

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

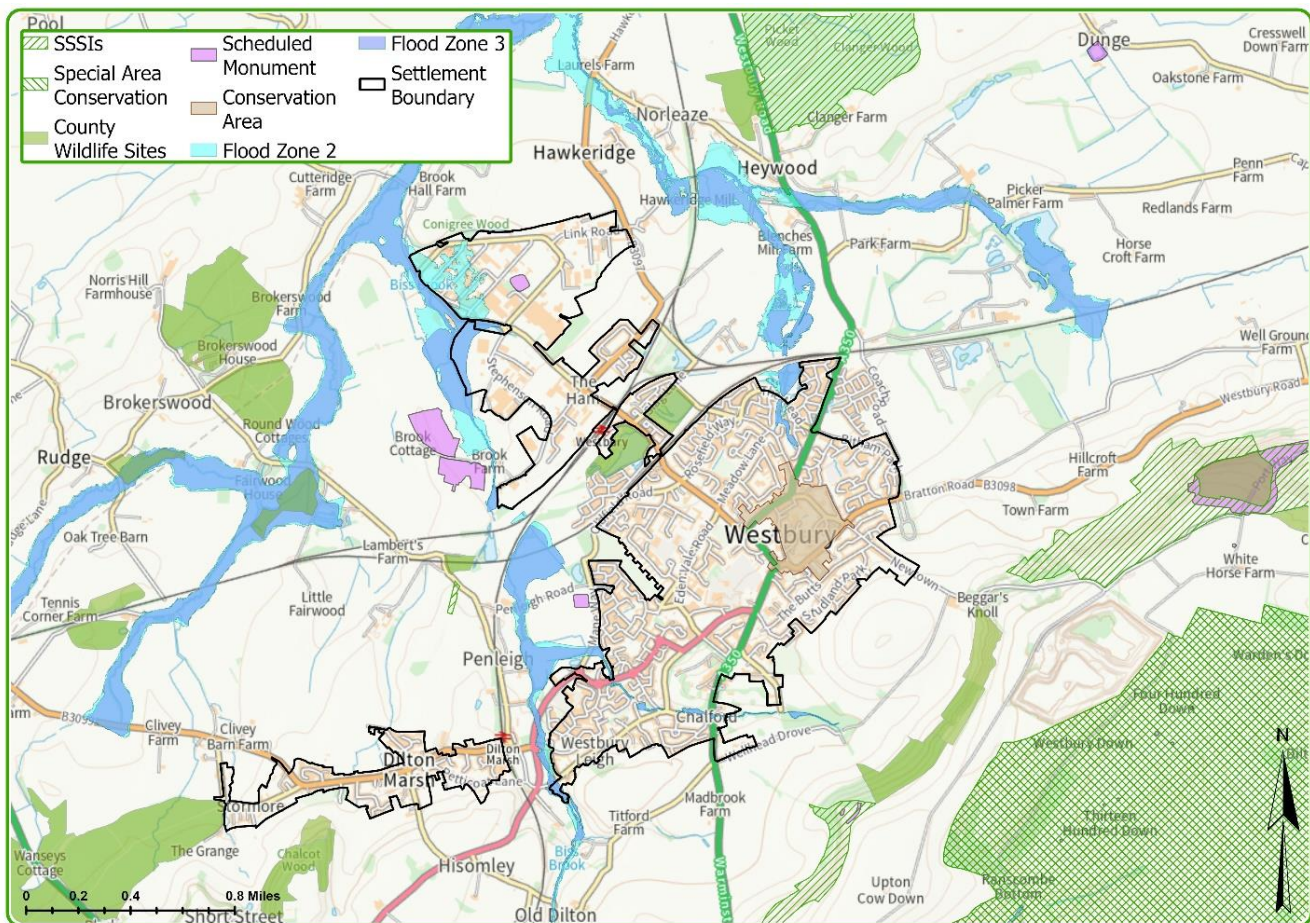


Figure 1. Environmental constraints and designations at Westbury.

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.

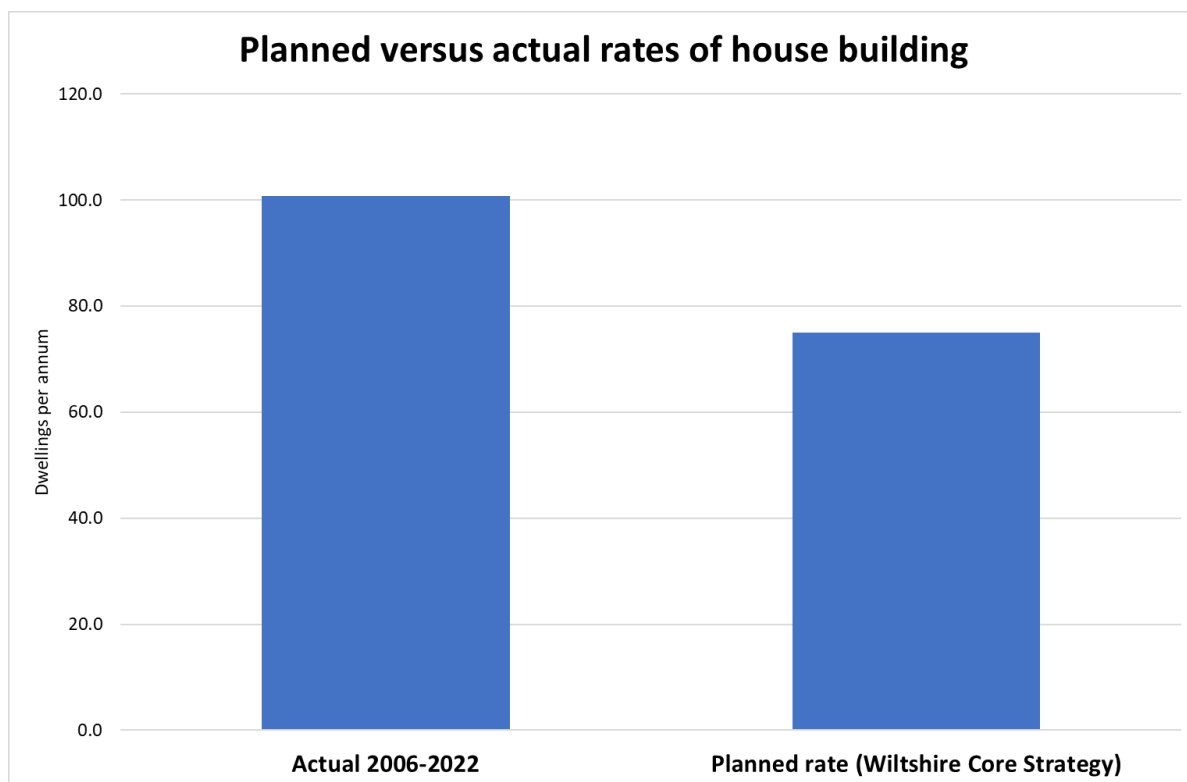


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Westbury.

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.

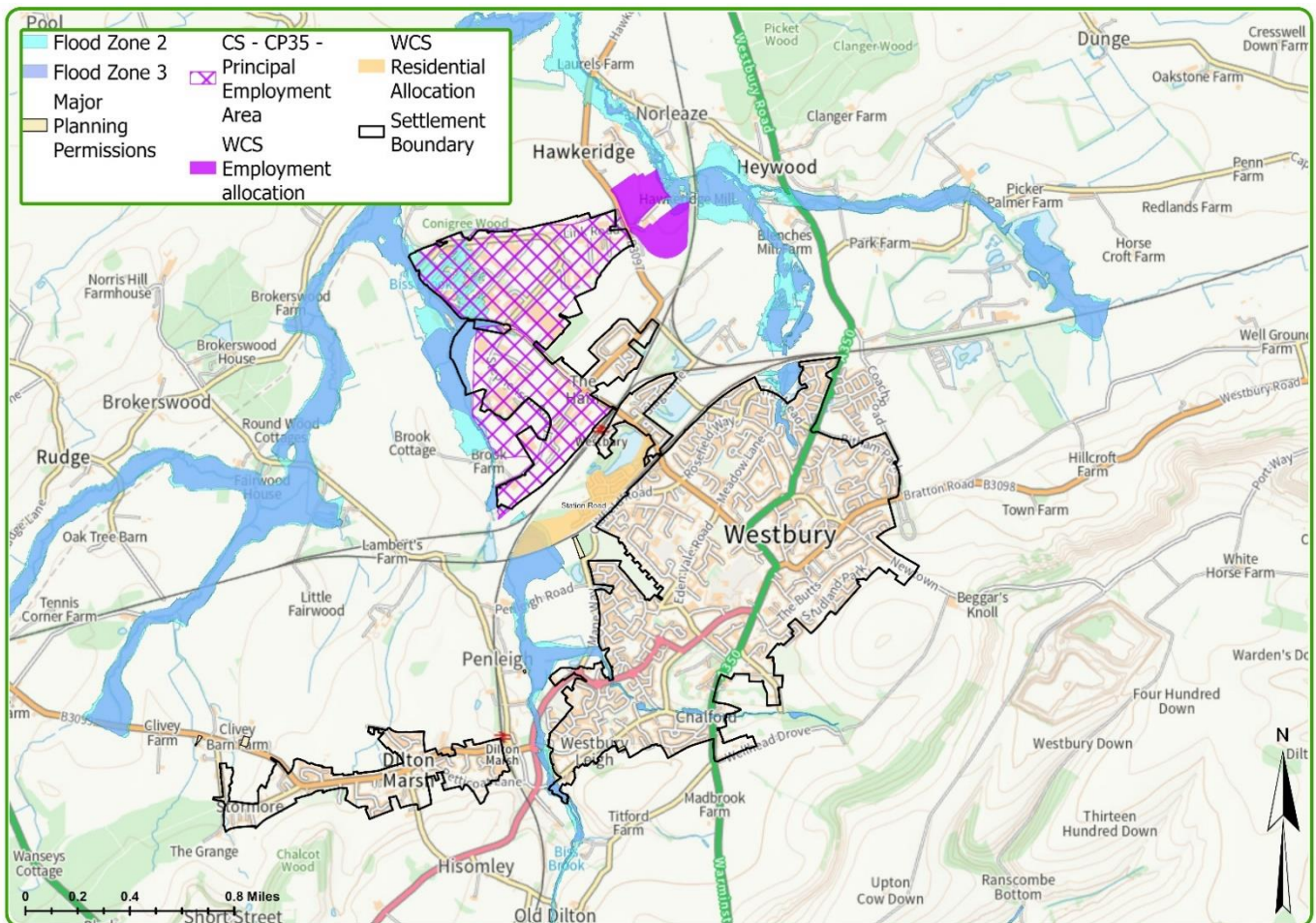


Figure 3. Major planning permissions and commitments at Westbury.

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.

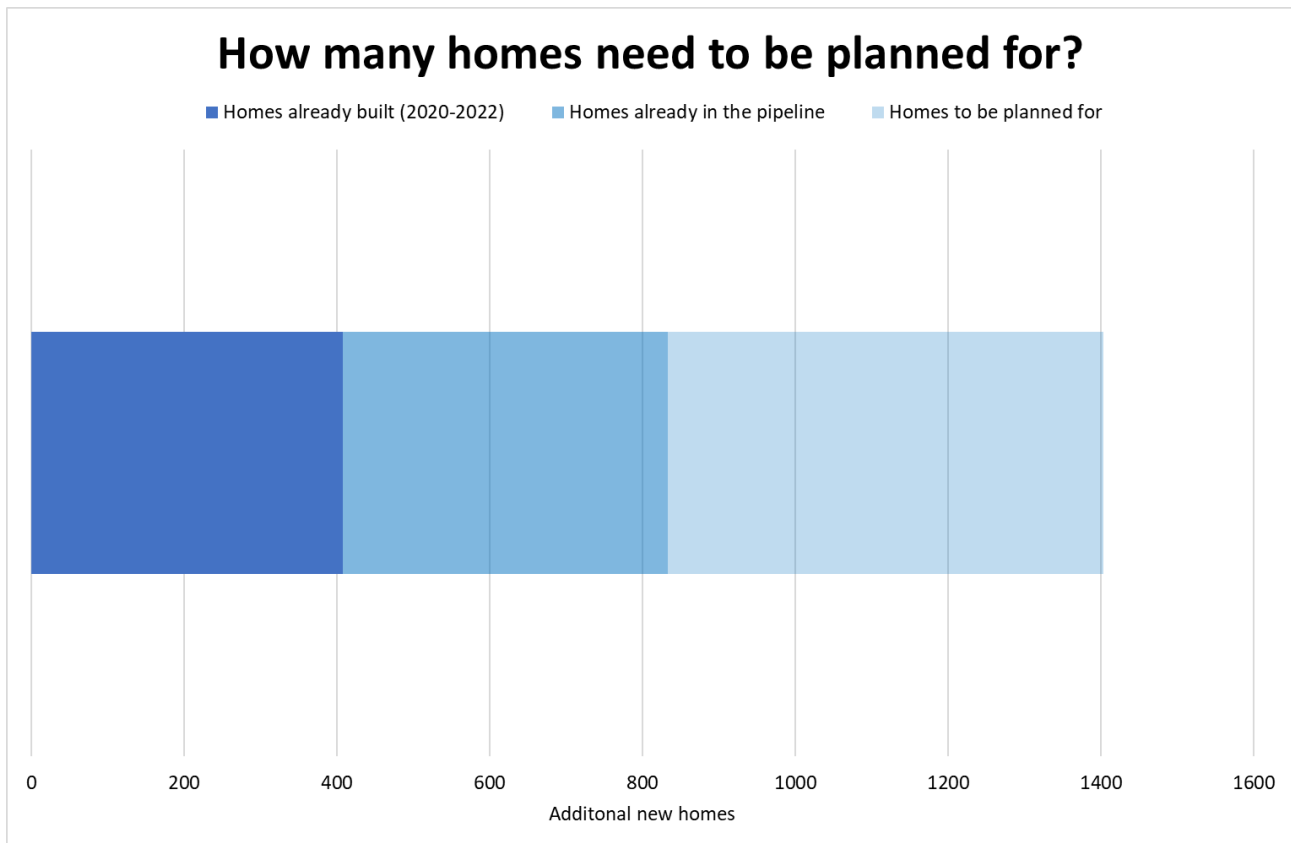


Figure 5. Calculating how many homes need to be planned for at Westbury.

Selecting sites

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

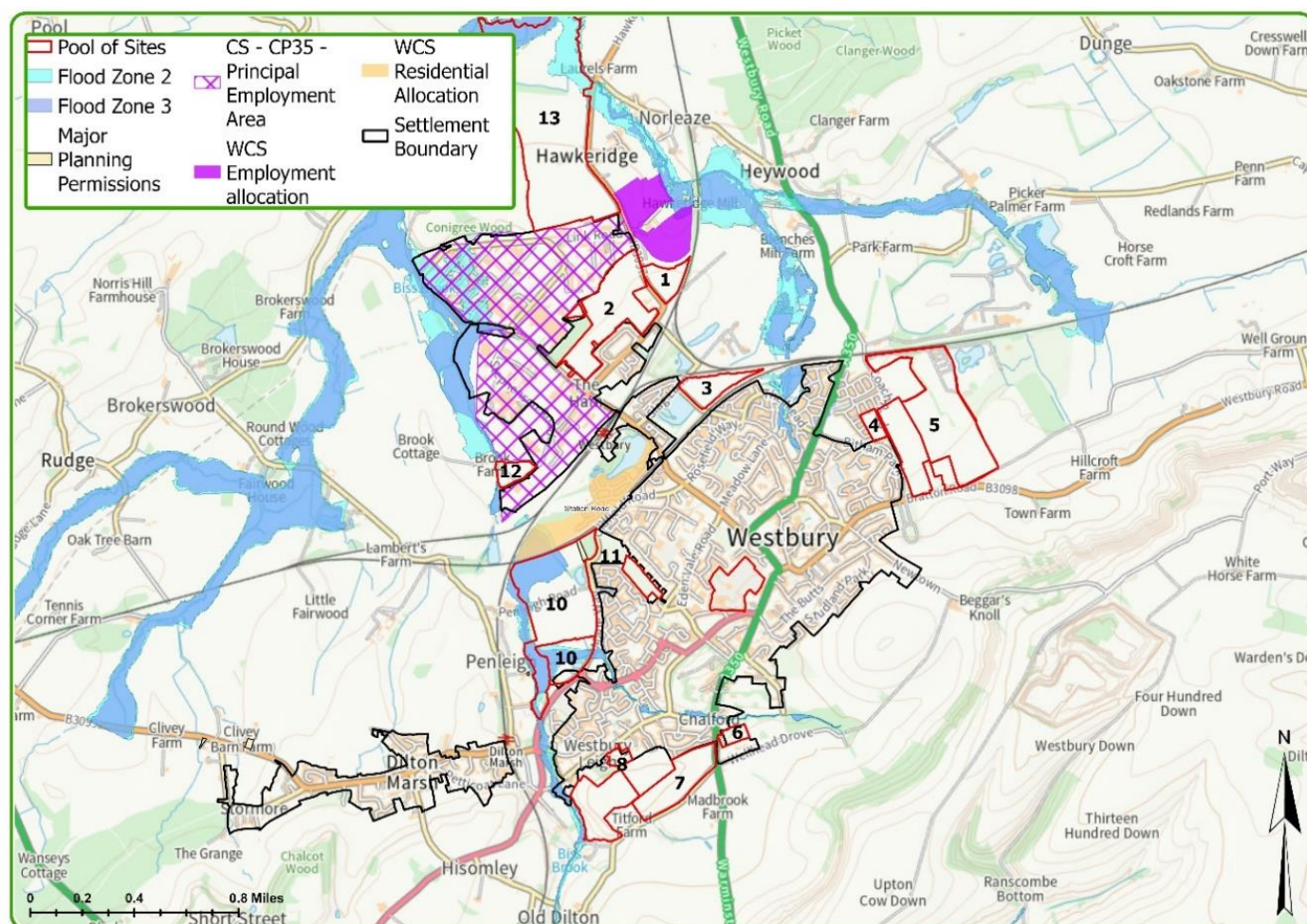


Figure 6. Pool of sites for sustainability appraisal at Westbury.

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. creating 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.

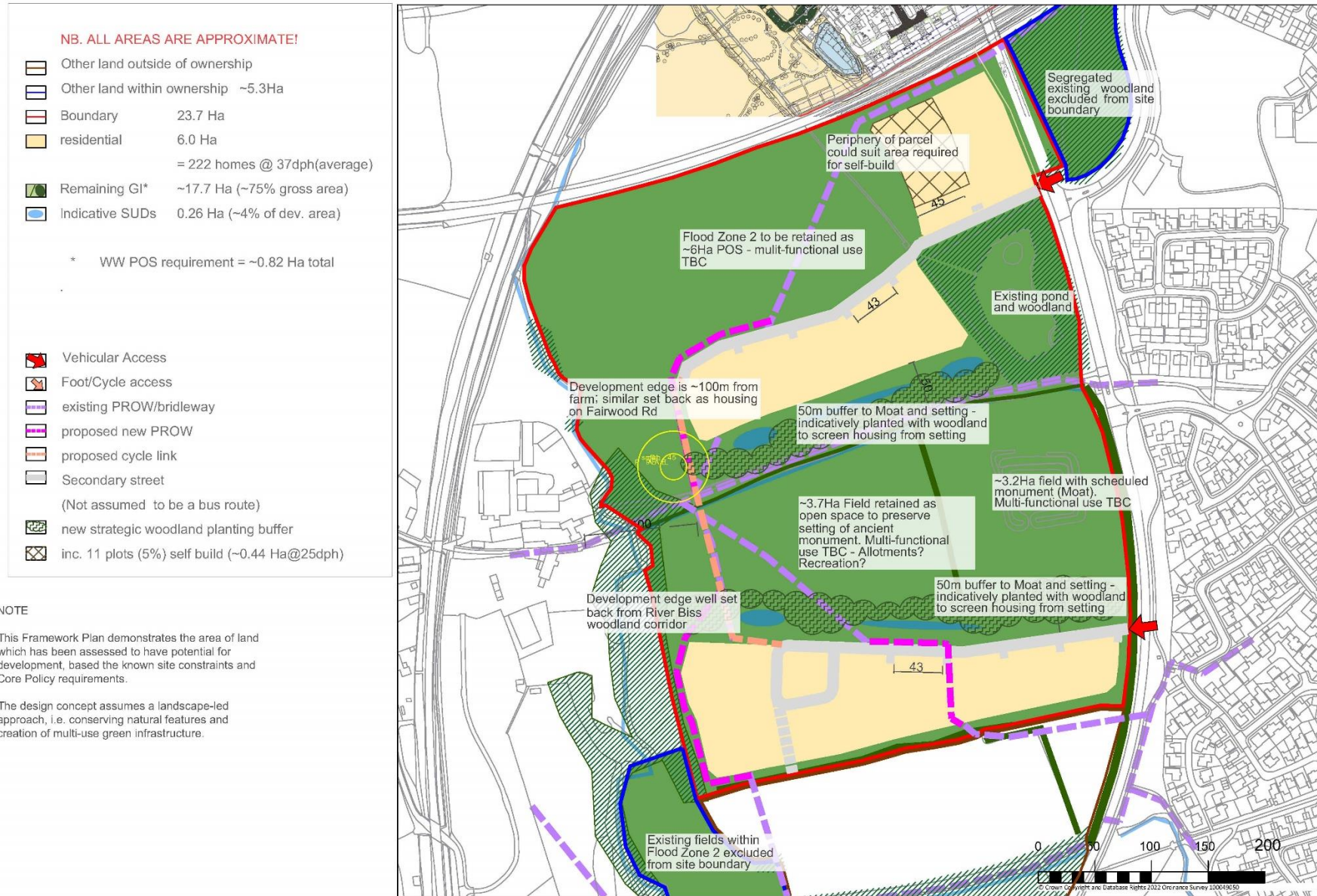


Figure 8. Concept plan for Land West of Mane Way

Westbury Country Park (SANG)

Use	Scale/ area
Green space	27ha
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.	

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

Planning for Westbury

	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

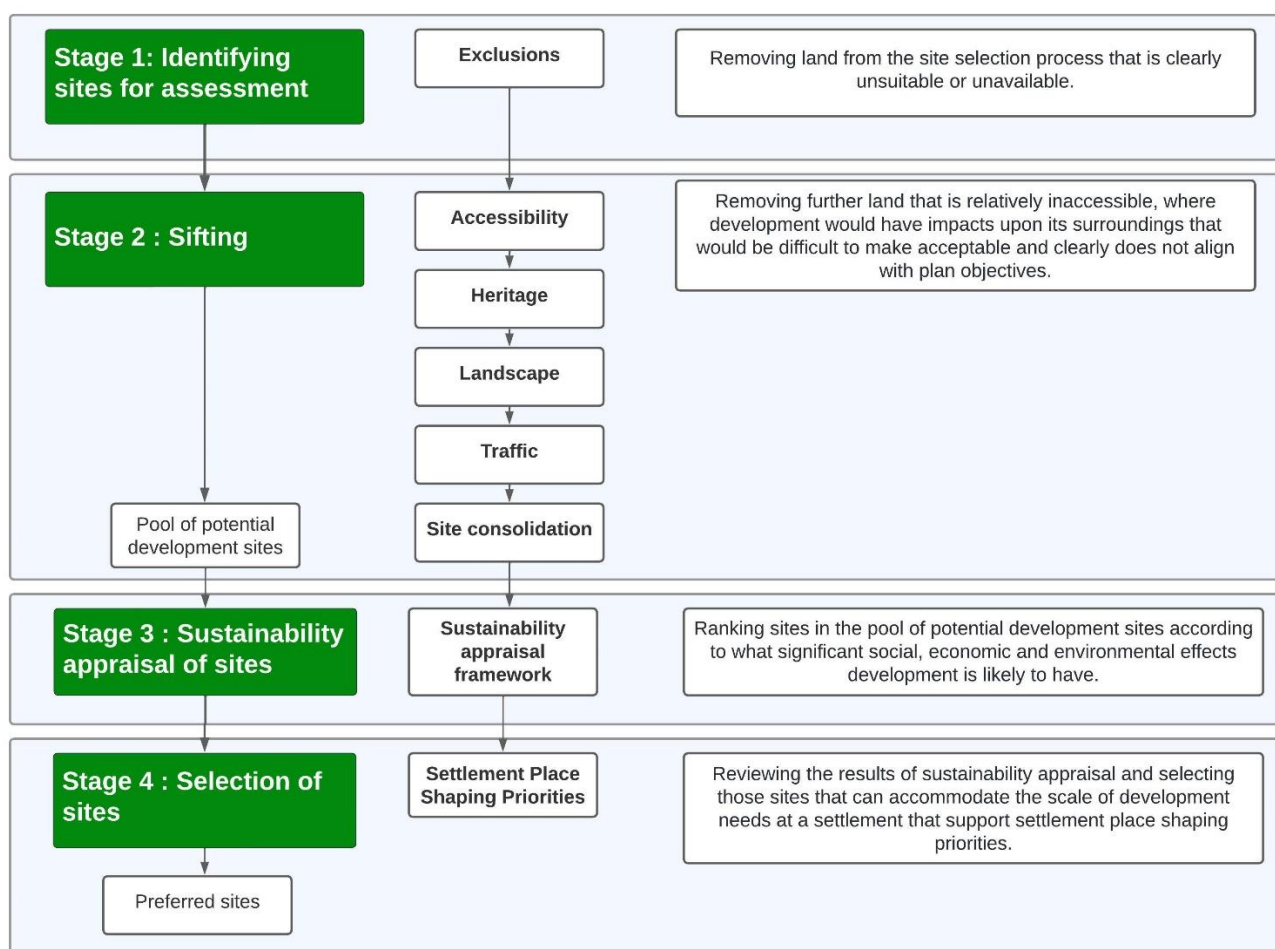
Appendix 2 Site Selection

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.

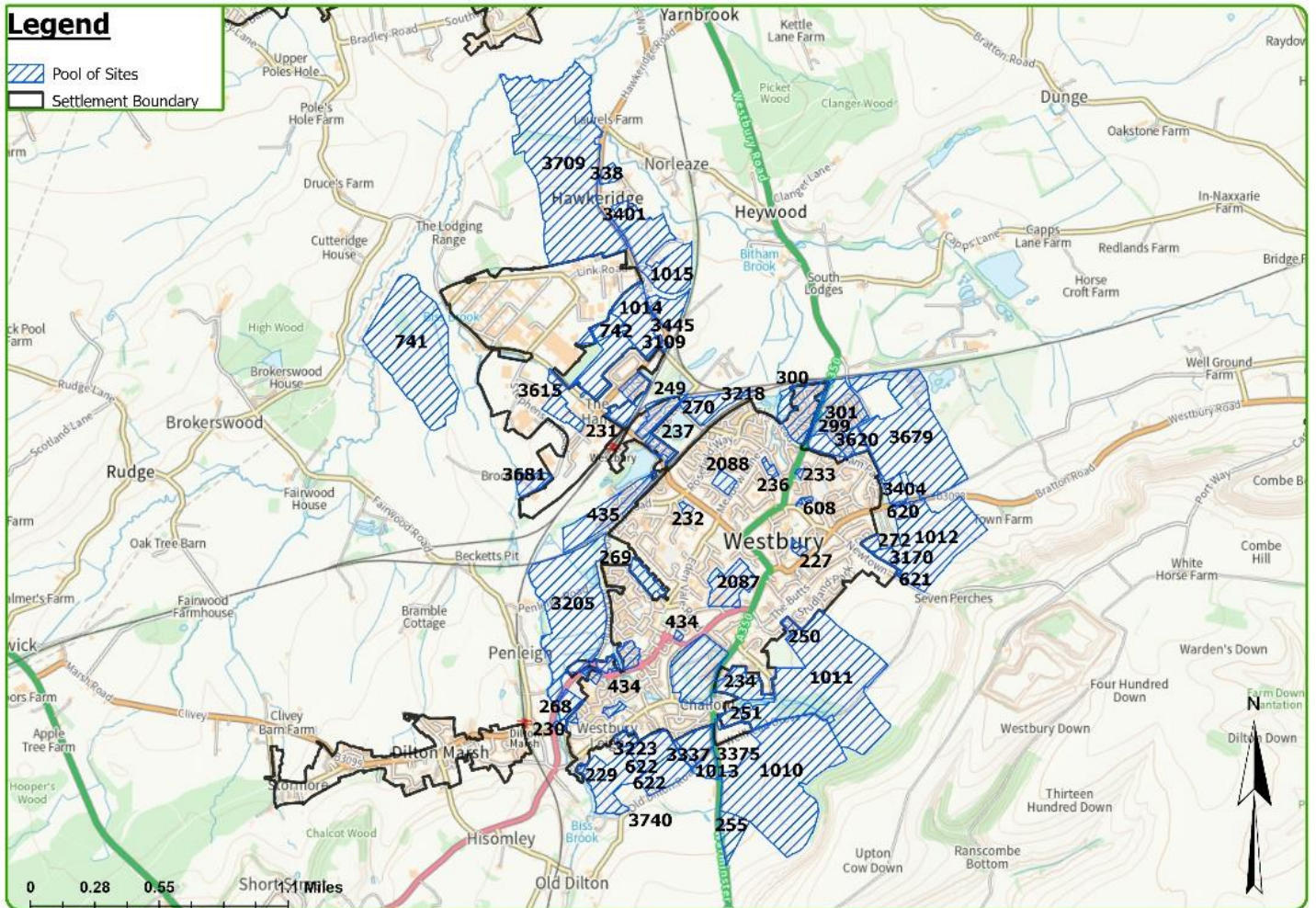


Figure 9. Pool of sites at the start of the site selection process at Westbury

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

Planning for Westbury

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
Long-term pattern of development	<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>
Significant environmental factors	<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>
Scale of growth and place shaping priorities	<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>	✓

							<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>	
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						<p>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>	✓

							<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	-	--	+++	++	--	++

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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		
++	Moderate positive effect = +2 points			---	Major adverse effect = -3 points
+	Minor positive effect = +1 point			--	Moderate adverse effect = -2 points
			-	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

Planning for Westbury

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

Planning for Westbury

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.

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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.

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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

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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.

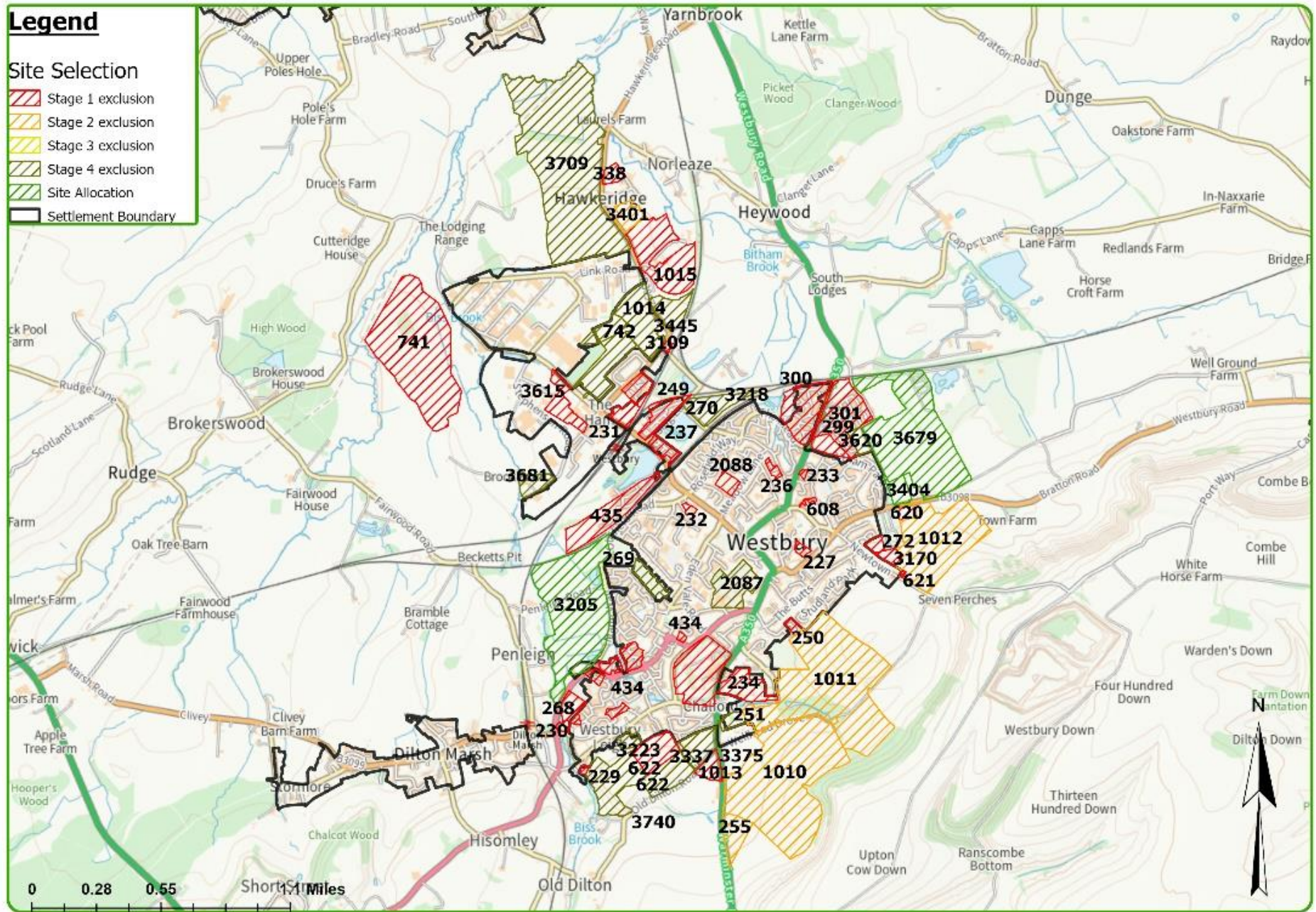


Figure 10. The results of the site selection process at Westbury.