



Wiltshire 2026 *Planning for Wiltshire's Future*

Consultation document to inform the
Wiltshire Core Strategy October 2009

FOREWORD

Wiltshire Council came into being on 1 April 2009. It unites the former districts of North and West Wiltshire, Kennet and Salisbury with the former Wiltshire County Council. The merger of five planning authorities provides the opportunity to bring together their development plans and to prepare a single Local Development Framework (LDF) for the whole of Wiltshire.

The most important component of the LDF is the Core Strategy. The Council has prepared **Wiltshire 2026** for public consultation as an important step towards the development of the Wiltshire Core Strategy. It is intended to take forward the work already undertaken by the former Wiltshire district councils. The present document is not a draft Core Strategy. It is, however, an important stage in the preparation of the draft Core Strategy, which will follow in 2010, focusing on the settlement hierarchy and the distribution of growth.

Wiltshire 2026 contains a number of elements which will steer the shape of the Core Strategy, and which will allocate development to individual towns and Community Areas across Wiltshire. It is therefore most important for the Council to engage with its communities and stakeholders to ensure that its forthcoming policies and proposals are sound.

Wiltshire Council would therefore welcome your response to this document. Please submit your views to the Council by 31 December 2009.

1. INTRODUCTION

- 1.1 Wiltshire Council is preparing a new development plan. This is called the **Local Development Framework (LDF)**. The LDF will eventually replace the four local plans which cover the Wiltshire area.
- 1.2 The most important part of the LDF, and the part which will be prepared first, is the **Core Strategy**. Wiltshire Council intends to prepare a draft Core Strategy by September 2010. This document is an important step in the process leading to the preparation of the Core Strategy.

Why is the Council consulting on *Wiltshire 2026 - Planning for the Future of Wiltshire*?

- 1.3 The process of local government reorganisation in Wiltshire has meant that some time has elapsed since local communities were last consulted on the preparation of their Core Strategy. Momentum has been lost, and it is necessary to confirm what stage the overall process has reached. At the same time, the opportunity can be taken to co-ordinate and strengthen planning policies across the County. ***Wiltshire 2026 - Planning for the Future of Wiltshire*** represents the next stage after the work of the former district councils in the overall development of a Core Strategy for the whole of Wiltshire. It is intended to:
- reconnect local communities with the development plan process;
 - validate the work already undertaken by the former district councils;
 - regain momentum for the preparation of the Core Strategy;
 - develop a shared Vision and Strategic Objectives for the future of Wiltshire;
 - enable Wiltshire's communities to comment on the way in which the Council will plan for new development across Wiltshire; and
 - invite public scrutiny of the way in which planning policies and proposals are being developed for both individual Community Areas and for Wiltshire as a whole leading towards its preparation.
- 1.4 The consultation document is not in itself a Core Strategy but forms an important stage leading towards its preparation. Your views on this document are important to us.

What is the relationship between this document and the *South Wiltshire Core Strategy*?

- 1.5 Wiltshire Council has already published a draft Core Strategy for the south Wiltshire area, which corresponds to the former Salisbury District. ***The South Wiltshire Core Strategy Proposed Submission Document*** (July 2009) may be inspected on the Council's website. It has been drawn up in advance of the Wiltshire Core Strategy in order to ensure an adequate supply of housing in the south Wiltshire area. It will be incorporated into a single Core Strategy for Wiltshire when this is prepared next year. This consultation document therefore mainly focuses on the north, east and west of Wiltshire.

How will the Core Strategy be shaped and where will future development be focused?

- 1.6 The Core Strategy, when drafted, will show how each Community Area across Wiltshire will change by 2026. Wiltshire Council has drawn together and built upon the work and consultations undertaken by the four former district councils in the preparation of their individual visions and strategic objectives, in order to produce an overall Vision for the year 2026 and a set of Strategic Objectives to achieve this. These are set out in **Annex 1** to this document.
- 1.7 The Strategic Objectives and Vision will be used to ensure that the individual Community Area proposals fit together to form a coherent Core Strategy for Wiltshire. Your views will help confirm whether the Vision and Strategic Objectives are correct.
- 1.8 **Section 2** of this document paints a picture of each Community Area in north, west and east Wiltshire. It lists the key issues which the Core Strategy should address, together with the opportunities which exist in each area. It suggests how each area might change by 2026 and then what the Core Strategy should seek to deliver, including an outline of the suggested scale and location of housing and employment development where this has been identified.
- 1.9 **Annex 2** sets out the reasons for the selection of “preferred options” for growth that have been identified at the Strategically Significant Towns and Market Towns. The preferred options do not at present represent the Council’s policy but are presented for public consultation and detailed consideration because, **on the basis of the information currently available to the Council**, they appear to represent the best options for the delivery of housing and employment across Wiltshire, in response to the perceived local needs. Your views on Section 2 and Annex 2 are therefore most important.
- 1.10 Following the public consultation exercise, further work will be undertaken to refine the scale and location of development to be included in the draft Core Strategy.
- 1.11 When drafted, the Core Strategy will contain a Spatial Strategy that will include a settlement hierarchy indicating the broad levels of growth that should be focused towards particular types of settlements. **Section 3 of Wiltshire 2026** therefore draws all the Community Area proposals from Section 2 together to suggest an overall Spatial Strategy for Wiltshire. Sections 2 and 3 of this consultation document clarify how this has been derived for north, east and west Wiltshire, and seek your views on whether the hierarchy and broad levels of growth are correct. This consultation seeks answers to a number of questions for each Community Area to help shape the Core Strategy.

Where do I find out more about this consultation document?

- 1.12 Background papers have been prepared providing more information about the content of this consultation document. **Wiltshire 2026** draws on three background papers:
- ***Vision and Strategic Objectives***, October 2009
 - ***Spatial Strategy***, October 2009
 - ***Strategic Site Allocations***, October 2009.
- 1.13 The ***Vision and Strategic Objectives*** background document starts with a spatial portrait of Wiltshire. From this, key issues and challenges are identified, which lead in turn to the definition of a Spatial Vision for how Wiltshire should look in 2026. Strategic Objectives are then defined, both in order to address the key issues and to help deliver the Spatial Vision. The Vision and Strategic Objectives are set out in Annex 1 to this document.
- 1.14 The ***Spatial Strategy*** background document is an important part of the process which helps to translate the Vision and Objectives into the detailed proposals in the Core Strategy. It draws on national planning guidance, the emerging Regional Spatial Strategy for the South West and also reflects the reality of Wiltshire's local communities. The Strategy begins to allocate specific levels of housing development to Community Areas in accordance with sustainability principles and the settlement hierarchy for Wiltshire.
- 1.15 The ***Strategic Site Allocations*** background paper shows how strategic sites or broad areas for growth have been identified at the Strategically Significant Towns and Market Towns within the settlement hierarchy to provide for their future development needs. Beginning with the background work contained in the Wiltshire 'Strategic Housing Land Availability Assessment' (2008) and the 'Wiltshire Workspace and Employment Land Strategy' (2009), it describes the process of identification of potential development sites and the selection of the "Preferred Options".
- 1.16 These background papers are all available together with the Sustainability Appraisal and Habitats Regulations Assessment, which are required to be prepared by both UK and European law, for inspection at libraries, Council Offices and on the Wiltshire Council website: www.wiltshire.gov.uk.
- 1.17 Both the ***Sustainability Appraisal***, incorporating a ***Strategic Environmental Assessment*** and ***Habitats Regulations Assessment*** have been undertaken concurrently with the preparation of this document, in order that the outcomes can have an influence on the development of the emerging Spatial Strategy for Wiltshire.
- 1.18 The ***Sustainability Appraisal*** is the subject of a public consultation exercise at the same time as this document.

How do I comment on this document and the Sustainability Appraisal?

- 1.19 The purpose of this public consultation exercise is to seek the views of Wiltshire's local communities and organisations to ensure that we have identified and responded to the issues correctly, and to enable us to develop our understanding.
- 1.20 The Council has set up an interactive website, which enables those with access to the internet to respond to the consultation on-line. You are strongly urged to respond in this way if you can, as it will ensure that your views are recorded accurately. This may be found at:

www.wiltshire.gov.uk/wiltshire2026.htm

- 1.21 Alternatively, comments may also be e-mailed to the Spatial Planning Team on:

spatialplanningpolicy@wiltshire.gov.uk

- 1.22 You may also write to us at:

*The Spatial Planning Team
Economy and Enterprise
Wiltshire Council
County Hall
Bythesea Road
Trowbridge BA14 8JN*

Please submit any views to Wiltshire Council using the above methods by **Thursday 31st December 2009.**

2.0 WILTSHIRE'S COMMUNITY AREAS

Introduction

- 2.0.1 This section considers in detail the Community Areas in north, west and east Wiltshire. It sets a brief portrait of each Community Area, and then identifies the issues and opportunities which apply. It suggests how each area might change by 2026 and then what the Core Strategy should seek to deliver, including an outline of the suggested size and location of housing and employment development where this has been identified. Further details of the proposed development options are contained in Annex 2 and in the **Strategic Site Allocations** background paper.
- 2.0.2 Although **Wiltshire 2026** draws on a considerable quantity of background work, at this stage the likely shape of the Core Strategy is tentative. For this reason the Council is seeking the views of Wiltshire residents and organisations, as well as external partners, both to develop the elements of the strategy and to comment on the main proposals. Following the public consultation, further work will be undertaken to refine the scale and location of development to be included in the Core Strategy.
- 2.0.3 Figure 1 shows the Community Areas in Wiltshire with the location of the main settlements in each. It also summarises the settlement hierarchy for Wiltshire. The size, role and function of each settlement have helped to determine the Spatial Strategy which follows in Section 3. This, in turn, has shaped the level of employment and housing development proposed for each Community Area. The proposed overall housing figures are set out in Figure 2 in Section 3.
- 2.0.4 The Community Area profiles are set out below, beginning with Chippenham and Trowbridge, as these contain Strategically Significant Towns, followed by the others in alphabetical order. There is also an appraisal of the area to the West of Swindon, which is itself a Strategically Significant Town. Swindon lies immediately to the north east of Wiltshire Council's area, and needs to be addressed in the forthcoming Wiltshire Core Strategy.

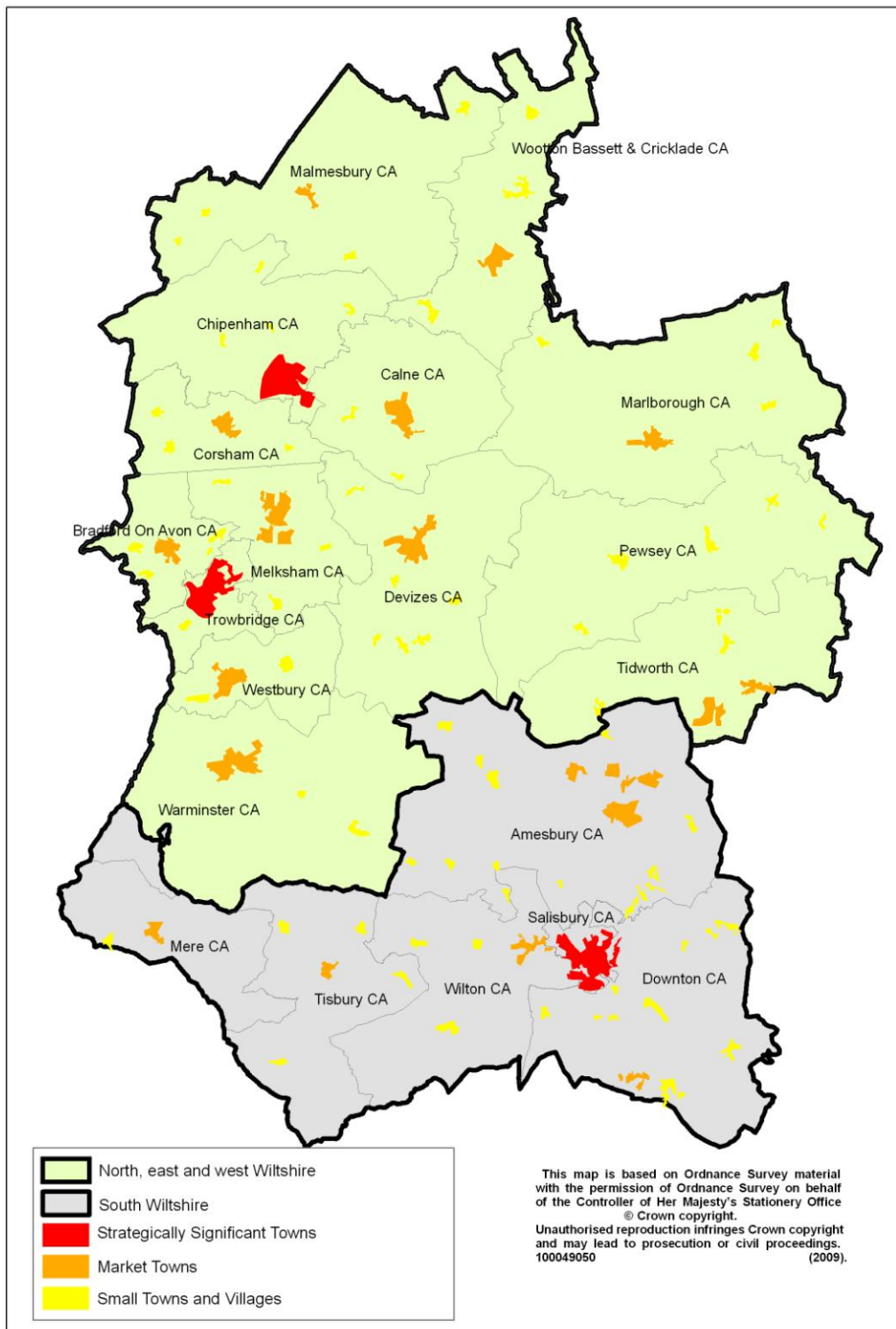


Figure 1: Wiltshire Community Areas and Settlement Hierarchy

2.1 CHIPPENHAM COMMUNITY AREA

- 2.1.1 Chippenham is the one of the largest historic market towns in Wiltshire. It is located between Bath and Swindon and is four miles south of the M4 motorway. The town is an important centre of employment and has attracted a number of major employers, owed in part to the town's access to major road and rail networks. Chippenham lies close to the M4, A4, A420 and A350 giving easy access to Swindon, Bath and Bristol as well as further afield. The town also has a railway station located on the mainline rail route from London Paddington to the West Country.
- 2.1.2 The town offers a range of community facilities, shops and services benefiting the town and the wider north Wiltshire rural area, although there are parts of the town which require regeneration and redevelopment. In order for Chippenham to continue to function as one of the Strategic Significant Towns in Wiltshire, the principal objective is for it to grow in order to achieve its economic potential and to be an attractive place to live and work.
- 2.1.3 There are several other settlements within the Community Area. Yatton Keynell performs a local service centre role and falls into the category of small towns and larger villages. Hullavington, Kingston St Michael and Christian Malford are smaller villages which have a more limited service role. The relative size of Chippenham means that it is the primary centre for local services within the Community Area.

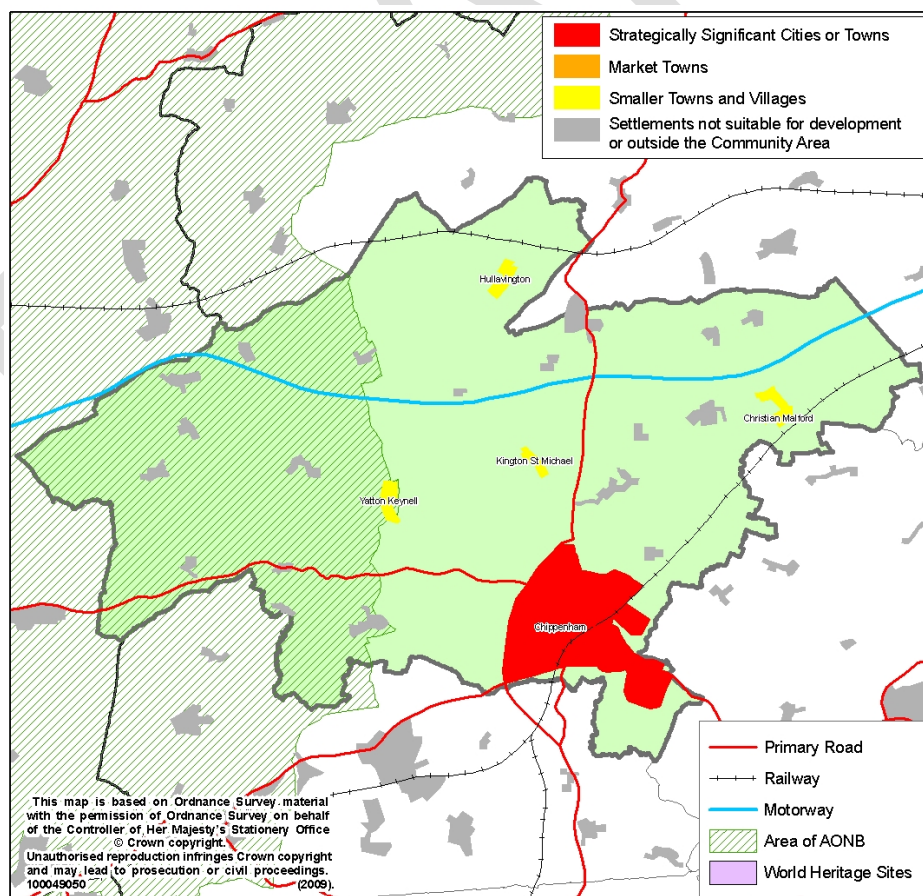


Figure 2.1.1: Chippenham Community Area

What are the key issues and opportunities for Chippenham that need to be planned for?

2.1.4 Issues:

- Housing growth is required to meet affordable housing need.
- Land remains in the town which is suitable for development. However, the amount of available land is not sufficient to ensure that Chippenham can grow in order for it to remain an important strategic town which is achieving its full economic potential.
- There is a high level of out-commuting, due in part to the easy access to major road and rail networks and proximity to Swindon, Bath and Bristol.
- It is important that Chippenham continues to be attractive to employers and to maintain its status as a major employment location in the region. Chippenham has been successful in attracting a number of major employers including Volvo, Avon Automotive, Securicor and Wincanton Distribution. This is in part due to the town's access to major road and rail transport networks, which is only bettered locally by Swindon.
- Existing employment land is at risk from other higher value land uses, particularly residential.
- The town centre offers a range of retail outlets including national chains, which serve the town and its rural hinterland, but proximity and easy access to Bath and Swindon mean that retail expenditure is lost to those centres. Land has been designated for retail use in the local plan, representing a natural extension to the town centre which would help to address the need to claw back trade lost to regional centres such as Swindon and Bath.
- There is a good diversity of "other" uses in the town centre, including office premises, pubs, hotels and bars, and public facilities such as the library. However, there is not a strong leisure offer beyond these and, for example, the town lacks a theatre or concert venue, which means the town centre can be fairly quiet in the evenings and does not play a strong role in comparison with Bath and Swindon.
- The A350 road to the west of Chippenham has become increasingly congested with the result that traffic seeks other less suitable roads in Chippenham, which itself creates further problems of queuing and delay .

2.1.5 Opportunities

- The town has the benefit of a number of well-located strategic employment sites to facilitate future employment growth, but immediate action is required to bring forward new land to ensure that Chippenham achieves its economic potential.
- In terms of an accessible workforce, Chippenham is in a good location to attract employees from Bristol, Bath and Swindon. Providing additional housing, services and community facilities will help to make Chippenham a desirable place to live and work and this will have the added benefit of attracting inward investors and regional employers.
- The regeneration sites in the town could provide a mix of housing, employment and services, which will afford the opportunity for people to live and work in the same location.
- Developing the extension to the town centre proposed in the local plan would allow a better variety of retail units to be provided, to a level which would be expected in a town of this size. This would also help to address the issue of loss of expenditure to other retail centres.

- The town centre contains several potential regeneration sites which provide an opportunity to enhance the town centre and the facilities it offers in line with its status as one of the larger towns in Wiltshire.
- The town's environment and surroundings make it an attractive place to live and work. There is scope for these to be enhanced and protected as part of the green infrastructure of the town.
- Improvements to the road network within and surrounding the town will be considered. This will also help to ensure that the town centre is easily accessible by alternative modes of transport.

2.1.6 How do we expect Chippenham to change by 2026?

- Significant growth will ensure that the town maintains its status as an important employment location in Wiltshire and one which attracts investors and regional employers. Chippenham will continue to have regional significance, taking full advantage of its excellent connectivity, afforded by the M4 and rail links.
- The main focus should be for Chippenham to grow in order that it can acquire a better range of jobs, retailing, entertainment, leisure activities and community services in order to become more self-contained.
- Additional housing and employment will be well connected to the town by alternative modes of travel and will also have significant positive benefits for the local community in terms of delivering new community facilities and a high proportion of affordable homes. A better mix of housing types will help to support local jobs and services.
- The main retail area of the town centre is focussed on the High Street, which forms an attractive link from the Bridge to Market Place and beyond. Environmental enhancements and part pedestrianisation have helped to create an attractive and safe environment for shoppers and other visitors to the town centre during the day and evening. Opportunities remain to continue to enhance the natural and built environment beyond the town centre. For example, the riverside is an important asset which is not being used its full potential.
- Improvements to the road network in and around the town will help to improve accessibility and encourage people to use the town centre. It is likely that this will include completion of the dualling of the A350 around Chippenham as far as the M4 during the plan period and the provision of a new distributor road as part of any extension to Chippenham.
- The character of the town will remain unchanged although the environment will be improved, with the regeneration of key town centre sites.

2.1.7 What should the Core Strategy Deliver?

- In order to promote self-containment and capitalise on Chippenham's significant employment potential, further growth should be encouraged. This should meet local needs and be accommodated on land that is well-related to the existing built up area.
- It will be necessary to provide the majority of new homes and employment on greenfield sites in the form of an urban extension to Chippenham. Although some previously developed land is available within the town, this will not be able to deliver significant community benefits and a high level of affordable homes. Our assessment of the opportunities for the most sustainable location for new development suggests an urban extension to the northeast and east of Chippenham. An additional town centre strategic

site housing site is also appropriate, together with additional employment land to the south of the town.

- The preferred option would provide an opportunity to develop a sustainable urban extension to the north and east of Chippenham to help balance housing and employment, together with a strategic town centre site, which would help both to regenerate Chippenham's town centre and to provide a mix of housing and employment close to the railway station. The employment land to the south of Chippenham would provide a large proportion of the employment land required, helping to ensure that Chippenham continues to be attractive to employers and maintains its status as a major employment location in the region.
- In order to ensure significant growth to provide for local needs and to help to deliver additional benefits to the Community Area, Chippenham should provide up to 5,500 new homes over the period 2006 to 2026. Only 12% of these have already been delivered, with a further 14% committed and considered developable. 57.6ha of new employment land should also be provided over this period, of which only 1.3% has so far been delivered.
- Because of the size of Chippenham in relation to the surrounding villages, most community facilities should continue to be provided in the town, with only smaller allocations of housing in the villages to meet purely local needs.

2.1.8 The Preferred Option for the development of Chippenham is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.2 TROWBRIDGE

- 2.2.1 Trowbridge is the County Town of Wiltshire and has good transport links to many nearby settlements, including Bath and Bristol. The town is only 30 minutes from the M4, and is one of the three Strategically Significant Towns in Wiltshire. Trowbridge plays a role as an employment, administration and service centre for west Wiltshire and is located close to Bradford on Avon, Melksham and Westbury. The town has been identified as a key location suitable for both housing and employment growth.

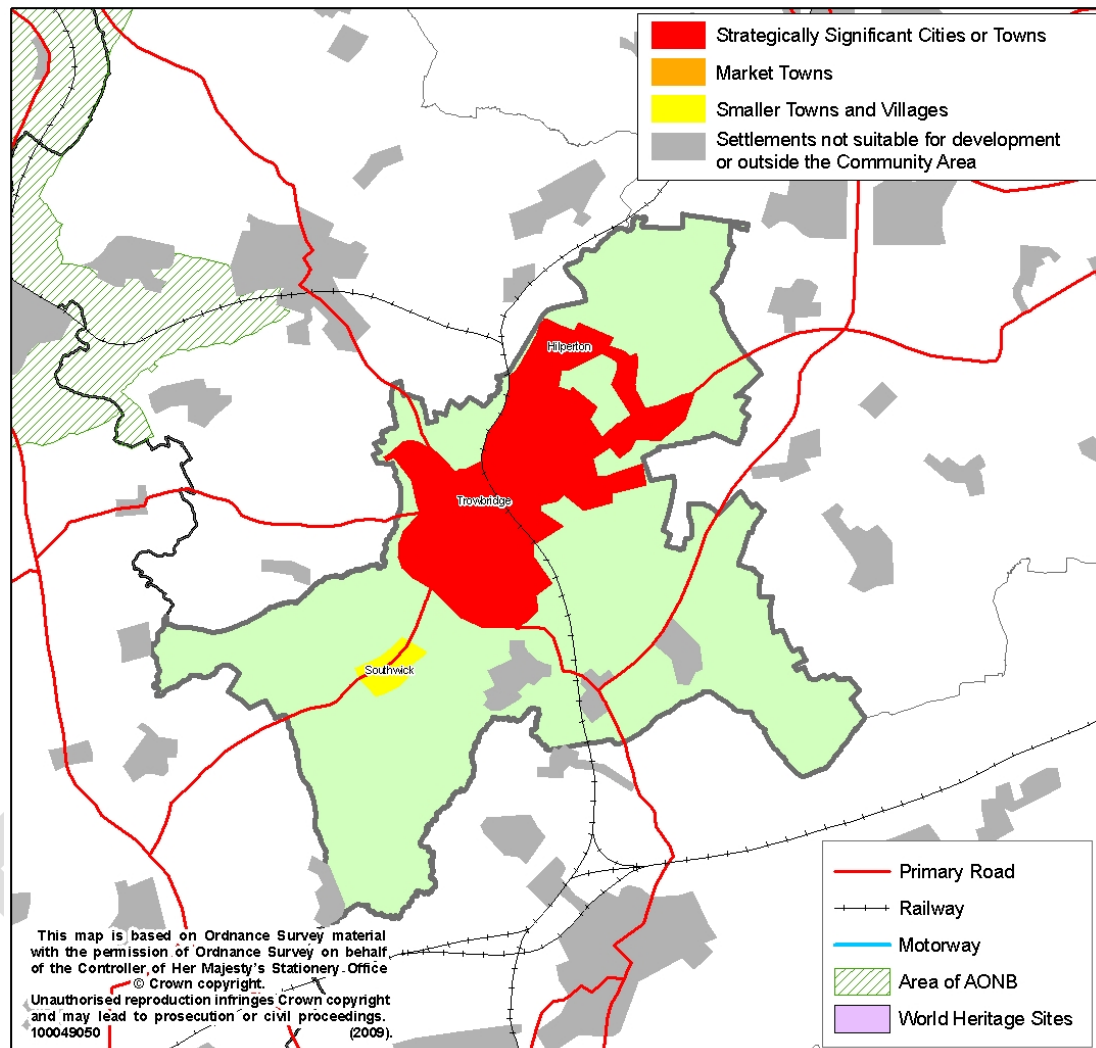


Figure 2.2.1: Trowbridge community Area

What are the key issues and opportunities for Trowbridge that need to be planned for?

2.2.2 Issues

- There is a lack of community facilities within Trowbridge. All four GP surgeries are at capacity and there will be real pressure on the town in the future. The library needs larger premises and may be accommodated within the planned Waterside development. There is also a need for emergency service facilities to be improved to cope with future growth.
- Trowbridge has a high level of out-commuting, with 7,000 people travelling out of the town and surrounding settlements in the west

Wiltshire area every day. The main destinations are Bath, Bristol and Chippenham. Many residents work in the professional office-based sector and increasing employment opportunities in the town will help to improve self-containment. A greater number of opportunities in the professional sector are particularly needed.

- Leisure and recreational facilities are also in need of investment in the town. The dual use leisure centre in Trowbridge requires refurbishment if it is to continue to meet customer needs and expectations. Castle Place leisure centre is poorly located and new facilities should be more accessible.
- The poor quality of the River Biss corridor, which flows through Trowbridge town centre, represents a missed opportunity to create an attractive waterside environment, particularly as it is closely related to important regeneration sites. This area is subject to a planning document aimed at helping to improve the quality of this area of the town.
- Improvements are required to the A350, particularly at the Yarnbrook/ West Ashton junction. This junction is a regular source of traffic congestion on the outskirts of Trowbridge and needs to be addressed, even in the absence of any development. However, future mixed use development may help to facilitate the required improvements.
- Through town traffic congestion is also an issue and provision of a secondary school to the east of the town would help alleviate this problem.
- There has been a continuing loss of rural facilities, including shops, community and education opportunities and local employment opportunities. For this reason, villages within the Trowbridge Community Area are becoming increasingly less sustainable places to live and are taking on a dormitory status. Nonetheless, accessibility to Trowbridge town centre is high, with most of the rural settlements being served by regular bus services. However, some services are often infrequent in the evenings and at weekends.
- Regeneration and development opportunities exist within, and close to, the town centre and these could help improve the sustainability of Trowbridge.

2.2.3 Opportunities

- Opportunities exist to deliver new greenfield development around Trowbridge capable of delivering new housing and employment. This new development would also help facilitate the delivery of infrastructure improvements, for example to the A350, therefore reducing traffic congestion. If future development is carefully located, this could help to reduce through town traffic which is currently an issue, particularly in relation to secondary schools which are all located to the south and west of the town.
- A large increase in employment in Trowbridge would help improve the self-containment of the settlement, but also strengthen the linkages with employment located to the north of Westbury.
- Excellent transport links from Trowbridge help to strengthen the attractiveness of the town to employers. However, opportunities to increase the capacity of the rail network and use of public transport still remain.
- Regeneration and development opportunities exist within the town, which could help improve the sustainability of Trowbridge town centre. Major schemes in the Transforming Trowbridge Initiative, launched in 2002,

include Shires Gateway, Waterside, Brewery Gate and St Stephens' Place, the site of the old Tesco store.

- Community, leisure and recreational facilities and recreational space all need to be improved and opportunities to deliver these combined with new development should be pursued.

2.2.4 How do we expect Trowbridge to change by 2026?

- The role of Trowbridge as an employment, administration and service centre will be strengthened with a greater level of employment and housing directed to the town. Development should help facilitate improvements to infrastructure and facilities.
- The regeneration opportunities in the town centre will have been realised, including the relocation of Wiltshire College in a highly sustainable central position.
- The sustainability of the town centre will be improved, in part through the Transforming Trowbridge initiative and with enhancements to the River Biss corridor.
- Significant growth in employment provision will have taken place in Trowbridge, helping to increase the self-containment of the town. New jobs will be created across a wide range of areas, although professional sector opportunities should be part of this provision.

2.2.5 What should the Core Strategy deliver?

- Trowbridge should support the development of approximately 6,000 dwellings within the plan period. Of these, approximately half are already committed. This level of growth, coupled with the substantial expansion of high quality employment and the regeneration of the town centre, should enable Trowbridge to develop its role as the County Town.
- An option capable of delivering up to 2,650 dwellings and 35ha of employment land (some of which is already allocated in the local plan) has been identified as a preferred strategic site option. An area for regeneration within the town centre has also been identified as a preferred strategic site.
- The main preferred site is located to the south east of Trowbridge and presents an opportunity to deliver a highly sustainable development of housing and employment, along with new infrastructure provision. In particular, a new secondary school to the east of Trowbridge would help reduce through town traffic congestion. The site could also include considerable Green Infrastructure with a country park along the River Biss corridor providing a link to the town centre.
- Recommendations for future employment land supply have been set out in the ***Wiltshire Workspace and Employment Land Strategy 2009***. Further detail on the recommendations can be found in the background paper on strategic sites. In the case of Trowbridge this includes the potential development of 23.7ha on land at Yarnbrook, 10ha of land at West Ashton (already a local plan allocation) and 4.4 ha of land at Bradford Road. Other potential employment sites are also under consideration. There is also likely to be some employment development within the town centre strategic site and mixed use development as part of the preferred housing option.

2.2.6 The Preferred Option for the development of Trowbridge is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.3 WOOTTON BASSETT AND CRICKLADE COMMUNITY AREA

- 2.3.1 Wootton Bassett is one of the market towns in Wiltshire, located six miles to the west of Swindon. There is a high level of out-commuting, particularly to Swindon, with the result that it functions as a dormitory settlement. The town is closely associated with Lyneham RAF base, which is situated four miles to the west. The objective is to concentrate on improving employment opportunities and services and facilities within the town. The Community Area includes the important villages of Purton, Lyneham, and the town of Cricklade. There are proposals for the development of a substantial quantity of housing within Wiltshire to the west of Swindon to serve that town. The background to this proposal is set out in the **West of Swindon** background paper.

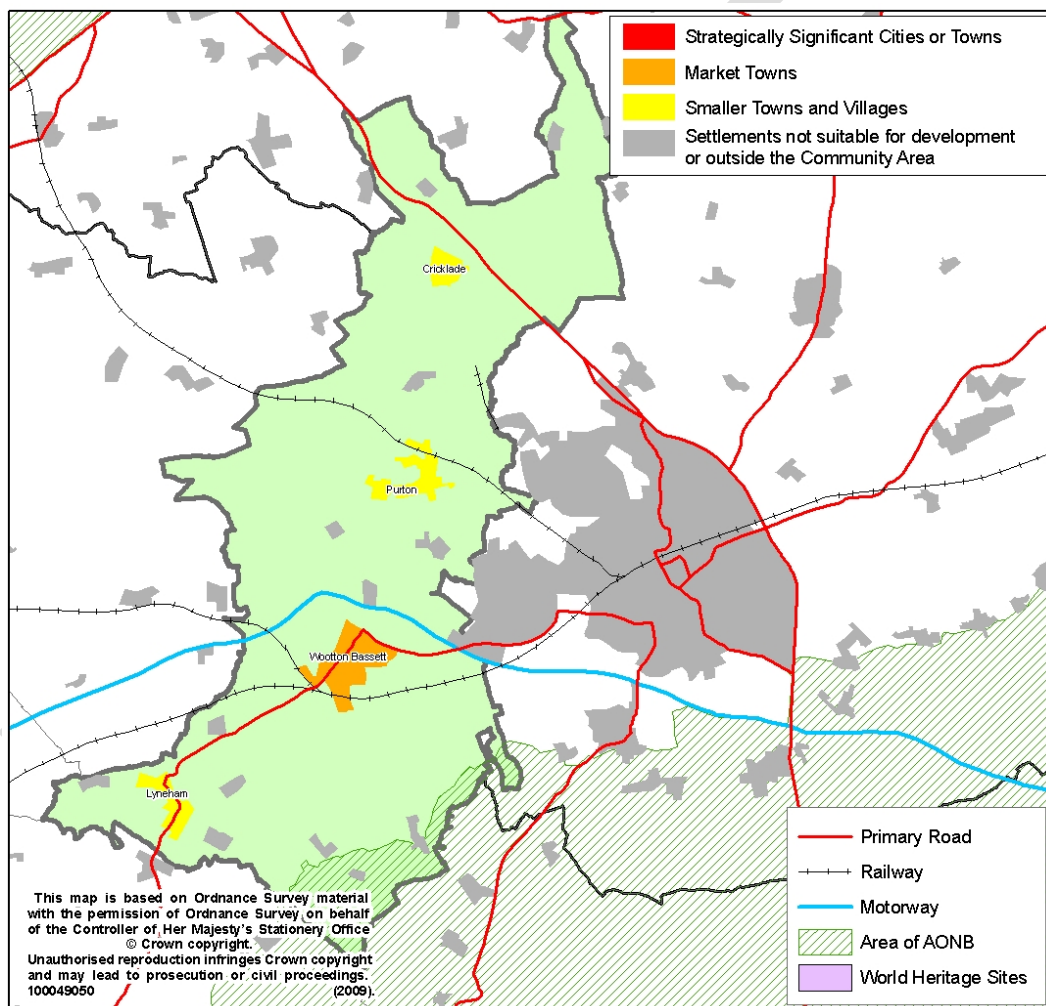


Figure 2.3.1: Wootton Bassett and Cricklade Community Area

What are the key issues and opportunities for Wootton Bassett and Cricklade that need to be planned for?

2.3.2 Issues

- Housing growth is required to meet affordable housing need but will need to be limited to ensure the dormitory status of Wootton Bassett doesn't increase.
- Wootton Bassett has a range of retail shops in the town, including many local businesses and some national chains. It does lack some community

facilities and services, in particular a community hospital and social/night time opportunities. This may be due to the close proximity to Swindon.

- Wootton Bassett has strong links with Lyneham RAF airbase. The closure of RAF Lyneham from 2012 could have a significant impact in the Community Area. The closure could mean that a significant area of previously developed land becomes available for re-use. This will depend on whether other MoD or public sector uses are taken forward as a result of work currently being undertaken by the MoD.
- There is a high degree of out-commuting especially by car due to the close proximity to Swindon and the nearby M4 Junction 16. With more residents commuting to Swindon to work, rather than living and working in Wootton Bassett itself, Wootton Bassett is effectively a dormitory settlement for Swindon.
- The nearby M4 Junction 16 has capacity problems. This may have an influence on the level of future development in the area.
- Swindon is the nearest largest town, which is located immediately to the east of the Community Area. It is an important regional centre and there is a need to provide more jobs and housing and to improve the services and facilities available there so that Swindon may itself become more self-contained. Since the built up area of Swindon lies immediately to the east of this part of Wiltshire, and the town is already expanding to the north, south and east, inevitably there is pressure for Swindon to expand into the Wiltshire Council administrative area.
- There are a number of environmental constraints around Wootton Bassett, including areas prone to flooding and an SSSI to the south. In addition, land has been designated to safeguard the separate identities of towns and villages and to prevent their coalescence with Swindon.
- The employment base in the Wootton Bassett comprises a mix of small employers, with no single dominant employer. The low ratio of jobs to population provides an opportunity to expand the employment base, especially given the strategic location close to the M4.

2.3.3 Opportunities

- Wootton Bassett is an ideal location for future employment growth due to its strategic location close to the M4 and Swindon. The town benefits from having several locations where employment opportunities could be provided. These include Templers Way, Interface and the remaining part of the former St Ivel Factory Site. The provision of more employment opportunities will help to encourage people to live and work in the town.
- The town's environment and surroundings make it an attractive place to live and work. The town could develop its role as a service centre with a wider range of facilities to discourage people from travelling further afield.
- The recreational facilities in the area require improvement, including Ballards Ash Sports Hub, Cricklade Country Way and the restoration of Wiltshire and Berkshire Canal.
- An urban extension to the West of Swindon would contribute towards the wider regional goal of Swindon's self-containment.
- There may be the need to plan for the appropriate re-use of the Lyneham RAF site.

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

- Wootton Bassett is overshadowed by the nearby large town of Swindon and whilst it is unrealistic to plan for substantial growth, Wootton Bassett is an ideal strategic location in which to provide some additional

employment in order to benefit from its location near to the M4 and Swindon, and also to encourage people to both live and work in the town.

- The intention should be for Wootton Bassett to offer a better range of recreational and community facilities for a settlement of its size, which will complement the shops and services already on offer for residents and visitors to the town, and will provide an alternative option to travelling to Swindon.
- The future release of RAF Lyneham by the MoD is of significant importance to the Community Area. The authority is working closely with the MoD through the Military Civilian Integration (MCI) project.
- The focus for the area to the west of Swindon should be to achieve an urban extension which provides a mix of housing and employment and community facilities which can be closely integrated with the rest of Swindon, without leading to the coalescence with surrounding villages.

2.3.5 What should the Core Strategy Deliver?

- In order to ensure some additional growth to provide for local needs and to help deliver additional community benefits, Wootton Bassett should provide for up to 900 new homes over the period 2006 to 2026. Of these, 8% have been delivered and a further 71% are committed and are considered deliverable.
- The assessment of the most sustainable location for new housing development suggests land south of Wootton Bassett but north of the railway line, between the Interface Industrial Estate and the former St Ivel Factory as the location for up to 150 dwellings. This will also include the expansion of the Interface Industrial Estate, which will help to promote self-containment.
- The most sustainable location for new housing development as part of a single urban extension to the western edge of Swindon would entail up to 2,000 dwellings within the area of Pry Farm and up to 700 at Ridgeway Farm. A recent planning appeal decision has granted consent for 200 dwellings in this area.
- Already overshadowed by both Wootton Bassett and nearby Swindon, the villages of Cricklade, Purton and Lyneham will require only modest housing development to cater for local needs.
- The **Wiltshire Workspace and Employment Land Strategy** noted that, although well-located, Cricklade was too small to support significant employment developments.

2.3.6 The Preferred Option for the development of Wootton Bassett is set out in the relevant Map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.4 BRADFORD ON AVON COMMUNITY AREA

- 2.4.1 Bradford-on-Avon is one of the smaller market towns in Wiltshire. It has good public transport connectivity and functions as a popular tourist destination. There are a number of constraints to future development in the town although some development would help improve the balance between housing and employment and to reduce out-commuting which is currently an issue. Limited infill development will be appropriate within the smaller villages of Holt, Staverton, Westwood and Winsley.

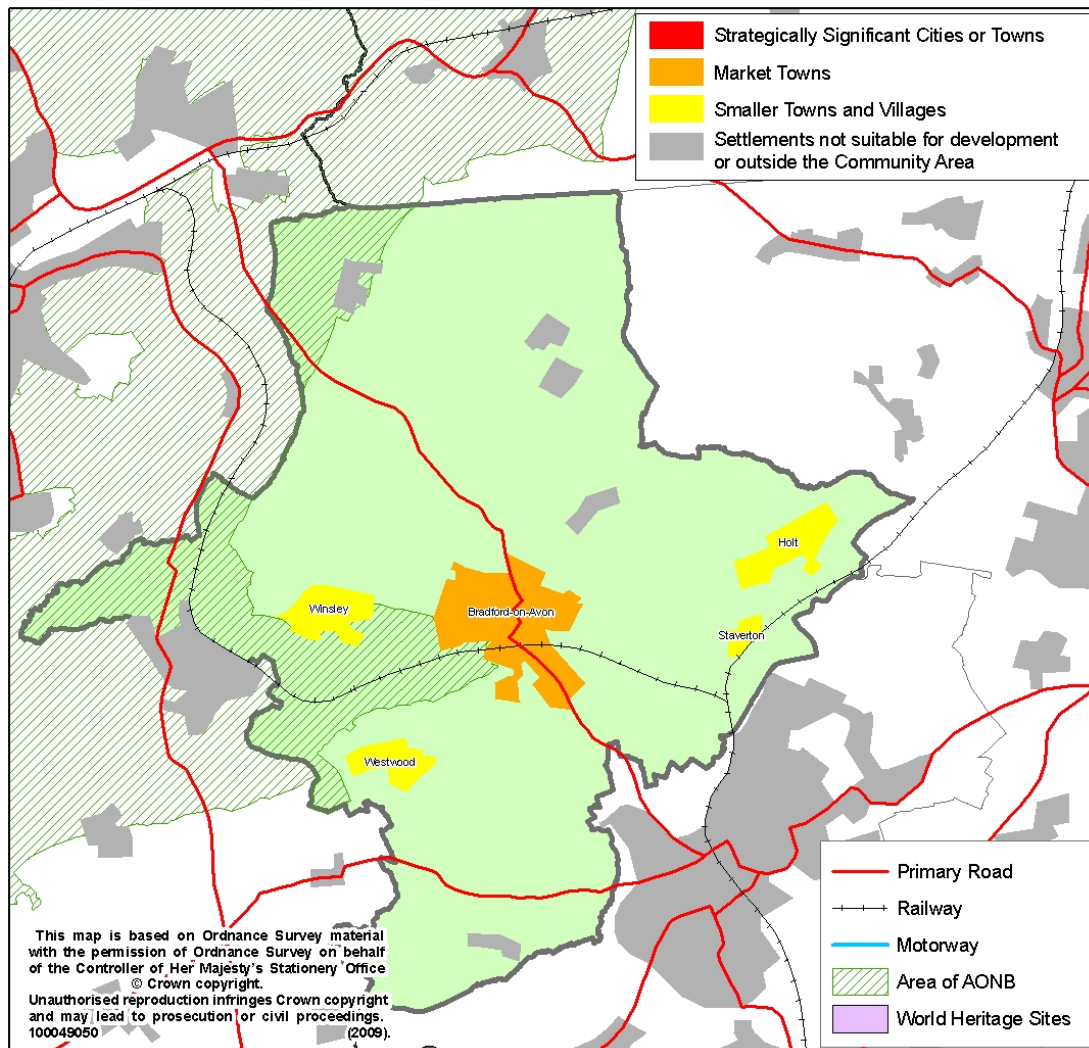


Figure 2.4.1: Bradford on Avon Community Area

What are the key issues and opportunities for Bradford on Avon that need to be planned for?

2.4.2 Issues

- Poor air quality as a result of high traffic volumes and congestion exists in the town centre and an Air Quality Management Area (AQMA) is located from Mason's Lane through to Silver Street.
- Market forces and the attractiveness of the town to retired people, second home owners and commuters have put pressure on former employment sites to be converted to residential usage. There is therefore a threat of employment land being lost for residential development.

- Bradford on Avon currently functions as a dormitory town, with a high proportion of residents commuting to work, particularly to Bath and Bristol. The town has the second lowest score in Wiltshire in an assessment of self-containment.
- There are a low number of employment opportunities in the town. A small employment base provides enough jobs for only 2,900 people whereas there are 4,500 employed people in Bradford on Avon.
- Although there is a good range of specialist shops in the town which appeal to tourists, there is a limited retail offer serving basic local needs. From 1994 to 2007 the number of convenience goods stores in the town centre declined by a third. There is a 'leakage' of convenience and comparison goods expenditure to Bath and Trowbridge. Forty per cent of convenience goods expenditure by Bradford on Avon residents is spent in Trowbridge.
- There are a large number of building and environmental constraints in and around Bradford on Avon, particularly the Western Wiltshire Green Belt, which surrounds the town. This forms a major barrier to future development.
- Bradford on Avon has the highest level of need for affordable housing, particularly for smaller rented affordable properties in the west Wiltshire area. This level of need is well above average for the West of England Housing Market Area. It means that 57 affordable dwellings are needed every year but only 48 new dwellings have been built in the town since 2006. High house prices and low incomes mean that only 32% of resident households could afford to buy a house in the town based solely on their salary.
- Bradford on Avon is well-connected by bus and rail services to nearby settlements but the road network has severe capacity issues. A high percentage of commuters from the town journey to work by car. The town centre suffers from traffic congestion issues, a poor pedestrian environment and poorly located car parks.
- The two GP practices in the town have capacity issues and, in particular, the larger practice in the town is already at capacity. This surgery will need to expand in the future.
- There is a lack of some leisure facilities in the town; these include gym facilities, tennis courts, skateboard parks and playgrounds.

2.4.3 Opportunities

- The town features a number of important historic buildings, along with the Kennet and Avon Canal, and is a popular tourist destination. Opportunities exist to promote Bradford on Avon as a sustainable tourist destination, particularly given the good public transport connectivity.
- There are also opportunities to improve the conservation of Barton Farm Park.
- The retention of current employment sites rather than conversion to residential should be a priority, along with the provision of additional employment land to help improve self-containment.
- There is currently a lack of a local convenience store in the town, although this will be provided as part of the Kingston Mill development.
- Air quality in the town centre needs to be improved, along with the need to reduce traffic volume, density and congestion. The careful selection of any future development sites will help to ensure that the situation does not become worse.

- Careful selection of development sites can help ensure the protection of local landscape character and prevent encroachment into the Green Belt.
- Allocating development to the town may help facilitate the delivery of additional sports provision such as tennis courts, skateboard facilities and playground provision.

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

- There is a need to strengthen employment provision to improve the balance between housing and employment in the town to help, and assist in improving the self-containment of the town and also to help facilitate the continuing improvement of local services and facilities. Since this is an overall strategic aim of the Core Strategy, the identification of a potential development site may also be justified as strategic.
- Clearly there are a number of constraints on any new development in the town and the scale and location of future growth should be carefully considered. The historic importance of Bradford on Avon will be protected along with ensuring that development does not encroach into the Green Belt.
- A new development at Kingston Mill already has planning permission in the town. This will provide a new convenience retail store in the town centre along with other benefits. These will include an increase in other retail provision, new restaurants, enhanced pedestrian space, affordable housing and employment space.
- There is also hope that a new pedestrian footbridge will be built as part of a separate development, linking Kingston Mill with the town library. This would also help to improve the pedestrian space in the town centre.
- New development should be mixed use, including both housing and employment, be highly sustainable and be well connected to the existing town centre. Through-town centre traffic should not be increased.

2.4.5 What should the Core Strategy deliver?

- Approximately 450 dwellings should be provided at Bradford on Avon within the plan period, of which 48 have been developed and a further 250 are committed and considered developable.
- In Bradford on Avon a preferred strategic site option capable of delivering 150 dwellings as part of a mixed use development has been identified. This will help to provide affordable housing, rebalance the self-containment of the town and enable at least one local firm to expand.
- Recommendations for future employment land supply have been set out in the **Wiltshire Workspace and Employment Land Strategy 2009**. Bradford on Avon is not identified as a town for strategic employment growth. However, the preferred option should deliver mixed use development, containing some employment for the reasons outlined above.
- Opportunities should also be taken to improve the range of community facilities and services, and the pedestrian environment of the town centre.
- Within the Bradford on Avon Community Area, only limited housing development will be appropriate to serve local need in the villages of Winsley, Westwood, Holt and Staverton.

2.4.6 The Preferred Option for the development of Bradford on Avon is set out at the relevant Map in Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.5 CALNE COMMUNITY AREA

- 2.5.1 Calne is one of the market towns in Wiltshire. It lies on the A4 at its junction with the A3102 and six miles to the east of Chippenham. Residential growth has taken place in the past without the necessary community infrastructure and there is a limited range of cultural and entertainment facilities on offer in the town. The town suffers from heavy traffic congestion. The priority for Calne is to invest in services and facilities and to increase its self-containment by delivering much needed town centre improvements. It is anticipated that the larger villages of Derry Hill / Studley and Heddington will have capacity to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller village of Hilmarton.

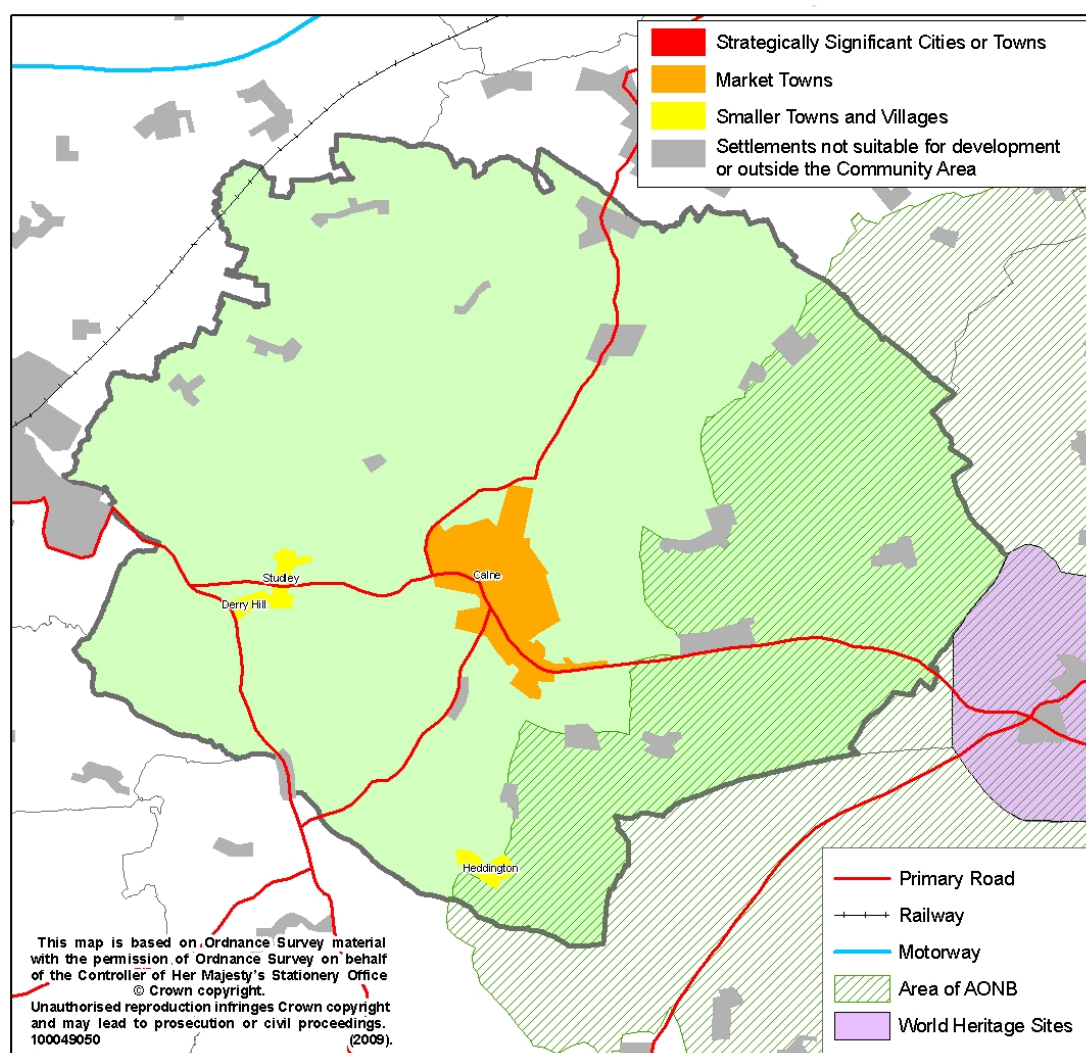


Figure 2.5.1: Calne Community Area

2.5.2 Key issues

- Calne has an average need for affordable housing and, coupled with average income levels (compared with other towns in Wiltshire), this makes Calne one of the more affordable settlements. Affordability may be affected by the level of future housing growth.
- The employment base in Calne has grown in recent years and comprises a mix of employers based around education, health, electronics, retail and distribution. Calne is one of the better performing towns in Wiltshire

although it does less well than the neighbouring towns of Chippenham and Devizes. This is because there is better accessibility between other towns and the M4 in particular.

- However, Calne benefits from having a number of existing employment locations with potential for expansion to provide more jobs in the town, which will enable it to become a key employment location in Wiltshire.
- Although there is a high proportion of out-commuting to Chippenham and Swindon, Calne is not considered to be a dormitory settlement because of its varied employment opportunities. The town has a high population to job ratio, which could enable it to accommodate additional businesses. It has attracted large employers in the past and improvements to the town centre could help to stimulate the economy.
- The town suffers from heavy traffic congestion and whilst a northern bypass was completed in 2001, there has been a long held aspiration for a road on the eastern side to alleviate congestion in the town. However, the level of growth necessary to support such a road may make this unrealistic.
- Residential growth has taken place without the necessary community infrastructure and there is a limited range of cultural and entertainment facilities on offer in the town. As a result residents have to travel by car to other settlements such as Chippenham and Swindon.
- A major town centre regeneration scheme has enhanced the image of the town centre and has improved the appearance of buildings. This has included a new library building and redevelopment at Phelps Parade.
- Although the town has several supermarkets, there is a limited range of alternative retail outlets, which means that the local population has to travel elsewhere. With poor public transport provision, they rely on the car as a means of transport.

2.5.3 Opportunities

- Calne has the opportunity to become a key employment location in Wiltshire as it is relatively well located for access to the M4. The town has successfully attracted a number of large scale employers in the past and has capacity within the labour market to accommodate future growth. This can be achieved, first through redeveloping and making more efficient use of existing sites, including Portemmarsh Industrial Estate, before developing new greenfield sites.
- Further growth will help to enable more improvements to be made to the town centre environment in order to make Calne an attractive place to live and work.

2.5.4 How do we expect Calne to change by 2026?

- Some additional growth will be appropriate where it can be well-connected with the town centre by alternative means of transport to the car and when there are significant benefits to the community in terms of delivering the community facilities that should be expected in a town of this size.
- Calne needs to build upon the recent regeneration that has taken place in the town centre and to offer an appropriate range of retail shops and services.
- Additional development is likely to take place on greenfield land on the outskirts of the town. This should be accompanied by footpath and cycle links and improvements to bus services.
- The appropriate amount of development for Calne is unlikely to be sufficient to justify a new eastern bypass or distributor road. It is likely that

at least 1,500 additional dwellings would be required to ensure adequate funding for such a road. The potential housing need for Calne is substantially lower than this figure, and this would therefore rule out the delivery of such a road within the plan period. At the same time, the move towards the self containment of towns in Wiltshire should reduce the overall need to travel.

2.5.5 What should the core strategy deliver?

- In order to ensure some additional growth to provide for local needs and to help deliver additional community benefits, Calne should provide up to 1,200 new homes over the period 2006 to 2026, of which 30% has already been delivered, and a further 19% are committed and considered deliverable. It should also provide 15.4ha of employment land over the same period.
- An assessment of the most sustainable location for new housing development considers land to the east of Calne as the most appropriate location, possibly for up to 500 dwellings. This would provide a single sustainable urban extension to the town, adjacent to the Portmarsh Industrial Estate and proposed employment development on land at Beversbrook Farm. This location would therefore provide good accessibility to existing and proposed employment provision. In turn, this would increase the opportunity for people to live and work in the same location and potentially improve the self-containment of Calne.
- The villages of Derry Hill/Studley and Heddington should receive only limited infill housing development appropriate for local housing needs.

2.5.6 The Preferred Option for the development of Calne is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.6 CORSHAM COMMUNITY AREA

- 2.6.1 Corsham is one of the smaller market towns in Wiltshire, with good road access via the A4 to the M4, Bath and Chippenham. It is considered a Market Town in the settlement hierarchy, where the objective is to promote the town's role as a local centre and to reduce out-commuting. It is anticipated that the larger villages of Box and Colerne will have capacity to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller village of Lacock.

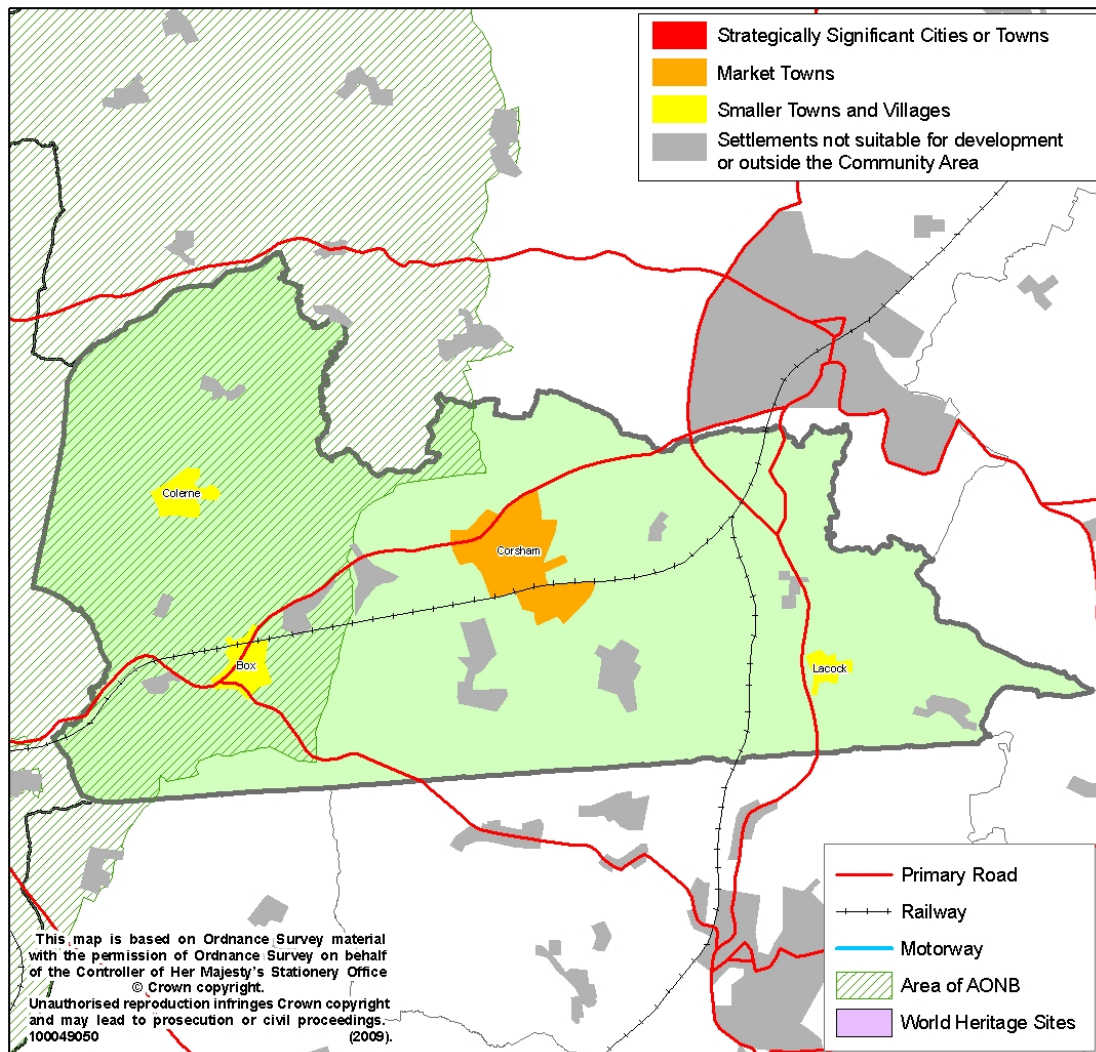


Figure 2.6.1: Corsham Community Area

What are the key issues and opportunities for Corsham that need to be planned for?

2.6.2 Issues

- There is a particularly high degree of out-commuting especially by car due to the good road links and proximity to Bath and Chippenham.
- The town has a narrow economic base, with one dominant employer. There is land identified for businesses but take-up has been limited and occupancy rates are not high. Local economic growth has been slow and the potential for new jobs is limited.

- Existing employment land may become at risk from other higher value land uses, particularly residential.
- The relatively limited range and size of shops in the town means that expenditure is lost to other centres and additional trips are made by car to satisfy the needs of the local population.
- Residential growth has not been supported by the right infrastructure.
- Service provision does not currently respond to local needs. The town lacks facilities for the young and is reliant on other centres for community hospital services.
- Land has been safeguarded in the current development plan in order to re-open Corsham railway station, but this aspiration may well be unrealistic.
- The town centre lies on the eastern edge of Corsham, at some distance from the less constrained areas of the town where potential exists for future growth.
- The release, and future use of formerly owned Ministry of Defence (MoD) land, will need to be carefully considered as large areas relate poorly to the town.
- Although the town has a relatively lower need for affordable housing than elsewhere due to recent provision, incomes remain relatively low. Housing growth is required to meet affordable housing need, but this will need to be limited to ensure that there is no increase in the dormitory status of Corsham.

2.6.3 Opportunities

- The MoD is the town's largest employer. Its presence at the town will be sustained through the consolidation of activity from a number of sites onto the redeveloped Basil Hill Barracks site.
- Redevelopment of the MoD headquarters for communication and information services could boost the area's economic prospects through the attraction of related businesses.
- Implementation of the planning consent for extra care apartments, care home and GP surgery at Royal Arthur to the south of the town could help meet specific housing and healthcare needs in the area.
- The town could develop its role as a tourist destination due to its historic town centre, Corsham Court and the surrounding attractive countryside including the Cotswolds Area of Outstanding Natural Beauty.
- The town's environment and surroundings make it an attractive place in which to live and work.
- Further employment growth can be accommodated on existing sites well located in relation to the built-up area.

2.6.4 How do we expect Corsham to change by 2026?

- Since Corsham is one of the smaller market towns and lies close to Chippenham and Bath, it is unrealistic to plan for significant growth, but there can be some increase in employment linked to the MoD. The town's historic environment and accessibility will continue to attract small to medium size businesses on locations well related to the town.
- The main focus should be for Corsham to acquire a better range of local shops and services, and at least the range that can be expected for a settlement of its size. This should complement the specialist independent shops that attract visitors to the town and town centre generally. Reopening the railway station could be a significant boost to local business but it is unrealistic to consider that this will occur in the plan

period. Improvements to bus services could help build upon the relatively high level of commuting by bus from the town and encourage a further shift from the use of the car.

- The locally important areas of open countryside between Corsham and the villages of Rudloe and Westwells will be protected as part of the green infrastructure for the town. Any development to the west or south west of Corsham will therefore need to be located in close proximity to the existing built up area.
- The future re-use of surplus MoD land offers potential for less intensive employment uses that do not lead to unacceptable vehicular traffic movements on the road network surrounding the settlement. The **Wiltshire Employment and Workspace Strategy** suggested that Corsham should not be a candidate for large scale workspace provision.
- Some additional housing on previously developed land might be appropriate where it is or could be well-connected to the town by alternative modes of travel (pedestrian, cycle and bus) and where there are significant positive benefits for the local community in terms of delivering new community facilities and a high proportion of affordable homes. A better mix of housing types would help to support local services and jobs.
- Within the Corsham Community Area the two large villages of Box and Colerne provide relatively good levels of rural services and facilities and both have identified affordable housing needs. A modest level of development will therefore be appropriate.
- Lacock is a smaller village where only limited infill development will be appropriate, in order to respond to local housing needs.

2.6.5 What should the Core Strategy deliver?

- In order to promote self-containment, further employment growth should be delivered to meet local needs and be accommodated on existing sites or previously developed land that is well-related to the town.
- The release and future use of MoD land will be planned in a sustainable fashion. This is especially important as much of the potential surplus land relates poorly to the built up area of Corsham.
- The precise scale of additional housing development on previously developed land at Corsham has yet to be determined but between about 100 to 300 dwellings could be provided. However, it may be necessary to deliver up to 100 homes on greenfield land to the west of Corsham, subject to the unavailability of previously developed land or land able to deliver significant community benefits and a high level of affordable homes. An assessment of the most sustainable location for new housing development considers land west of Corsham as the most appropriate location, possibly for up to 100 dwellings.
- In order to ensure some additional growth to provide for local needs and help deliver additional community benefits, the Corsham Community Area should provide up to 1,000 new homes over the period 2006 to 2026, of which 452 have already been built, and a further 350 are committed and considered deliverable. Of the remainder, approximately 50 may be expected to be developed on “windfall” or previously developed sites, with the balance to be located in the villages in the Community Area.
- The larger villages of Box and Colerne within the Corsham Community Area provide a reasonable level of rural services, and a modest amount of new development will therefore be appropriate.

- The smaller village of Lacock could accommodate limited infill, in order to meet local needs.

2.6.6 The Preferred Option for the development of Corsham is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

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2.7 DEVIZES COMMUNITY AREA

- 2.7.1 Devizes is a thriving market town with a well regarded town centre that has a good range of shopping and recreational facilities. Devizes is one of the largest market towns in Wiltshire with a significant number of jobs. Although not located on a strategic transport corridor Devizes has an important location on the crossroads of the A361 and A342. The town has historically been the focus for development within east Wiltshire; the Hopton business park has successfully attracted a number of new businesses to the town. The town suffers considerably from traffic congestion which cannot be ignored. It is anticipated that future development will promote the town's role as a local centre whilst paying due regard to traffic network limitations. It is anticipated that the larger villages of Great Cheverell, Market Lavington, Urchfont and West Lavington / Littleton Pannell will have capacity to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller villages of Bromham and Potterne.

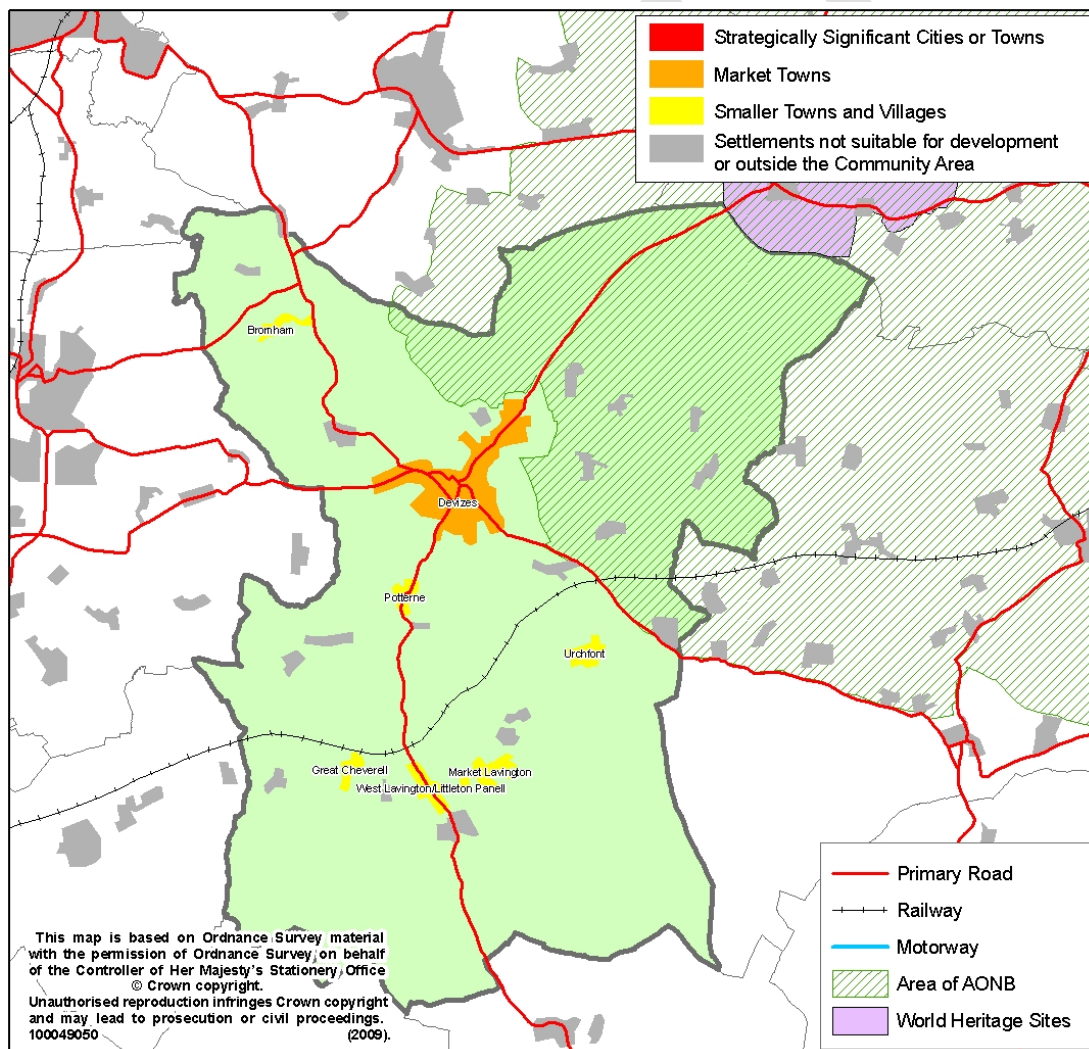


Figure 2.7.1: Devizes Community Area

What are the key issues and opportunities for Devizes that need to be planned for?

2.7.2 Issues

- Future growth at Devizes is constrained by traffic congestion. The Devizes Traffic Model recognises that mitigation is needed to limit traffic congestion.
- The Gillespie's Report identified that Devizes has a lack of retail choice when compared to other retail centres within Wiltshire, especially within the national retail sector.
- Devizes has a high percentage (52.8%) of affordable housing need. However recent development has shown that significant numbers of affordable homes can be delivered on new sites.
- The town is within close proximity of the North Wessex Downs AONB. Considering the town's topography and setting, few unconstrained development opportunities exist.
- Future development is likely to require expansion of education, leisure and library facilities and new premises for emergency services.
- The existing supply of new employment land is fairly limited. Although a number of protected employment areas have been lost to housing, demand for new employment land within the vicinity of the successful Hopton Business Park remains high.
- Existing employment land may become at risk from other higher value land uses, particularly residential.
- The town centre suffers from a lack of consistency and quality in the public realm. Some of the buildings constructed in the later part of the Twentieth Century are nearing the end of their useful life, providing opportunities for improvement, especially in New Park Street.

2.7.3 Opportunities

- The Devizes Central Car Park has the potential to deliver additional retail floorspace suitable for national retailers.
- There is an aspiration to enhance and develop Devizes' cultural heritage. The Market Place is of great importance to Devizes, not only because of its architectural and historic significance, but also for the contribution it makes to the economic, social and cultural life of the town.
- The Wharf and the landmark building of the Assize Courts are priority redevelopment sites within Devizes. Aspirations exist to form pedestrian linkages from the Assize Courts to the town centre.
- The Devizes Town Centre Design Code outlines ambitions to deliver town centre improvements, including the enhancement of the street scene.
- Devizes has historically had a good take-up of employment land, attracting a wide range of locally significant businesses.
- Despite issues surrounding forecasted congestion, Devizes has a high level of self-containment.
- The town of Devizes is a thriving retail centre with low occupancy rates attracting a wide variety of both convenience and comparison retail outlets.
- There is good accessibility in terms of bus services and journey to work distance.
- The town's environment and surroundings make it an attractive place to live and work.
- Despite environmental constraints there is a reasonable amount of developable land in and around Devizes which is well-related to the existing built up area, and which has the potential to deliver modest employment and housing growth.

- The provision of employment accommodation in the town is generally of small to medium scale with two of the major employment locations being Hopton Park Industrial Estate and Garden Trading Estate. Future employment accommodation development opportunities are being provided at London Road and Nursteed Road.
- Although not the most accessible of Wiltshire towns, Devizes provides a significant level of employment within Wiltshire.

2.7.4 How do we expect Devizes to change by 2026?

- Although remote from the motorway network, the town is located at the heart of Wiltshire. Devizes serves a large hinterland and has one of the larger populations of Wiltshire towns. Historically, the town has attracted a number of large scale employers and has specialist skills in engineering, the food industry and furniture manufacture. With the existing or planned provision of new employment space Devizes can continue to play this locally significant role.
- Whilst traffic issues cannot be ignored it is important to consider Devizes' position as a key centre for employment, retail and housing provision within east Wiltshire. The continued success of the town's retail and employment function should therefore be safeguarded.
- Devizes will continue to build upon its success as a strong retail and employment centre within east Wiltshire. Owing to constraints within the traffic system, future development will, however, be limited. The amount of growth will reflect local employment and housing needs and its position as a key service centre within the area.
- Opportunities to expand the town's retail offer will be explored including the possibility of identifying appropriate land to attract national retailers. Any future retail development should complement the specialist independent shops and the thriving market which attracts many visitors.
- The main focus for Devizes should therefore be to sustain its economic and retail base whilst ensuring that any future development considers constraints within the traffic network. The sensitive landscape of the Community Area including the North Wessex Downs AONB needs to be safeguarded and future development should seek to minimise impacts on the landscape.
- Devizes should continue to build upon its past success of attracting new businesses to the town. Although a number of strategic employment sites have been lost to higher value land uses, the appetite for new employment land, especially within towards the north of the town, remains high.
- Devizes attracts a large number of tourists. Its cultural assets, including the Kennet and Avon Canal and its rich built and natural environment, are vital elements in the longevity of its visitor appeal. Future development will therefore need to consider and safeguard these assets.

2.7.5 What should the Core Strategy deliver?

- The Devizes Traffic Model outlines a number of measures which will help alleviate predicted traffic issues and accommodate a proportion of growth before the road network reaches a critical level. Despite extensive environmental constraints there is a reasonable amount of developable land in and around Devizes. It is therefore anticipated that Devizes could accommodate a modest level of growth within the plan period reflecting its status as a prominent retail, economic and service centre within east Wiltshire.

- Reflecting its status as a shopping, employment and service centre within east Wiltshire, Devizes should seek to accommodate up to 2,000 new homes over the plan period 2006 to 2026, of which approximately 30% have already been built, and a further 31% are committed and deliverable.
- In order to provide for a greater choice and mix of housing, and to bring forward traffic alleviation measures, it is proposed that up to 700 new homes will be allocated within the Core Strategy. An assessment of the opportunities for the most sustainable location for new housing development highlights three sites. These would distribute growth to areas which relate well to the existing built-up area and present good opportunities for landscape impact mitigation.
- Despite the historically good take-up of new employment land, the town has lost a number of employment sites to residential uses. The Core Strategy will need to ensure that strategic employment land is protected from other higher value land uses, particularly residential. The **Wiltshire Workspace and Employment Strategy** recognises that the town will be able to accommodate employment growth in the short, medium and long term. A new site is proposed which is well related to the existing and successful employment site of Hopton Park towards the north of Devizes. This could bring about further choice for new businesses to locate within Devizes.
- Within the Community Area the villages of Great Cheverell, Market Lavington and West Lavington/Littleton Pannell are in close proximity to one another and perform complementary roles. Their rural locations mean that they are appropriate for modest levels of development.
- The smaller villages of Bromham and Potterne will be suitable only for limited infill development to serve local needs.

2.7.5 The Preferred Option for the development of Devizes is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.8 MALMESBURY COMMUNITY AREA

2.8.1 Malmesbury is located in the North of Wiltshire. It is a small market town in a predominantly rural location and is approximately eleven miles north of Chippenham, situated off the A429 adjacent to the B4040. Malmesbury is a hill top town, surrounded by the River Avon. The skyline is dominated by the Norman Abbey and the town is an important tourist location in Wiltshire. It is also a local retail centre. The objective is to continue to support employment, services and facilities and to address the issue of housing affordability. It is anticipated that the larger villages of Ashton Keynes and Sherston will have capacity, to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller villages of Great Somerford and Luckington.

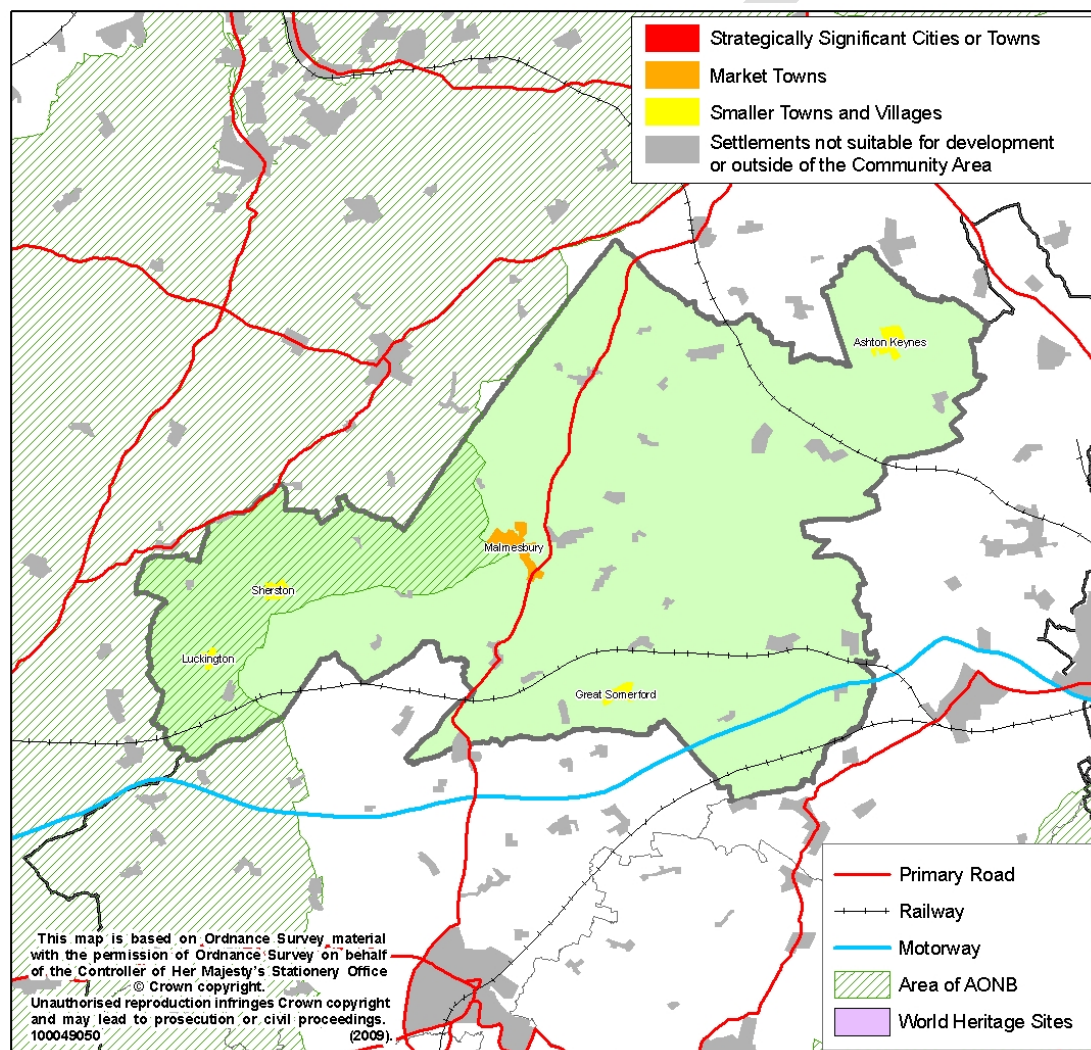


Figure 2.8.1: Malmesbury Community Area

What are the key issues and opportunities for Malmesbury that need to be planned for?

2.8.2 Issues

- Malmesbury has a small employment base, which is concentrated around education, health, business services and engineering. It has a large

number of jobs compared to its population and is dominated by a single employer, namely Dyson. Although Dyson's manufacturing operation has been relocated overseas, research facilities continue to be concentrated in the town. It is important that the town's existing employment base is retained.

- Malmesbury is less affordable than other settlements in Wiltshire. It is identified as the most expensive area in the north of Wiltshire in terms of house prices, and the average income is also significantly above the average. Housing growth is unlikely to meet the affordable housing need.
- Malmesbury contains an attractive town centre with a retail area along the northern part of the High Street, which links through to the historic Abbey and adjacent river and gardens. The High Street contains local shops and services along with some national chains, including one small supermarket. The town acts as a local retail centre for the surrounding rural area.
- Service provision responds to local needs. Facilities on offer include a library and leisure centre. In addition, Malmesbury Town Hall has recently been refurbished and offers a range of facilities for both the local population and the wider area. The town used to have a community hospital, but this has recently been replaced with a Primary Care Centre which offers many of the services previously available at the hospital.
- The wider community area is home to a rich built and natural environment, including the Cotswold AONB making Malmesbury an attractive place to live and work in.
- The town is highly constrained environmentally. It is surrounded by the River Avon and areas susceptible to flooding, which may have an impact on the level of future growth in the town.
- There is poor public transport provision and therefore there is reliance on the car for travel.

2.8.3 Opportunities

- The town's environment and surroundings make it an attractive place to live and work.
- The town contains an historic core which includes Malmesbury Abbey and means that Malmesbury is a key tourist location in Wiltshire which also benefits the wider community area.
- The River Corridor benefits the town in providing an opportunity for green infrastructure.
- Uniquely for Wiltshire, there is a reasonable level of in-commuting to work in Malmesbury.
- The town should continue to act as a tourist destination due to its historic core, including the Abbey and Market Cross, as well as the surrounding countryside, including the Cotswold AONB.
- It is important that the town's existing employment base is retained and for Malmesbury to take full advantage of its connectivity with the nearby M4 and the A429.

2.8.4 How do we expect Malmesbury to change by 2026?

- Malmesbury is in a rural location and it is unrealistic to plan for significant growth, but it is important that some growth takes place in order that the town's existing employment base is retained and the opportunity for people to live and work in the town is increased.

- The main focus should be for Malmesbury to continue to be an important tourist location in Wiltshire and to act as a local retail centre offering a range of shops and services for the wider Community Area.
- Both the natural and built environment will be protected.

2.8.5 What should the Core Strategy Deliver?

- In order to ensure some additional growth to provide for local needs and help deliver additional community benefits, Malmesbury Community Area should provide up to 1,000 dwellings within the period 2006 to 2026, of which half are already built or committed.
- The town itself requires approximately 700 dwellings over the plan period, of which 38% have already been delivered, and a further 31% are committed and deliverable.
- An assessment of the most sustainable location for new housing development considers land to the north of Malmesbury as the site for 200 dwellings.
- This option would provide a small-scale urban extension, well related to employment land and the existing built-up area of Malmesbury. It is in close proximity to the Dyson Factory and Malmesbury Business Park, and is therefore well related to existing employment opportunities. It would therefore increase the opportunity for people to live and work in the same place and the self-containment of Malmesbury.
- The larger villages of Ashton Keynes and Sherston would support a modest level of development, although the existing housing allocation at Ashton Keynes may fulfil this requirement.
- The smaller villages of Great Somerford and Luckington require only limited infill development in response to local needs.

2.8.6 The Preferred Option for the development of Malmesbury is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.9 MARLBOROUGH COMMUNITY AREA

- 2.9.1 The whole of the Marlborough Community Area lies within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The town of Marlborough has a rich built environment with an attractive and thriving retail centre. The town and its wider rural hinterland is highly constrained due to its high landscape quality and topographic features. The Community Area includes the Avebury element of the Stonehenge, and Avebury World Heritage Site. Arguably, full advantage has not been taken of the area's tourism potential. Marlborough is a small market town, where it is anticipated that future development will help to meet local housing need and to promote the town's role as a local service centre. It is anticipated that the larger villages of Aldbourne and Ramsbury will have capacity to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller villages of Baydon Broad Hinton.

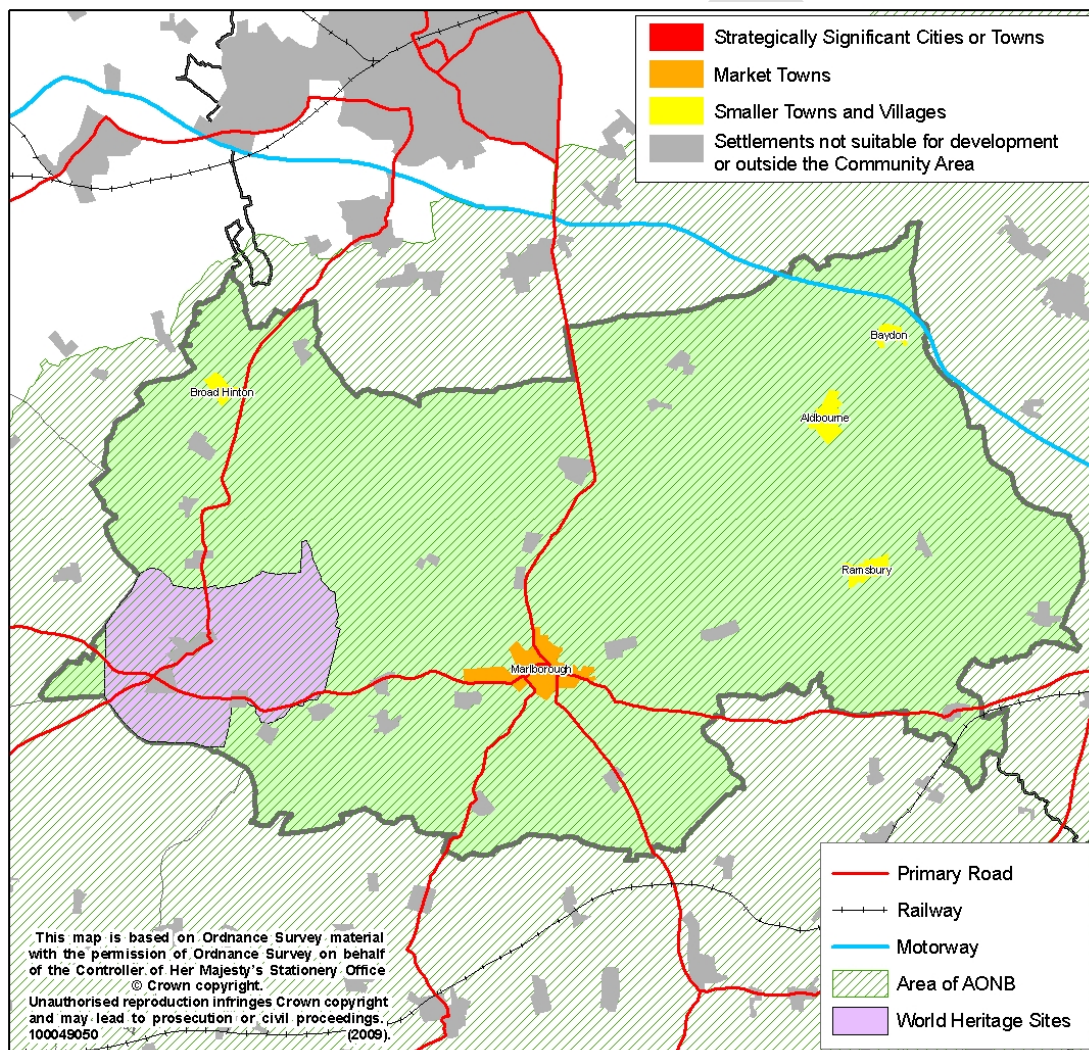


Figure 2.9.1: Marlborough Community Area

What are the key issues and opportunities for Marlborough that need to be planned for?

2.9.2 Issues

- The Community Area has some of the highest house prices in Wiltshire. However, Marlborough also has a high average income (£37,380) which is above the national average (£32,644).
- The Community Area is highly constrained by landscape designations. The town falls entirely within the North Wessex Downs AONB. Any future development will also need to consider the impact on the setting of the hill fort on the opposite side of Chopping Knife Lane.
- The town has an identified affordable housing need of 1.7% of total households, which is slightly above the UK average (1.6%). Affordability issues may also be exacerbated by the low number of housing completions (51 completions since 2006).
- The town currently has a narrow economic base, catering for predominately local needs. Although the town is well located it is overshadowed by Swindon to the north, and is too far away to benefit from any spin-off activity.
- Although the town has a high level of self-containment, commuting distances are higher than the Wiltshire average, with a greater proportion of residents travelling to work by car.
- Although Marlborough has good connectivity to the M4 and Swindon, it has struggled to establish its employment accommodation base. Despite recent development at Marlborough Business Park which provides modern business/trade units, demand in the town has remained at a low level.

2.9.3 Opportunities

- Marlborough has a thriving town centre and consistently sees low vacancy rates. With 15 convenience stores and 92 comparison retail outlets, Marlborough has a wide independent retail offer which includes butchers and greengrocers as well as many boutique and specialist retailers.
- Marlborough has good transport links situated on the A436, which is the principal route between Swindon in the north and Salisbury in the south. The M4 lies approximately eight miles to the north of the town.
- The town is well regarded as a local employment location; the recently established Marlborough Business Park offers the opportunity for new employment development.
- Marlborough has a high level of self containment (51%), based on 2001 Census, and one of the highest levels of self-containment of the Wiltshire Market Towns.
- Marlborough is a picturesque town with good tourist potential. The high street is a striking prime shopping area due to its great width and high quality consistent built form. The town has numerous other features of heritage importance, including an abundance of historical assets, such as the Green, the Parade and Marlborough College.

2.9.4 How do we expect Marlborough to change by 2026?

- Due to its considerable landscape constraints and proximity to larger service centres, it is unrealistic to plan for significant strategic growth at the town. However, Marlborough does function as a prominent retail centre within east Wiltshire and continues to serve as a locally important employment centre.

- The lack of access to both open market and affordable housing, coupled with an ageing population could impact on the viability of the local economy (unable to house local workers) and the delivery of local services. This could also lead to increased commuting (inward and outward). These factors, which relate to the Council's strategic objectives for the Core Strategy, are sufficient to warrant the inclusion of the town in the list of potential strategic development locations.
- The main focus for Marlborough should be to accommodate a level of growth which assists in supporting local employment, aids the retention and enhancement of local services, and helps to address local affordable housing need. A better mix of housing types should help to support local services and jobs. Future development will also have to pay due regard to Marlborough's noteworthy landscape and historic assets.

2.9.5 What should the Core Strategy deliver?

- In order to maintain and enhance levels of self-containment, modest growth should be delivered to meet local needs. Land should be identified which relates well to the town, ensuring minimal impact upon Marlborough's rich built and landscape assets.
- Despite extensive environmental constraints there is a reasonable amount of developable land in and around Marlborough which is well related to the existing built-up area, and which has the potential to deliver modest housing growth.
- In order to ensure some additional growth to provide for local needs and to help deliver a stronger employment base, Marlborough should seek to provide up to 600 dwellings over the plan period, of which approximately 9% have already been built, and a further 40% are committed and deliverable.
- An assessment of the most sustainable location for new housing has identified land south of Marlborough as the most appropriate, possibly for up to 250 dwellings. The site provides the opportunity for a small scale urban extension which has good access to employment and education facilities. Such a comparatively small development may, nevertheless, be regarded as strategic as it is necessary to address the need for affordable housing in this area.
- In order to promote self-containment, further employment growth should be delivered to meet local needs and be accommodated on existing sites or previously developed land that is well related to the town. The new and proposed employment schemes including the Marlborough Business Park have scope to accommodate local service-orientated employment.
- The larger villages in the Community Area, Aldbourne and Ramsbury, provide a reasonable level of services and facilities. Together with their rural location, this suggests that they are appropriate locations for modest levels of additional development.
- The smaller villages of Baydon and Broad Hinton should accommodate limited infill only, in order to respond to local housing needs.

2.9.6 The Preferred Option for the development of Marlborough is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.10 MELKSHAM COMMUNITY AREA

2.10.1 Melksham is one of the larger market towns in Wiltshire, benefitting from strong links by road with the larger centres of Trowbridge and, via the A350, Chippenham. The objective is to promote Melksham's role as a market Town and to reduce out-commuting.

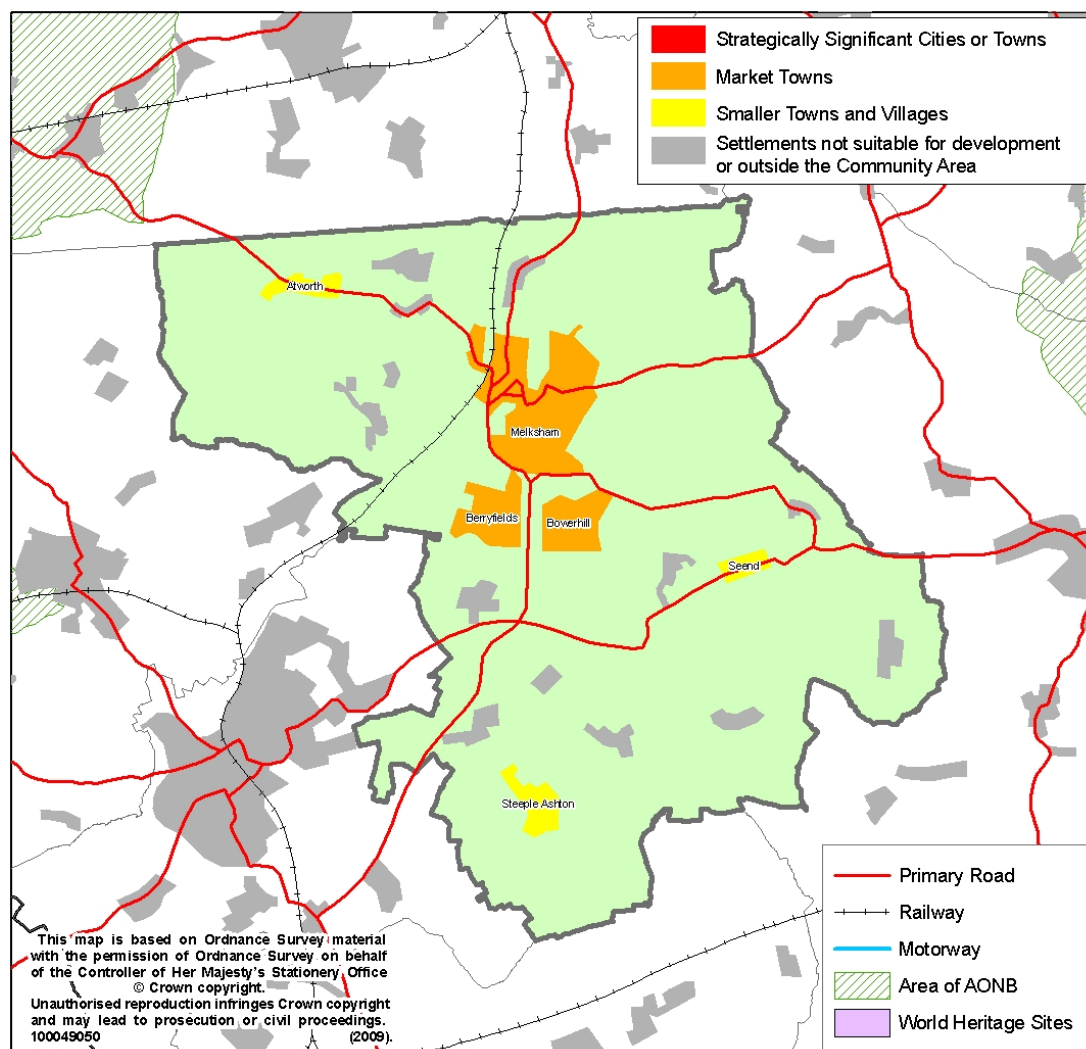


Figure 2.10.1: Melksham Community Area

What are the key issues and opportunities for Melksham that need to be planned for?

2.10.2 Issues

- Melksham has a large employment base, but a significant proportion of the workforce is employed by Cooper Tire and Rubber. This dependency on a single employer could lead to problems if the firm were to close.
- There is a high degree of out-commuting, with large numbers of residents travelling to work in the nearby larger centres of Trowbridge, Chippenham and Bath, as well as smaller centres such as Calne, Corsham and Devizes.
- The town centre is in need of regeneration. The retail offer has suffered in recent years, and the retail centre has moved away from the more

attractive parts of the town centre. Poor quality infill development detracts from the many historic buildings.

- Melksham railway station is under-used, with only a few trains stopping at the town each day.
- The range and frequency of bus services in Melksham is relatively poor when compared with the services on offer in Westbury, Warminster and Bradford on Avon.
- The highway capacity around the town is limited and serious thought will need to be given as to how adequate demand management and containment can be achieved in light of likely future development.

2.10.3 Opportunities

- Melksham has a strong existing employment base, and has the capacity for future employment growth.
- A high level of residential development is already proposed in Melksham, including a planned urban extension of around 700 dwellings to the east of the town. These dwellings, and those recently completed and permitted at other sites, may go some way towards addressing the future affordable housing need in the town.
- A Town Plan is currently being progressed for Melksham, and this may assist in the regeneration of the town centre.
- A small conservation area covers the north west of the town, and contains many listed buildings. Regeneration of the town centre may lead to opportunities for the scattered historic environment to become more of a feature within the town.
- The proposed restoration of the Wilts and Berks Canal provides an opportunity to promote tourism within the town.
- The presence of the railway station may offer the opportunity for residents to travel by train, therefore reducing reliance on the car. This would be dependent upon a much improved service at the station.
- Melksham is well located between the larger settlements of Trowbridge and Chippenham, and good road links ensure short journey times to these settlements for both businesses and residents. However, it is important that public transport provision is improved, in order to offer alternatives to the car.
- There is currently a relatively good range of facilities within Melksham, and the new school, and possible development of a new leisure centre, could improve this provision further.

2.10.4 How do we expect Melksham to change by 2026?

- Melksham has a significant employment base and this makes the town an attractive proposition for future inward investment. However, due to the large number of dwellings in Melksham which already have planning permission, additional housing growth during the plan period will be relatively low to ensure that the overall level of development is appropriate for the town.
- Melksham has been identified as suitable for strategic employment growth. Although additional employment sites are already allocated in Melksham in the existing Local Plan, additional sites will still be needed. It is important that new development provides a good balance between housing growth and new job creation, thus helping to improve the self-containment of the town.
- While the town retains a good level of facilities, the town centre and retail offer has suffered in recent years. For this reason, regeneration for the

town centre is a priority. This should include a focus on improving the setting of the historic environment.

- The A350 provides an important north/south route adjacent to Melksham but there is limited highway capacity around the town, which will need to be addressed. The potential exists to increase the frequency of rail services, and improvements to bus services should also be sought.
- The proposed restoration of the Wilts and Berks Canal offers an opportunity to promote tourism within the town. The proposed route of the Canal should therefore be safeguarded from development.

2.10.5 What should the Core Strategy deliver?

- A very large number of new homes are already planned in Melksham, with up to 1,450 dwellings already in the planning system, including around 270 which have been completed since 2006. However, in order to ensure some additional growth to provide for local needs and to help deliver additional community benefits, an additional 400 dwellings should be provided during the period from 2006 to 2026.
- An assessment of the most sustainable location for new housing development proposes land to the east of Melksham, and between Melksham and Bowerhill, as the most appropriate location for up to 400 dwellings and mixed use development.
- Melksham has a strong employment base, and has been identified as a suitable settlement for strategic employment growth. Future employment land in the town could be delivered through the intensification of use at the railway cluster and Hampton Park, and there are also potential new employment sites on land to the south of the A236 and land at Berryfield.
- Atworth is the only large village in the Melksham Community Area. It provides a reasonable level of services and is the focus of some employment. A modest level of development will therefore be appropriate.
- The smaller villages of Seend and Steeple Ashton will require only limited infill development to meet local housing needs.

2.10.6 The Preferred Option for the development of Melksham is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.11 PEWSEY COMMUNITY AREA

2.11.1 Pewsey is a small local centre located on the A345 approximately eight miles to the south west of Marlborough and thirteen miles to the east of Devizes. One of the main north – south routes in Wiltshire, the A338 lies approximately four miles to the east. The Community Area of Pewsey contains no large towns. Nevertheless, Pewsey is identified as one of the largest villages within Wiltshire and has a good range of facilities and services, a concentration of employment and good transport connections afforded by an intercity rail link. Identified as a large village it is anticipated that Pewsey will receive a modest amount of growth to help meet local housing need and promote its role as a rural service centre for the Community Area. It is anticipated that the other larger villages of Burbage, Great Bedwyn and Upavon will have capacity, to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller village of Shalbourne.

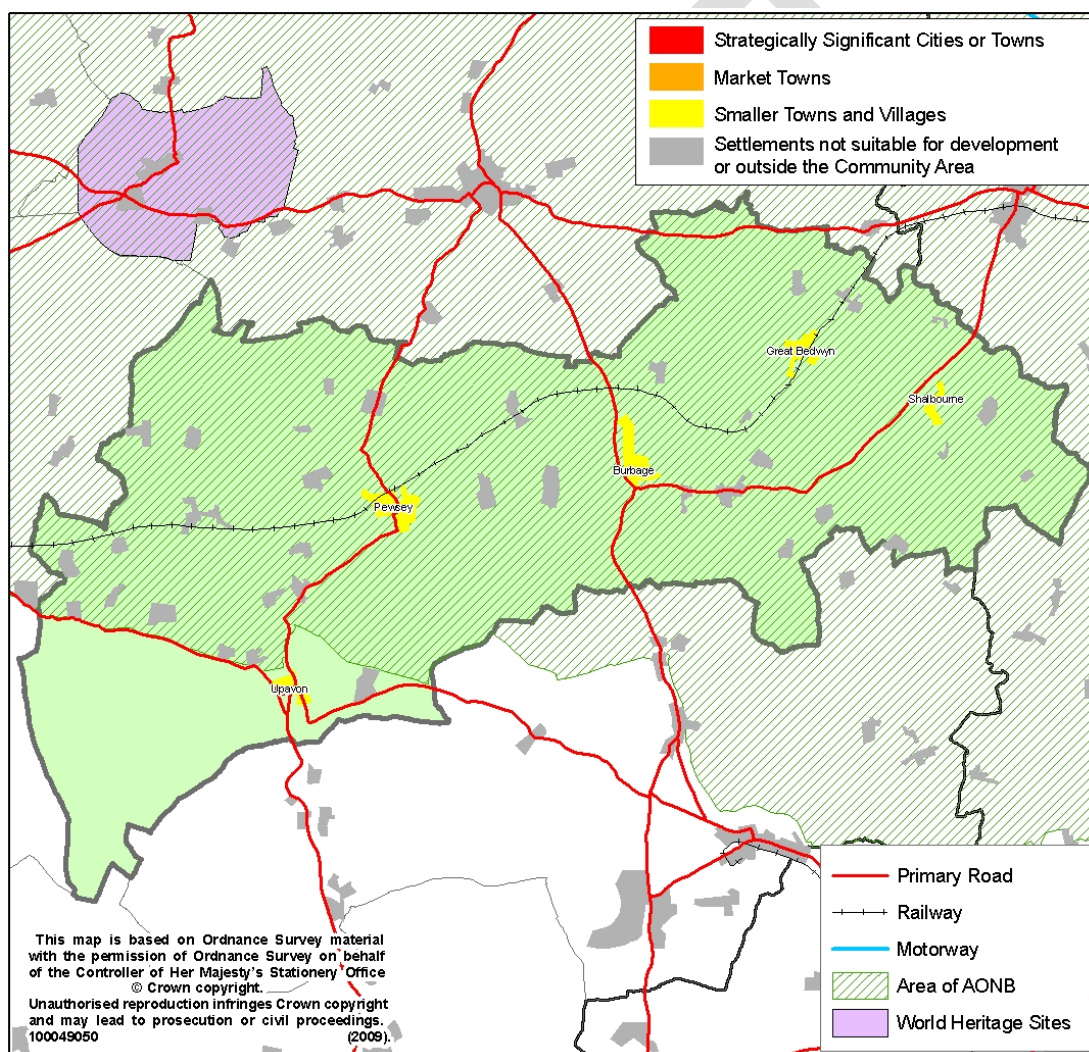


Figure 2.11.1: Pewsey Community Area

What are the key issues and opportunities for Pewsey that need to be planned for?

2.11.2 Issues:

- Pewsey has a limited supply of previously developed land; the SHLAA identifies approximately 3ha that could deliver up to 70 dwellings.
- The Community Area is highly constrained. It is almost entirely covered by the North Wessex Downs AONB and a number of important sites are also located close to the village of Pewsey.
- The Pewsey Community Area has a comparatively high affordable housing need of 110 dwellings per annum.
- East Wiltshire is identified as the least affordable area within the Swindon HMA. However the Pewsey Community Area is identified as having the cheapest house prices in east Wiltshire.
- Pewsey has a low level of self-containment (41%) and a high average commuting distance. Employed residents travel to a range of settlements, but mainly to the north east to Marlborough and Swindon.
- Pewsey has a limited employment base, which further exacerbates out-commuting. It is unlikely that the area will be able to attract a sufficient number of high paid professional jobs to counteract this trend.
- The Community Plan identifies a lack of facilities, rural shops, pubs and Post Offices within the Community Area.
- The Community Plan also identifies a lack of accessible transport for people with disabilities, the young, elderly and parents with no private transport.
- Pewsey benefits from an intercity rail station. However, pedestrian access to the station needs to be greatly improved to alleviate on street parking concerns.
- Pewsey itself will need to maintain the existing level of retail floorspace if it is to continue to function as a rural service centre.

2.11.3 Opportunities

- The Community Area is home to a rich natural environment and a high proportion of historic buildings, shop fronts and structures which contribute to its attractive Georgian character.
- The community has identified an aspiration to promote Pewsey as a heritage village for tourism. The Broomcroft Road development includes a heritage centre which should assist this objective.
- Pewsey benefits from the presence of a railway station. However, this has led to less positive effects, increasing the town's dormitory status.
- Although highly constrained, the SHLAA does contain a significant number of greenfield sites.
- The role of Pewsey as a service centre needs to be sustained and strengthened. Retail space needs to be safeguarded from higher value land uses.
- Private rental prices within the Community Area are marginally below the east Wiltshire average.

2.11.4 How do we expect Pewsey to change by 2026?

- Pewsey lacks the critical mass in terms of population and existing employment to accommodate significant amounts of housing or employment growth. In retail and employment terms the town is overshadowed by Marlborough and Devizes in particular. It is therefore

unrealistic for the Community Area to support a significant amount of development.

- The main focus should therefore be for Pewsey to maintain and strengthen its role as a rural service centre. Nevertheless, Pewsey has a good range of facilities and services. Some additional modest development will be appropriate reflecting its role as a rural service centre within the Community Area.

2.11.5 What should the Core Strategy deliver?

- No strategic housing or employment allocations are proposed within the Pewsey Community Area. It is anticipated that Pewsey and the other principal villages of Burbage, Great Bedwyn and Upavon will deliver up to 500 dwellings within the plan period, of which approximately 60% have already been built or have planning permission.
- In the light of the absence of strategic development, it is anticipated that approximately 200 dwellings will need to be allocated in due course in the Small Sites Allocations Development Plan Document. The Core Strategy will need to promote Pewsey's role as a service centre by ensuring that Pewsey's current retail floorspace is safeguarded and that opportunities for retail expansion are explored.

2.12 TIDWORTH COMMUNITY AREA

2.12.1 Tidworth is dominated by the presence of the army, which is the largest local employer. The Tidworth, Netheravon and Salisbury Garrisons have now been designated as a “Super Garrison”. It is anticipated that the number of Military personnel within the Community Area will grow as a consequence. The settlements of Tidworth and Ludgershall should be considered jointly due to their complementary roles. Identified jointly as a Market Town, it is anticipated that future development will promote their role as a local service centre and seek to reduce out-commuting. It is anticipated that the larger village of Netheravon will have capacity, to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller villages of Collingbourne Ducis and Collingbourne Kingston.

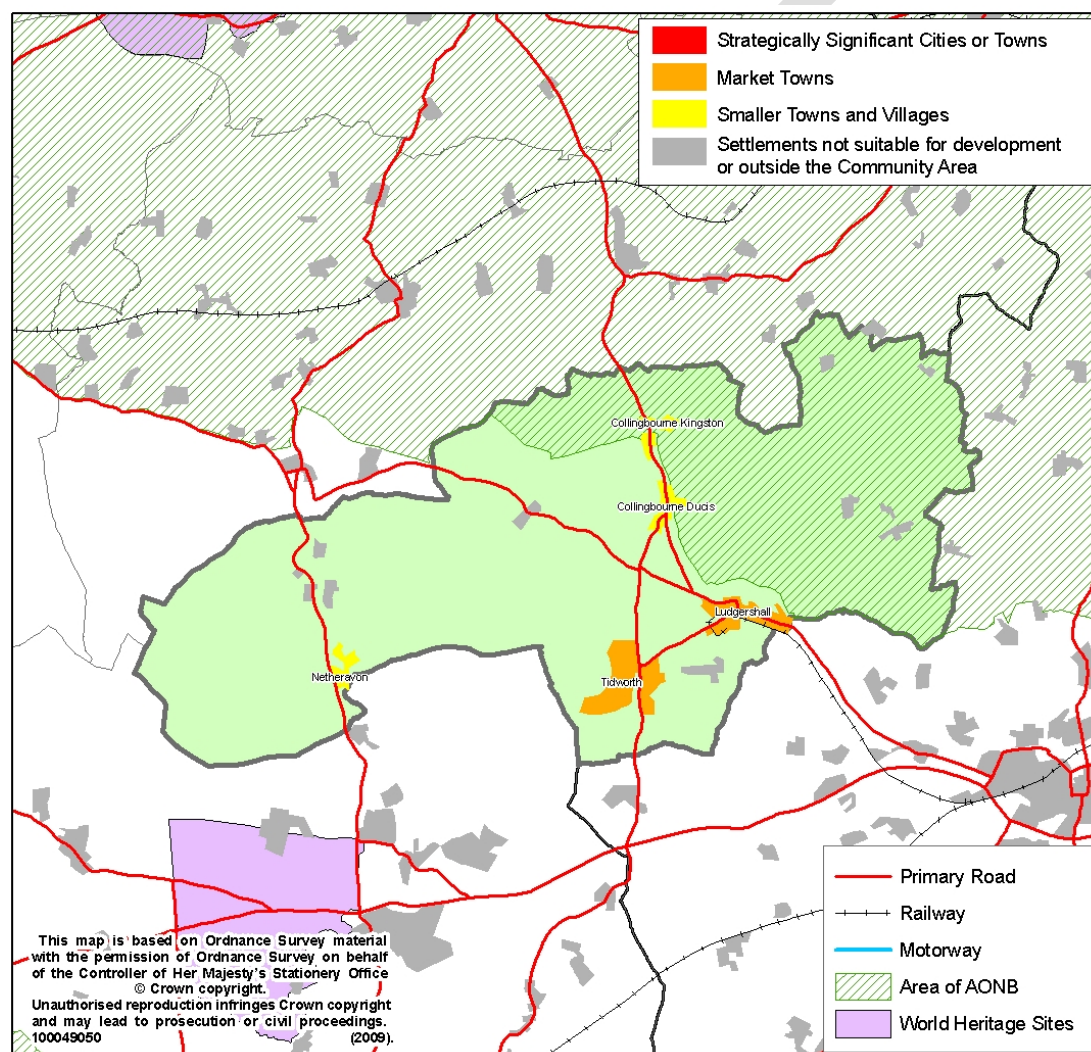


Figure 2.12.1: Tidworth Community Area

What are the key issues and opportunities for Tidworth and Ludgershall that need to be planned for?

2.12.2 Issues

- Tidworth and Ludgershall have the lowest concentration of employment sites within the east Wiltshire Market towns. The east Wiltshire economic study also identified a shortage of quality employment premises for small

and medium enterprises including incubation facilities and managed workspace.

- The town centre of Tidworth is poorly defined and suffers considerably from a lack of continuity and poor built form. Aspirations to improve the street scene are identified within the Community Plan.
- The centres of Tidworth and Ludgershall offer few retail outlets when compared to market Towns, which means that expenditure is lost to other centres leading to further trips by car.
- The Community Area has a large affordable housing shortfall, with an estimated need of 314 homes per annum. It is anticipated that the Community Area will have the highest net affordable housing need within Wiltshire.
- Since 2006 only 75 dwellings have been completed within Tidworth and Ludgershall. This low rate of development means that housing affordability will continue to be a problem.
- The A303 is very busy and near capacity. Any future development will need to consider carefully impact upon this key strategic transport route.
- The two GP practices will need to expand to accommodate future development.
- The Community Area has a severe imbalance between the military and civilian population. This has led to limited employment opportunities other than the MoD.
- The Tidworth Community Area has a low average income (£29,313) when compared to neighbouring Community Areas.
- The rural villages, such as Collingbourne Ducis and Collingbourne Kingston, rely heavily on Tidworth as a service centre. Poor public transport links encourage unsustainable forms of transport.
- The Community Plan recognises a lack of facilities for young people within Tidworth and Ludgershall.

2.12.3 Opportunities

- The Community Area Plan identifies an aspiration to encourage multi-use community centres throughout the Community Area.
- The towns of Tidworth and Ludgershall currently enjoy high levels of self-containment.
- The Wellington Academy will provide an opportunity to improve and develop local education needs.
- The towns of Tidworth and Ludgershall are comparatively unconstrained. However potential wider impacts upon Salisbury Plain recognised as a Special Area of Conservation (SAC) will need to be carefully considered.
- The settlements of Tidworth and Ludgershall have potential for new growth on previously developed land on sites which are well related to their town centres.
- Tidworth and Ludgershall score favourably in terms of self- containment in Wiltshire (57%), based on the 2001 Census.
- The MoD presence enables the joint use of facilities such as the new leisure centre.
- The proposed “Super Garrison” will bring a large number of new troops to the area. This will increase the amount of disposable income in the area and the multiplier effect of this will benefit local businesses. A “Super Garrison” will also provide the opportunity for building and other contracts for local businesses.

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

- The long term ambition for Tidworth and Ludgershall should be to develop their complementary roles in order to facilitate the development of a more balanced and sustainable community. It is anticipated that the number of MoD personnel will increase within the community, and if a better balance between military and civilian personnel is to be achieved, a significant amount of development needs to be directed to the area.
- The military presence within the area will change significantly over the plan period. The development of a “Super Garrison” will have considerable implications for the local community. The level of growth at Tidworth and Ludgershall will reflect the need to ensure a more balanced and integrated civilian and military community. Future development will also deliver improved infrastructure and services.
- The employment base in the Community Area is currently dominated by the MoD. A wider employment base needs to be developed if the ambition of creating a more balanced and integrated community is to be achieved. The present narrow employment base caters principally for local needs. The Castle Down Business Park is being developed for this purpose. It is anticipated that other employment sites will need to be identified in order to encourage a wider employment base and to ensure balanced growth.
- The MoD makes a significant contribution to conservation and environmental protection within the Community Area. Future development will need to respect the wildlife haven of Salisbury Plain, which is recognised as a Special Area of Conservation.
- The town of Ludgershall is too small to support development in its own right. However the strong interrelationships between the two centres offer the opportunity for Tidworth and Ludgershall to develop together. It is not the intention to promote coalescence.
- Additional housing and employment land will bring about significant positive effects for the Community Area. A better range of housing and employment opportunities will lead to a more sustainable and integrated community. The potential release of surplus MoD land may offer the potential to deliver future development on previously developed land. The potential release of MoD land will have to be considered within the context of the two settlements as a whole. Not all land will necessarily be appropriate for future development.

2.12.5 What should the Core Strategy deliver?

- Working with the MoD and other partners, the focus will be to deliver a more balanced and sustainable community. The Core Strategy should identify balanced housing and employment growth to meet local needs, delivered together with the appropriate level of infrastructure and services.
- Future development will benefit from the good transport links afforded by the A303, together with both the existing and unexplored employment potential of MoD personnel, which will make the settlements an attractive proposition for future employers.
- In order to help deliver the aspiration of a more integrated civilian and military community and a stronger employment base, Tidworth and Ludgershall should seek to provide up to 1,700 new homes over the period 2006 to 2026, of which approximately 11% have already been built, and a further 19% are committed and deliverable.
- An assessment of the most sustainable location for new housing development has identified one site within Tidworth and two sites within

Ludgershall. The sites are well related to the existing built-up areas and form good linkages with existing employment provision.

- In order to promote self-containment, additional employment should be delivered to meet local needs. The precise level of employment need is still to be established. However, it is envisaged that additional employment will be accommodated on existing sites or previously developed land which is well related to the town. New and proposed employment schemes including the Castledown Business Park have scope to accommodate a substantial employment element.
- Netheravon is the single large village in this Community Area. It has an identified housing need and a modest level of development will therefore be appropriate.
- Development in the smaller villages of Collingbourne Ducis and Collingbourne Kingston will be limited to infill in order to respond to local housing needs.

2.12.6 The Preferred Option for the development of Tidworth and Ludgershall is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.13 WARMINSTER COMMUNITY AREA

2.13.1 Warminster is an historic market town surrounded by high quality landscape, with Salisbury Plain to the north. The town has an attractive town centre, which functions as an important local centre for a number of rural settlements in south west Wiltshire. The town itself is one of the larger employment centres in the county. The town is located near two regionally significant transport corridors, the A36 and the Cardiff to Portsmouth railway line. The town has been identified as a location for strategic employment growth and a project is currently in progress focusing on regeneration of the town centre. Limited infill development will be appropriate within the smaller villages of Codford and Heytesbury.

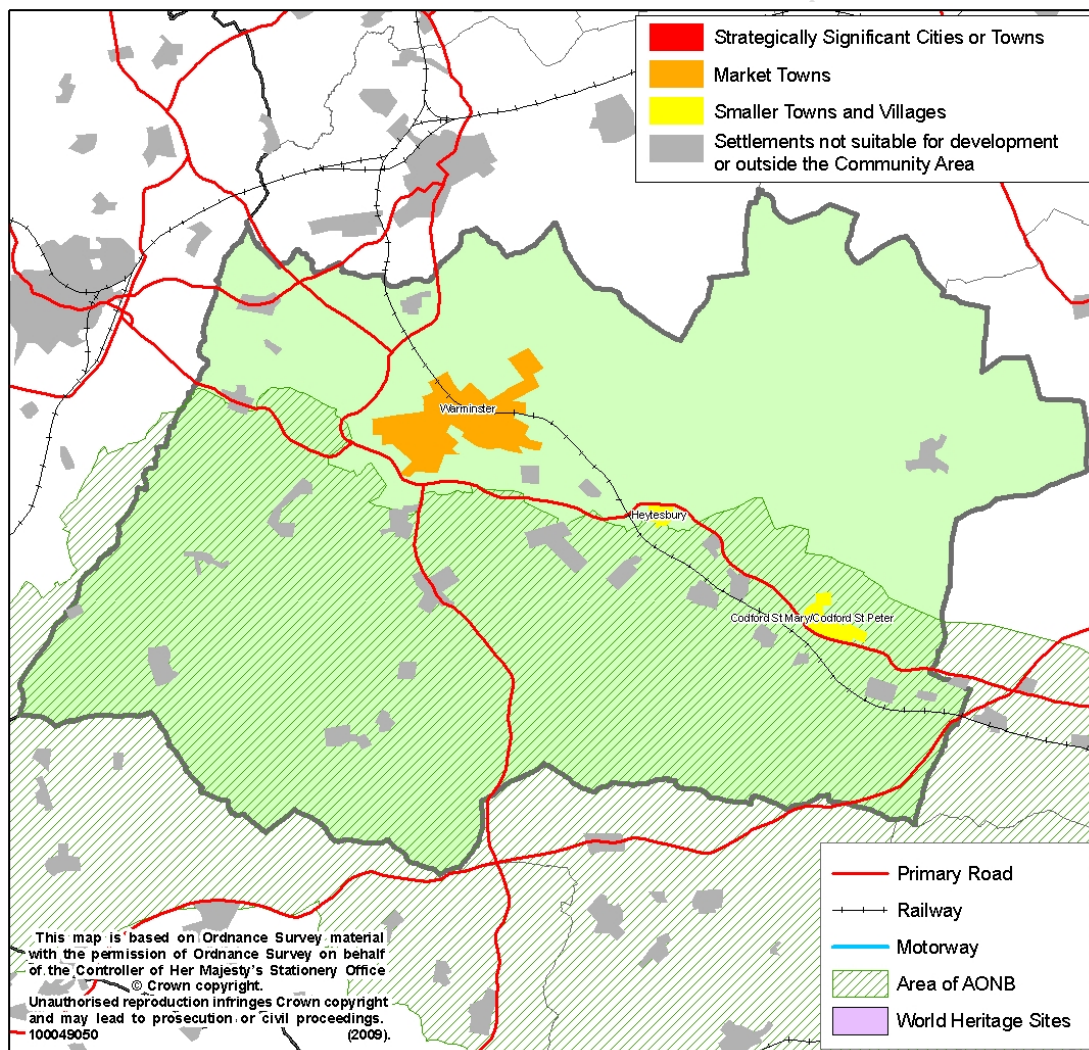


Figure 2.13.1: Warminster Community Area

What are the key issues and opportunities for Warminster that need to be planned for?

2.13.2 Issues

- Warminster has a large population and accommodates a significant number of jobs. The town has experienced high levels of demand for employment space in the past, and there is a range of key employment

areas, including Deverill Road Trading Estate, Woodcock Industrial Estate and Crusader Park and Furnax Lane Bath Road.

- There is a high dependency on the MoD for employment in Warminster and the MoD is the largest employer in the town.
- Some cross-town traffic problems exist in the town. However, Warminster benefits from a number of good transport links overall, including both the A350 and the A36, as well as the Wessex main rail line.
- Although public transport connectivity in Warminster is good, there is a need to improve the provision of bus services during the evening.
- There is a perceived shortage of parking spaces available in the town centre and at busy times this can be a particular problem for shoppers visiting the town. The rationalisation and re-organisation of existing car parks is necessary, along with further studies to investigate whether additional spaces are needed.
- A number of environmental constraints exist around Warminster, including the Cranborne Chase and West Wiltshire Downs Areas of Outstanding Natural Beauty, some Grade 1 agricultural land and a Special Landscape Area. There is also a Site of Special Scientific Interest to the east and a County Wildlife Site to the north west of the town. Many sites around Warminster are also constrained by the risk of flooding. The location of future development will therefore need to be considered carefully.
- A particular concern has been identified through the Habitats Regulations Assessment process, which the Council is undertaking. Concentrations of water phosphate are high, derived from the sewage treatment works in the town, and there are potential impacts on the nearby River Avon Special Area of Conservation. This matter will need to be resolved satisfactorily before any future development can take place in the town.
- Many of the community and leisure facilities are approaching capacity. For example, the fire station in Warminster is the busiest retained station in Wiltshire and is already at full capacity. In addition, the ambulance service needs to relocate to new premises. The current library building has major refurbishment requirements but there is currently no service funding for this to happen.
- It has been reported that facilities for young people in the town are particularly lacking and the provision of a cinema, bowling alley or other facilities should be investigated.
- The existing gym facilities need to be expanded, although possible plans for an integrated military and civilian leisure facility may take place in the town.

2.13.3 Opportunities

- Good road and rail links in the town help ensure the attractiveness of Warminster to employers. There is a high level of interest for businesses to locate in the town.
- Town centre regeneration provides an opportunity to address through-town traffic congestion, rationalise parking issues and help to re-focus and improve the retail provision in the town.
- An increase in future housing in the town, compared to historic trends, would help improve provision of the required infrastructure. In particular, improved entertainment facilities are needed along with facilities for the young.

- There is a high dependency on the MoD for employment, although opportunities to improve integration and provide joint MoD and community facilities exist.
- The town is surrounded by a high quality natural environment and landscape and nearby tourist attractions, such as Longleat, could be used to help to attract a greater number of visitors to the town.
- Future development directed to the town may also help to deliver improvements to public transport. A lack of bus services is particularly apparent during the evening.
- Increased employment provision within the town would help to improve the self-containment of Warminster and reduce out-commuting.
- Warminster has an important and attractive town centre which helps provide the basis for successful town centre regeneration.

2.13.4 How do we expect Warminster to change by 2026?

- Warminster has historically seen lower levels of growth than other towns in west Wiltshire. Higher levels of growth in the future would help facilitate improvements to the level of services and facilities provision in the town along with strengthening the vitality of the town centre.
- In particular, the provision of facilities for young people should be addressed, together with improvements to public transport.
- The ***Wiltshire Workspace and Employment Land Review 2009*** identified Warminster as one of seven market towns in Wiltshire suitable for strategic employment growth. Strategic employment growth is important to ensure that Warminster maintains its role as an important local centre and in order to deliver balanced and sustainable development. Additional employment provision will also help to improve the self-containment of the town.
- Town centre regeneration is a particular issue in Warminster and a Town Plan is being prepared to address this matter. It is envisaged that this plan will include proposals to strengthen the retail core of Warminster, improve pedestrian linkages and recommend a rationalisation of parking provision in the town. Recent work to improve the quality of public open space in Warminster has helped to enhance the town centre and there is now potential for markets to be held in the High Street.
- The issue relating to water phosphate concentrations will need to be resolved and the Council is working with consultants and key stakeholders to address this matter. A satisfactory solution is needed to ensure a suitable level of housing and employment can be allocated in Warminster through the Core Strategy.

2.13.5 What should the Core Strategy deliver?

- Approximately 1,800 dwellings are required in the Community Area during the plan period. Of these, approximately 130 have already been developed, and a further 523 are committed and considered deliverable.
- A preferred strategic site option capable of delivering up to 900 dwellings and mixed use development, including employment, has been identified in Warminster.
- Although there are many constraints on development around Warminster, several sites to the west of the town have been identified as suitable for the development of a sustainable urban extension to Warminster. This will provide both additional employment and housing, together with some of the infrastructure needed in the town. The site to the north west will link to the existing business park at Crusader Park and this will provide an

excellent location for future employment provision, being located in proximity to an existing business park and with good transport connectivity.

- An opportunity exists to protect the County Wildlife Site located near to the proposed development through the provision of additional green space, habitat creation and areas of flood protection.
- There are also a number of sites in the town centre capable of regeneration and these should be investigated in greater detail through the town plan.
- Recommendations for future employment land supply have been set out in the **Wiltshire Workspace and Employment Land Strategy 2009**. Further details on the recommendations can be found in the background paper on strategic sites. In the case of Warminster, this includes the intensification of uses at the Warminster Business Park/Crusader Park.
- There are two small villages in the Warminster Community Area, Codford and Heytesbury, both of which have an identified housing need but possess only limited facilities. Some limited infill development will therefore be appropriate to serve local need.

2.13.6 The Preferred Option for the development of Warminster is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

2.14 WESTBURY COMMUNITY AREA

2.14.1 Westbury is an important market town located between Trowbridge and Warminster. The town has seen significant housing development in recent years and enjoys very good transport connectivity and a significant employment base. However, there is a need to improve the provision of services and facilities within the town, particularly given the large level of housing already delivered in the recent past. It is anticipated that the larger village of Bratton will have capacity to accommodate modest development to support self containment. Limited infill development will be appropriate within the smaller village of Dilton Marsh.

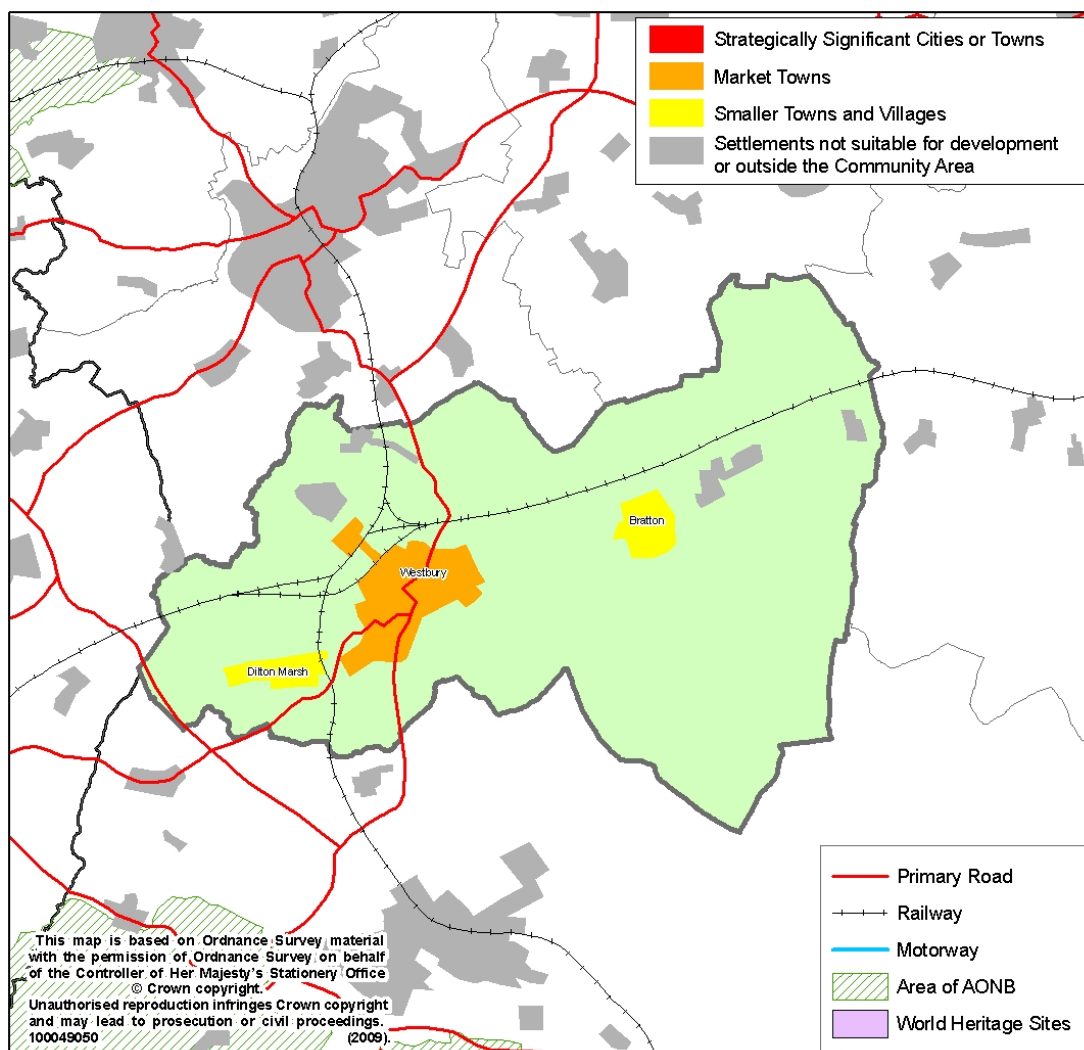


Figure 2.14.1: Westbury Community Area

What are the key issues and opportunities for Westbury that need to be planned for?

2.14.2 Issues

- Westbury has an affordable housing need per annum of 68 dwellings, above average for the West Wiltshire area and higher than the average for the West of England Housing Market Area. Most of the demand is for smaller rented and intermediate affordable units. However, the rate of completions overall has been historically high.

- As significant levels of housing have been delivered in recent years, a need exists for the provision of new community services, facilities and employment to catch up. There is some local concern about the scale of recent housing growth.
- Westbury continues to see a high proportion of its residents travelling to work in the larger employment centres, particularly Trowbridge, despite having nearly 4,000 employment opportunities within the town (enough to employ 73% of the 5,368 employed residents).
- However, the large employment base in Westbury performs a wider strategic role and its proximity to Trowbridge presents opportunities for good linkages between the employment areas located in these two towns.
- Westbury should be relatively resistant to substantial job losses resulting from the closure of a single business, since the employment base consists of a broad mix of small employers, with no single dominant employer.
- Westbury has a relatively low level of self-containment despite a strong employment base.
- The retail provision in Westbury is limited in comparison with the surrounding larger settlements, although it does have two medium sized supermarkets.
- There is little in terms of entertainment and cultural facilities compared to other towns in the west Wiltshire area and provision of these should be a priority.
- The town centre in Westbury is relatively compact but small for the size of the town, and some distance from the railway station.
- Westbury suffers from traffic issues and there is an Air Quality Management Area in the town. A proposed bypass for the town has recently been rejected at a public inquiry and alternative innovative solutions will be needed to reduce congestion and ensure improvements in air quality. Nonetheless, there are good connections by bus and rail to the larger centres of Trowbridge and Warminster.
- Many community facilities have reached, or are approaching, capacity. The library building, for instance, is not fit for purpose and a new site is being sought. Proposals have been made to relocate the secondary school in Westbury, providing improved services and an opportunity for the provision of combined community facilities.
- The ambulance service is struggling to find a standby point in Westbury and would need one to cope with future development. In addition, the GP surgery is looking to relocate as there are severe capacity issues.
- Some barriers exist which are preventing an existing large housing allocation being delivered and solutions will involve a new crossing of the railway north of the town. This may also have implications on the future use of the existing sailing lake. Solutions to this issue need to be carefully considered.

2.14.3 Opportunities:

- The employment base in Westbury performs a strategic role, particularly given the proximity to Trowbridge. Opportunities exist to strengthen this function further.
- Public transport links in the town are good, although opportunities for improvement exist.
- There are relatively few constraints on development in Westbury, although it is important that the level of housing matches the provision of infrastructure and that, overall, the level of self-containment in Westbury improves.

- The town centre is in need of improvement. The proposed relocation of the secondary school, which adjoins the town centre, provides an important opportunity to achieve this, while at the same time consolidating housing provision at the heart of the built-up area.
- Opportunities should be explored to reduce traffic congestion within Westbury town centre.
- New multi-weather sports pitches could be provided adjacent to the land proposed for a new school.

2.14.4 How do we expect Westbury to change by 2026?

- Improvements to infrastructure are needed in Westbury with particular focus on providing entertainment and cultural facilities.
- Housing development should take place at a reduced rate in comparison with the recent past, and with an emphasis on improving self-containment. The important strategic role of employment provision in Westbury should be strengthened and opportunities to maximise the linkages with employment located in Trowbridge should be considered.
- The quality of the town centre will be enhanced with further improvements to public space and a greater range of retailing provided. Town centre improvements should be carefully integrated with the wider infrastructure improvements needed in the town.

2.14.5 What should the Core Strategy deliver?

- It is anticipated that up to 1,400 additional dwellings will be delivered within the Westbury Community Area in the plan period. Of these, approximately 370 have already been built, and a further 580 are committed and deliverable.
- In the town of Westbury the preferred strategic site option would deliver up to 300 dwellings on the present site of Matravers Secondary School.
- Recommendations for future employment land supply have been set out in the ***Wiltshire Workspace and Employment Land Strategy 2009***. At Westbury these include the intensification of the use of sites located near the railway station and a potential new employment site on Land at Mill Lane, Hawkeridge.
- Bratton is the single large village in the Westbury Community Area. It provides a reasonable level of rural services and a modest amount of new development will therefore be appropriate.
- The smaller village of Dilton Marsh could accommodate limited infill, in order to meet local needs.

2.14.6 The Preferred Option for the development of Westbury is set out in the relevant map at Annex 2 to this document. This also shows alternative options and the reasons why they have not been chosen.

3. A SPATIAL STRATEGY FOR WILTSHIRE

- 3.1 The previous section has outlined a spatial picture for each of the Community Areas in north, west and east Wiltshire. Over the next few months, all the pieces will be put together to show the necessary overall level of development in the plan period 2006 to 2026, together with the infrastructure (schools, open space, health facilities and the like) which are required to support it. This overall picture, together with the work for south Wiltshire, will form the basis for the forthcoming Wiltshire Core Strategy.
- 3.2 The **Spatial Strategy** background document (2009) describes both a settlement hierarchy and an overall distribution of housing across north, west and east Wiltshire which is based on an assessment of need and on an analysis of the role and function of each settlement. The **Spatial Strategy** draws on a wide range of original data, as well as many other papers, including national guidance, work on the emerging Regional Spatial Strategy and work undertaken by the former Wiltshire district councils.
- 3.3 The Spatial Strategy will aim to:
- Ensure the plan-led delivery of employment and housing in a sustainable manner, supported by the required levels and distribution of physical and social infrastructure;
 - Achieve, as far as possible, the self-containment of settlements of all sizes, with a reduction in out-commuting and the need to travel, and greater accessibility to services and facilities for all;
 - Identify the total array of development, in terms of both size and location over the plan period, so that all the necessary supporting infrastructure can be provided at the right times and in the right places; and
 - Enable the provision of an adequate supply of affordable housing to meet local needs.
- 3.4 The Spatial Strategy contains a settlement hierarchy, which distinguishes between Strategically Significant Towns, Market Towns and smaller towns and villages. This distinction enables the allocation of strategic and other employment and housing development appropriate to the role and function of each settlement within its Community Area, and within Wiltshire as a whole.
- 3.5 **Strategically Significant Towns** are Chippenham and Trowbridge in north and west Wiltshire, and Salisbury in south Wiltshire. In addition, Swindon, which is larger than all of these, and which lies immediately on the boundary of the Wiltshire Council area, exerts a strong influence over its hinterland which must be planned for in the Wiltshire Core Strategy. The Spatial Strategy proposes that this first tier of settlements should accommodate the greatest level of economic and housing development, with higher-order facilities and services, over the plan period.

3.6 Wiltshire's **Market Towns** are Bradford on Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Tidworth and Ludgershall, Warminster and Westbury. These, together with the Strategically Significant Towns, are the focal points and service centres for their Community Areas, and should therefore accommodate substantial new development to enable them to consolidate and develop this service role.

3.7 In a rural area such as Wiltshire, it is inevitable that the **smaller towns and larger villages** will provide important services for their rural hinterland. The level of development allocated to them should reflect this function. These settlements are listed below. Although Pewsey is the main settlement within its Community Area, analysis suggests that it lacks the level of facilities and services to justify the allocation of a strategic level of development. Cricklade, although a town, has similar characteristics to Pewsey as well as having a dormitory function to Swindon making it unsuitable for any significant growth.

Aldbourn	Market Lavington
Ashton Keynes	Netheravon
Atworth	Pewsey
Box	Purton
Bratton	Ramsbury
Burbage	Sherston
Colerne	Upavon
Cricklade	Urchfont
Great Bedwyn	West Lavington/Littleton Pannell
Great Cheverell	Yatton Keynell
Lyneham	

3.8 In contrast, the **smaller villages**, which nevertheless perform a lesser service function within their immediate vicinity, should receive only limited infill development in order to accommodate local housing need. These are as follows.

Baydon	Hullavington
Broad Hinton	Kingston St Michael
Bromham	Lacock
Christian Malford	Luckington
Codford	Potterne
Collingbourne Ducis	Seend
Collingbourne Kingston	Shalbourne
Derry Hill/Studley	Southwick
Dilton Marsh	Staverton
Great Somerford	Steeple Ashton
Heddington	Westwood
Heytesbury	Winsley
Holt	

- 3.9 Finally, the remaining **villages and other settlements**, which look to the towns and larger villages for their facilities and services, should be the subject of a policy of development restraint, other than in exceptional circumstances. This reflects the fact that they lack the employment opportunities and services which would make development sustainable.
- 3.10 At the time of writing (October 2009), the position of the emerging **Regional Spatial Strategy for the South West** (RSS) is unclear. The RSS was submitted to the Secretary of State in June 2006 as the joint strategy of the local authorities in the South West of England, steered by the then Regional Assembly. The RSS proposed specific levels of housing development for each local authority area. Following an Examination in Public in 2007, the Panel which conducted the examination recommended that the housing figures for many local authority areas should be increased. In July 2008, the Secretary of State accepted the Panel's recommendations for these increased levels of housing development. However, the RSS has yet to be formally adopted, and further work is continuing on its preparation.
- 3.11 Recent statements by the Government Office for the South West (GOSW) have cast doubt on the weight which should be accorded to the revised housing figures by local planning authorities in the preparation of their core strategies. Wiltshire Council has therefore had regard to the housing figures proposed for its area in the preparation of this consultation document. However, the figures set out in **Wiltshire 2026** are included for the purposes of public consultation rather than as the Council's policy, while the legal position of the RSS remains in question.
- 3.12 Figure 2 below sets out the levels of housing development, based on the RSS figures, which the Spatial Strategy proposes to allocate to the former district areas and to the various types of settlements in accordance with the settlement hierarchy which is outlined above. It can be readily seen that, of the 32,000 additional dwellings allocated to north, west and east Wiltshire within the period 2006 to 2026, 14,330 or 45% have already been allocated in development plans, or have received planning permission, or have been built. Moreover, prior to the present economic downturn, the development industry has demonstrated that it is capable of delivering this level of housing growth.

Area	Settlements	RSS Figures	Total deliverable allocations, permissions or completions since 2006	Estimated 5 yr Windfall Supply for 2021-2026	Dwellings to be Allocated in the Core Strategy	Residual Figures (yet to be allocated)
		(a)	(b)	(c)	(d)	(e)
East Wiltshire	Devizes	6,000	1,220	80	700	320
	Marlborough		290	70	250	
	Tidworth/Ludgershall		510	50	1,200	
	Small towns and villages		710	120	500	
Chippenham	Chippenham	5,500	1,420	160	3,650	270
North Wiltshire	Calne	5,200	610	70	500	250
	Corsham		800	50	100	
	Malmesbury		480	40	200	
	Wootton Bassett		720	50	150	
	Small towns and villages		800	140	250	
Swindon	West of Swindon	3,000	200	0	2,800	0
Trowbridge	Trowbridge	6,000	2,860	150	2,650	350
West Wiltshire	BoA	6,300	300	40	150	330
	Melksham		1,440	90	400	
	Warminster		650	110	900	
	Westbury		950	50	300	
	Small towns and villages		380	70	150	
Total		32,000	14,330	1,310	14,850	1,520

Figure 2: Housing figures by former district area and by type of settlement

3.13 Figure 2 shows the following:

- Column (a) the housing figures allocated to each former Wiltshire district area, together with the strategically significant towns;
- Column (b) the numbers in each settlement area which have already been allocated in existing local plans, or which have received planning permission, or which have been built since 2006 (this excludes any sites that are unlikely to be delivered);
- Column (c) “windfall development”, which, based on past experience, represents the numbers of dwellings on small sites which are expected to be developed on previously developed land over the five years between 2021 and 2026 (this is **in addition** to the figures in column (b));
- Column (d) the numbers of dwellings which are proposed to be allocated to each settlement or group of settlements in the Core Strategy;
- Column (e) the remaining housing figures which will not be allocated in the Core Strategy, but which could be delivered through additional large windfall sites or through a **Small Sites Allocation Development Plan Document** which will follow after the adoption of the Core Strategy. This will address the detailed housing needs of the smaller towns and villages, together with non-strategic housing sites in the Strategically Significant and Market Towns.

3.15 One of the most important functions of the present consultation exercise is to test the suggested levels of housing development for each settlement, together with the basis for their allocation as set out in the Spatial Strategy and described in paragraphs 3.4 to 3.9 above. The responses to the consultation exercise will therefore assist the Council in preparing the detailed proposals for each Community Area in the Core Strategy.

3.16 The **Wiltshire Workspace and Employment Land Strategy** (August 2009) reviewed the employment land needs for Wiltshire. However, it proposed additional employment land allocations only in the case of Strategically Significant Towns. While these have been included in Section 2 of **Wiltshire 2026**, additional work is necessary to identify detailed allocations for the Market Towns and other settlements.

ANNEX 1: VISION AND OBJECTIVES

Introduction

1. This Annex sets out a **Vision** for Wiltshire, which has regard to the issues and challenges facing the County, and which leads to the identification of **Objectives** which will deliver this vision. An important function of the present consultation exercise is to ensure that the **Vision and Objectives** are the right ones.
2. The Council has taken account of the work already undertaken by the four individual District Core Strategies in the development of a single Wiltshire Core Strategy, in order to have in place consistent planning policies across Wiltshire as soon as possible. The former District Councils of North Wiltshire, Kennet and West Wiltshire have all engaged with the community to establish draft visions and strategic objectives for their respective areas, while consultation has recently taken place on the South Wiltshire Core Strategy.

A Vision for Wiltshire

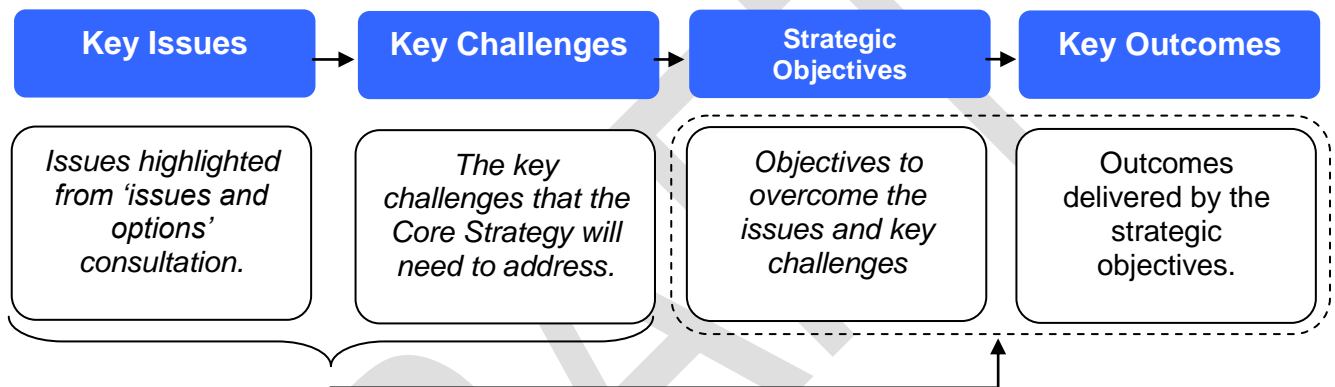
3. The shared vision and strategic objectives for the Wiltshire Core Strategy recognise that many documents already express aspirations and ambitions for the county. Community Plans have been developed for a number of areas. Higher level strategies also exist. The proposed Vision for Wiltshire, which is set out below, has been assembled by assessing a number of documents and strategies, together with the extensive public participation exercises carried out by the former district authorities.

Wiltshire 2006 to 2026 Spatial Vision:

By 2026 Wiltshire will have a much more sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Settlements of all sizes will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel, an improvement in accessibility to local services, a greater feeling of security and the enhancement of a sense of community and place. This pattern of development, with a more sustainable approach towards transport and the generation and use of power and heat, will have contributed towards tackling climate change. Housing, employment and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design. Wiltshire's important biological and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the County's heritage to promote improvements in tourism for economic benefit.

Strategic Objectives

4. Outlined below are the **Objectives** for delivering the Vision for Wiltshire. The Objectives represent an amalgamation of work carried out by the former District Councils which were developed in consultation with the community. The Objectives were drafted early on in the plan preparation stage to ensure integration with other plans and strategies. The strategic objectives provide more specific direction to the Spatial Strategy and policies in the Core Strategy.
5. The key outcomes attached to each strategic objective are derived from the Wiltshire LDF evidence base including the **Wiltshire Sustainability Scoping Report**. The **Wiltshire Sustainability Appraisal** ensures that the Wiltshire LDF contributes towards delivering sustainable development.



Strategic Objective 1

To address climate change

Climate change is possibly the greatest long-term challenge facing the world today. Tackling climate change is therefore a key Government priority for the planning system. Local authorities are uniquely placed to act on climate change. The planning system can help deliver sustainable development and shape communities that are resilient to the unavoidable consequences of this global problem.

Key outcomes

- A sustainable pattern of development, including the self-containment of settlements and a reduction in the need to travel, will have contributed towards meeting the Council's climate change obligations
- The supply of energy and heat from renewable sources will have met national and regional targets
- New development will have incorporated sustainable building practices and where possible will have contributed to improving the existing building stock
- High energy efficiency will have been incorporated into new buildings and development
- New developments will have incorporated appropriate adaptation and mitigation for climate change
- New development will support sustainable waste management
- The sourcing and use of local food will have helped to reduce Wiltshire's ecological footprint

Strategic Objective 2

To provide for long term economic growth

Wiltshire needs to encourage a buoyant and resilient local economy. The Core Strategy has an important role in enabling development to take place which will encourage economic vitality and the development of tourism, whilst ensuring that sustainable development objectives have been met.

Key outcomes

- The adequate supply of employment and retail land for future development will have been ensured
- The economic potential of individual settlements in Wiltshire will have been realised
- Existing employment sites will have been protected
- Where appropriate, the suitable intensification and regeneration of established employment sites will have taken place
- The rural economy will have diversified where appropriate
- Smaller business premises will have been provided within areas of need
- Out-commuting from Wiltshire will have dramatically decreased
- Wiltshire will have achieved a low-carbon economy
- High quality education services will have assisted in providing the trained employees necessary to deliver economic growth
- Redundant MOD land will, as far as possible, have been brought within the overall pattern of development
- Wiltshire will have secured sustainable growth of established and emerging employment sectors building on existing strengths including defence-related employment, bio-science, advanced manufacturing and business services.
- Wiltshire's tourism sector will have grown in a sustainable way, ensuring the protection and where possible enhancement of Wiltshire's natural and built environment assets
- Wiltshire's cultural assets will have been harnessed in a sustainable manner

Strategic Objective 3

To meet Wiltshire's housing needs

Wiltshire needs to deliver 44,400 additional new homes within the plan period in order to meet local needs. The Council also needs to demonstrate a rolling five-year supply of housing land. There is currently a need for approximately 3,000 affordable homes per year within Wiltshire. The Council will seek to meet the need for new homes in a sustainable fashion.

Key outcomes

- The delivery of an appropriate number of new homes by 2026 will have been achieved in the most sustainable way, with the following likely distribution:

North Wiltshire	13,700
<i>Chippenham SSCT</i>	<i>5,500</i>
<i>West of Swindon</i>	<i>3,000</i>
East Wiltshire	6,000
West Wiltshire	12,300
<i>Trowbridge SSCT</i>	<i>6,000</i>
South Wiltshire	12,400
<i>Salisbury SSCT</i>	<i>6,000</i>

- The primary focus of new housing development will have been at Trowbridge Chippenham and Salisbury
- Development will have avoided encroachment on the Wiltshire Green Belt
- Development to the west of Swindon will have been provided without causing undue coalescence, maintaining an appropriate rural buffer to protect the identity of outlying settlements
- Land will have been used efficiently
- An adequate supply of affordable housing will have been provided
- A range of housing types and sizes will have been provided in order to meet local needs for different groups of the population in a sustainable manner
- Benefits from development will have been successfully captured for local communities, including the infrastructure necessary to support the new development
- Changes in the accommodation of military personnel will have enabled better integration into the wider community
- All developments will have been low-carbon or zero-carbon

Strategic Objective 4

To secure appropriate infrastructure and services

The anticipated level of growth within Wiltshire will increase demand on local infrastructure and social facilities. The Strategy will need to ensure that infrastructure and service requirements are appropriately secured and implemented.

Key outcomes

- Essential water infrastructure will have been coordinated with all new development
- Provision of and support for high quality educational facilities will have been achieved
- Adequate provision will have been made for health care
- Rural facilities will, as far as possible, have been maintained and enhanced
- Appropriate provision will have been made for recreation and sport, as well as culture and the arts

Strategic Objective 5

To enhance the vitality and viability of town centres

Residents within Wiltshire should have access to facilities and a range of retail choice in convenient locations throughout Wiltshire. Housing and employment provision should seek to strengthen the role and function of established service centres to secure their future vitality and viability. Town centres should be regenerated and enhanced as necessary. They should fill the roles appropriate to their sizes and the communities they serve, and should complement one another.

Key outcomes

- Appropriate retail, leisure and employment opportunities will have been located within town centres
- Planning applications for retail development will have been determined in line with the need to safeguard town centres

Strategic Objective 6

To encourage safe accessible places

Certain communities within Wiltshire experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. Despite being the second safest county nationally, the fear of crime is still high within Wiltshire.

Key outcomes

- Housing will have been provided in suitable locations that allow easy access to a range of local services and facilities
- The design of buildings and spaces will have actively reduced crime and the fear of crime
- The availability and accessibility of key local facilities will have been improved

Strategic Objective 7

To promote sustainable forms of transport

Transport affects the environment, the economy and social well-being. Certain communities within Wiltshire experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. The strategy will need to ensure that transport needs are managed in a sustainable manner. At the same time, strategic transport links are vital for the efficient function of Wiltshire's economy.

Key outcomes

- The range, availability and affordability of sustainable travel choices will have been increased
- Access to local jobs and services will have been improved
- Strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way
- The need to travel will have been reduced
- Problems of congestion, pollution and safety have been reduced
- Greenhouse gas emissions, derived from both private and public transport, will have been reduced

Strategic Objective 8

To protect and enhance the natural environment

Wiltshire's natural environment is a significant asset which needs to be appropriately safeguarded and promoted in a sustainable way. Wiltshire's limited supply of previously developed land, coupled with the requirements to deliver significant housing and employment growth, need to be planned in a sustainable manner.

Key outcomes

- Habitats and species will have been maintained and, where practicable, habitats will have been extended or enhanced
- New development will have protected and enhanced local biodiversity
- A network of multifunctional green Infrastructure will have been developed within new developments
- Soil quality will have been protected and, if practicable, improved
- The effects of phosphate in sewage treatment discharge will have been addressed
- The environmental effects of water abstraction will have been reduced
- The landscape character of Wiltshire will have been protected against inappropriate development

Strategic Objective 9

To safeguard and promote a high quality built environment

Wiltshire contains a rich built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire's distinctive characteristics.

Key outcomes

- Features and areas of historical and cultural value will have been conserved and where possible enhanced
- Wiltshire's distinctive built heritage will have been used as reference points for new developments
- New development will have incorporated exceptional quality design which reflects local character and fosters community cohesion, and which promotes Wiltshire as a desirable place in which to live
- The sensitive re-use of historical buildings will have taken place where appropriate
- Archaeological sites and features will have been adequately protected
- The Outstanding Universal Value of the Stonehenge and Avebury World Heritage Site will have been protected from inappropriate development
- Wiltshire's public realm will have been significantly enhanced
- The urban environment will have been complemented and enhanced with a network of green infrastructure

Strategic Objective 10

To minimise the risk of flooding

The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to take due consideration of flooding.

Key outcomes

- The natural function of floodplains will have been maintained and enhanced
- The use of appropriate surface water management will have become a pre-requisite for development to ensure that flood risk is not increased elsewhere. Sustainable Urban Drainage Systems (SUDS) will have been used in most cases
- The risk of flooding will have been minimised in the case of new development

What happens next?

6. It is important that the present consultation exercise confirms what the Vision and Objectives should be. At present, the key outcomes listed for each Objective are aspirational. As the Core Strategy is developed, it will be necessary to refine each of these into precise targets so that the implementation of the Core Strategy may be monitored.