but could support new public recreational green space.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	the north of the town. The site could support a very good level of new homes and could support increased connectivity between Westbury Train Station and the town centre. Less likely to support local sense of place due to location.	apparent, specifically improving active travel accessibility from the north to the town centre.	positioned, and the town centre. A larger development in this location could result in wider reaching benefits.	local congestion. Unlikely to result in positive short term measures in achieving this PSP, however.	site to the south, due to the railway line to the southern and the employment site to the north.	support existing employment areas through residential development.		likely to be apparent.
Site 3	Neutral	Neutral	Neutral	Weakness	Neutral	Neutral	Neutral	Neutral
	Well related to the railway station but lacks good access to the town centre and poorly related to health centre.	The site lacks good access to the town centre. Smaller site unlikely to provide opportunities to support town centre regeneration.	Proximity to railway station may provide opportunity to improve sustainable transport links between railway station and town	The size and location of the site suggests it is unlikely to support the investigation of measures to decrease pressure on the AQMA and	Site may support a small amount of open space and link well with the nearby railway station. However, it is separated by	Site may be more suited to some employment development to complement nearby uses, being near the railway station and given that	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or	Opportunities for development to consider Westbury’s local climate and environmental emergency pledges are

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	Potential to support a small number of homes but with capacity reduced by the presence of constraints, notably the railway lines on two sides of the site.		centre though small size of site and constrained location may be limiting factors.	could result in additional pressure on Oldfield Road. Within odour/flies zone buffer zone of sewage treatment works.	the railway lines from the employment area to the north of Westbury and the town centre, from which it is some distance away.	its location between two railway lines and proximity to the sewage treatment works may make it less desirable for residential development.	active travel choices.	likely to be apparent.
Site 4	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Less well related to services and facilities in the centre, east and to the north of the town. Smaller potential to support local sense of place.	The site is a reasonable distance from the town centre, but opportunities to support town centre regeneration would be less apparent if this site were to come forward alone.	Unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	Could result in additional traffic through the AQMA due to the good access to the A350 and unlikely to support investigation of measures to overcome issues. Opportunity for this site to support site 5 in bringing	Unlikely to deliver onsite public space or support connectivity to local spaces.	Unlikely to support the retention and expansion of existing employment areas	Unlikely to support new sports pitches/recreational uses, improved health provision and active travel choices alone, but could support site 5 in achieving this priority.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
				forward measures to overcome these issues.				
Site 5	Strength	Strength	Neutral	Strength	Strength	Strength	Strength	Neutral
	Well related to services and facilities in the town centre and to the east of the town. Potential to support a good number of homes and contribute to local sense of place.	The site is a reasonable distance from the town centre. Opportunities to support town centre regeneration/ local ambitions could be apparent, specifically improving active travel accessibility from the east to the town centre.	Potential opportunities to support increased connectivity from the east, but this is unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	The position and size of the site suggests it could support the investigation of a A350 bypass/ secure land for future road delivery. The site is likely to deliver short term solutions to air quality issues and congestion.	Likely to be able to support new public open space and the formalisation of the country park. Opportunities to link to the residential areas to the west through active travel measures are likely to be apparent.	Could support new onsite employment, but considering employment needs at the town, is more likely to support existing employment areas through a good amount of residential development.	The site is likely to be able to support new recreational space and support the enhancement of the Country Park for recreational use. The site is less likely to support new sports pitches and healthcare improvements, but active modes of travel to increase connectivity from the site across the town could	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
							accompany a development of this size.	
Site 6	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Some access to services and facilities in the centre, east and south of Westbury, but is some distance from the train station and services and facilities to the north. A small number of homes here could contribute to local sense of place, although the character of the surrounding housing is more rural than the heart of Westbury.	Quite well related to the town centre but situated outside. Unlikely to support town centre regeneration.	Unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	Unlikely to worsen local issues, but unlikely to support investigation into measures to improve air quality and congestion.	Unlikely to deliver onsite public space or support connectivity to local spaces.	Unlikely to support the retention and expansion of existing employment areas.	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
Site 7	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Reasonably well related to the town centre and health centre but is some distance from the train station and services and facilities to the north. Homes here could contribute to local sense of place, although the character of the surrounding area is more rural than the heart of Westbury.	The site is situated outside of the town centre. Unlikely to support town centre regeneration or accessibility improvements.	Unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	Traffic associated with this larger site next to the main A350 road is likely to lead to a sizeable increase in traffic entering the town centre, which would put pressure on the AQMA. However, the size of the site suggests it might be able to support the investigation of measures to decrease pressure on the AQMA.	Site is large enough to support new public open space and link to surrounding residential development. However, the amount of development would need to be significantly reduced to the less landscape sensitive areas in the north of the site.	Unlikely to support the retention and expansion of existing employment areas.	Unlikely to result in new sport pitches/ recreational uses, due to its location and the amount of development needing to be significantly reduced to the less landscape sensitive areas in the north of the site.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.
Site 8	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Reasonably well related to the town	The site is situated outside of the	Unlikely to support connectivity	Unlikely to worsen local issues, but	Unlikely to deliver onsite public space or	Unlikely to support the retention and	Unlikely to result in new sport pitches/	Opportunities for development

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	centre and health centre. Small potential to contribute to local sense of place.	town centre. Unlikely to support town centre regeneration or accessibility improvements.	from the north of the town, where the train station and employment land are positioned.	unlikely to support investigation into measures to improve air quality and congestion.	support connectivity to local spaces.	expansion of existing employment areas.	recreational uses, due to size and location. unlikely to support health provision or active travel choices.	to consider Westbury’s local climate and environmental emergency pledges are likely to be apparent.
Site 10	Strength	Strength	Strength	Neutral	Strength	Strength	Strength	Neutral
	Well related to services and facilities, e.g., health centre and district shopping centre. Good opportunity for heritage led housing design to contribute to local sense of place.	The site is a reasonable distance from the town centre and offers the opportunity to safeguard and enhance historic assets at Penleigh Farm, including a Scheduled Monument. The site is well-related to existing residential development	Extremely good potential to support the delivery of the railway crossing. Good potential to support increased connectivity between the north of the town and the town centre.	The size and location of the site suggests it could support the investigation of measure to decrease pressure on the AQMA and congestion along Oldfield Road. The site could equally result in additional pressure on Oldfield Road but is less likely to have	Could support a good amount of public open space. Several onsite PROWs suggest opportunities to increase connectivity or active green corridors to other parts of the town will likely be apparent.	Could support new employment, but considering employment needs at the town, is more likely to support existing employment areas through a good amount of residential development.	The site is likely to be able to support new recreational space. The site could support healthcare provision through the growth of the health centre to the south of the site. very good opportunities to support active travel choices are	Opportunities for development to consider Westbury’s local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
		and local services and facilities. A development of this size in this location is likely to result in opportunities to support town centre regeneration, by improving accessibility between both sides of the town.		impacts on the AQMA.			likely to be apparent.	
Site 11	Weakness	Neutral	Neutral	Neutral	Weakness	Neutral	Weakness	Neutral
	Well related to services and facilities. Could lead to the loss of local sporting facilities. Likely to be able to support housing that can contribute to local sense	Good relationship with the town centre, although new housing is unlikely to support town centre regeneration as the site is smaller and	Less likely to support connectivity better the north of the town, where employment and the train station are positioned, and the town centre.	Unlikely to place additional pressure on the AQMA or Oldfield Road as access is most likely achieved to the south. Unlikely to support investigation	Likely to result in the loss of public open space. This would need to be replaced offsite and connectivity ensured, smaller site so opportunities to lead to	Unlikely to support the retention and expansion of existing employment areas.	Development would result in the loss of playing pitches.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	of place, however.	outside of the town centre.		into measures to overcome air quality issues.	enhancements are likely to be limited.			
Site 12	Neutral Well related to employment land, but poor connectivity to the main built-up area of Westbury. Less likely to support local sense of place due to location.	Neutral The site is situated away from the town centre. Unlikely to support town centre regeneration or accessibility improvements.	Neutral The positioning of the site suggests that connectivity to the town centre would need to be improved through development that adjoins employment land, with routes through employment land to overcome the constraints of the train station and train line to connectivity. The site is small and	Neutral Unlikely to worsen local issues, but unlikely to support investigation into measures to improve air quality and congestion.	Neutral Unlikely to deliver onsite public space or support connectivity to local spaces.	Strength Could support the retention and expansion of existing employment. Considering employment needs at the town, is more likely to support existing employment areas through residential development.	Neutral Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
			good benefits for this PSP are unlikely.					
Site 13	Weakness	Weakness	Neutral	Weakness	Neutral	Strength	Neutral	Neutral
	The site is some distance from the main residential area of Westbury, suggesting that new housing in this location would make no contribution to local sense of place. The site is some distance from most services and facilities, with the site being served by Trowbridge as well as Westbury for these.	The site is far from the town centre and extends away from it. Extremely unlikely to support town centre regeneration. A large development could support some accessibility improvements. The site is positioned between Westbury and Trowbridge town centres, increased spend could therefore leak to the larger	Good opportunities to improve connectivity from the north of the town, where the train station and employment land are positioned and the town centre. A larger development in this location could result in wider reaching benefits. The site is further from the train station than other sites to the north of the town, as such improved	Has the potential to severely increase air quality issues in the town if sustainable transport accessibility between the site and the heart of the town isn't achieved, resulting in reliance on private cars. Some support for town wide measures could be apparent, but unlikely to bring forward measures and could result in	Could deliver vast onsite public space, but unlikely to support connectivity to local spaces. Public space is most likely achieved in the north of the site where landscape buffers will be required, further placing these away from existing communities and open spaces.	Could support the retention and expansion of existing employment. Considering employment needs at the town, is more likely to support existing employment areas through residential development.	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
		centre of Trowbridge.	accessibility from the site to the train station, employment and town centre would need to be supported through development. unlikely to support delivery of the railway crossing due to the location of the site.	new or additional issues in the northern area of the town.				
Site 14	Strength Site is centrally located and has the potential to deliver new homes.	Strength Likely to be able to support town centre regeneration and local transport management improvements.	Neutral Could result in local transport improvements across and around the site, but unlikely to improve connectivity to the train station and	Weakness Could lead to additional pressure on the AQMA, unless a car free/ all electric development was brought forward. Could support	Strength Could lead to new public open space in the centre of the town, including increased connectivity across the site to the town	Strength Unlikely to support the retention and expansion of existing employment areas to the north but could support growth of the town centre.	Weakness Development could lead to the loss of playing fields at the site, which are associated with its current use as a school. These could be	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
			employment areas.	investigation into measures to improve air quality. Unlikely to support investigation into measures to improve local congestion, including a bypass.	centre from the west.		relocated and enhanced as a part of a new school, or partially retained onsite, however it is likely to that development would lead to new sports pitches or health provision.	likely to be apparent.

Summary

Site	Stage 4 ranking	SA ranking	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	PSP7	PSP8	Change from SA ranking
1	5 th (joint)	6 th (joint)	Green	Yellow	Yellow	Red	Yellow	Green	Yellow	Yellow	↑
2	3 rd	1 st	Green	Green	Green	Yellow	Yellow	Green	Yellow	Yellow	↓
3	11 th	9 th	Yellow	Yellow	Yellow	Red	Yellow	Yellow	Yellow	Yellow	↓
4	7 th (joint)	3 rd (joint)	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↓
5	1 st (joint)	6 th (joint)	Green	Green	Yellow	Green	Green	Green	Green	Yellow	↑
6	7 th (joint)	12 th (joint)	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↑
7	7 th (joint)	6 th (joint)	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↓
8	7 th (joint)	10 th (joint)	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↑
10	1 st (joint)	3 rd (joint)	Green	Green	Green	Yellow	Green	Green	Green	Yellow	↑
11	13 th	3 rd (joint)	Red	Yellow	Yellow	Yellow	Red	Yellow	Red	Yellow	↓
12	5 th (joint)	10 th (joint)	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Yellow	Yellow	↑
13	12 th	12 th (joint)	Red	Red	Yellow	Red	Yellow	Green	Yellow	Yellow	No change
14	4 th	2 nd	Green	Green	Yellow	Red	Green	Green	Red	Yellow	↓

The outcome of Stage 4 of the site selection process for Westbury can be summarised under the 'What development is proposed' section earlier in this paper; concluding that two sites emerged as the preferred sites at Westbury:

- Land at Bratton Road
- Land to the West of Mane Way

The maps below illustrate the outcome of the site selection process (Stages 1 to 4) at Westbury.

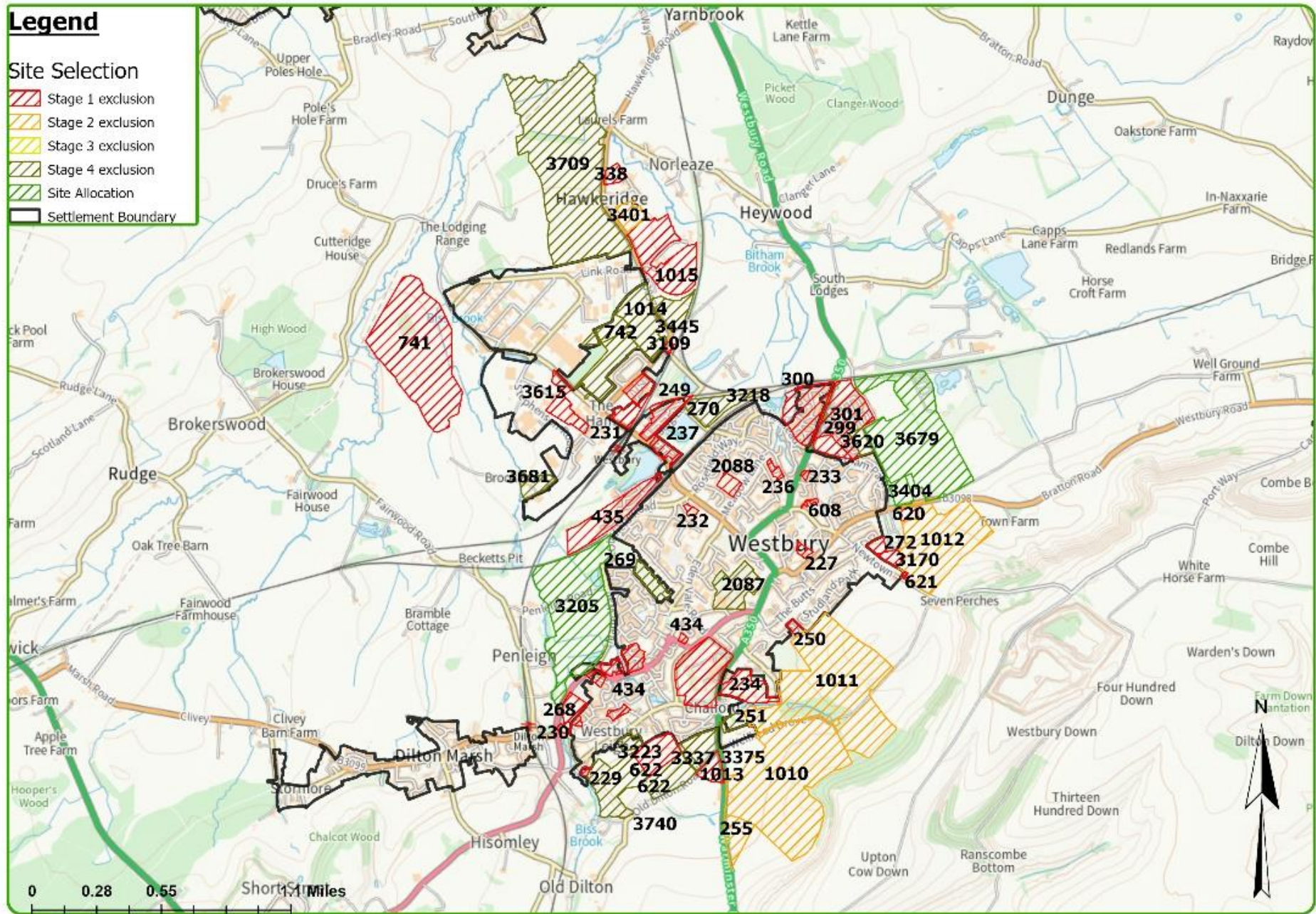


Figure 10. The results of the site selection process at Westbury.

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