



Malmesbury Neighbourhood Steering Group

Malmesbury Neighbourhood Plan

Volume I – Main Body

February 2015





Many thanks to local photographer Robert Peel who has supplied most of the photos in this document. To find out more visit www.malmesburyphotos.com

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A. An introduction to the Malmesbury Neighbourhood Plan

A.1. How we got here

'Your right to have a say in the future development of Malmesbury and its neighbouring parishes.'

Until recently it has been nigh on impossible for ordinary people to use the planning system and have a say in how development proceeds in the places they love. Things have changed. Malmesbury is one of a number of 'frontrunner' projects supported by Government to pioneer a new 'neighbourhood-led' approach to planning.

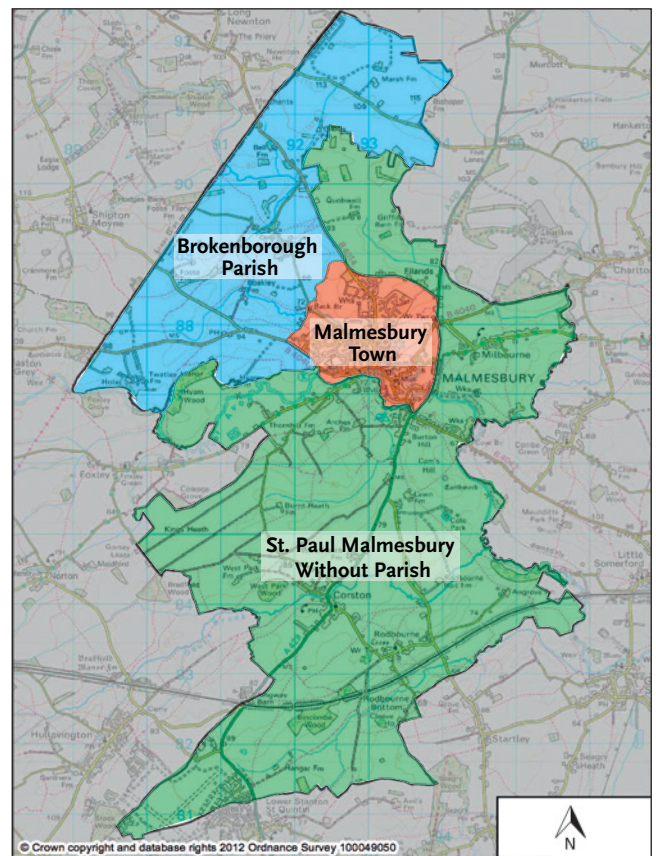
The Malmesbury Neighbourhood Plan Area (the Plan Area) covers the area of three parishes – Malmesbury, St. Paul Malmesbury Without and Brokenborough. This is known as the Area Designation and is described as follows:

Malmesbury Town: The built up area of Malmesbury Town is defined as comprising the areas within the framework boundaries* identified on this map around Malmesbury, Burton Hill, Swindon Road including Cowbridge and Foxley and Common Roads. Burton Hill, Swindon Road including Cowbridge and Foxley and Common Roads are included as they function as part of the main town.

St. Paul Malmesbury Without Parish: including the small villages of Corston and Milbourne.

Brokenborough Parish.

The extent of each Parish may be seen below:



*Framework boundaries derive from the North Wiltshire Local Plan and delineate the extent of the built up area for planning purposes. The boundary is carried forward in the Wiltshire Core Strategy but called the 'limits of development'.

A.2. Our Vision

The Localism Act 2011 has given neighbourhood residents the exciting opportunity to shape the places where they live and work. This Plan provides an inspirational vision for the future of our area and sets out clear planning policies to realise this vision. These policies are in step with higher level Government planning policy, as required by the Localism Act, namely the National Planning Policy Framework (NPPF) and Wiltshire Council's Core Strategy. Our Plan is governed by the Wiltshire Core Strategy and provides the locally-developed detail.

The Wiltshire Core Strategy requires the Plan Area to accommodate more development and this Plan shows in a positive way how this can be achieved. So whilst the Wiltshire Core Strategy obliges us to accommodate additional dwellings in the planning period to 2026, our Neighbourhood Plan will determine where, when and what type of houses are to be built.

The provision of school places and infrastructure facilities has also been addressed.

A.3. How has the plan evolved?

Having gained 'frontrunner status' for the development of our plan we engaged with the Prince's Foundation for Building Community who ran a workshops in Malmesbury in February 2012. Their report gave us a valuable and objective insight into Malmesbury as a place and a firm foundation upon which to start our work.

Following the Prince's Foundation workshops, the Malmesbury Neighbourhood Steering Group (MNSG) was formed in April 2012 to create Malmesbury's Neighbourhood Plan. The MNSG is made up of representatives and members of the following local community organisations:

- Brokenborough Parish Council

- Dyson Limited
- Engagement With Young People Project
- Extra Care Housing Project
- Malmesbury School
- Malmesbury and District Chamber of Commerce
- Malmesbury and District Conservation Group
- Malmesbury and St Paul Without Residents' Association
- Malmesbury and the Villages Community Area Partnership
- Malmesbury C of E Primary School
- Malmesbury Civic Trust
- Malmesbury Retailers
- Malmesbury River Valleys Trust
- Malmesbury Town Council
- St Joseph's Catholic Primary School
- St Paul Malmesbury Without Parish Council
- Surgery Nursing and Dentistry Care
- Wiltshire Council Division Brokenborough & St Paul
- Wiltshire Council Division Malmesbury Town.

The MNSG split up into sub-groups to focus on a number of different areas:

- Housing and Supermarket Site Selection
- Housing Needs Assessment
- Burnham House Extra Care
- Retail and Business
- Community Infrastructure including Education
- Public Realm, Environment and Sustainability.

The group has its own website:
www.malmesburyneighbourhood.com

A great deal of work has gone into producing the present plan, which includes:

- A Community Engagement (September 29th to November 21st 2012)
- Neighbourhood Survey of residents of the Town and the two Parishes (September and October 2012)
- Consultation with Planning Aid
- Workshops with the Prince's Foundation (March and December 2012)
- Consultation with the Design Council – CABE (December)
- Extensive consultation with Wiltshire Council throughout
- Public Consultation with the residents of the Town and two Parishes and with statutory consultees and developers.



October sunrise over Malmesbury from the south

In addition to the two-volume Plan documents, there are a number of key documents that comprise its 'Evidence Base'. These are technical documents, typically assessing options for development and related matters, which explain what options were considered for the future of Malmesbury.

Supporting the Evidence Base is the 'Information Base' of materials created to inform the Evidence Base. These include a Settlement Assessment, a substantial Neighbourhood Survey, a Town Benchmarking Survey and a Business Survey.

There are also a number of documents connected with the Plan's Sustainability Assessment and other regulatory matters.

A.4. How this plan is organised

The Plan is divided into major sections based on the high level objectives set out by the MNSG when it came into being (see 'Vision and Objectives' below). Each section provides an overview, highlights the objectives and issues raised during the process. Finally there are tasks and policies, which enact these objectives.

A.5. Building a better future – a vision for Malmesbury

When local people think of Malmesbury, they picture Malmesbury Abbey, the historic Market

Cross or the beautiful river valleys, which surround the town. However there is much more to the town and the adjoining parishes than our renowned heritage and wonderful countryside. The Malmesbury area is a living community. People reside and work here and some can trace their lineage back over many generations to the time of King Athelstan who was buried in the Abbey over a thousand years ago. Others have moved here in more recent times. Many have families and their children now have their own children living and going to school in the town.

"The most important thing in the world to me is that my son flourishes in a place where I know there will be an opportunity for him to have an education, a home and a job in a beautiful place which he loves."

Mrs K Power, Malmesbury

"I have lived in Malmesbury for 22 years and raised my children here. I love the beauty and character of the ancient town with its unusual juxtaposition of surrounding rivers and countryside and its thriving community spirit. It is a remarkable place to live."

Mrs J R Tong, Malmesbury

This plan sets out our community's vision for the future, how we would like to see our historic area develop in order to provide a sustainable and improved future for our children and the generations to come.

A.6. What are the positive changes that can ensure a better life?

- Sustainable development in the right places and of good design
- A housing mix to suit the ages and needs of the local people
- High quality local school provision
- A diversified local economy that supports more local employment
- Strengthen the economy of Malmesbury Town Centre
- Support and enhance existing community facilities and spaces.
- Protect and enhance the heritage and landscape of the area.



Malmesbury Abbey in the snow

A.7. What does the future hold?

A.7.1. Heritage

The setting to Malmesbury and its Abbey in particular will continue to be the most distinctive feature of the town's appearance. This aspect will be protected and enhanced over the coming years. Its historic buildings and the pattern of its streets, paths, public spaces and alleyways will be conserved and the public realm enhanced. The harmful impact of traffic will have been reduced as much as possible,

making the town a safer and more enjoyable place to live and to visit.

A.7.2. Local Economy

Much more of the town's spending power will actually be spent in Malmesbury itself. The new food store will encourage many more people to spend time and money in the town's shops and on its services.

This will be achieved by the food store being linked to the Town Centre.

A.7.3. Parking and the Town Centre

The new food store adding to the town's parking spaces will provide the scope to introduce the more flexible use of Cross Hayes. It is no longer just a busy car park. This change will have gone hand in hand with a careful review of traffic management and investment to improve the public realm so more people walk rather than drive within the Town Centre. A stronger Town Centre will have also resulted from promoting the town as a tourist destination, extending its appeal to visitors. The Town Centre will have a heritage centre and additional cafes and restaurants.

A.7.4. Local Employment

As well as the development of more business space, the town will also have capitalised on a more skilled workforce such as that seen growing at Dyson Limited. They in turn will be attracted to the town by its unique environment, good choice of homes and range of shops and services.

A.7.5. Local Housing

In the coming two decades, Malmesbury will have consolidated the very high housing growth experienced in the first decade of the century. It will be adapting to the growing proportion of its population who will be of retirement age. New housing will be located in places well integrated with the rest of the town, to support better the range of community facilities and services. There will be a better mix of housing sizes and types and particular provision for the housing needs of the elderly.

A.7.6. School Provision

Malmesbury CE Primary School will have been extended. It will continue to provide an 'Ofsted Outstanding' education and will increase its role as a facility for the wider community.

A.7.7. Environment

The landscape and environment will be enhanced, with the planting of trees and provision of wild areas at the Avon Mills Site, around the Dyson Limited Factory and the new housing developments. The river corridor along the Avon at the north west of the town will have a new footpath to allow public use and a bridge over the river to Park Road to allow access to the south of the new housing development, the Co-op Supermarket and Malmesbury CE Primary School.

Over the following pages you will see strategies to achieve these aims (described as policies and tasks); some may take a longer time than others, but all are viable if we have the will to make them happen!

A.8. Vision and Objectives

Since April 2012 when the MNSG was formed it drew up a vision and objectives for the future of the Plan Area, which the Plan seeks to deliver. These are the vision and objectives agreed on 30-Apr-12 and were as follows:

A.8.1. Our Vision

- We wish to make our neighbourhood an even better place to live, work and visit.
- We wish to sustain and enhance the beauty and vitality of our neighbourhood and make sure our infrastructure is capable of supporting us.
- We want community-led development that will stand the test of time, support the local economy, provide high quality accommodation for all of our community,

respect the individual character of the town and protect and enhance our natural environment.

- We want a stronger voice in local development when Wiltshire Council decides planning applications.
- We want the opportunity to plan for future development. We want a greater say about where, how, what and when development occurs in our community. We want our community to have a chance to get good impartial advice from experts about what kind of growth would benefit the town. We want to use this advice to work in partnership with all those involved so as to manage what is eventually built.

A.8.2. Our Objectives

1. We will propose the site location / locations for approximately 270 new homes in the Malmesbury Town area.
2. We will investigate the opportunity to build within the designated small villages of Milbourne and Corston in the parish of St. Paul Malmesbury Without, a proportion, not exceeding nine dwellings in total for each village in a style that maintains the character of the village (as per Wiltshire Council Core Policy), of the remaining 151 more homes identified for the Malmesbury Community Area.
3. We will assess the need for retail provision and propose the best location / locations for new retail sites.
4. We will assess and propose the specification of business units for the pre-selected industrial sites identified by the Wiltshire Core Strategy.
5. We will propose solutions for key infrastructure requirements created by the new development.

6. We will make proposals about how planning gain (Community Infrastructure Levy) should be spent.

Since this time, however, our aspirations have grown and this is reflected in the Plan.

A.9. Monitoring and Review

During the plan period to 2026 the MNSG or its successor will monitor and review the progress of the Neighbourhood Plan. New development will be monitored closely through the planning process to ensure that policies are adhered to. The MNSG or its successor will continue to meet as often as required to ensure that the Plan's objectives are met.

A. An introduction to the Malmesbury Neighbourhood Plan



The MNSG from left to right, (back row) Frances Goldstone, Bob Tallon, Robin Rogers, John Gundry, Kim Power, Bill Sykes, Simon Killane. (front row) Tim Farnfield, William Allbrook, Roger Budgen

MNSG members not in photo: Aimee Frankham, Barry Dent, John Powell, John Thomson, Mike Elam, Sheena MacBrayne, Sue Bishop, Catherine Doody, Chris Wilton, Robert Hill

1. Sustainable development in the right places

We have exceeded our original objective (in terms of housing numbers) that “We will propose the site location / locations for 270 new homes in the Malmesbury Town area.”

MNSG Objective 30-Apr-12

1.1. Housing in Malmesbury Town

Local people have expressed the desire to influence where and how this housing is built. Past development has not always been of the best design or in the best location, nor has it always been accompanied by sufficient infrastructure. Following community feedback some master plans and policies have been drawn up to show where local people now feel the best locations are and also the type of housing and building design they would like to see to provide growth and enhance their area. These are not just housing developments, but of mixed use including new footpaths and cycle ways, a nature reserve, a school extension and other community facilities.

1.1.1. Overview

There is a desire for sustainable growth, especially in Malmesbury Town, and so a proactive approach has been taken to provide for this and one third more than the requirement has been identified. In total at least 270 new dwellings on the most suitable of our preferred sites are proposed. This includes approximately 50 ‘Extra Care’ mixed tenure units for single people or couples over the age

of 55 at Burnham House and approximately 50 dwellings at Burton Hill aimed at supported living for the elderly. We envisage that this will release existing family housing in the area. The proposals in the plan are to ensure that the remaining requirement of 183 new dwellings (currently proposed in the Wiltshire Core Strategy), as a minimum, will be built by 2026. (N.B. Nearly 80% of the housing requirement for Malmesbury Town has planning permission or has been delivered in just the first 8 years of the 20 year period between 2006 and 2014).

1.1.2. Delivery of Housing 2006 to 2026 – Facts and figures

The plan bases its proposals for new housing on requirements for the Malmesbury Community Area set out in the Wiltshire Core Strategy. The requirement is for approximately 1395 new homes over the period 2006-2026. It focuses approximately 885 of these on Malmesbury Town itself. The Plan area does not encompass the whole of the community area and so it only anticipates a corresponding proportion of the ‘remaining’ 510 dwellings to be built elsewhere. These are expected to be accommodated without the need to identify sites by infill, conversions and small plots of previously developed land, generally termed ‘windfall’.

Housing requirements have undergone lengthy public consultation as a part of preparing the Core Strategy but have yet to be confirmed.

1. Sustainable development in the right places

Area	Requirement 2006-26	Housing already provided for		Housing to be identified	
		Completions 2006-14	Specific Permitted Sites	Strategic sites	Remaining to be identified
Malmesbury Town	885	483	219**	0	183*
Remainder	510	273	86	0	151
Community Area Total	1395	756	333	0	306

*270 dwellings allocated in the Neighbourhood Plan **includes 180 dwellings at Filands

Source: Wiltshire Council Housing Land Supply Statement, published June 2014 excluding Malmesbury Neighbourhood Plan Allocations and corrected to allow for the double counting of East Cottage (8 dwellings)

As can be seen, over all 78% of the minimum housing requirement has planning permission or has been built within the first eight years of the twenty-year period 2006-2026.

Malmesbury Town

The data show 183 additional dwellings are required to be delivered in Malmesbury Town. This includes the areas within the St Paul Without Parish including Burton Hill, Cowbridge and Common/Foxley Roads). There are already a number of dwellings with existing planning permissions, which could be completed within the plan period.

Remaining Community Area

Wiltshire Council has stipulated approximately 510 new dwellings must be built between 2006 and 2026 in the remaining Malmesbury Community Area (not including Malmesbury Town).

So far 359 have been built or have permission to be built which leaves 151 dwellings still to be brought forward. The Malmesbury Community Area is much larger than the Malmesbury Neighbourhood Area, but does include it. The expectation is that this housing will come forward through 'windfall' development, in accordance with Core Policy 2 of the Wiltshire Core Strategy.

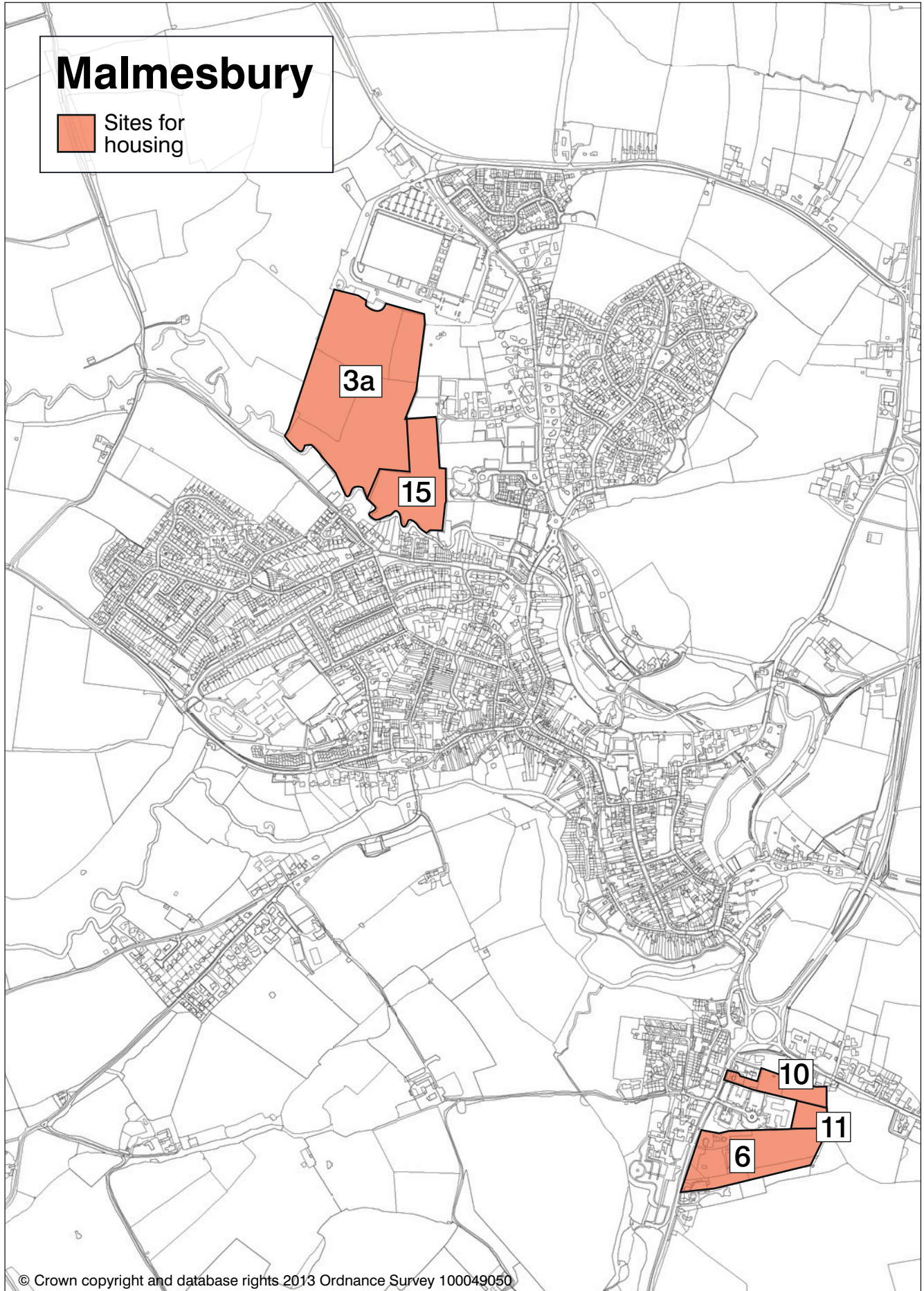
Notes

1. Burnham House was put forward for development into extra care apartments before the Neighbourhood Planning process of site selection began. However, a group of local people, together with Wiltshire Council, have facilitated the process towards developing the site and it has received continuing support and has been endorsed by the local community. Therefore it has been brought forward into the Plan to help meet the ongoing requirement for extra care, due to the increase in the age of the local population over the coming years.
2. Housing Allocations: A 'larger than minimum' number of potential dwellings of

270 has been identified for various reasons, but essentially that our future community resilience means the right growth has to take place in the right place, accompanied by necessary infrastructure and employment opportunities. To bring this forward capacity has been judged to ensure sites are economically viable to develop. Other sites have been allocated to ensure that future need is met for the elderly who may require extra care over time, downsizers and first time buyers as well as those requiring larger homes.



1. Sustainable development in the right places



1.1.3. Summary of selected housing sites

Potential Housing Site Allocations and Site No.	Location	Number of Dwellings to be Delivered
Backbridge Farm Site 3A and Punters Farm Site 15	North west of Malmesbury Town, south of the Dyson Factory and adjacent to Malmesbury CE Primary School.	170*
Burton Hill Site 6, Malmesbury PCC (Land E of) Site 11 & Malmesbury PCC (Land N of) Site 10	South east of the town is the area known as Burton Hill, where the Malmesbury Primary Care Centre (Doctors and Dentists Surgery) is located.	50*
Burnham House	Existing Site on Burnham Rd in Malmesbury Town	50* extra care
* Approximate numbers		Total of approximately 270

1.1.4. Issues

The issues raised during evidence gathering and consultation in relation to housing are as follows:

- The Wiltshire Core Strategy identifies a need for the development of approximately 885 dwellings in Malmesbury Town by 2026. To date 702 have been built or have planning permission, and therefore further development of 183 dwellings, as a minimum, should be proposed for specific sites.
- The Wiltshire Core Strategy identifies a need for the development of approximately 510 dwellings in the remainder of the Malmesbury Community Area by 2026. To date 359 have been built or have planning permission and therefore further developments of 151 dwellings are to come forward.
- There is a desire to promote sustainable options, peoples' well being through healthier lifestyles and to facilitate social interaction, a reduction in greenhouse gases and to promote and enhance the local economy. However the ability to do this is curtailed by the position of existing housing in relation to prime amenities in the Town, such as the Town Centre or the Doctors' and Dentist Surgeries (PCT). It is onerous for some residents to walk or cycle to prime amenities, especially if a resident lives at the far end of town. It is often dangerous and totally unfeasible for people, such as those with buggies, disabled people, the young or the elderly to walk or cycle and often travel by car is the only option. Bus services are limited and do not operate on Sundays which makes this situation worse.
- Practically all of the potential sites for development in the Plan Area are 'greenfield', that is, fields or other green areas that have not been developed previously. It is therefore inevitable that some development will take

1. Sustainable development in the right places

place on a 'greenfield' site and there is local concern that this could cause an irreparable loss of wildlife and biodiversity, both on specific sites and cumulatively.

- The character of the local landscape makes a considerable contribution to the setting of the town and its local distinctiveness. There is concern that the setting and views of the landscape could be spoiled through large ill-conceived development, especially given the close proximity of the Cotswold 'Area of Outstanding Natural Beauty' (AONB) of much of the countryside in the parishes of Brokenborough and St. Paul Malmesbury Without.
- Despite Malmesbury Town being the first Chartered Borough in England 880 AD and having evidence of settlements since the Iron Age, surprisingly little archaeological investigation has taken place. A recent dig in Milbourne in the St. Paul Malmesbury Without Parish, unearthed Iron Age findings. The Fosse Way (Roman Road) runs through Brokenborough Parish and there is evidence of Roman archaeology at the top of Tetbury Hill in Malmesbury Town. There are still significant sites identified by local history in all three parishes, which have yet to be investigated fully. Future development could destroy this important source of local history, particularly in ancient Malmesbury Town if there is insufficient investigation before any new development goes ahead.
- Malmesbury Abbey is the jewel in the Town's crown, together with the Market Cross and other historic buildings. Additionally, Malmesbury Town in particular is surrounded by beautiful natural landscape. The issue here is that future development could potentially destroy the setting of these unique elements of the Town, and other historic heritage. The conservation areas of Malmesbury, the villages and hamlets

such as Rodbourne, must be maintained and preserved where possible for future generations.

- Flood risk and flooding are very real issues particularly in Malmesbury Town and in the built area of Corston and Brokenborough.
- There are two main kinds of flooding in the area, fluvial and that resulting from surface water run-off. Large volumes of surface water may exacerbate fluvial flooding, especially after significant rainfall. The Environment Agency has designated the areas nearest to the rivers as 'Flood Zone 3' i.e. those areas which have the highest risk of flooding and where indeed some severe flooding has occurred in recent years. Surface water rather than being easily absorbed into the ground runs off the surface, because of poorly draining Kellaways or Oxford Clay based soil.
- The more development that takes place on 'greenfield' sites means that there is less surface area for rainwater to be absorbed and this may shift the flood problem further away. Also the topography of the land itself can add to flooding, with say a slope down as much as 9m or 10m across one or two fields, so that surface water drains down onto lower land. This situation is exacerbated by an increase both in the frequency of rainfall and its intensity, both possibly due to climate change. Concerns here are twofold: development on a site which floods and development on a site which causes flooding elsewhere due to displacement or water run off.
- There is a view that there should be 'small' housing developments rather than 'large' ones, although this is not defined in terms of numbers.
- The housing need and population profile will change significantly between now and 2026. The type of housing, size (number of bedrooms), tenure and mix of housing need to respond to available evidence of

how the population and housing need will evolve specifically in the Plan Area. While each segment of the demographics has its own unique housing requirements, there are a small number of trends which dominate the housing need picture. The population under the age of 15 and that of working age is predicted to shrink in both number and percentage terms. The population of retirement age and in particular over 85 years is predicted to grow very substantially, with some consequences on both the demand and supply of housing in the area. This issue is discussed separately in section 2.

- There is local concern that the building materials and design of housing in terms of style, layout and density should be of high quality. This issue is discussed separately in Volume II.
- Local infrastructure, particularly Primary School provision is seen as a potential problem, as local primary schools are currently full. Any new housing development will generate more pupils who will have to be accommodated. These issues are discussed separately in section 5.

1.1.5. Site Selection Method

In order to compare sites leading to their assessment for suitability for development, a copyrighted Criterion Scoring System based on weighted criteria was devised. The purpose is to allow an aggregated score to be calculated which indicates the favourability or otherwise of a particular site for housing (or supermarket development) and which can be compared across sites.

The inputs to the assessment method was first a set of eighteen site selection criteria, devised by MNSG, each of which was assigned a weight. The numbers assigned to criterion weightings concern mitigation, that is, the difficulty of delivering a positive impact from the site,

or overcoming a negative impact (including conservation and environmental impact), or its feasibility to be built upon. Thus:

- CW 2 Impact which is mitigable.
- CW 5 Impact which might be mitigated.
- CW 10 Impact which would be difficult or unlikely to be mitigated.
- CW 20 An unmitigatable aspect of the site.

The second input to the assessment method was a description of the criterion and typically four ratings of that criterion, which typically rated the extent of the criterion for that site as “none”, “small”, “considerable” and “very considerable”. Each site was rated as matching best one of these four descriptors, and was a result assigned a Criterion Value which could be 1, 2, 5 or 10.

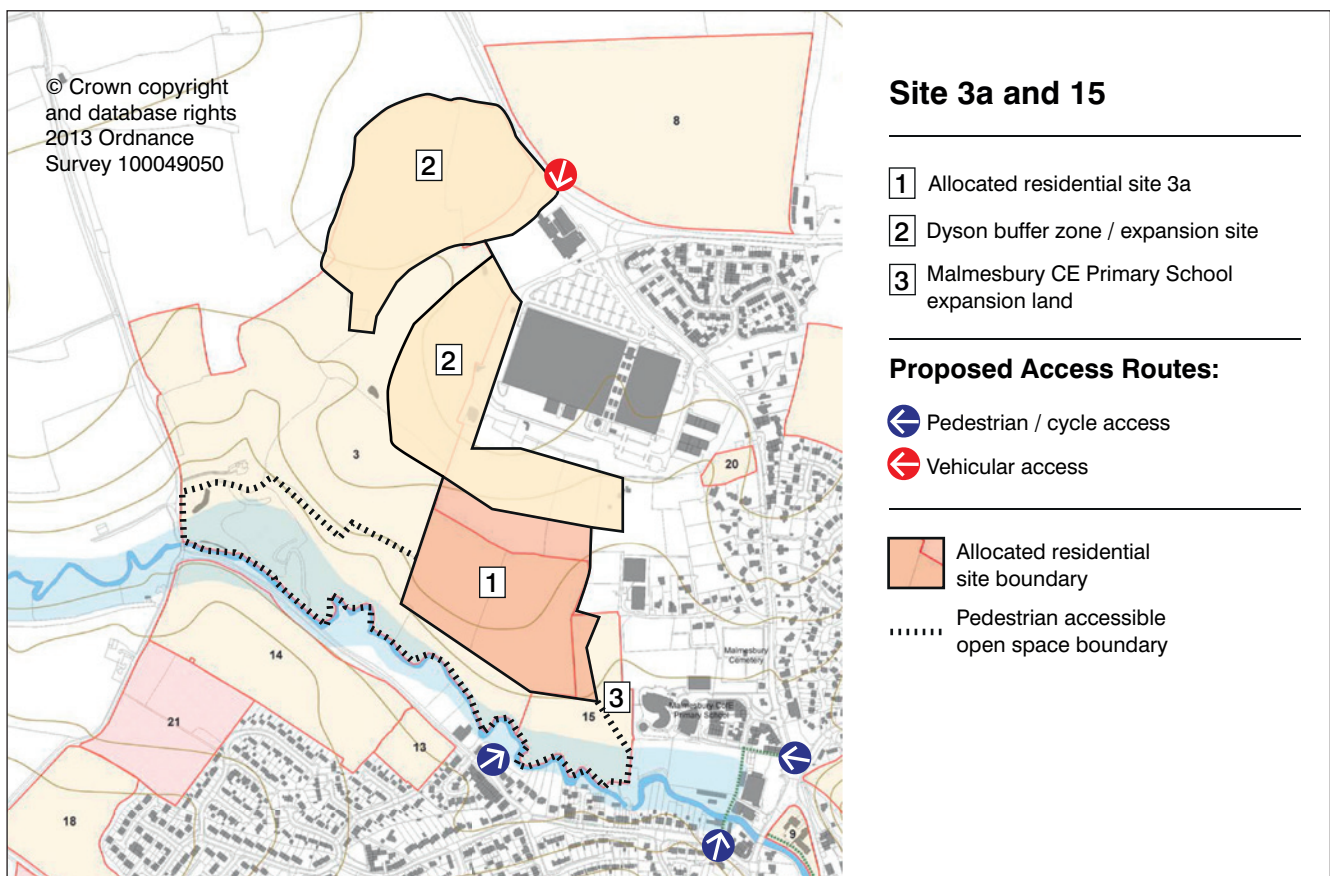
The Criterion Score for each site was calculated by multiplying the Criterion Value by the Criterion Weighting, for all eighteen criteria, then summing the result.

A description of the site scoring criteria and the weights used for each is given in Reference 1 and a detailed explanation of why those criteria were chosen is in Reference 2. The results of the site scoring, which form the basis of the selections described here, are given in Reference 3.

The scoring system and assessments were scrutinised by Wiltshire Council, independent consultants and others. Further scrutiny and endorsement by residents was achieved through the main public community engagement (29th September 2012) and smaller engagements up to 16th November 2012.

1.1.6. Objectives and Policies

Objectives:	Policies:
Allocate sites for housing to at least meet the dwelling requirement for Malmesbury Town set out in the Wiltshire Core Strategy	<p>Policy 1: Land to the north west of Malmesbury, south of the Dyson Limited research and development facility and west of Malmesbury CE School (sites 3A and 15) is allocated for approximately 170 dwellings of mixed types and tenures and for an extension to Malmesbury CE School, subject to the following requirements as set out in Policy 1 below.</p> <p>Policy 2: Land at Burton Hill to the north (site 10), east (site 11) and south (site 6) of the Primary Health Centre is allocated for approximately 50 mixed cottage-type dwellings, a majority of which will be to permit independent living by elderly members of the community, subject to the following requirements as set out in Policy 2 below:</p>
Assess housing requirement for the remainder of the Neighbourhood Area and address concern about the volume of 'windfall' housing	<p>Policy 3: Housing development in each of the two designated small villages within the Plan Area (Milbourne and Corston) shall be on 'windfall' sites and the number of dwellings should ideally not exceed single figures in order to preserve the rural character of the villages</p>



The water meadows at the southern edge of the site are subject to flooding. No build development should take place in this area.

1.1.7. Objective: Allocate sites for housing to at least meet the dwelling requirement for Malmesbury Town as set out in the Wiltshire Core Strategy.

Policy 1: Land to the north west of Malmesbury, south of the Dyson Limited research and development facility and west of Malmesbury CE Primary School (sites 3A and 15) is allocated for approximately 170 dwellings of mixed types and tenures and for an extension to Malmesbury CE School, subject to the following requirements:

a) The development shall be designed to be in keeping with the character of the historic town centre and the overall approach to build form, street layout and landscape and to minimise any visual impact on the setting of the town and the Cotswolds AONB.

b) The site layout shall include provision for the construction of a new bridge suitable for pedestrians and cyclists across the River Avon to Park Road and for the provision of pedestrian and cycle links to Tetbury Hill and the town centre by way of the school access and public footpath 'MALM 24'

c) A comprehensive masterplan shall be submitted to the Local Planning Authority for approval which ensures a fully integrated and co-ordinated development.

The masterplan should:

- Respect the buffer zone around Dyson Limited and ensuring this buffer will be designated as a natural boundary;
- Show land for public access along the river including a local nature reserve plus foot and cycle paths;
- Retain the river meadows and valleys, including the diverted river course, as natural flood zone, for the extension of the existing river walk and footpaths system, and as publicly accessible open space;
- Ensure that the existing hedgerows (including trees) will be the natural boundary of the new development. Ensure that as many of the existing hedgerows (including trees) as possible within the site are retained and allow enhancement and replacement where this is not possible;
- Support the expansion of the Malmesbury Tennis Club and ensure the expansion is in harmony in both size and build with the development and also the Primary School extension;
- Engage with stakeholders to secure the future of adjoining flood-hit facilities: Malmesbury Victoria Football Club, Athelstan Players and Malmesbury Boxing Club possibly through development led relocation.
- Maximise the pedestrian permeability in order to improve walkability in the Malmesbury extensions;
- Improve pedestrian links to the Dyson Limited site
- Ensure that the development will in every way mitigate drainage issues

Planning permission will be granted provided the above requirements are met and the development proposal conforms with the principles of the approved masterplan.

1. Sustainable development in the right places

Site Description

This is a greenfield site to the north of the western extension of the town, on the other side of the River Avon. The site is bounded by Dyson Limited to the north, residential houses to the north-east, Malmesbury Tennis Club, the Malmesbury Cemetery extension and the Malmesbury Church of England Primary School to the east. It is further bounded by the football field to the south east, existing hedgerows, the water meadows and the river to the south and a single farm, existing hedgerows and the road via Backbridge to Brokenborough beyond which to the west is the Cotswold Area of Outstanding Natural Beauty.

There is currently no public access to the land and no rights of way are known.

From the river and the water meadows the land slopes gently up to the hedgerows and then rises more steeply and then is more or less flat.

The western and southern boundaries are largely screened from view by existing hedgerows and a drop in the topography.

Key Considerations

Dyson Limited Expansion: The proposed disposition of land uses associated with the residential area Site 3A shown on the Plan would involve the introduction of a new development and a major access route along the southern and western boundaries of the existing Dyson Limited Headquarters complex. The existing Dyson Limited site is designated as a Principal Employment Area in the Wiltshire Core Strategy (Core Policy 35). The Dyson operation at Malmesbury continues to adjust its primary focus toward research and development activities. Given related site security considerations associated with the operation of existing Dyson buildings, an employment buffer is an important element.

Dyson Limited have been granted planning permission for an expansion of the Dyson site with additional infrastructure including car parking, restaurant and sports facilities. Two new roundabouts, modification of an existing roundabout, a new crossing and other associated highways infrastructure are also coming forward as a result of expansion by this strategic employer.

Pedestrian and cycle access: Development opens up an opportunity to build a bridge across the river from Park Road, allowing for an accessible river walk that connects with the existing river walk. A bridge will shorten the walking distance to the primary school and secondary school, reducing reliance on cars for residents in northern and western extensions of Malmesbury.

In addition to establish rights of way the Town Council may seek a financial contribution from a developer towards the investigation and implementation of a pedestrian crossing.

Malmesbury CE Primary School: There is a lack of capacity in local primary schools and a part of the development site will provide for an extension to Malmesbury CE Primary School (see Section 5).

Access: Potential access routes to the site are shown diagrammatically on the plan. Although the vast majority of the site is within one ownership new pedestrian access will need to be delivered in collaboration with the school and other land owners possibly in conjunction with the necessary school expansion.

Flood risk: Land along the river will continue to be left free from development to mitigate flood risks and surface water management measures will need to be considered as part of the flood risk assessment of development proposals.

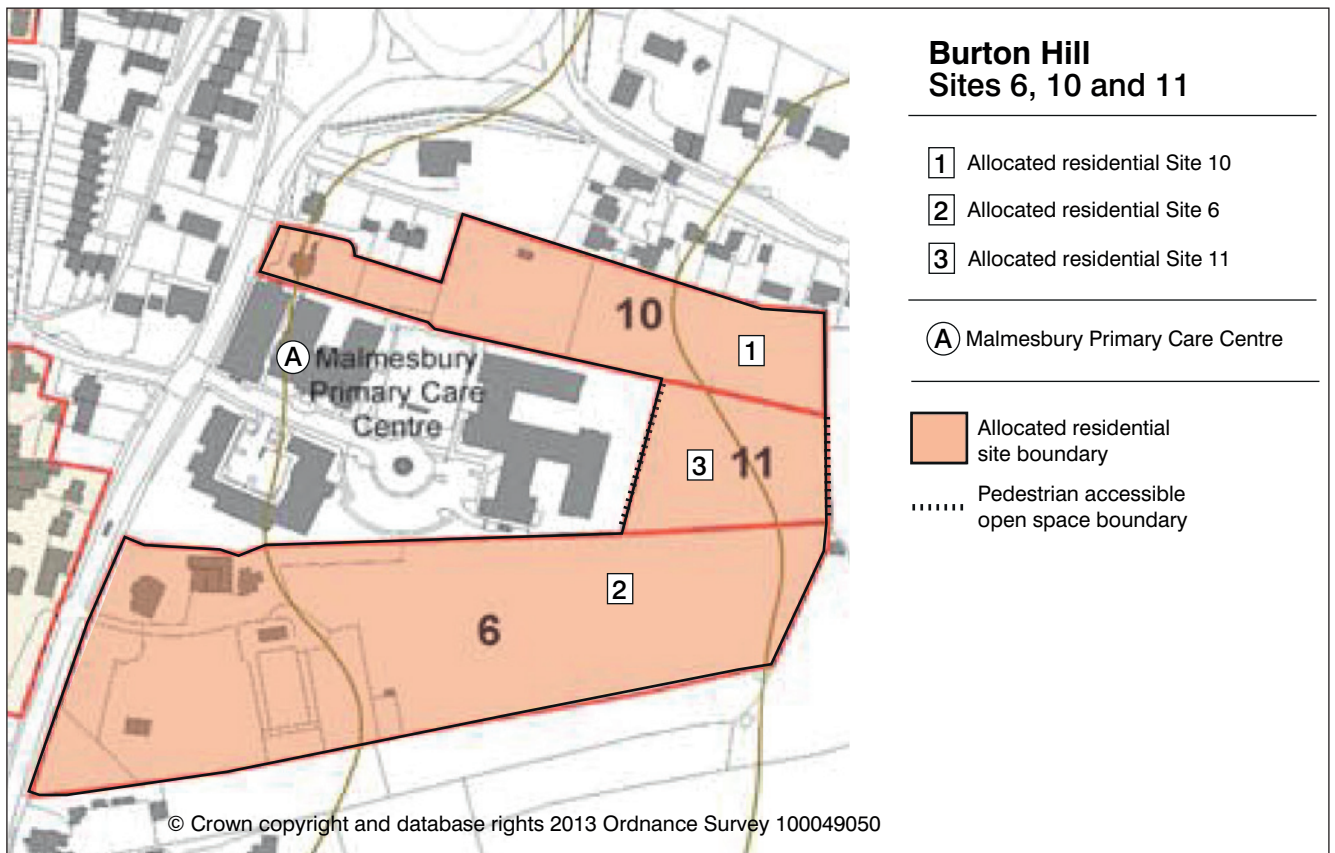
Policy 2: Land at Burton Hill to the north (site 10), east (site 11) and south (site 6) of the Primary Health Centre is allocated for approximately 50 mixed cottage-type dwellings, a majority of which will be to permit independent living by elderly members of the community, subject to the following requirements:

- a) there shall be provision for safe pedestrian links across the A429 to the Burton Hill House site;
- b) pedestrian safety on the roundabout shall be ensured;
- c) adequate car parking shall be provided.

Site Description

To the south east of the town is the area known as Burton Hill. The combined sites enfold the Malmesbury Primary Care Centre. The northern part, site 10, is bounded to the north by the backyard of the houses on the A429 and the B4042. The eastern site, Site 11, is bounded to the east by an open field. These same fields edge Site 6 on the south. The sites are bounded by the A429 on the west (which provides the main vehicular access).

It is a short walk to Malmesbury High St and would be just a few minutes from any proposed Avon Mills supermarket. The site is located within 20 minutes walking distance of most local amenities and under 5 minutes walking distance of the medical facilities.



1. Sustainable development in the right places

Key considerations

This allocation incorporates three land ownerships as identified in the figure. It is important that development is coordinated because both site 10 and site 6 are providing access to site 11.

Even without site 11, the remaining two, site 6 and 10 could be developed in a similar way. Amalgamation of these sites will be beneficial for the form of the town, since they can be developed as a mixed-use neighbourhood that complements the town, rather than an extension of Malmesbury.

This site is identified for dwellings suitable for independent living for the elderly close to essential amenities. To deliver the form of a mixed cottage style development envisaged for this particular site it is necessary to substantially reduce this density.

Redevelopment of the existing Police Station site is envisaged.

Traffic access is a key consideration. This is particularly the case for vehicular access from the A429, since the access will be at 300 and 500 feet from the roundabout.



It is important to preserve the setting of the town and the views of Malmesbury Abbey.

1.2. Housing in the remainder of the Plan Area

1.2.1. Objective: Assess housing requirement for the remainder of the Plan Area and address concern about the volume of ‘windfall’ housing

Policy 3: Housing development in each of the two designated small villages within the Plan Area (Milbourne and Corston) shall be on ‘windfall’ sites and the number of dwellings should ideally not exceed single figures in order to preserve the rural character of the villages.

“We will investigate the opportunity to build a proportion of 135 more homes within the Parishes of St. Paul Malmesbury Without and Brokenborough and propose site locations.”

MNSG Objective 30-Apr-12

To contribute towards the fulfilment of the Core Strategy requirement to deliver 151 additional houses up to 2026 within the Malmesbury Community Area, excluding the area defined as Malmesbury Town for which a separate allocation has been made.

Opportunities for potentially around 182 dwellings are identified in the Strategic Housing Land Availability Assessment which suggests sufficient sites could be delivered (Reference 4).

This development will occur within ‘small’ and ‘large’ villages, which in our area principally means Milbourne and Corston. Community feedback is that there is a desire to ensure that the amount of any housing in ‘small villages’ should come forward in such a way as to retain the character of that village and not compromise its rural nature or its village amenities.

New housing development in these areas will continue to be small scale and generally involving schemes of just one or two dwellings at a time. Development will be monitored and will detect any signs of departing from this pattern.

Proposals for housing development in Milbourne and Corston will be subject to Wiltshire Core Strategy policies, in particular Core Policy 2.

1.3. References

1. MNSG Housing & Supermarket Site Selection Criteria v1.2, 12-Feb-13
2. MNSG Site Selection Criteria Explanation v1.0, 12-Feb-13
3. MNSG Housing & Supermkt Site Scores v2.0, 12-Feb-13
4. Wiltshire Strategic Housing Land Availability Assessment 2011

2. A housing mix to suit the ages and needs of the local people

2.1. Housing need

2.1.1. Overview

One of the core intentions of the Neighbourhood Plan is to achieve more new housing according to evidence of local need and less by speculating market demand. It has been possible to identify and validate comparatively some of the characteristics of housing demand and supply from the current available sources. These include Wiltshire Council population forecasts (Reference 1), the Social Housing Register (Reference 2), the Strategic Housing Market Assessment 2011 (Reference 3) and the MNSG's Neighbourhood Survey (Reference 4).

A range of housing types and sizes will need to be provided in order to help meet local needs for different groups of the population in a sustainable manner, including many new homes meeting the needs of an ageing population thereby allowing people to live for longer within their own communities. So says the Wiltshire Core Strategy – Strategic Objective No.3 – (Reference 5).

The MNSG together with Wiltshire Council drew up a survey to investigate local housing need specifically for input into the Malmesbury Neighbourhood Plan (Reference 4). The survey was sent out to over 1700 homes in the Malmesbury Neighbourhood Plan Area.

2.1.2. Issues

The Malmesbury Neighbourhood Survey (Reference 4) and other statistics have highlighted some issues regarding the type, mix and size of dwellings in the Malmesbury area. Over the next 15 years there will be a significant increase in older people over 65 and our housing policies reflect the need for smaller more suitable housing. The anticipated effect is to free up larger homes for families. Accordingly, our housing policies will:

- Address the shortage of supportive and or specialised housing for older people, especially affordable accommodation
- Ensure new housing for older people is integrated into the community and well designed.

Additionally there is a recognised need for smaller homes for first time or single householders and couples. This type of smaller easily-maintained home is currently not very available in our local area. Our housing policies will therefore:

- Address the shortage of smaller sized housing, such as two bed dwellings.

2. A housing mix to suit the ages and needs of the local people

There is also a significant shortage of housing in the area available on intermediate tenure (shared ownership and equity loan, low cost homes for sale or rent). Additional supply would provide some of the accommodation needed for both older people and first-time or young single householders. Our housing policies will therefore:

- Address the shortage of housing available on intermediate tenure.

The following tables summarise the findings of the Survey and the mix required for new housing in the Malmesbury Town part of the Plan Area.

This reflects the data derived from the Malmesbury Neighbourhood Survey on both the existing housing mix and the declared requirements of those who expressed the need for different accommodation. It also indicates the impact this mix of new housing would have on the overall housing stock.

		1 bed	2 bed flat	2 bed house	3 beds	4+ beds	Total
Existing Housing Mix	%	7	6	18	39	30	100
	No.	236	181	588	1265	968	3238
New Housing	%	20	7	31	31	11	100
	No.	52	18	81	81	29	261
Final Housing Mix	%	8.2	5.7	19.1	38.5	28.5	100
	No.	288	199	669	1346	997	3499

	1 bed flat	2 bed flat	2 bed house	3 bed house	4 bed house	Total
Rent tenure	5	0	13	10	3	30
Intermediate (shared tenures)	10	10	33	18	0	70
Total % required overall	15	10	45	28	3	100

2. A housing mix to suit the ages and needs of the local people

The mix above for new ‘affordable housing’ takes 40% of all new build as the target, in accordance with Core Strategy Core Policy 43. Both the Strategic Housing Market assessment and the findings of the Malmesbury Neighbourhood Survey indicate a demand for housing on shared tenures and a significant shortage in the area of this type of housing. Selecting 70% as the requirement in order to address this shortfall would achieve a maximum of 73 new units in this category, which would still bring shared ownership units to only 2.6% of the total housing mix.

The data from the Survey was compared to the existing housing stock to identify the

adjustment required by the provision of new housing. While the need for 1 and 2 bed dwellings was significantly greater than the percentage represented by those categories in the current housing stock, the demand for 3 or more beds was lower than represented in the current stock. While this suggests that the entire new housing provision could be allocated to 1 and 2 bed dwellings, there is an identified demand for 3+ bed dwellings. We estimate that this demand should be satisfied by net supply of that category but recognise that new 3+ bed housing is required to prime mobility in that area of the housing market.

2.1.3. Objective and Policies

Objective	Policies:
<p>Ensure that housing development responds to the identifiable needs of the changing population of the Neighbourhood Plan Area</p>	<p>Policy 4: Planning applications for new housing, including conversions, must be tested against the current evidence of local demand and supply from sources including Wiltshire Council population forecasts, the Social Housing Register, the Strategic Housing Market Assessment and the most recent Neighbourhood Survey. Tables 2.1.1 and 2.1.2, above, are derived from this evidence.</p> <p>Policy 5: Planning applications for new housing, including conversions, should be assessed against the demand net of cumulative consents given in the period, not the gross demand identified at the beginning of the period</p>

2.1.4. Objective: Ensure that housing development responds to the identifiable needs of the changing population of the Neighbourhood Plan Area

The nature of a free housing market, the unique characteristics of properties, the challenge of matching aspirations with affordability mean that a prescription for the exact housing mix required over the next 15 years would be subject to too many variables. However it is possible to

derive from the data significant trends, material disparities, major conclusions that require to be addressed in policy terms, for the achievement of the required rebalancing of the current housing mix. Some of these trends can be accommodated from net movements in supply in the market – some appear to require specific intervention, such as new housing to address the net need.

Policy 4: Planning applications for new housing, including conversions, must be tested against the current evidence of local demand and supply from sources including Wiltshire Council population forecasts, the Social Housing Register, the Strategic Housing Market Assessment and the most recent Neighbourhood Survey. Tables 2.1.1 and 2.1.2, above, are derived from this evidence.

This approach takes forward Wiltshire Core Strategy Core Policy 45. The Neighbourhood Survey (Reference 4), combined with other data, revealed a number of specific characteristics of the Neighbourhood Plan Area, which suggest strong net housing demand trends.

- The ageing population will be the dominant theme in the assessment of housing demand
- This is over and above specialist ‘extra-care provision’ and requires separate consideration to ensure the ageing population are enabled to live independently where possible
- There is evidence of substantial under-occupation in the existing housing mix
- The working age population is likely to decline and will probably not present a net housing demand, which cannot be served by market mobility
- The survey identified between 920 and 940 households with reasons to move now or in the next 5 years, of which a high proportion (241) may require new households for young adults
- The net demand identified in the survey is for ‘downsizing’, mostly to 1-2 bed units, rather than to ‘upsizing’ to 3 or more bed units
- There is no local evidence for a net increase in number of housing units, based on family break-up
- In the absence of evidence of employment-related housing need, there is no strong trend for additional housing need specifically for the working-age population.

Policy 5: Planning applications for new housing, including conversions, should be assessed against the demand net of cumulative consents given in the period, not the gross demand identified at the beginning of the period.

Clearly the evidence of net demand trends may be addressed progressively as planning consents are given and these should be taken into account for any future planning applications. Applications should not be assessed in isolation. The Neighbourhood Survey was carried out in the context of housing completions already recorded as above and the survey results are valid to include the housing completions to that date. As a result the need identified from the survey results apply to the balance of housing allocation for the Neighbourhood Plan Area plus a share of the housing in the remainder of the Community Area.

2.1.5. References

1. Joint Strategic Assessment for Wiltshire 2010/11
2. Homes 4 Wiltshire Housing Register
3. Wiltshire Council Strategic Housing Market Assessment 2011
4. MNSG Neighbourhood Survey Analysis v2.0, 13-Nov-12
5. Wiltshire Core Strategy Presubmission Document February 2012.

2.2. Housing for older people including Extra Care

2.2.1. Overview

Wiltshire Council forecasts that the number of older people within the County will rise by 58% by the year 2026 and those with dementia by 59% in the same period. The increase in those aged over 85 is forecast as 89%. (Reference 1). The Council has set out a strategy to address the projected accommodation needs based on this forecast, approved by Wiltshire Council Members in January 2011 (Reference 1).

The Wiltshire Council has also identified a significant under-provision of Extra Care housing across all tenures within Wiltshire. There is also an under-supply of nursing care homes and specialist care homes for people with dementia. (Reference 2)

The Burnham House site in Malmesbury has been identified in the Development Strategy for the provision of 50 'Extra Care' mixed tenure units for single people or couples over the age of 55. This will be Malmesbury's first "Extra Care" housing scheme (Reference 2). Extra Care is a sustainable alternative to residential care which it is likely to replace over time and will help relieve pressure on other care homes.

This concept of housing provides fully independent self-contained apartments with a range of communal facilities including a restaurant, treatment and social areas, 24/7 on-site trained care and support staff, Telecare and, in the case of the Burnham House site, a community 'hub' providing care and support facilities to the surrounding community. Residents of the scheme will buy into a tailor made package of support according to their needs at any time.

This Extra Care project in Malmesbury predates the Neighbourhood Plan but the key issues were consulted on at MNSG's Community

Engagement and elicited strong support (Reference 3).

Evidence from the MNSG Housing Needs Survey (Reference 4) supports this development. It identified a major increase in the population over 65, and in particular over 85, as the most significant factor affecting housing need in the next 15 years. In detail, 105 current pensioner households anticipated a move in the next 5 years. Reasons for moving included 'home too big', 'access problems', and 'unable to manage in current home'. Of relevance, the Wiltshire Strategic Housing Market Assessment 2011 identified 'under-occupation' as the most significant housing issue in the Malmesbury Community Area. If elderly people are able to move into the more suitable accommodation this will release houses for family occupation (Reference 5).



The existing Burnham House site

2.2.2. Issues

- Addressing the shortage of supportive and or specialised housing for older people, especially affordable accommodation
- In particular, meeting the demand for Extra Care and Dementia Care accommodation
- Ensuring all new housing for older people is integrated into the community and well designed.

2.2.3. Objectives and Policies

Objectives:	Policies and Task:
Identify and support housing sites suitable for older people.	Policy 6: The redundant Burnham House site is allocated for redevelopment to provide approximately 50 dwellings as the first choice for Extra Care Housing.
	Policy 7: Planning permission will be granted for the development of dementia - specific accommodation on suitable new sites or by the extension of an existing care home or site of older people's housing.
	Policy 8: All new accommodation for older people must be well connected with the town.
	Policy 9: All new housing for older people must be sustainable
	Task 2.1: We will support the development of further suitable sites for older people's housing, especially mixed-use housing sites

2. A housing mix to suit the ages and needs of the local people

2.2.4. Objective: Identify and support housing sites suitable for older people

Policy 6: The redundant Burnham House site is allocated for redevelopment to provide approximately 50 dwellings as the first choice for Extra Care Housing.

The Burnham House site in Hodge Lane, off Burnham Road, Malmesbury, was formerly a residential home and has been vacant since 2008. It is currently owned by Wiltshire Council who propose to redevelop the site for purpose-designed Extra Care accommodation for older people aged 55 or over. The current building, which is a large extension to a Victorian house is not economically suitable for conversion to Extra Care without an unacceptable level of compromise.

This site is the first choice for Extra Care housing for the reasons stated below:

- The location is reasonably close to the Town Centre for shopping and socialising
- It is central to the main residential areas of the town
- The site has good public transport links
- It is more or less 'on the level' with the Town
- It is a previously developed 'Brownfield' site
- A similarly sized site with these advantages is unlikely to become available

In addition, this proposal to replace the existing redundant home with an Extra Care scheme was a community decision made at a Malmesbury Area Board meeting and the use of this site for Extra Care has been endorsed by MNSG and overwhelmingly supported by those attending the Community Engagement – 163 people supported out of 177 who responded to this question. (Reference 3).

Task 2.1: We will support the development of further suitable sites for older people's housing, especially mixed-use sites

The Burnham House scheme will provide approximately 50 Extra Care apartments which will go some way to satisfying demand. However additional preferred locations for various types of accommodation suitable for older people, especially affordable accommodation are identified, in the form of an Almshouse development related to the Primary Care Centre and Athelstan House Care Home at Burton Hill.

Policy 7: Planning Permission will be granted for the development of dementia-specific accommodation on suitable new sites or by the extension of an existing care home or site of older people's housing.

Identify and support a suitable site, or an extension to an existing care home, for dementia-specific (Elderly Mentally Infirm) accommodation to meet the current and forecast demand. Currently there is no specialist EMI accommodation close to hand.

Policy 8: All new accommodation for older people must be well connected with the town.

The choice of site is critical. It must be well connected with the Town Centre and close to residential areas, i.e. within approximately 750 metres of the Market Cross. This will help ensure that residents in the new homes can feel integrated with the existing community and be able to play an active role in the life of the community, rather than being shut away and isolated. The following must be considered:

- Short, direct routes for pedestrians and mobility scooters connecting the new housing to the rest of the town. If necessary upgrading existing pavements to make them attractive and safe
- Good access to public transport

2.2.5. Objective: Provide sustainable new housing for older people

Policy 9: All new housing for older people must be sustainable.

New housing should match Wiltshire Council's policy of achieving Sustainable Homes Code Level 4 and Lifetime Homes Standards, increasing to Code Level 6 by 2016 - as approved by Wiltshire Council Capital Assets Committee (Reference 2).

2.2.6. References

1. Older People Accommodation Development Strategy – Wiltshire Council Cabinet Report 2 January 2011
2. Wiltshire Council Capital Assets Committee – item 8 - 14 September 2011
3. MNSG Community Engagement Report v1.0, 12-Feb-13
4. MNSG Neighbourhood Survey Analysis v2.0, 13-Nov-12
5. The Wiltshire Strategic Housing Market Assessment 2011

3. Shopping with real choice and a prosperous Town Centre

“We will assess the need for retail provision and propose the best location / locations for new retail sites.”

MNSG Objective 30-Apr-12

3.1. Supermarket site permission

3.1.1. Overview

The first draft of the Malmesbury Neighbourhood Plan included a site allocation for a new supermarket on the land behind Avon Mills, known as Avon Mead or Meadow.

This site was allocated to address the key objective noted above in italics and involved the review of a number of potential sites for supermarkets around Malmesbury Town.

Whilst the draft plan was still going through the consultation process, planning permission was granted for this site by Wiltshire Councillors at the Area Planning Committee Meeting on 29th May 2013. The new Waitrose store which opened in August 2014 provides approximately 2,500 square metres of floorspace (gross) and parking for approximately 240 vehicles. The additional convenience floorspace that will be provided at the Avon Mills site satisfies estimates of floorspace requirements looking to 2026. Indeed, the scale of provision is acceptable on the basis that much of its trade will be clawed back to the town from other centres nearby. A further supermarket will only be considered when the four economic tests set out in Policy 10, below, are met.

3.1.2. Issues

1. The Malmesbury Community Area Strategy identified in the Wiltshire Core Strategy (Reference 1) says “... there may be scope for an appropriate scale of supermarket development at Malmesbury during the plan period, providing this contributes towards strengthening the Town Centre, be of high quality design and sensitive to the historic environment”.
2. The MNSG Neighbourhood Survey (Reference 2) found that the majority of residents would support a new supermarket in the Malmesbury area (70% for, 30% against). However the majority would not support a supermarket if it had a negative impact on Malmesbury High Street (58% against, 42% for). So while residents want a new supermarket they also want to protect Malmesbury’s High Street shops.
3. The location of a supermarket is important in solving this issue and achieving residents’ wishes. The National Planning Policy Framework (NPPF) (Reference 3) and the Wiltshire Core Strategy policies make it clear that supermarkets will be more likely to have a positive impact on local economies if they are located within or on the edge of a town’s primary shopping area.

3. Shopping with real choice and a prosperous Town Centre

4. The location of a supermarket is also important for sustainability reasons as highlighted by the NPPF. In addition to being as close as possible to the Town Centre, access to supermarket sites on foot, by public transport and by bicycle from where people live is important. That access includes walkways and pavements, bus stops, safe roads and cycle ways.
5. There are also issues of use of brownfield vs. greenfield sites for supermarket development, with the former being preferred to protect loss of wildlife and biodiversity.
6. In addition to issues concerning the location and built character of a supermarket, there are also issues concerning its positive or negative effect upon the local economy and community, such as:
 - (a) Bringing economic benefit to the Town Centre, or taking trade away from the Town Centre
 - (b) Bringing consumer choice to residents, or restricting it
 - (c) Making further economic development more or less likely
 - (d) Increasing the net jobs and skills in the Plan Area or reducing them
 - (e) Sourcing goods and services locally or from outside
 - (f) Encouraging social interaction and a healthy community
7. Finally conservation and sustainability issues associated with supermarket development are shared with those of housing development as described earlier as 1.1.4 Issues.

3.1.3. Objectives, Policy and Task

Objectives:	Policy and Task:
Consider the need for another supermarket	Policy 10: Planning permission will be granted for an additional supermarket only if the following four economic conditions are met as set out below in Policy 10.
Deliver positive economic effect from a supermarket	Task 3.1: Any supermarket development in the Plan Area must meet specified economic conditions.

3. Shopping with real choice and a prosperous Town Centre

3.1.4. Objective: Consider the need for another supermarket

Policy 10: Planning permission will be granted for an additional supermarket only if the following four economic conditions are met:

a) Within the long term, the development will enhance, and at no time damage, the economic vitality and viability of Malmesbury Town Centre and the Plan Area.

b) Within the long term, the development will enhance, and at no time damage, the consumer choice available within Malmesbury Town Centre and the Plan Area.

c) The development will not negatively impact existing, committed and planned public and private investment in Malmesbury Town Centre and the Plan Area.

d) The nature of the development's S106 contributions into the Plan Area will be as specified in agreement with local organisations and / or the Malmesbury Neighbourhood Steering Group or its successor.

3.1.5. Objective: Deliver positive economic effect from a supermarket

Task 3.1: Any supermarket development in the Plan Area must meet specified economic conditions

Should an additional supermarket be proposed, in addition to the specific requirements identified in policy 10 above, the following issues that were raised through consultation should be considered:

- Car parking associated with the development will be provided and organised to benefit the viability and vitality of Malmesbury Town Centre and be an amenity to residents.
- The development shall cause a long-term net increase in employment in the Plan Area (measured by FTEs) across a range of employment grades.

- Employees at the development will be provided, over the long term, with education and training, which will advance their careers.
- The goods sold in the development will, for the long term, include a better than UK-best-practice proportion of goods that are produced in the Plan Area or by local businesses.
- Arrangements will be made so that businesses in the Plan Area are informed of opportunities for bidding for contracts for the construction of the development.
- Businesses and traders in the Plan Area will be informed of opportunities for providing services in the long term to the development.
- The development will encourage healthy communities in the Plan Area.

Notes

Local businesses = Businesses headquartered within or employing a high proportion of employees living within the Malmesbury Neighbourhood Plan Area.

Long term = ten years after the planning application for the development is made (as per NPPF, para 26, timescale for assessing the impact of major schemes) or until 2026 as per Wiltshire Core Strategy, whichever is the later.

3.1.6. References

1. MNSG Neighbourhood Survey Analysis v2.0, 13-Nov-12
2. Wiltshire Core Strategy Presubmission Document February 2012
3. National Planning Policy Framework, March 2012

3.2. A Prosperous Town Centre

3.2.1. Overview

The Town Centre is an essential part of the fabric of life in Malmesbury and the Plan Area because of the shops, facilities and services it provides. The Plan supports them, to ensure the viability and vitality of the centre as a whole is sustained and enhanced. A vital part of the town centre's appeal is its attractive historic fabric. Preserving and enhancing the character and historic interest of the town centre is central to the town's prosperity and in this respect diminishing the harmful effects of traffic around the town centre whilst providing for an appropriate level of parking is a main objective (A.8.3).

The Plan provides an initial framework for the work of the 'Town Team' that will develop and implement town centre strategy in detail.

Supporting shops and services in Malmesbury means more than just looking after existing business. It requires the Town Centre to build on the existing offering to maintain a place that local and surrounding communities want to continue to visit on a regular basis. This will require new town centre uses, improving access to the Town Centre and reviewing its boundary to ensure they are up to date and best help the centre's role as a hub for shopping, tourism, social and leisure activity. Objectives and tasks for the Plan and a town centre strategy are set out in 3.2.3.

An immediate priority for the Town Team is to encourage spending trips to the new supermarket to be combined with visits to all the other town centre business and services Malmesbury provides. This will help sustain the centre's vitality and hopefully encourage new investment. A second priority is to improve the centre's environment; central to which is to balance the scale of town centre of parking

whilst reducing the harmful impacts of traffic and improving the town's appeal to visitors as well as residents.

3.2.2. Issues

The key issues raised during evidence gathering and consultations in relation to retail include:

- The High Street must remain an important economic and social focus to the town (Reference 1)
- Lack of car parking in the Town Centre is a major concern (Reference 2).

3. Shopping with real choice and a prosperous Town Centre

3.2.3. Objectives and Tasks

Objectives:	Tasks:
Develop the High Street to enable sustained economic, social and leisure growth	Task 3.2: Encourage retail development in the Town Centre
	Task 3.3: Maintain the presence of primary retail frontages
	Task 3.4: Ensure the uses of upper floors within the Town Centre do not disadvantage the Town Centre
	Task 3.5: Identify a site for regular mixed retail market(s)
Improve accessibility to the Town Centre	Task 3.6: Ensure car parking and public transport support the viability of the Town Centre
	Task 3.7: Ensure there is an ongoing and frequent transport link between any supermarket site and the Town Centre
Promote tourism and local business	Task 3.8: Establish a Town Team to review, co-ordinate and actively work with local businesses.

3.2.4. Objective: Develop the High Street to enable sustained economic, social and leisure growth

As stated by the Prince's Foundation (Reference 1), the High Street is more than just a place for shopping – Malmesbury High Street truly acts as a civic space, underpinning the sense of community within Malmesbury and confirming the view of the retail authority Mary Portas (Reference 3) that the High Street is the heart of a town and community. This can only be sustained with a set of diverse, relevant, viable and vibrant shops, leisure facilities, cafes and restaurants supporting the community through the day and evening.

Tasks relating to this objective:

Task 3.2: Encourage retail development in the Town Centre

Working with Malmesbury Town Council and local agents, a strategy to attract the retail development required to meet the Neighbourhood Plan will be identified and implemented. There is a need for more food/

convenience shopping plus more outlets for social and leisure purposes, specifically for young people and in the evening. If any suitable sites become available in the Town Centre they will be assessed with the view to being developed to add to the retail and business space available in the town.

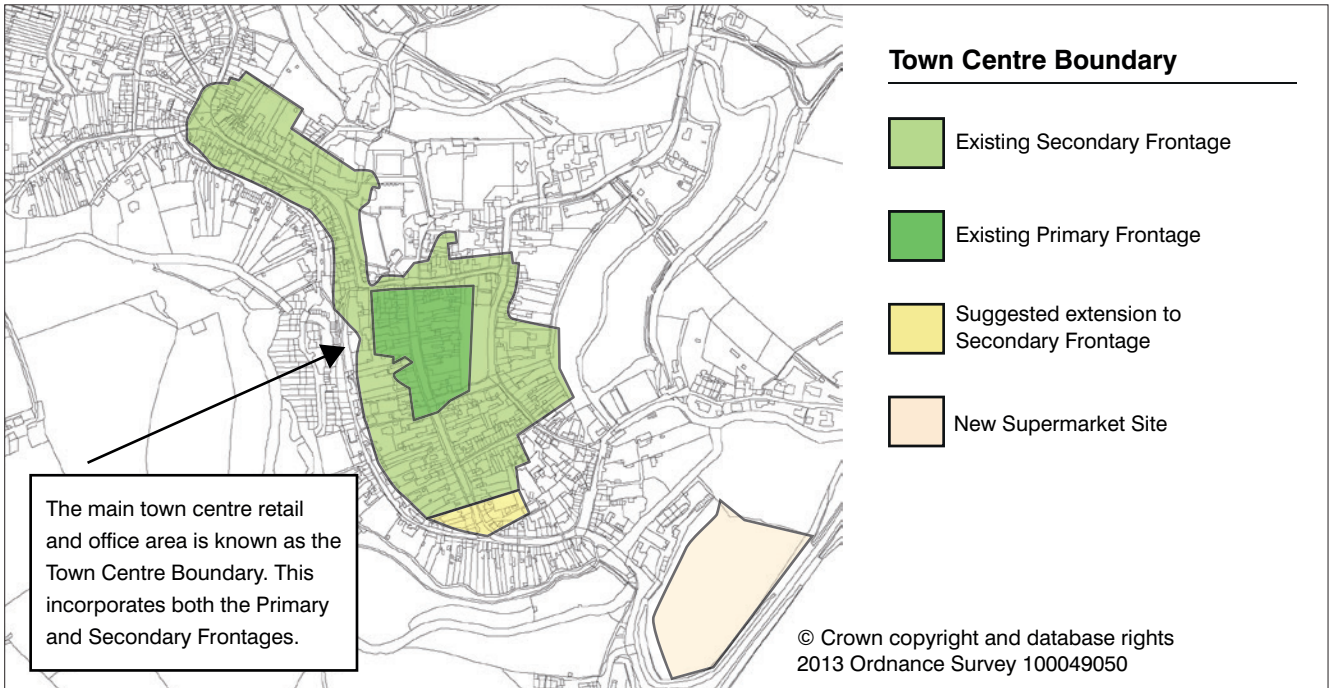
Task 3.3: Maintain the presence of primary retail frontages

Primary shopping frontages are shown in map on the following page. Wiltshire Council's independent study of town centres (carried out in 2011) considered the definition of the primary frontage to be appropriate and the Plan proposes to make no change to its extent. Within primary frontages, the current policy of the development plan prevents any more than 5% to be non-A class uses. (A Class uses are defined as retailing (A1), financial and professional services (A2) and the various types of food outlets (A3-5)). The town centre strategy is to broaden the appeal of the town to encourage linked trips with supermarket visits and to encourage more visitors to the town, in

3. Shopping with real choice and a prosperous Town Centre

the evenings as well as shopping hours. With the focus of this strategy in mind and with the uncertain trading climate being experienced by all town centres, the Plan amends this approach to create greater certainty and flexibility for retail

and food and drink establishments and also by limiting the scale of financial and professional service outlets (A2) in the centres primary frontage to a maximum of 15%.



The town plays host to specialist mixed markets which help increase footfall.

3. Shopping with real choice and a prosperous Town Centre

A secondary frontage area along with the primary area represents the extent of the town centre and is the preferred location for a wide range of uses, defined in national policy as 'main town centre uses'.

Within secondary retail frontages change of use from residential will only be supported provided that the proposed use is compatible with nearby residential properties and that Conservation Area rules are applied.

Historically there were many more shops in Malmesbury Town outside the town centre boundary particularly in the lower High Street. Indeed, the Wiltshire Council review of the town centre boundary concluded that the secondary frontage area needed further consolidation.

The expectation is that the new Waitrose supermarket will pull the town centre's trading 'centre of gravity' towards it. The suggested town centre area has been reduced to the north, reflecting circumstances on the ground, but extended slightly to the south. A suggested re-alignment of the town centre boundary will encourage new business to the south of the town centre that can encourage linked trips between the supermarket and the town centre.

A suggested re-aligning of the town centre boundary could provide certainty to potential investors and a more realistic and viable focus for town centre uses. The suggested extent of frontages and town centre are shown on the 'Town Centre Boundary' map.

Wiltshire Core Strategy policies for town centres are to be reviewed shortly. A Town Team has also been established to develop a comprehensive town centre strategy. The Plan framework for the town centre will therefore also be reviewed, hand in hand with each of these processes.'

Task 3.4: Ensure the use of upper floors within the Town Centre does not disadvantage the Town Centre

Planning permissions to change the use of upper floors from employment to residential use will only be allowed where the residential use does not adversely affect the viability of any ground floor shop use.

Upper floors for office and retail use will be encouraged above existing commercial premises provided the viability of any ground floor commercial use would not be adversely affected, there would be no adverse impact on the amenities of neighbouring uses and there is no conflict with the control of alterations and changes of use to listed buildings.

Task 3.5: Identify a site for regular mixed retail market(s)

To increase footfall to the Town Centre on a regular basis we will work with Malmesbury Town Council to establish a permanent site for the town to have regular mixed retail market(s). Areas to be considered are around Market Cross/Cross Hayes/Market Lane/Town Hall.

3.2.5. Objective: Improve accessibility to the Town Centre

In the Town Centre Benchmarking survey (Reference 2) there was an overwhelming call for more and better parking within Malmesbury Town Centre. Supporting this is the fact (Reference 4) that 36% of households shop outside Malmesbury because parking is easier and 64% of Town Centre Users believe that current car parking is one of the most negative aspects of the town. 42% of Town Centre Users also believe that the transport links with the town are seen as a negative aspect of the town.

Task 3.6: Ensure car parking and public transport support the viability of the Town Centre

Proposals will be developed with Malmesbury Town Council and Wiltshire Council to improve the efficiency of the parking for the Town Centre. Charges for parking for visitors and Town Centre workers should be reviewed with

Wiltshire Council with a view to providing time-limited free parking at key shopping times within Cross Hayes and economic parking options for Town Centre workers. In conjunction with this Malmesbury Town Council and Wiltshire Highways Authority will be encouraged to make better provision for public transport to and from the town at key shopping and leisure times. Provision for bikes will also be supported as well as designated coach parking at the Long Stay Car Park.

Task 3.7: Ensure there is a transport link between any supermarket site and the Town Centre

To encourage linked shopping with the Town Centre from any supermarket to provide an ongoing, convenient and frequent transport link with the town.

3.2.6. Objective: Promote tourism and local business

There are several key requirements to promote a vibrant and viable High Street. It must be recognised that Malmesbury High Street and local business have many central business and social needs plus many attributes and attractions. It is proposed that a Town Team is set up to review, co-ordinate and actively work with local businesses. This could encompass:

- Actively working with all relevant parties to ensure High Street rents and Business Rates are in line with similar towns
- Marketing Malmesbury to internal and external customers
- Creating a full calendar of diverse events
- Work with landlords to improve the appearance of vacant shops. Encourage their use for pop up shops, exhibitions and other relevant activities
- Working with Chamber of Commerce, local agents, business groups and leaders and other local organisations to ensure business and local needs are met

- Ensuring the High Street and surrounding areas meet with the expectations of the town including looking after street furniture, flower displays and shop signs
- Fully develop the tourism offering in the town
- Yearly Benchmark against similar towns to measure performance on key criteria.

Task 3.8: Establish a Town Team to review, co-ordinate and actively work with local businesses

3.2.7. References

1. Malmesbury Community Planning Workshop Report (Princes Foundation) 2012
2. MNSG Town Benchmarking Results v1.0, 13-Feb-13
3. The Portas Review, 2011
4. MNSG Neighbourhood Survey Analysis v2.0, 13-Nov-12

4. A diversified local economy that provides more employment

“We will assess and propose the specification of business units for the pre-selected industrial sites identified by the Wiltshire Core Strategy.”

MNSG Objective 30-Apr-12

4.1. Business diversity and site allocation

4.1.1. Overview

Business and economic vitality is of great importance to the community of Malmesbury and its surrounding villages. A significant increase in local housing over the last few years and future planned building means additional jobs are required for people to be able to work in the place where they live. We want to ensure that more employment opportunities come forward and that our local economy is supported and continues to grow. This will include working closely with the largest employer in the area, Dyson Limited and through sustainable new business development.

The original MNSG objective was “We will assess and propose the specification of business units for the pre-selected industrial sites identified by the Wiltshire Core Strategy.” MNSG Objective 30-Apr-12, this being 5ha of employment land.

- Land at Garden Centre, Malmesbury 4ha
- Land North of Tetbury Hill 1ha.

However, although there is evidence that businesses in general are looking to move to the area or expand from their current premises, there is no specific trend and therefore the existing uses of the Land at Garden Centre are unchanged. (These are B1, B2, and B8 light industrial employment uses).

More employment opportunities will come forward through growth at Dyson Limited. Planning permission was granted in 2014 for significant expansion, which is being supported by the addition of new highways infrastructure, including two new roundabouts and a pedestrian crossing.

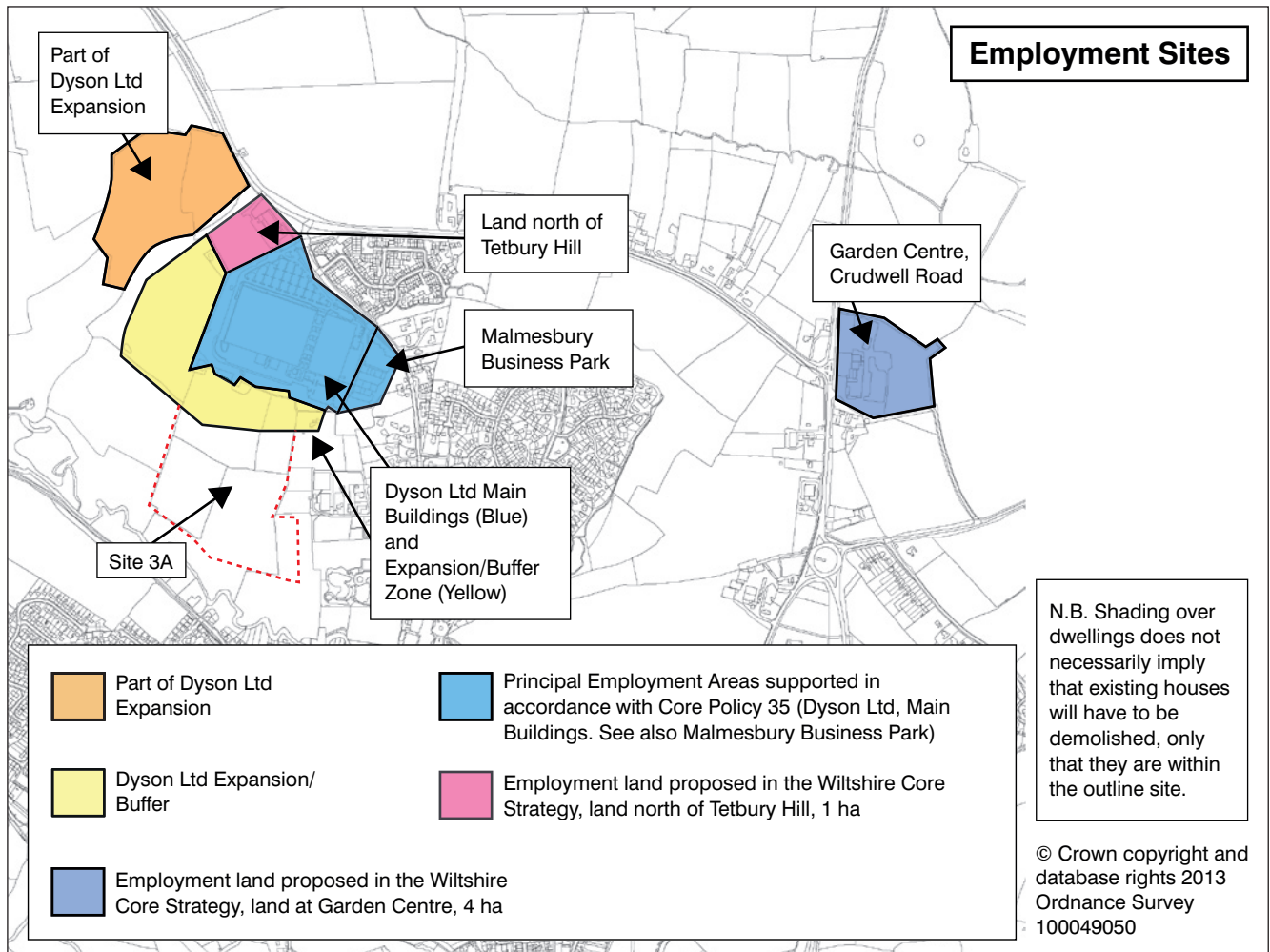
4.1.2. Issues

The issues raised during evidence gathering and consultation in relation to promoting and expanding business and employment include:

- Inward investment of new businesses, especially those with links to existing businesses should be encouraged (Reference 1)
- Existing businesses are growing and larger premises will need to be identified (References 2 and 3)
- There is little existing availability of premises for small or start up business within Malmesbury Town (Reference 3)

4.1.3. Objective and Task

Objective:	Task
Promote and encourage diversified employment opportunities in the area	Task 4.1: Promote live/work units to provide small scale B1 employment uses within the residential area allocated in Policy 1.



4.1.4. Objective: Promote and encourage diversified employment opportunities

Inward investment and business expansion needs could be addressed through the implementation of the two sites identified for business development in the Wiltshire Core Strategy, being 5ha of employment land:

- Land at Garden Centre, Malmesbury 4ha
- Land North of Tetbury Hill 1ha.

These sites could also include small or start up business premises. In addition, there is also the opportunity to encourage live/work units in the residential site allocation in policy 1.

Task 4.1: Promote live/work units to provide small scale B1 employment uses within the residential area allocated in Policy 1

A diversified local economy that provides more employment

4.1.5. References

1. Recorded discussions with business community leaders (2012 and on-going)
2. Demand for office space. Analysis November 2008 – May 2012 (G Adams. June 2012)
3. MNSG Business Survey Analysis v1.0, 13-Feb-13

5. Supporting the community with key infrastructure improvements

“We will propose solutions for key infrastructure requirements created by new development.”

MNSG Objective 30-Apr-12

5.1. High quality local education provision

5.1.1. Overview

Malmesbury is in an enviable position; it has very good schools. Two of the schools were built in the last ten years and the other has had a recent classroom extension. In 2012 Malmesbury School (Academy Trust), Malmesbury CE Primary School and St Joseph’s Catholic Primary School had Ofsted inspections. Two were ranked ‘Outstanding’ and one ‘Good’.

As the town has grown, particularly in the last 5 years, its Primary Schools in particular have come under increasing pressure. Malmesbury CE Primary School is full across most year groups. St Joseph’s Catholic Primary School is nearing capacity.

Malmesbury School (Secondary) has capacity for the foreseeable future.

The Wiltshire Core Strategy (Reference 1) is clear - “Consideration for primary school places as the existing schools in the town are close to capacity. Collaborative work to prepare a neighbourhood plan should also carefully consider how primary school capacity can be

satisfactorily resolved in a timely manner and integrated with any future housing growth.”

The MNSG Education Task Group joined up with the Malmesbury Education Review Group, which was set up by Wiltshire Council to investigate the best way forward in dealing with the Town’s Primary School capacity. The combined group investigated a number of possible solutions and concluded that the Neighbourhood Plan offered all parties the time and space to investigate further expansion plans in tandem with development, which are both affordable and sustainable. (Reference 2)

In the short to medium term it is unlikely that there will be a need for a new school in Malmesbury and the preferred option will be an extension of Malmesbury CE Primary School. Investigating this has the support of the Governors and the School’s leadership team.

5.1.2. Issues

The issues raised during evidence gathering and consultation in relation to education include:

- Primary Schools are at full capacity - further development will require further capacity equivalent to approximately two full forms over the plan period
- Some children in Malmesbury, through parental choice, attend schools outside Malmesbury

5. Supporting the community with key infrastructure improvements

- For people moving into Malmesbury it can be difficult to secure primary school places within the town
- School catchment areas are no longer ideally matched to the geographical spread of housing
- Any major housing development, if not linked to immediate primary school expansion will lead to significant numbers of Malmesbury children being bussed out to local village schools.



Malmesbury School – one of the town's two Ofsted 'Outstanding' schools

New residential development will bring additional demand for primary school places. Depending on the phasing of development over the plan period, this additional demand can either be addressed by expanding Malmesbury CE Primary School or by providing additional capacity at Lea & Garsdon School, which is outside the Neighbourhood Plan Area.

The Malmesbury Education Review Group has confirmed its latest position that a new primary school is not required as a result of the delivery of a minimum of 242 new homes (actual proposal 270) in Malmesbury. Instead educational contributions from new development will provide funds to extend Malmesbury CE Primary School as required.

Task 5.1: Monitor birth rate numbers on an ongoing basis to ensure that there is sufficient provision for Early Years and Pre-School

The MNSG and the Governors of Malmesbury CE Primary School are keen to investigate the opportunity to extend the existing two form entry school. For this to happen extra land will be required. Since the site can only expand to the west it would make sense to integrate with the Neighbourhood Plan's preferred site 3a & 15 and conclude the land allocation together (Reference 3). This is covered in more detail regarding Policy 1. This development is in line with National planning policy (Reference 4 and 5).

NB: This site also opens up opportunities for improved leisure facilities for both the school and the wider community resulting from partnership with Malmesbury Tennis Club (Reference 6).

The Malmesbury Education Review Group will continue to investigate options for the expansion of Lea & Garsdon School together

with any necessary catchment boundary changes.

5.1.3. Objective and Policies

Objective:	Policies:
<p>Create further primary school capacity in step with demand created by new housing development</p>	<p>Policy 11: Land is allocated for the expansion of Malmesbury CE Primary School in conjunction with land proposed for housing on sites 3A and 15 (see Policy 1).</p> <hr/> <p>Policy 12: Primary School expansion must be in step with the demand created by housing development.</p>

5.1.4. Objective: Create further primary school capacity in step with demand created by new housing development

Policy 11: Land is allocated for the expansion of Malmesbury CE Primary School in conjunction with land proposed for housing on sites 3A and 15 (see Policy 1).

For Malmesbury CE Primary School to expand additional land will be required. Since the site can only expand to the West it would make sense to integrate with the Neighbourhood Plan’s preferred site 3A & 15 and conclude the land allocation together.

Policy 12: Primary School expansion must be in step with the demand created by housing development

New development should be phased to synchronise with the potential expansion of Malmesbury CE Primary School so that additional demand for primary school places can be met.

5.2. Health and wellbeing – (Medical and dental)

5.2.1. Overview

Malmesbury is currently well served by the medical facilities provided by the Malmesbury Primary Care Centre. The new changes to the NHS are still not clear and they continue to evolve/change on a daily basis. From a patient perspective there will be very little change to the core GP services offered in terms of access and numbers of GPs and Nurses. In the longer term the Primary Care Centre may well be able to attract a few extra services to those that are currently supplied. Malmesbury already has far more in the way of facilities and services than many practices in the inner cities and deprived areas.

5.2.2. Issues

No key issues were identified relating to medical and dental provision.

5.3. Play parks and leisure facilities

5.3.1. Overview

The NPPF states that: “The planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities.” It also states that: “Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.”

The town of Malmesbury, which is the main centre of population in the Plan Area has five play parks all in good condition. Corston has a small play park maintained by the local Parish Council. It is currently serviceable but would benefit from a refresh of equipment.

This is already under consideration by St Paul Malmesbury Without Parish Council.

Malmesbury has a lively sports and leisure infrastructure provided by Wiltshire Council, Malmesbury Town Council, commercial interests and a wide variety of Sports Clubs working independently or in partnership.

- The Activity Zone - Leisure Centre
- Squash Court
- Fitness Suite/Gym
- Sports Hall
- Swimming Pool
- St. Mary’s Hall

- Youth Centre – run by the Youth Development Service – scheduled to have a skate park built in 2013.

Malmesbury is well catered for by local clubs that run sporting activities including:

- Youth Football – Red Bull, Sherston Road
- Malmesbury Victoria Adult Football
- Malmesbury Cricket Club
- Minety Rugby Club
- Malmesbury Tennis Club is situated off the main Tetbury Hill Road. It offers a range of activities and has a lively social calendar. The club has three courts, ample parking and a clubhouse. It has recently bought adjoining land and has plans to build more courts and a new clubhouse.

5.3.2. Issues

The following key issues have been identified in relation to Malmesbury’s parks and leisure facilities.

- The future of the Worthies as a major focus for sport and leisure
- The future of existing flood-hit facilities such as Malmesbury Victoria Football Ground, Malmesbury Boxing Club and Athelstan Players Drama Club
- The expansion of Malmesbury Tennis Club in conjunction with the development of sites 3 and 15 together with the expansion of Malmesbury CE Primary School
- There is no ‘campus’ or community hub/ general youth cafe facility in the area.

5.3.3. Objectives and Tasks

Objectives:	Tasks:
Ensure the Worthies are retained as a major focus for sports and leisure	Task 5.2: Confirm that the Worthies is protected by covenant
Secure the future of flood-hit facilities	Task 5.3: Engage with stakeholders and developers to secure the future of flood-hit facilities: Malmesbury Victoria Football Club, Athelstan Players, Malmesbury Boxing Club and the Malmesbury Youth Centre
Support Malmesbury Tennis Club expansion	Task 5.4: Ensure Malmesbury Tennis Club expansion is in harmony with development and Primary School extension
Support the provision of a campus or community hub/ general youth cafe facility in the area	Task 5.5: Engage with Wiltshire Council, Malmesbury Area Board and local groups to bring forward a campus project, to include a community hub and a general youth cafe.

5.3.4. Objective: Ensure the Worthies are retained as a major focus for sports and leisure

The Worthies is the home of Malmesbury Cricket Club. An area for Rugby pitches is available but the Rugby Club is not currently active; consideration to its revival is possible in the Plan period. The Worthies is also a valued open space for public events such as the annual Kite Festival and occasional national celebrations, e.g. Diamond Jubilee beacon and Fireworks. It is understood that the owner has covenanted that the area should continue to be used for these purposes.

Task 5.2: Confirm that the Worthies is protected by covenant

5.3.5. Objective: Secure the future of flood-hit facilities

The Malmesbury Victoria Football Ground, owned by Malmesbury Town Council, provides a pitch and clubhouse for the Football Club and also clubhouses for Malmesbury Boxing Club and Athelstan Players Drama Club. It

is well used although subject to flooding. Alternative accommodation for the three clubs is a possibility but no suitable site has yet been identified. Relocation of the Football Club would enable pedestrian and cycle access to be obtained to the riverside and potential development site. The Malmesbury Youth Centre is on an adjacent site and should be developed to incorporate the long-awaited skateboard facility. Significant engagement with landowners and developers will be required to achieve sustainable alternative locations for these community leisure facilities.

Task 5.3: Engage with stakeholders and developers to secure the future of flood-hit facilities: Malmesbury Victoria Football Club, Athelstan Players, Malmesbury Boxing Club and the Malmesbury Youth Centre

5.3.6. Objective: Support Malmesbury Tennis Club expansion

Task 5.4: Ensure Malmesbury Tennis Club expansion is in harmony with development and Primary School extension

5. Supporting the community with key infrastructure improvements

Malmesbury Tennis Club has contacted the MNSG and is keen to engage with the Neighbourhood Planning process in the light of proposed expansion of Malmesbury CE Primary School and the development of the preferred site 3A/15. The MNSG is keen to support this initiative.

5.3.7. Objective: Support the provision of a campus or community hub/general youth cafe facility in the area

Wiltshire Council's Campus Project has been rolled out across most of North Wiltshire, but not yet in the Malmesbury area. Engagement with Wiltshire Council via the Malmesbury Area Board and ongoing support for a local Campus would centralise and enhance local community facilities including a hub and general youth cafe which are not currently available.

Task 5.5: Engage with Wiltshire Council, Malmesbury Area Board and local groups to bring forward a Campus Project, to include a community hub and a general youth cafe

5.4. Utilities and Renewable Energy

5.4.1. Issues

Information and maps obtained from utilities companies indicate that the present gas, electricity, water and sewerage capacities are sufficient for the planned housing numbers. Any increase in housing numbers would require reconsideration of this position.



The Worthies is a valued open space for sport and public events such as the Kite Festival.
© Aerial Imagery - www.getmapping.com

5.4.2. Objectives and Tasks

Objective:	Tasks:
<p>Ensure that there is sufficient gas, electricity, water and sewerage capacity for the planned housing numbers</p>	<p>Task 5.6: Developments will be preferred close to existing gas and electricity networks with adequate capacity.</p>
	<p>Task 5.7: Domestic and small commercial use of solar energy will be encouraged where it does not conflict with Objectives stated in Volume II of this Plan.</p>
	<p>Task 5.8: Encourage small scale hydroelectric generation</p>

5.4.3. Objective: Ensure that there is sufficient gas, electricity, water and sewerage capacity for the planned housing numbers

Task 5.6: Developments will be preferred close to existing gas and electricity networks with adequate capacity.

The Site Selection criteria take this into account. Electricity distribution cables should be buried.

Task 5.7: Domestic and small commercial use of solar energy will be encouraged where it does not conflict with Objectives stated in Volume II of this Plan

The landscape covered by the Neighbourhood Plan including the Cotswold Area of Outstanding Natural Beauty is not considered suitable for wind turbines. There are, however, solar farms existing and under construction. These will be carefully monitored to ensure that they do not detract from the effectiveness of Objectives expressed in Volume II of this Plan . The use of solar panels incorporated into domestic and light industrial premises is encouraged, especially if they are an integral and unobtrusive part of the building design.

Task 5.8: Encourage small scale hydroelectric generation

Malmesbury has historically used its rivers as a source of power. The possible incorporation of micro-hydroelectric generation will be examined in conjunction with wider plans for river and flood control. In particular Cowbridge weir would appear to have sufficient flow and height for this purpose.

5.5. Cemeteries

Cemeteries fall under the jurisdiction of the Town and Parish Councils. There is sufficient capacity to cope with anticipated demand in the planning period.

5.6. Groundwater Control

5.6.1. Overview

Heavy rainfall in 2012 has demonstrated that groundwater control is an important issue for the town.

5.6.2. Issues

Ground water run off has caused some flooding to properties in Malmesbury.

5. Supporting the community with key infrastructure improvements

5.6.3. Objective and Task

Objective:	Task:
Ensure private land drains and ditches are maintained and act in concert with the publicly-maintained network	Task 5.9: Monitor existing land drains and ditches

5.6.4. Objective: Ensure private land drains and ditches are maintained and act in concert with the publicly-maintained network

Task 5.9: Monitor existing land drains and ditches

5.7. Parking and highways

5.7.1. Objective and Task

Objective:	Task:
Improve car parking and public transport to ensure the vitality of the Town Centre.	Task 5.10: Examine routing and stops of bus services, investigate on-street parking and layout of Cross Hayes and assess impact of additional car parking as a part of a possible supermarket development.

5.7.2. Objective: Improve car parking and public transport to ensure the vitality of the Town Centre

Task 5.10: Examine routing and stops of bus services, investigate on-street parking and layout of Cross Hayes and assess impact of additional car parking as a part of a possible supermarket development.

Car parking for both residents and visitors is a long term problem for the town.

In implementing the Neighbourhood Plan we must explore how parking provision and management can best support that plan’s objectives; in particular to strengthen the economy of Malmesbury Town Centre, enhance

its heritage and make the Town Centre a more attractive place to visit.

Cross Hayes will be assessed to see whether the public realm can be improved and parking managed to be more efficient. Should additional parking be provided as part of a supermarket development close to the town centre, the number of spaces in Cross Hayes might be reduced to enhance the environment for shoppers and visitors, making the centre a more attractive place to be and delivering a much greater benefit to town centre trade. In the longer term, the potential of redevelopment of businesses bordering Cross Hayes may be considered.

Additional work is envisaged to promote better use of the Long Stay Car Park (Station Yard), parking permits and on street parking provision in the town as a whole.

Community Transport Schemes to come forward through a Campus Project.

5.8. References

1. Wiltshire Core Strategy Presubmission Document February 2012 p.75 - 5.70
2. MNSG_Education_Provision_Evidence_0.2.doc
3. Malmesbury CE Primary School Governor's Meeting Minutes – FGM MINUTES 041012.doc
4. NPPF Page 10:38
5. NPPF Pages 17-18:72
6. MNSG_Leisure_Provision_Evidence_0.1.doc

6. Protecting Malmesbury's heritage and setting

6.1. Malmesbury's setting, architecture and townscape

6.1.1. Overview

The Malmesbury Neighbourhood Plan seeks to preserve and enhance Malmesbury's historic town and to ensure that it remains a major tourist attraction. To achieve this, the town's setting within countryside must be maintained.

6.1.2. Issues

The key issues raised during evidence gathering and consultation include:

1. A Settlement Setting Assessment should be used to evaluate and safeguard the most precious countryside around the town.
2. Any development must be in keeping with the existing built environment.
3. Aspects of the Town Centre require improvement.

6.1.3. Objectives, Policy and Tasks

Objectives:	Policy and Tasks:
Preserve and/or enhance the Town Centre	Policy 13: The Neighbourhood Plan Design Guide as set out in Volume II of this Plan should be taken into consideration in all developments to ensure a high quality of design that respects the specific character of Malmesbury Town and the surrounding area
	Task 6.1: Take note of the aims and objectives of the Conservation Area Appraisal and Management Plan
Enhance the landscape setting of the Town	Task 6.2: The Settlement Assessment must be used when considering new development within Malmesbury Town and the Conservation Area Management Plan should be referenced.
Encourage the conservation and use of natural assets	Task 6.3: Investigate extending and improving footpaths and cycle ways
	Task 6.4: Ensure the biodiversity of the river valleys is maintained



The town's setting within the countryside must be maintained.

6.1.4. Objective: Preserve and/or enhance the Town

Policy 13: The Neighbourhood Plan Design Guide as set out in Volume II of this Plan should be taken into consideration in all developments to ensure a high quality of design that respects the specific character of Malmesbury Town and the surrounding area.

Through a number of consultation events, surveys, workshops, etc the people of Malmesbury have expressed concerns about the character, form and quality of recent development in and around the town and have stated a desire to improve standards. Both national and local planning policy recognise the importance of high quality design that responds to specific characteristics and the site, area and wider town settings. Policy 13 and Volume II of the Plan take forward the objective of the Wiltshire Core Strategy core policy 57 to enhance local distinctiveness.

Volume II of this Plan – Design Guide: Place Making and Quality Design – contains a number of provisions written and selected for the Plan Area to institute high quality design of buildings and public spaces. It also incorporates the Urban Spaces Policy for the Town.

Task 6.1: Take note of the aims and objectives of the Conservation Area Appraisal and Management Plan

Wiltshire Core Strategy core policy 58 ensures the conservation of historic environments in planning decisions. These existing Supplementary Planning Guidance documents inform important policies for governing development within the Conservation Area. However the text of both these documents were mainly written in 2003 and cursorily reviewed two years later when the adoption process began although the Management Plan was not finally adopted until 2010. Volunteers from the

6. Protecting Malmesbury's heritage and setting

Malmesbury and District Conservation Group have offered to update the documents and Wiltshire Council must be persuaded to support the review.

6.1.5. Objective: Enhance the landscape setting of the town

Task 6.2: The Settlement Assessment must be used when considering new development within Malmesbury Town and the Conservation Area Management Plan should be referenced

6.1.6. Objective: Encourage the conservation and use of natural assets

Task 6.3: Investigate extending and improving footpaths and cycle ways

The network of public and permissive footpaths existing in and around Malmesbury for recreation and access should be extended where possible. The River Walk is well established and can be extended to Back Bridge if the development of the area to the west of the football field, Primary School and Tennis Club goes ahead.

Task 6.4: Ensure the biodiversity of the river valleys is maintained

The riverbanks have been designated as a County Wildlife Site and other parts of the river valleys which should not be disturbed are shown in the Settlement Assessment and Conservation Area documents.

6.1.7. References

1. Malmesbury Neighbourhood Plan Volume II – Design Guide
2. Malmesbury Conservation Area Management Plan (adopted 2010)
3. MNSG Settlement Assessment v1.0, 13-Feb-13



Malmesbury Abbey set on the hill top at the heart of the town

7. Using the 'Community Infrastructure Levy' to benefit our community

"We will make proposals about how planning gain (Community Infrastructure Levy) monies should be spent."

MNSG Objective 30-Apr-12

7.1. S106 and CIL

7.1.1. Planning gain from supermarket development

In early 2012 Malmesbury Town Council, Malmesbury St Paul Without Parish Council and Malmesbury and District Chamber of Commerce held an open day to consult with the community regarding how S106/CIL money, derived through development of a supermarket, should be spent (Reference 1).

The conclusions drawn from these consultations are detailed below:

1. Town Centre Fund

That the developer provides funding for a substantial Town Centre Fund to be paid over a period of five years.

This fund would be managed by a trust, formed by Town Council, Chamber of Commerce, Residents Association, other retailers, the Store Operator and an independent expert in Town Centre planning and development. Some key areas to be addressed would be:

- Funding of projects to enhance the vitality and viability of the Town Centre

- Increasing visitor footfall on the High Street
- Funding for Town Centre events
- Town Centre refurbishment, including shop front improvement
- Support for start up businesses
- Improvement to the Farmers' Market
- Food and other local goods prominently sold in the applicants' stores
- Negotiations of restrictions on the goods and services that a store may sell.

Rationale: The Town Centre will be dramatically affected by the development, in particular the High Street. The Fund can be used to lessen this impact and give long term sustainability to the Town Centre as the social and commercial heart of Malmesbury.

2. Subsidised car parking

That the developer provides funding for free car parking all day in the Long Term Car Park, and one hour free plus subsidised in the Short Term Car Park.

This fund would to cover the loss of income from the car parks. Key areas to be addressed would be:

- Free, all day car parking in the Long Term Station Yard Car Park
- First hour free in the Short Term Car Park (Cross Hayes), further hours subsidised

- Funding for measures to encourage overnight resident and visitor parking in the Station Yard Car Park.

Rationale: The Town Centre will be dramatically affected by the development, in particular the High Street. One of the factors in encouraging visitor and shoppers to the High Street is the ability to park easily and without charge. This will lessen the impact of the development and give long term sustainability to Town Centre.

3. Non-vehicular access

That the developer provides funding for improved footpaths, cycle paths, pavements and crossings within the town and the surrounding villages improving non-vehicular access to any store and the Town Centre.

This fund, used on the advice and guidance of local groups, and managed by a committee of interested groups would be used to improve access and increase safety on non-vehicular routes into the High Street and to any store. Some suggested uses would be:

- Complete and improve footpaths and cycle paths from local villages to the store and into the Town Centre
- Repair and improve pavements within the town
- Add pedestrian crossings to improve safe access to town.

Rationale: The Town Centre will be dramatically affected by the development, in particular the High Street. One of the key areas in encouraging local shoppers to the High Street is its easy access by safe non-vehicular means. Further, access to a development from the town's outskirts and neighbouring villages, and then into the town, will encourage non-car journeys. That would ease parking problems and is environmentally friendly.

4. Environmental Fund

That the developer provides funding for an environmental fund, to be used to combat any issues caused by the development on the local environment.

This fund, managed by a committee made up of local conservation and environmental groups, the Store Operator, the Town Council and experts as required, would be used to offset the impact of the development on the local environment. Possible areas of activity would be:

- Limit light & noise pollution
- Assess and reduce any flooding risk (including defences)
- Contribute to renewable energy initiatives within the town or local villages
- Contribute to sustainable development within the town or local villages
- Support local groups such as Malmesbury River Valleys Trust and Malmesbury Conservation Trust
- Environmental education initiatives and local food growing initiatives
- (In addition to the above, there may be special environmental mitigations / measures agreed regarding any development behind Avon Mills.).

Rationale: The environs of the town will be dramatically affected by any development. This fund will be used to offset such impact and ensure that the unique and historic nature of the town is maintained. It will also be used to protect local flora, fauna and river valleys.

5. Vehicular access

That the developer provides funding for improved bus services within the town and the surrounding villages linking the main areas of housing and the Long Term Car Park to the Town Centre.

This fund, perhaps over a period of 5 years, would be used to augment and improve the current services. Some suggestions are:

- More regular services throughout the day within the town
- More regular services giving easy access from local villages
- Better routing, providing easy access to the Town Centre from all parts of town and surrounds
- Link from the parking at the development into the Town Centre.

Rationale: The Town Centre will be dramatically affected by the development, in particular the High Street. One of the key areas in encouraging local shoppers to the High Street is the ability to easily access the High Street by using public transport. This can lessen the impact of the development and give long term sustainability to the High Street, it will also ease parking problems and is environmentally friendly.

7.1.2. Planning gain aspirations from Prince's Foundation workshops

Building on the above work, the aspirations for S106 contributions were looked at in the Prince's Foundation Workshops Spring 2012 (Reference 2). The conclusions drawn from these consultations are detailed in the table on the following page. Pursuing these is currently work in progress.

7.1.3. Other planning gain aspirations

Voluntary S106 agreements with developers could encourage local recruitment and provision of training. The benefits of such an initiative could include:

- Reduction of social exclusion by offering first, employment to unemployed people and disadvantaged communities training and employment
- Reduction of short, medium and long term local unemployment by improving the skills base of local unemployed people
- The creation of a locally recruited workforce which will minimise travel to work distances, thereby reducing traffic and associated traffic emissions
- Improvement of training outcomes due to the link with jobs
- Allowing developers to ensure community involvement within a development proposal, fostering an increased sense of 'ownership'.

Future S106 contributions from any new infill development in Corston should go to fund the installation of a controlled crossing to replace the present inadequate unmarked crossing.

Town Centre Improvements Table from Prince's Foundation report

Improvements	Attractions	Amenity	Access Movement	Actions
Short term (<1 year)	<p>Cinema (publicise better).</p> <p>Pilot extended opening hours re shops, e.g. late shopping Thursday</p> <p>More markets/special events.</p> <p>Pop-up shop for youth initiatives, e.g. art.</p>	<p>Improved/ rationalised street furniture.</p> <p>Drafting of Signage/ Shopfront guidance/ strategy.</p> <p>St John's Bridge area – youth design project.</p>	<p>Electric hopper bus.</p> <p>Identify/specify cycleway and footpath improvements.</p>	<p>Instigate Town Team Town Centre Manager – consider role and job description.</p> <p>Food initiative</p> <p>Supply chain multiplier (advertise/ encourage).</p> <p>Information updates (newsletter/email/ web).</p> <p>Investigate parking management strategy.</p>
Medium Term (<5 years)	<p>Arts Centre</p> <p>Community Hub – Youth focus.</p> <p>Start-up Community Retail initiative (competition-led?).</p> <p>Encourage diversified evening economy – restaurants, pubs, café, cultural, leisure uses, etc).</p>	<p>Public realm improvements, e.g. Town Hall and Southgate up to the High Street – smart phone app/info tags.</p> <p>Implement St John's Bridge improvements.</p> <p>Build new footbridge across river at Old Station Yard.</p> <p>Improvements/ extend use of the Rec WC building.</p>	<p>Investigate opportunity to temporarily pedestrianise the High Street from Market Cross to St Dennis Lane for special events.</p> <p>Implement parking management strategy.</p> <p>Lighting improvements – Oxford Street/Old Station Yard</p> <p>Deliver new parking site(s).</p>	<p>Town Centre Manager in role.</p> <p>Conduct Tourism Strategy.</p> <p>Malmesbury Seal/£ Initiative.</p> <p>Town Forum (if no town team).</p> <p>Network the town (regionally, nationally, internationally), e.g. 'Slow Town'.</p> <p>Broaden potential acceptable use classes within the Town Centre.</p>
Long Term (>5 years)	<p>Co-location of strategic use clusters (e.g. services, fashion, convenience, etc).</p> <p>New community building at White Lion Park.</p> <p>Bring Cloister Gardens up to the standard of Abbey Gardens.</p>	<p>Implement public realm improvements at the Market Square and other appropriate locations</p>	<p>Strategic Pavements/ Roads rejig, e.g. narrow running track along High Street to slow traffic and increase width of pavement to enhance pedestrian experience</p> <p>Buy car parks</p> <p>Implement new cycle ways.</p>	<p>Town Centre Asset Management Strategy.</p> <p>Retail business advice/ training/ mentoring/ apprenticeships.</p> <p>Malmesbury 'the Brand'.</p>

7. Using the 'Community Infrastructure Levy' to benefit our community

7.1.4. Objective and Task

Objective:	Task:
Investigate and make proposals re S106 and CIL contributions where appropriate	Task 7.1: Monitor development and continue to engage with developers, Wiltshire Council and the appropriate Parish Council to put forward proposals for S106 and CIL contributions

7.1.5. Objective: MNSG will investigate and make proposals re S106 and CIL contributions where appropriate.

Task 7.1: Monitor development and continue to engage with developers, Wiltshire Council and the appropriate Parish Council to put forward proposals for S106 and CIL contributions

7.1.6. References

1. Malmesbury Town Council, St Paul Malmesbury Without Parish Council and Malmesbury and District Chamber of Commerce – Report of the Section 106 Consultation Working Party, 30th January 2012
2. Prince's Foundation's Community Planning Workshop Report (March 2012)



