

Planning For Royal Wootton Bassett

July 2023

Introduction

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

Policy	Title
47	Royal Wootton Bassett Market Town
48	Land at Marsh Farm
59	Land at Midge Hall Farm
50	Land West of Maple Drive
51	Land at Woodshaw

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

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

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

Royal Wootton Bassett - Context and challenges

Population	13,600	8th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary, enhance their services and facilities, promoting better levels of self-containment and viable sustainable communities.

Environment

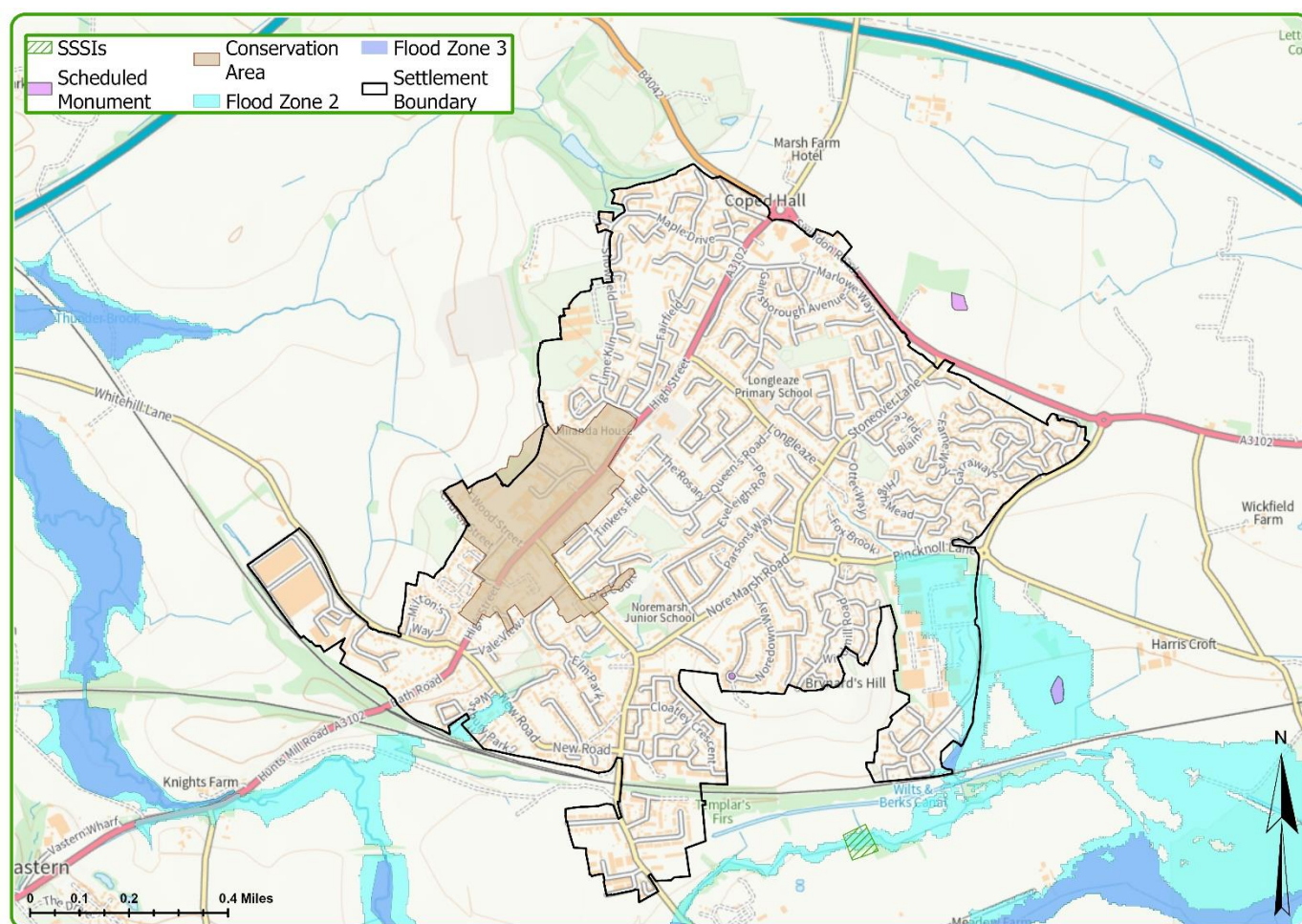


Figure 1. Environmental constraints and designations at Royal Wootton Bassett

Royal Wootton Bassett lies in the north-eastern part of Wiltshire, to the north-east of Chippenham and close to administrative boundary with Swindon.

¹ [Census 2021, ONS](#)

The town is in proximity of the North Wessex Downs Area of Outstanding Natural Beauty (AONB). Expansion of the settlement must conserve its landscape having regard to the AONB's setting. The escarpment to the west of the town prevents large scale development due to elevated ground and visual effects of development. To the south, the rail line constitutes a man-made barrier and there are few crossing points into the town. There is also a Mineral Safeguarding Area in respect of the Rail Aggregate Depot.

To the south-east, flood plains are an obstacle to development. To the north and east, the open countryside and the M4 motorway separate Royal Wootton Bassett from Swindon. The M4's potential effects in terms of noise pollution are a factor in planning for the town.

The town centre area is covered by a Conservation Area. The High Street is a reasonably wide and attractive street which is lined by many attractive two and three storey properties along its entire length. Many of these properties are pre-war and a reasonable proportion of these are nationally listed. One of the most iconic buildings in the town centre is the Town Hall Museum which is located in the southern part of High Street in the central part of the highway.

How has Royal Wootton Bassett developed?

The record of housing delivery at Royal Wootton Bassett to date has notably exceeded planned levels over the WCS plan period. Most recent developments occurred to the south and south-east of the town: Brynard's Hill and Lower Woodshaw, Interface Business Park, and Whitehill Lane Industrial Estate. Developments elsewhere, at St Ivel and Rylands Sports Field, complement these.

A proposed housing allocation to the north-west on land at Maple Drive was not endorsed through the neighbourhood plan examination but remains a consideration.

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

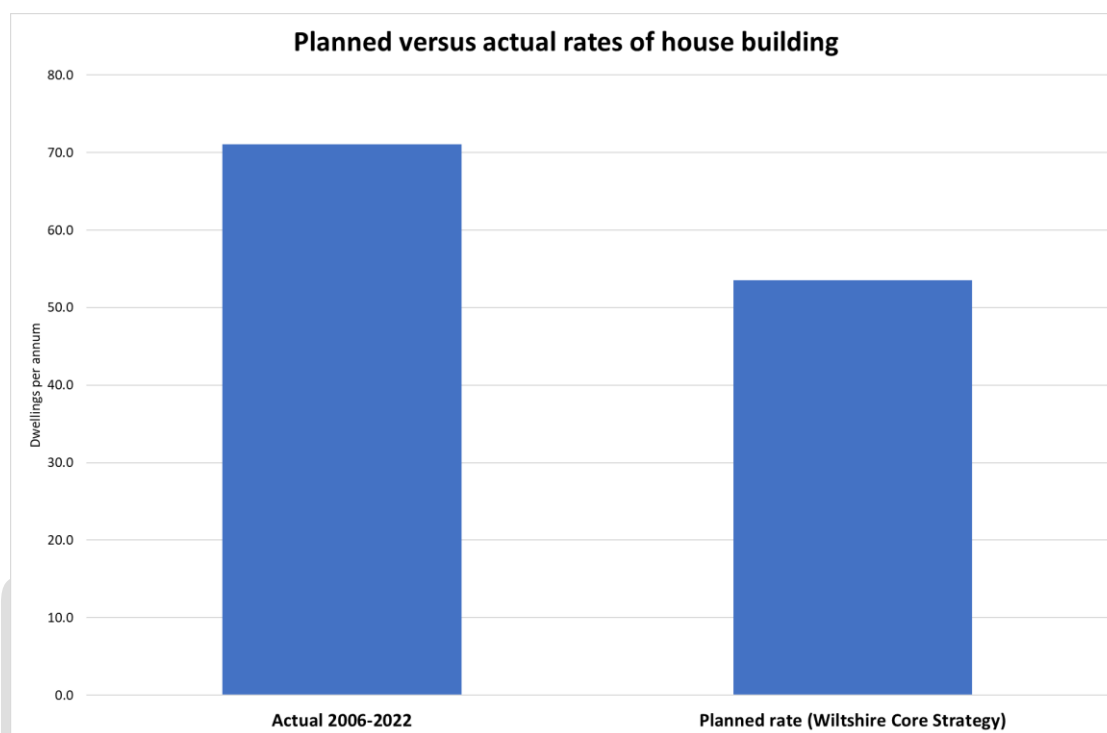


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Royal Wootton Bassett.

In employment terms, the Administrative and Support Service sector has seen high growth over the period and is a large employer in absolute terms. The Wholesale & Retail Trade **Error! Bookmark not defined.** sector is also a significant employer in the area in absolute terms. However, housing growth has not been matched by the employment growth envisaged in the Wiltshire Core Strategy.

Interface Business Park is a successful site, home to several larger employers in sectors including logistics, business services and IT. It has only one vacant plot remaining. The Core Strategy allocation at West of Templar's Way is currently subject to an employment proposal. Land at Junction 16 (logistics) and to the south of the town is being promoted for additional employment development. To meet the demand within the wider Functional Economic Market Area, additional employment sites of 6.2 hectares are needed at Royal Wootton Bassett over the plan period according to the Employment Land Review 2023².

The town centre has benefited from regeneration projects in recent years, including provision of a new library and the completion of improvements to Royal Wootton Bassett Leisure Centre as part of the Community Campus and Hub programme. The reopening of the refurbished leisure centre completes the overall project, which also included work to the Royal Wootton Bassett Community Hub and Beversbrook sports facility.

² Wiltshire Employment Land Review, (Hardisty Jones Associates, 2023)

Up until recent times the main large food store in Royal Wootton Bassett was the Sainsburys in the Borough Fields Shopping Centre. Several years ago, a proposal for a large Tesco supermarket on the western edge of the town was refused permission although the Council has now granted permission for a new ALDI food store to convert the former Grange Land Rover garage/showroom. This store is now trading.

The Wiltshire Retail and Town Centres Study (WRTCS)³ concludes that, overall, Royal Wootton Bassett is a reasonably healthy town centre with vacancies falling. The trend in the proportion of different types of retail and service uses follows the national average. Evidence suggests that leakage primarily to Swindon will continue to constrain the amount of retail floorspace which can be provided and sustained in Royal Wootton Bassett, but any additional provision must be very carefully considered to ensure that the health of the town centre is protected. There is limited opportunity for additional comparison goods floorspace.

Nonetheless opportunities for regeneration remain, and further development in Royal Wootton Bassett should be focused on supporting investment in services and improvements in the town centre. A new Asda Express, on the site of a former petrol station, is one example.

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

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

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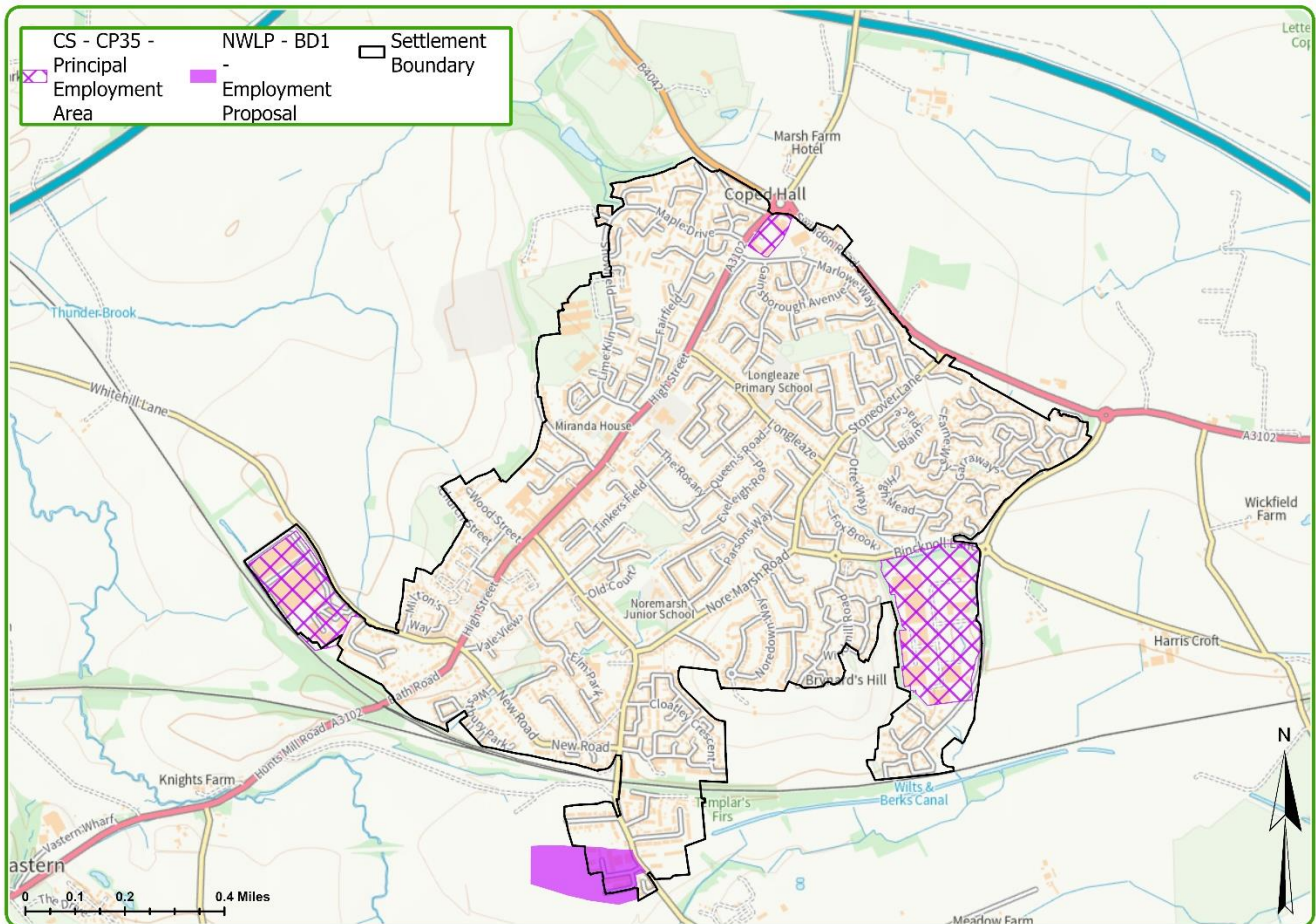


Figure 3. Currently major planning permissions and development plan commitments at Royal Wootton Bassett.

Planning to 2038

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

There are vulnerabilities at Royal Wootton Bassett due to housing development pressures, and the imbalance of homes and jobs. Recent housebuilding needs to be balanced with additional investment in business, infrastructure and services for the local community whilst also maintaining a strong town centre.

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

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Infrastructure needs: promoting infrastructure improvements in tandem with residential development to secure increased education, healthcare, and cemetery capacity

PSP2 Employment land: provision of additional employment to improve self-containment

PSP3 Sustainable communities: Infrastructure improvements to promote and encourage non-car travel and maximise the use and availability of sustainable modes of transport to improve connectivity with the town centre and strengthen sustainable transport links with Swindon and other surrounding towns and villages (achieved through improves cycle links, bus services and potentially a park and ride facility)

PSP4 Transport: maintaining capacity at Junction 16 of the M4 and surrounding strategic road network throughout the Plan period and investigating new opportunities to better manage and mitigate against levels of congestion on the local road network and town centre (achieved through meeting the objective of point 3 and including the possibility of a bypass)

PSP5 Rail connectivity: safeguarding land for the potential future delivery of a Swindon Parkway Station

PSP6 Town centre: delivering development that protects the distinct character and identity of the town and recognises, and is sensitive to, its proximity to Swindon

PSP7 Historic environment: maintaining the town's elevated historical setting and central conservation area

PSP8 Green and blue infrastructure: conserving and enhancing environmental assets around Royal Wootton Bassett and green & blue infrastructure within and adjoining the town (such as a new town park, country park, and allotments)

PSP9 Canal restoration safeguarding the historic alignment of the Wiltshire and Berkshire Canal and taking forward its restoration.

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

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

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

Scales of growth at the town, as set out in the Revised Spatial Strategy⁴, respond to concerns about the imbalance of homes and jobs at Royal Wootton Bassett.

Fresh employment land would provide an opportunity to address the imbalance. The spatial strategy for Royal Wootton Bassett reflects the findings of an Employment Land Review⁵, which concludes there is an indicative forecast demand for around 6ha of employment land at the town (comprising 0.8-2.1ha for office and 4.1ha for industrial).

The new strategy identifies a requirement of 1340 homes for the plan period 2020 to 2038. A reduction in rates of house building at Royal Wootton Bassett compared to the Wiltshire Core Strategy is justified moving forwards.

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

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

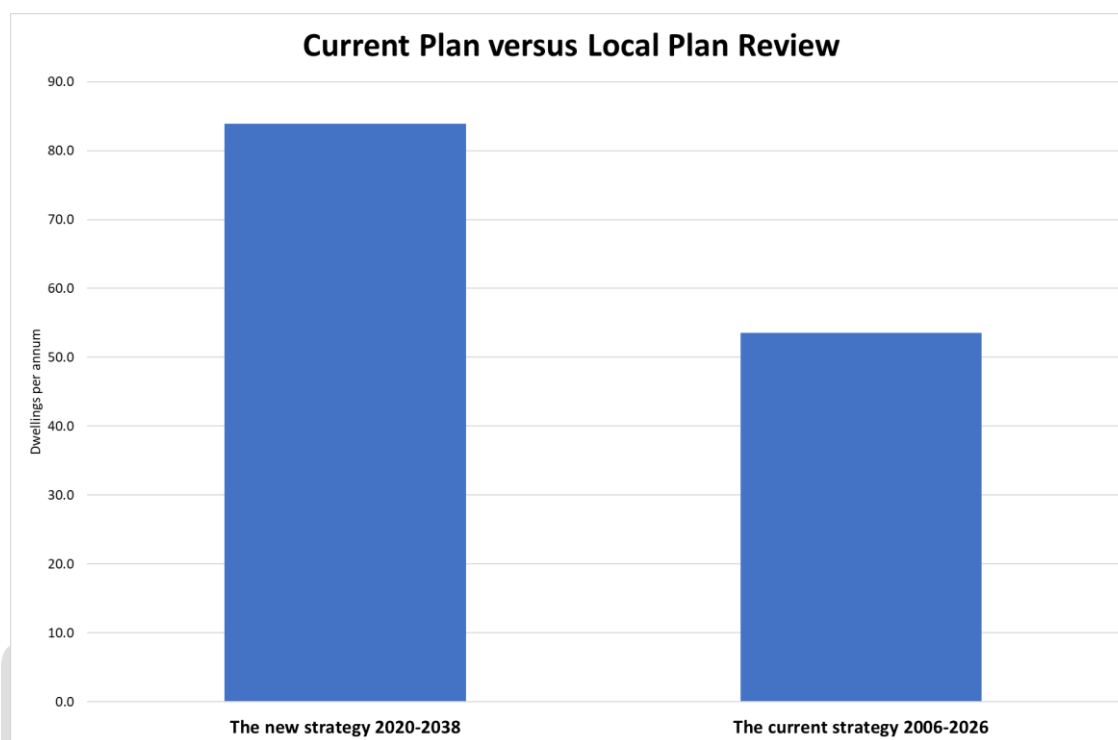


Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Royal Wootton Bassett.

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

Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 3, 4 and 6 (above) that seek these outcomes.

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

Local Plan Proposals

Protecting the environment

Royal Wootton Bassett is not significantly constrained in environmental terms when compared with other towns in the area. The town's location within the setting of the North Wessex Downs AONB, its topography to the northwest, and flood zones to the south are the

main environmental constraints to outward expansion. These are recognised in this proposed Local Plan.

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

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

How many more homes?

The reduced scale of growth over the plan period (see above) is a result of deducting the homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 1230 homes to be accommodated at Royal Wootton Bassett up until 2038.

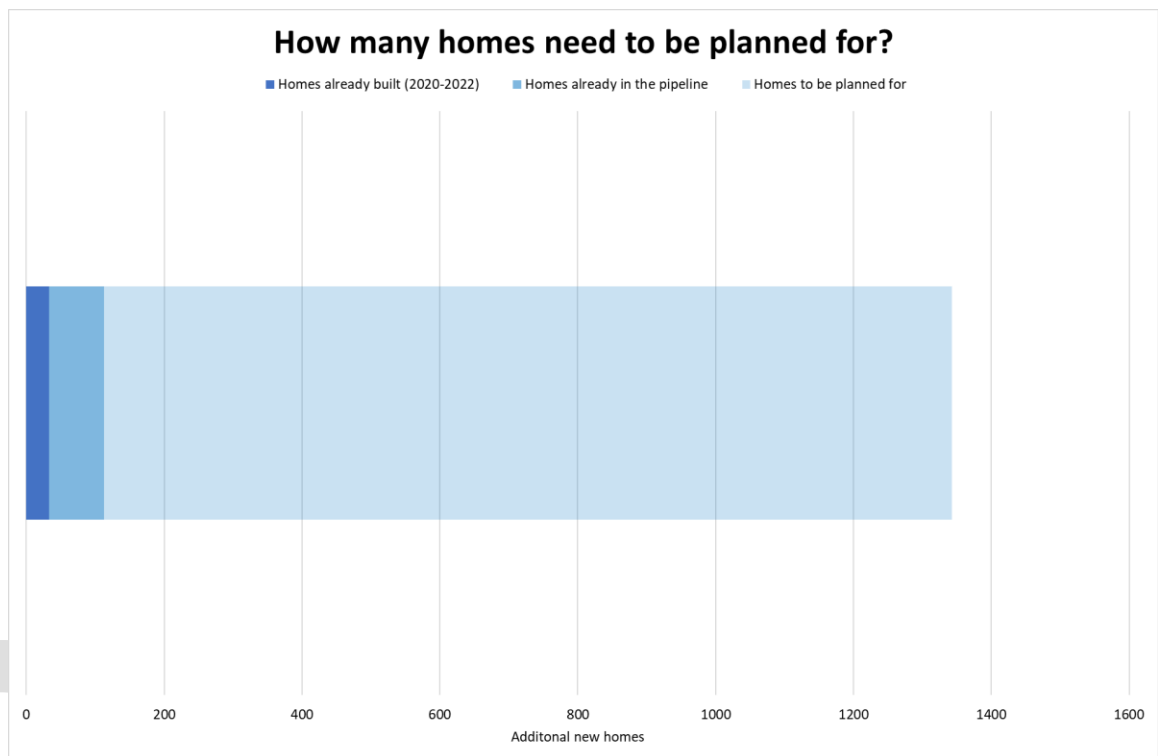


Figure 5. Calculating how many homes need to be planned for at Royal Wootton Bassett.

Selecting sites

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

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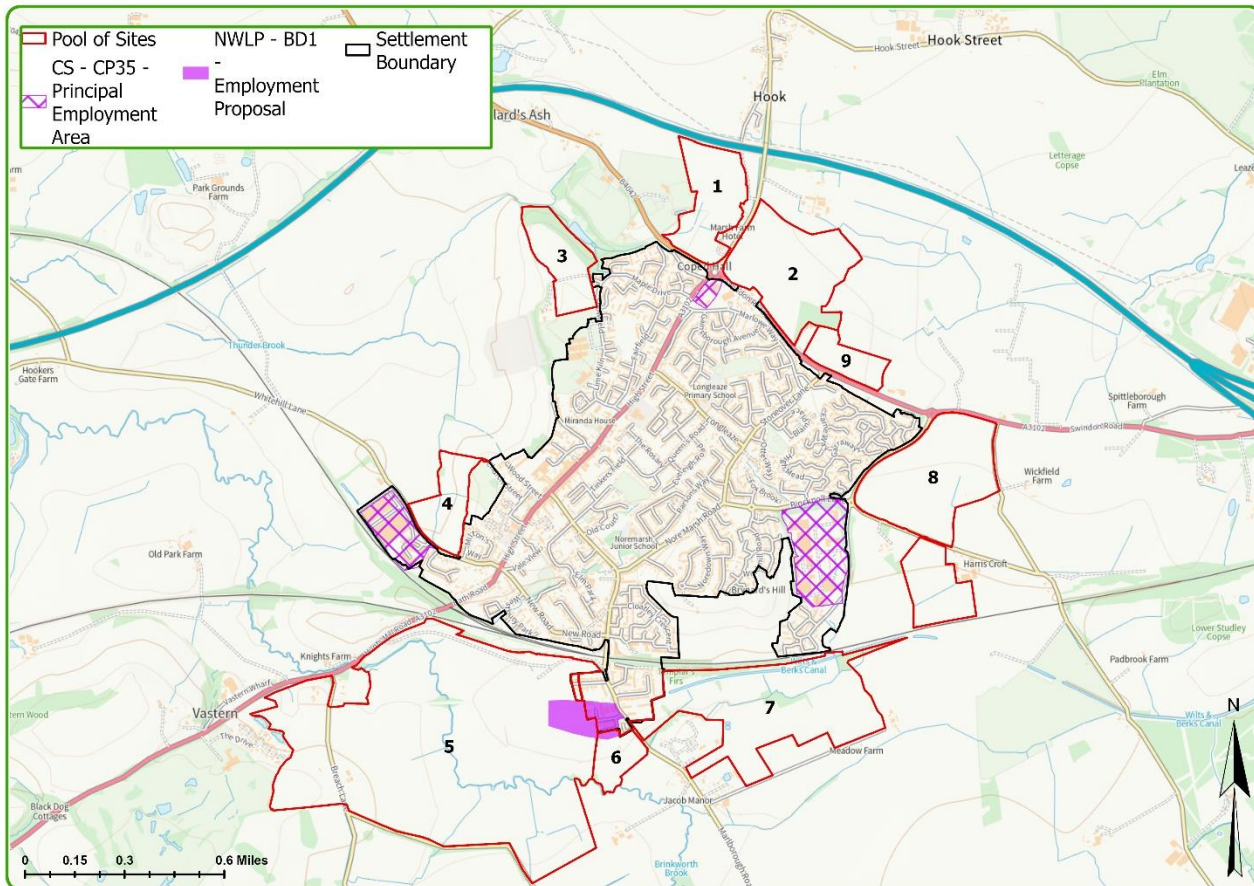


Figure 6. The pool of sites for sustainability appraisal at Royal Wootton Bassett.

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

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

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

The Sustainability Appraisal showed that none of the 9 sites are considered likely to have 'major adverse effects' whereby mitigation is unachievable. All sites had a range of negative

⁶ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

environmental effects. All sites must be impact tested in regard to Junction 16 of the M4 to determine any necessary capacity enhancements.

Sites 4, 2, 5, 8 are considered the most sustainable sites when assessed against objectives in the Sustainability Assessment Framework. Sites 1, 3, 6, 7 and 9 are considered the least sustainable.

All sites were then evaluated according to how well they could support the PSPs. All sites are considered to have weaknesses in terms of highways capacity and improvements.

Site 4 is relatively small which generally limits development potential. Similar to Sites 5 and 8, it is away from the town centre on the periphery of the town with limited potential to use and improve sustainable transport modes. Like all sites to the south of the railway, Site 5's score is dependent on the delivery of a bypass, and while it is large, its capacity would be reduced due to landscape and flood risk mitigation. Sites 2 and 8 generally score well against the PSPs but will have limited opportunities to mitigate levels on congestion. However, they could both deliver mixed-use and necessary mitigation measures due to their size.

Looking at the bottom five performing sites from the Sustainability Appraisal, all sites have weaknesses in transport terms. Site 9's size means that it may not have capacity to incorporate mitigation measures and mixed-use development. While Site 3 is also relatively small, it could provide a small-scale extension to the town and be well contained in the landscape.

Overall, all sites to the south of the railway perform poorly in transport terms due to their distance from the town centre, constraints of the local highway network to connect them to the town centre, and evidence that a required bypass is not feasible at this stage. This explains why most sites to the north of the railway perform better overall, despite some weaknesses identified against the SA objectives and the PSPs. As a result, sites 1, 2, 3 and 8 are proposed for allocation in the Plan:

- Site 1: Land at Marsh Farm
- Site 2: Land at Midge Hall Farm
- Site 3: Land West of Maple Drive
- Site 8: Land at Woodshaw

What development is proposed?

The preferred sites will contribute approximately 1,080 homes to meeting the residual requirement of 1,230 homes. In due course, a review of the Royal Wootton Bassett

Community Neighbourhood Plan is intending to allocate additional land for development (as below). Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review.

The Employment Land Review identified the need for additional employment land in the M4/Swindon Functional Economic Market Area. The revised spatial strategy for Royal Wootton Bassett identifies a total of approx. 6.2 ha of additional employment land for the town. There is current supply of 5.1ha in the form of permissions and completions, so the Plan proposes an additional net employment land requirement of 1.8 ha in the interest of flexibility. In combination, the proposed site allocations can meet the scale of residual requirements for both new homes and employment that should be planned for.

Site 1: Land at Marsh Farm

Use	Scale/Area
Residential	150 homes
<p>Development restricted to central section of the site with undeveloped areas to the north, east and south.</p> <p>The site is to be served by way of a single access from the B4042 Malmesbury Road with secondary access points from Hook Street tested at application stage.</p> <p>Improvements to cycling and walking routes through the site to link to the existing network</p>	

This greenfield site lies on the northern edge of Royal Wootton Bassett, within the parish of Lydiard Tregoze. The site is relatively flat with some gentle contours. The site is currently in agricultural use. It is situated on land around the Gerard Buxton Sports Ground, lying to the north-east of the B4042, extending northwards to the M4 motorway beyond which lies the Small Village of Hook. There is varied landscaping around the site’s perimeter, with hedges demarcating the existing field pattern and some mature trees. There is a Tree Preservation Order existing on a group of trees on the northern part of the site. The Jubilee Lake Local Nature Reserve lies to the south-west of the site. The south-eastern edge of the site adjoins a Grade II Listed property at Marsh Farm Hotel.

The main role of this site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected to the town centre; approximately 1km for walking and cycling and there are already regular bus services on Malmesbury Road. Residents would be able to visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. There are food store facilities and the Coped Hall Principal Employment Area within walking distance. The proposal strongly supports Place Shaping Priorities for housing and infrastructure, employment, green and blue infrastructure, and to a lesser degree sustainable transport choices.

The amount of housing provides good scope to provide a mix of housing types, including a proportion of affordable homes (PSP1).

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

- Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration – both during construction and operational phases. The site partly adjoins the M4 motorway and the B3102 which could give rise to noise impacts. This would need to be mitigated through appropriate site design and layout.
- The setting of the Grade II Listed Marsh Farm Hotel building will need to be respected in the site layout.
- In landscape terms, development to the north should be limited to retain the separation with Hook. On site, hedgerows and tress should be maintained to contribute to the local green infrastructure network including buffers to development to maintain separation from Hook and the rural landscape to the north of the M4 motorway.
- Works would be required to the highway of the B4042 to provide tunnels for newts and other wildlife to move between the on site green spaces and the County Wildlife Site.
- On site green spaces are required to take pressure off the County Wildlife Site and Local Nature Reserve at Jubilee Lake.
- An alternative access point on the road to Hook or secondary lower grade access from the B4042 should be tested at application stage.
- Widening of footway on northern side of Malmesbury Road is required to meet LTN 1/20 standards.
- Improvement or replacement of existing controlled pedestrian crossing and improved cycle access to Old Malmesbury Road.
- Enhancement of bus stops on Malmesbury Road and/or Marlowe Way.
- Improvement of connectivity to Marlowe Way Bus Stops.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.

- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Further investigation is needed into the survival and extent of ridge and furrow earthworks in the eastern site area. Mitigation could involve avoiding ridge and furrow earthworks in site layout.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.
- Deliver significant investment in foul water capacity in the area.

Site 2: Land at Midge Hall Farm

Use	Scale/Area
Residential	415 homes
Employment	Approx 1.8 ha
Education	2FA Primary School
Retail/Service	Local Centre
<p>Site to be accessed via A3102 Swindon Road and C Class Coped Hall Road.</p> <p>Improvements to internal and external cycling/walking routes and infrastructure, and re-routing of bus service.</p> <p>Reduction of developable area required to avoid coalescence, heritage asset impacts and maintain buffer to M4 motorway.</p> <p>Internal flood risk mitigation and foul water sewer buffering required.</p>	

This greenfield site lies on the northern edge of Royal Wootton Bassett, within the parish of Lydiard Tregoze. The site is relatively flat with some gentle contours. The site is currently predominantly in agricultural use, and also includes a copse of woodland close to the adjoining property Elmcroft. Some overhead cables cross part of the site. The site lies to the north of the A3102 Swindon Road and to the north lies the Midge Hall Farm complex, close to

the M4 motorway. Midge Hall is a Grade II Listed property. The southern edge of the site is characterised by the existing built edge of the settlement comprising residential and commercial uses. The western edge of the site abuts a Grade II Listed property at Marsh Farm Hotel. There is varied landscaping within and around the site's perimeter, with hedges demarcating the existing field pattern and some mature trees. A Scheduled Monument at Church Hills borders the site's southern edge. The site is intersected by several public rights of way.

An imbalance of homes and jobs is a key issue at Royal Wootton Bassett. Providing additional employment land is an important component that helps to address this. The site is of sufficient size to enable provision of up to 1.8 ha of employment development.

As with Site 1, this site is reasonably well located in terms of access to the town centre and the potential for sustainable travel modes, with bus stops approximately 150m away via on site public rights of way. It is also well related to existing and new homes, as well as businesses at Coped Hall Principal Employment Area. There is also a relatively new supermarket on the opposite side of the road, which would significantly enhance the sustainability of the site. The proposal supports Place Shaping Priorities for housing and infrastructure, employment, green and blue infrastructure, and scores neutral against sustainable transport choices. Additional mitigation may be required to mitigate against levels of congestion on the local road network and town centre.

Therefore, in terms of non-car modes of travel, the development must directly improve bus, pedestrian and cyclist infrastructure to improve access to the town centre, local schools, Swindon and beyond. This will be a critical requirement for this development.

Land for a new 2FE Primary School is to be reserved on site to meet education requirements from new development at the town. A local centre is also proposed to be part of the development.

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

- The site is close to the M4 motorway and the B3102 which could give rise to noise impacts and may need to be mitigated through appropriate site design and layout.
- Recreational pressure on local wildlife sites and nature reserves is to be mitigated through on-site natural green spaces that could aid the delivery of a strategic network of green and blue infrastructure.
- Landscape buffers to the M4 to the north and Midge Hall will be required to mitigate impacts such as coalescence with Hook and on the Grade II listed building.

- Retention of hedgerows and trees as part of a mature landscape framework that contributes to the local green infrastructure network and provides appropriate buffers to development.
- Further investigation will be needed into the survival and extent of water meadows within the site. Mitigation could involve avoiding water meadows in site layout and incorporating historic landscape elements such as field patterns, hedgerows and mature trees.
- Retention of public footpath links through the site.
- Buffers to watercourses and sewer crossing the site.
- Improvements to the No.55 bus service is key to the sustainability of the site in the early phases and includes enhancement of and connectivity to bus stops on Marlowe Way. Later phases of development may require partial diversion of the 55 service with bus stops internal to the site.
- There is little or no pedestrian/cyclist infrastructure along Swindon Road and this will need to be directly addressed by the development. This must include incorporation of footpaths LTRE 15 and 16 into the masterplan; improvements to Public Rights of Way WBAS11 and widening of the footway on northern side of Swindon Road to meet LTN 1/20 standards.
- Provision of a controlled pedestrian crossing and improved cycle access to the A3102 leading to the High Street will also be required.
- Land for a new 2FE primary school is to be reserved within the development.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.
- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.
- Deliver significant investment in foul water capacity in the area.

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

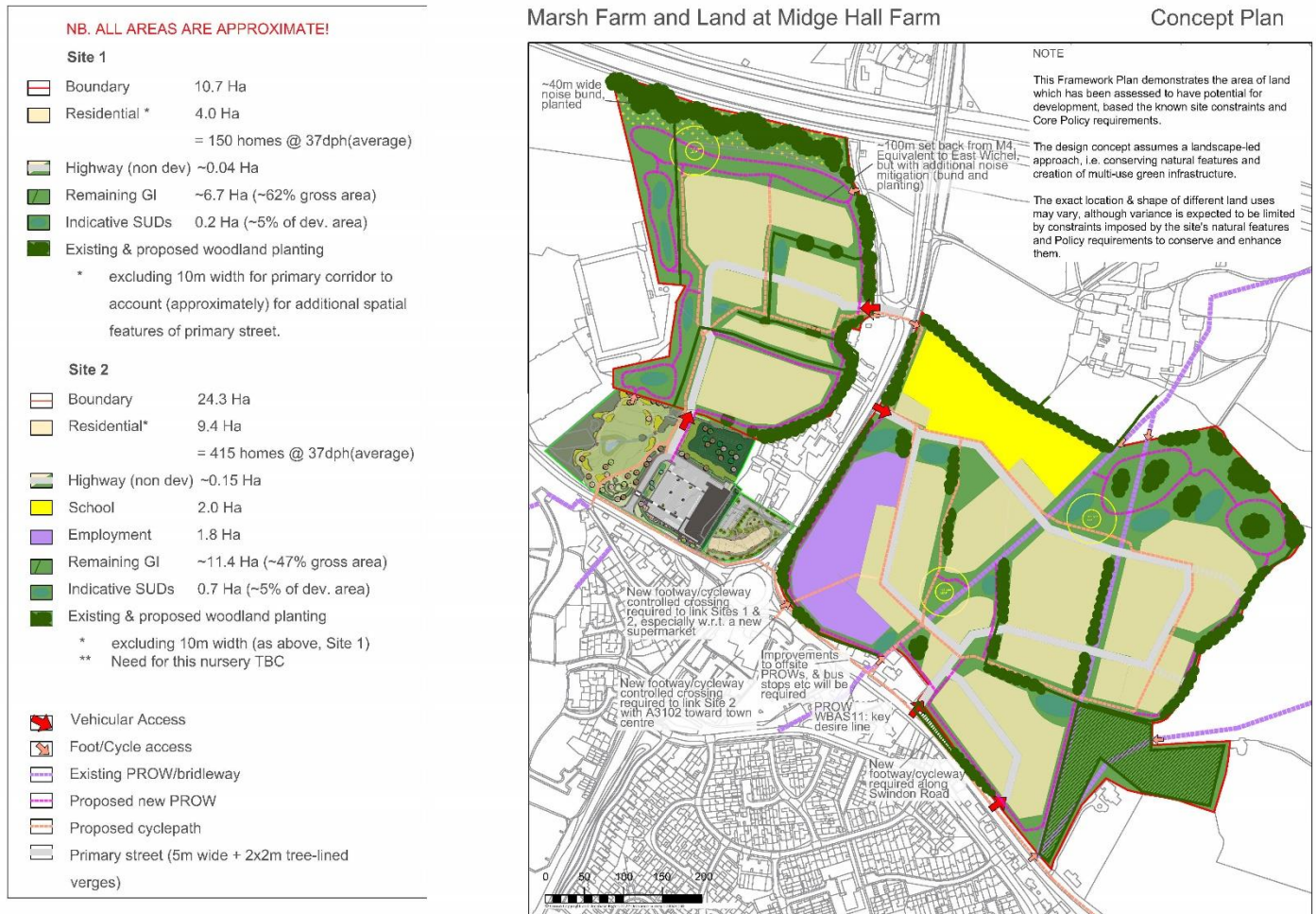


Figure 7. Concept plan for Land at Marsh Farm and Land at Midge Hall Farm

Site 3: Land West of Maple Drive

Use	Scale/Area
Residential	70 homes
<p>Primary vehicular access to be provided from Maple Drive. Secondary access via unclassified Lucerne Close (in the absence of evidence that access from Maple Drive/Showfield is possible).</p> <p>Development should be restricted to land which does not comprise habitat mosaic, namely arable/improved grassland; and housing set back accordingly from the site boundary with RWB Academy taking into account and respecting adjacent school uses.</p> <p>Development of the northern part of the site is to be avoided in the interest of protecting woodland and the landscape setting of Jubilee Lake. Development heights to be in line with treed</p>	

skyline. Mature Landscape Framework required so development contributes to local green infrastructure network.

Improvements to cycling and walking routes through the site to link to the existing network.

This greenfield site lies on the north-western edge of Royal Wootton Bassett, in the parish of Royal Wootton Bassett. The site is currently in agricultural use and is formed of two land parcels to the north and south of an access track serving Red Lodge, from Lucerne Close. The site slopes down to border the Jubilee Lake Local Nature Reserve and Jubilee Lake Fields County Wildlife Site on the north-eastern edge and is bordered by a mix of trees and hedgerows. To the south of the site lies Royal Wootton Bassett Academy.

The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected. Access to the town centre is within a reasonable 1km walking distance, but alternative employment opportunities are further afield and may be reached either by cycling or bus transit. Bus services are available but approx. 500m away at Laburnum Close. Additional mitigation may be required to mitigate against levels of congestion on the local road network and town centre. Walking and cycling infrastructure improvements would be required from new development, linking with public rights of way within the site.

The site performs well against the Place Shaping Priorities to provide housing and infrastructure (PSP1), Green and Blue Infrastructure (PSP6) and scores neutral against sustainable transport, employment and landscape.

Residents could visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The site can be developed with due consideration given to a landscape buffer to the north and linking with the green/blue infrastructure network.

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

- Noise impact assessment required due to adjacent business use.
- Delivery of a vehicular access primarily from Maple Drive / Showfield and secondary from Lucerne Close. It will be necessary for the access to cross third party land.
- Enhancements to existing pedestrian infrastructure to accommodate cyclists within existing and available green verge.

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- Provision of a crossing facility to access pedestrian cyclist infrastructure on the eastern side of the road (Maple Drive).
- Replacement/enhancement of existing but unused bus stop provision on Maple Drive and extension of bus service to provide a minimum hourly service between the site and Swindon.
- Retain hedgerows and trees as part of a mature landscape framework that contributes to the local green infrastructure network and provides appropriate buffers to development.
- Retain public footpath links through the site.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.
- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Avoid development in the north of the site where it would remove woodland and alter the landscape setting of Jubilee Lake green space.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.
- Deliver significant investment in foul water capacity in the area.

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Land West of Maple Drive

Concept Plan

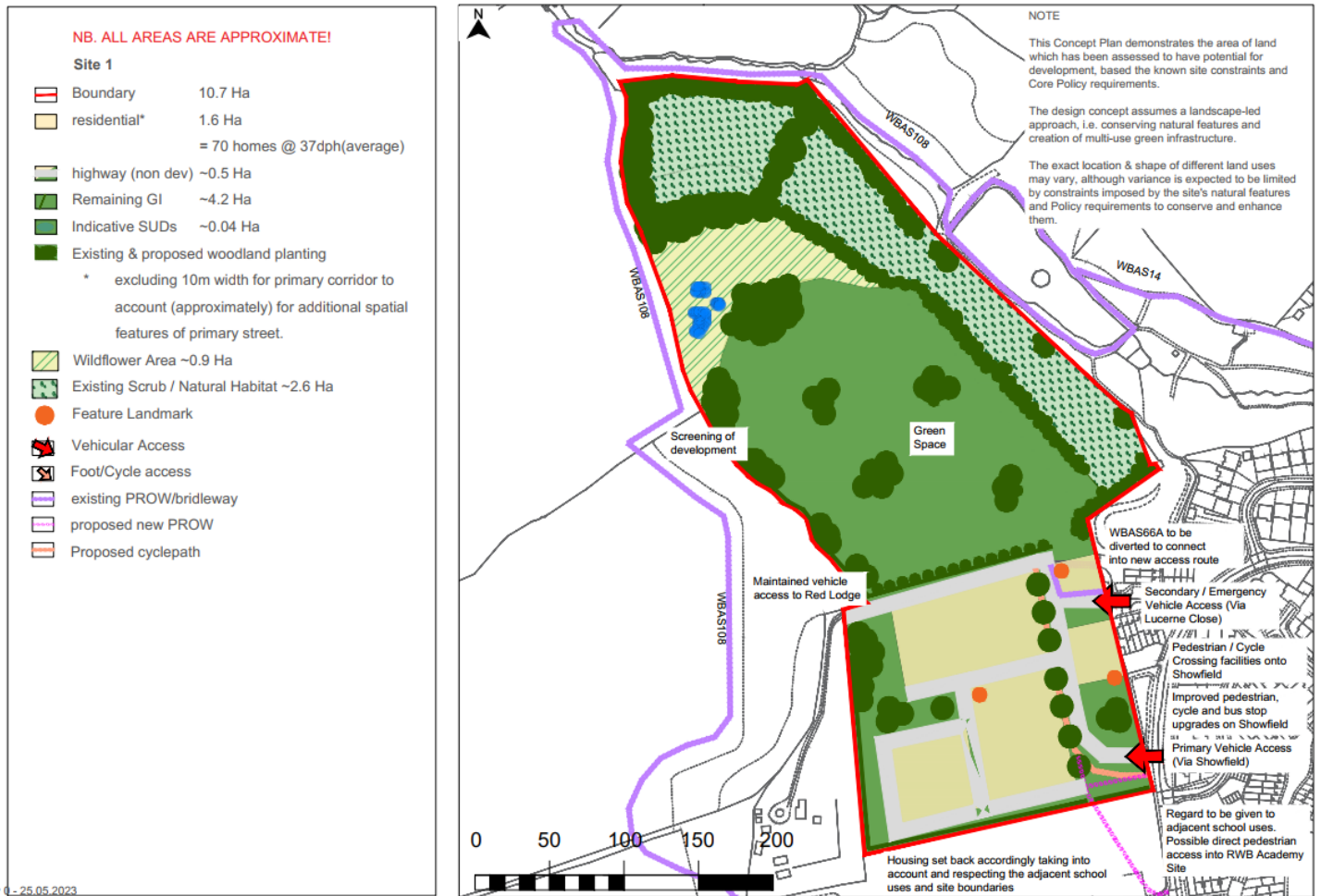


Figure 8. Concept plan for Land West of Maple Drive

Site 8: Land at Woodshaw

This large greenfield site lies on the eastern edge of Royal Wootton Bassett, within the parish of Royal Wootton Bassett. The site is formed by a number of field parcels at Bincknoll and is relatively flat with some contours and is predominantly in agricultural use, with a mix of hedgerows and trees demarking the field boundaries. The southern part of the site surrounds an equestrian livery use and is bordered on its southern edge by the railway line serving Royal Wootton Bassett. Several public rights of way cross and border the site. Part of the southern area is recorded as being within Flood Zone 2, and there are a small number of ponds within the site boundary. The southern part of the site is also located close to a scheduled medieval rural settlement, and two Grade II listed heritage assets.

Use	Scale/Area
Residential	445 dwellings

Education	Full Day Care Nursery
Other	Park & Ride Facility
<p>Multiple access points are required into the development.</p> <p>Strong landscape buffer required along eastern and southern boundaries and network of green and blue infrastructure.</p> <p>Improvements to walking and cycling infrastructure and contributions to improved bus service.</p>	

The main role of this site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes. The site scores well against PSP 1 in this regard.

Royal Wootton Bassett town centre is within 1.3 - 2km of the site's nearest and farthest boundaries. The site is large and has relatively good access to the existing public transport network but this will have to be enhanced. As a result of town council and other community group interest for transport improvements, the developer is proposing a park and ride facility which could be incorporated into transport planning for the town, subject to further assessment. Multiple access points will be required for this development, and also improvements to walking and cycling infrastructure. Overall, the site scores well against the sustainable transport PSP (3) but additional measures may be required to mitigate against levels of congestion on the local road network and town centre. The site is reasonably near the Interface Industrial Estate and scores well against PSP3 (Employment). It could deliver new areas of green infrastructure and footpath connections (PSP6).

Given the distance to educational facilities in the town, the site should be delivered with additional education facilities. As a minimum this would require land reserved for a full day care nursery.

Development would affect the landscape and historical setting of the town and result in development within the gap between the town and Swindon. This could be successfully mitigated to an acceptable level by way of buffering the eastern and southern boundaries.

The site is located within the 100m buffer of a Scheduled Monument and associated earthworks traverse the western buffer area. Development must mitigate any impacts on Lower Woodshaw Farmhouse.










Part of the site adjoins a busy railway line which is likely to give rise to noise impacts, and would require assessment and design mitigation, potentially including physical separation from constraints.

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







- A noise assessment (railway line) must inform development proposals.
- Multiple access points will be required for this development.
- Enhance the 99 bus service to increase capacity of bus transit in the area with additional bus stops to ensure residents have access to a bus stop within 400m.
- Capacity enhancement of the A3102 roundabout to the north of the site, subject to achievability and feasibility.
- Sustainable travel incentives should be put in place to avoid this modal trip choice.
- Delivery of footway/cycleway provision along the site frontage, connecting into Garraways and Swallows Mead via controlled pedestrian/cyclist crossings and enhancing the route to the town centre to accommodate cyclists. Direct connection into the proposed Royal Wootton Bassett to Swindon Cycle route.
- Land for a full day care nursery must be reserved.
- Careful location of development and landscaping will be required to mitigate the impacts on Lower Woodshaw Farmhouse and landscape effects overall, by limiting development in the south and east of the site and provision of landscape buffers, retention of hedgrows and trees and public footpath links through the site.
- Green spaces required to reduce density of visitors at Morningside Farm County Wildlife Site. Existing priority habitat will not be suitable for green space.
- A newt mitigation plan is required. Overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
- Potentially, investments into wastewater disposal infrastructure and water supply may be needed to deliver growth at the town and contributions from development may be needed depending on operator requirements.
- Development proposals to investigate on site low carbon energy generation to reduce pressure on local substation.
- All development can be located within Flood Zone 1, but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Site to provide funding contributions to education, for additional early years, primary and secondary education places. Contributions required to secondary school extension.
- Funding contributions for healthcare provision and infrastructure.
- Contribution towards a Royal Wootton Bassett Transport Strategy and towards extensions and connections to the proposed Swindon to Royal Wootton Bassett cycle route.

Land at Woodshaw

NB. ALL AREAS ARE APPROXIMATE!

	Boundary	27.5 Ha
	residential*	12 Ha = 444 homes @ 37dph(average)
	Potential park and ride (instead of ~0.5Ha/20 dwellings)	
	highway (non dev)	~0.9 Ha
	Conveniences**	0.36 Ha
	Nursery	0.4 Ha
	Remaining GI	~13.8 Ha (~50% gross area)
	Indicative SUDs	1.3 Ha (~9% of dev. area)
	Existing & proposed woodland planting	

*excluding 10m width width for primary corridor to account (approximately) for additional spatial features of primary street.
**Capacity for ~20 additional dwellings above GF

	Vehicular Access
	Foot/Cycle access
	existing PROW/bridleway
	proposed new PROW
	Proposed cyclepath
	Primary street (5m wide + 2x2m tree-lined verges)

Concept Plan



Rev 0 - 25.05.2023

Figure 9. Concept plan for Land at Woodshaw

Supporting the Town Centre

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

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy. Royal Wootton Bassett is defined as a Market Town in the town centre hierarchy. They are large shopping and service focused centres with smaller catchments. The town centre boundary and primary shopping area can be found on the policy map.

The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date. The primary frontage extends along the northern side of High Street between its junction with Wood Street and the Iceland store. It also includes the Borough Fields Shopping

Centre. The defined secondary frontage encompasses a wider area including the surface level car park adjacent to the Borough Fields Shopping Centre and a wider extent of High Street from the junction with Rope Yard in the south and up to the junction with Borough Fields in the north.

The defined town centre area is entirely covered by a conservation area, extending along High Street from Lime Kiln Road and Whitehill Lane. High Street is a reasonably wide and attractive street which is lined by many attractive two and three storey properties along its entire length. Many of these properties are pre-war and a reasonable proportion of these are nationally listed. One of the most iconic buildings in the town centre is the Town Hall Museum which is in the southern part of High Street in the central part of the highway. Royal Wootton Bassett Town Council also run a weekly street market on High Street every Wednesday.

In terms of retailing, the proportion of convenience goods retailers has now risen from below the national average in 2012 to become commensurate with the average in 2020. The trend for comparison goods retailers and service uses has followed the national trend over the past several years with the former declining and the latter increasing. Both are now above their respective national averages.

Overall, Royal Wootton Bassett is a reasonably healthy town centre with vacancies falling and the trend in the proportion of different types of retail and service uses follows the national average.

Shopping patterns associated with the town will always be influenced by Swindon and, to a lesser extent, Chippenham. Evidence suggests a continued large level of leakage primarily to Swindon, which is inevitable given the amount of retail floorspace in that settlement.

With the introduction of the new out of centre ALDI food store, there is not any forecast quantitative capacity for additional floorspace. The introduction of the ALDI food store has made a material improvement in qualitative terms, albeit in an out of centre location, but there is a continued significant leakage of trips to nearby Swindon. This would suggest the potential for additional provision to reduce some of this leakage although care needs to be taken to ensure that the health of the town centre is protected. In relation, comparison goods shopping provision and the ability of Royal Wootton to make any meaningful additions will be constrained by the influence of the higher order centres of Swindon and Chippenham, and as such there is limited opportunity for additional floorspace.

How will growth be delivered?

Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities

that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

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

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

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

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

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

The Royal Wootton Bassett Community Neighbourhood Plan (2017-26) was ‘made’ on 24 April 2018. The Plan’s policies in Section 4 support infill development and additional employment and mixed-use development but do not allocate new sites as the Core Strategy requirements had been met for new homes. Section 3 supports new or improved community facilities, and new and retained shops in the town centre.

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

There are no other Local Service Centres or Larges Villages within the Royal Wootton Bassett neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁷. Ten per cent of the scale of growth proposed in the Local Plan suggests a baseline requirement of 134 dwellings. The neighbourhood plan is being reviewed and there is an appetite to allocate sites. The neighbourhood area designation includes Royal Wootton Bassett and the environs to the town. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites. 150 dwellings is considered appropriate for the town.

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

Royal Wootton Bassett neighbourhood area requirement (2020 to 2038)	150
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Local Infrastructure

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

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

Education

There are some surplus places in the existing schools, but to accommodate the residual housing figure, a new 2FE primary school with 60 early years places and a standalone full day care nursery will be required. Midge Hall Farm and Lower Woodshaw have been identified as suitable sites to provide a primary school and full day care nursery respectively, and land would be reserved at these sites.

The secondary school is already full, but there is sufficient land to extend the school. Financial contributions would enable an extension to provide additional places.

Sustainable transport

Royal Wootton Bassett is well served by the A3102 which provides a direct link to Chippenham and Swindon, and the M4 Junction 16. These routes benefit from a regular bus service to Chippenham and Swindon with recent investment in ultra-low emission buses. The nearest rail station is at Swindon although long-term ambitions exist to establish a rail station at Royal Wootton Bassett. TransWilts propose a park and ride rail facility close to Junction 16 of the M4. At present, delivery of a station cannot be guaranteed and hence each of the RWB sites' sustainability is not prejudiced by the proposals. Should delivery and policy position change, and should the station come forward in a timely manner, then contributions may be sought to deliver connectivity to the station by walking and cycling facilities.

Current transport constraints/concerns include:

- Royal Wootton Bassett does not have an Air Quality Management Area (AQMA) in respect of the nitrogen dioxide annual mean objective, although significant new development would feed into existing networks causing additional air quality pressure. Specific measures may need to be put in place to mitigate the additive impact of development. CIL/S106 contributions may be required to enable actions for the revocation of Air Quality orders, where present. Air Quality assessment would be required showing cumulative effects of development on relevant receptors.
- All sites within RWB will need to be impact tested at Junction 16 of the M4 to determine any necessary capacity enhancements. Initial assessments have suggested the potential for on-line queuing, which may either need resolving through revised slip design and/or assessment using National Highways VISSIM model to establish what may be achieved within the junction circulatory.
- Other points of concern on the network include the A3102/Binknoll Lane roundabout (near Churchill Pub and Grill) and impact upon the High Street.

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

Health and social care

Royal Wootton Bassett is served by two GP surgeries, subject to a severe provision gap. This is to be partly rectified by the internal redevelopment of New Court Surgery. Development should avoid placing additional pressure on local health services. Financial contributions are to be sought through development to ensure new residents have access to healthcare facilities, and in avoiding negative impacts on health provision.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained. With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Development will need to be connected into a local substation which is constrained. If development generated energy on site, then this would result in reduced dependency on SSEN supply.

It is considered that the current energy infrastructure could cope with the increased demand, reducing the cost associated with reinforcing the grid. However further evidence is required to confirm this / conversation with SSEN would be required to ensure connectivity to the grid.

Thames Water supplies water to Royal Wootton Bassett. The area covered by Thames Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through development and occupation of new sites. According to the operator, apart from the need for local reinforcements, there is a wider issue with supply capability in this area. In the near future (10 years) there is potential for abstraction licence reduction at the source feeding this area, which would only enable Thames Water to support current demand for water in this area. It is highly likely that large scale growth will require a major infrastructure development project to enable Thames

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Water to support new and existing customers. This will take a significant time to develop and deliver (3-5 years) and so early engagement is imperative.

With regard to sewage treatment works capacity, Wessex Water advised that investment in infrastructure in Royal Wootton Bassett will be required, and further appraisal would be needed. Recent improvements have been designed and approved for construction to improve foul network operation north of the railway, but these do not consider further development of the scale planned at Royal Wootton Bassett. Significant improvements are likely to be required.

Sites proposed for development at Royal Wootton Bassett fall partly into Source Protection Zone 2c and Drinking Water Safeguarding Zones. Consultation with the Environment Agency could be required to determine the likely effects of development within the areas identified within Source Protection Zones.

DRAFT

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 19	Spatial Strategy for the Royal Wootton Bassett Community Area Principal Employment Areas: Whitehill Industrial Estate, Interface Industrial Estate and Coped Hall Business Park.	Replace with Policy 47 for Royal Wootton Bassett Market Town
North Wiltshire Local Plan Policy H2	Allocated Residential Sites Rugby Club, Stoneover Lane, Wootton Bassett (100 dwellings)	Delete
North Wiltshire Local Plan 2011 Policy BD1	Allocated Employment Sites Templars Way, Wootton Bassett (3.44 ha)	Retain
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy CF1	Local community and education facilities Stoneover Lane, Wootton Bassett (proposed school)	Delete

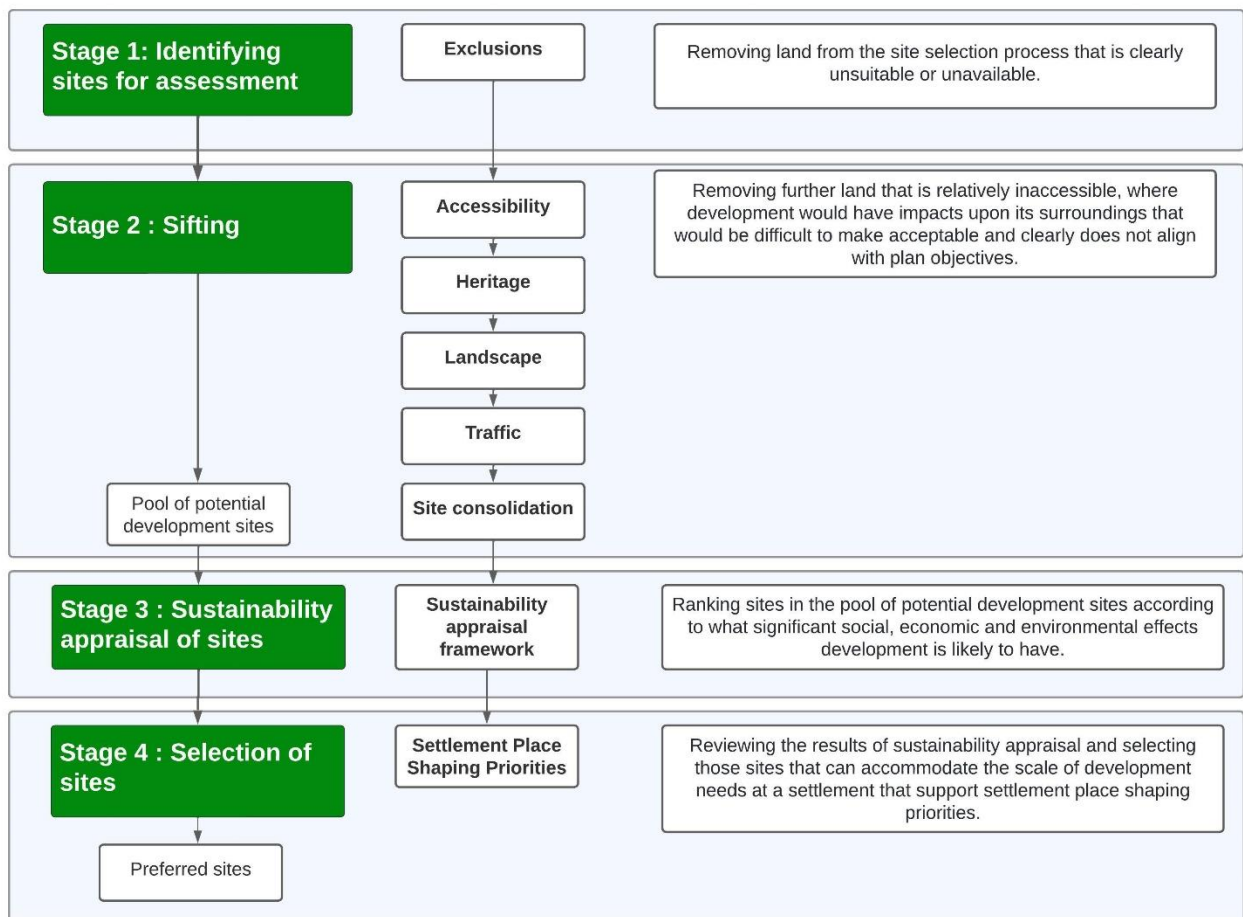
Appendix 2 Site Selection

Site Selection: Royal Wootton Bassett

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

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

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

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

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

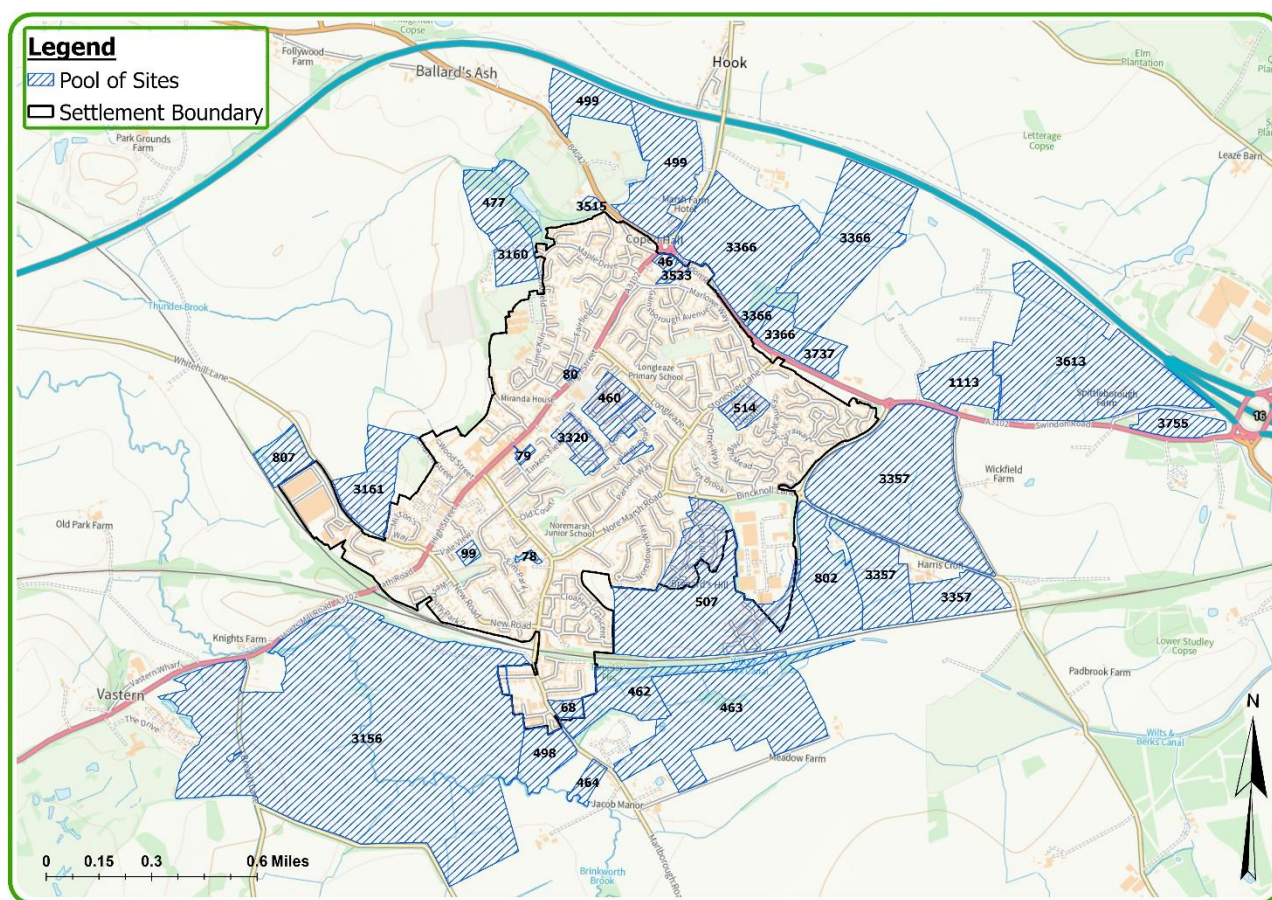


Figure 10. Pool of sites at the start of the site selection process at Royal Wootton Bassett

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

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

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

Stage 1 – Identifying Sites for Assessment

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

16 sites at Royal Wootton Bassett were fully excluded at Stage 1.

Table 1 Sites Excluded

Site name	Reason for removal at Stage 1
Site 3515	Not strategic site
Site 3366 (parts of)	Unavailable part of the site, and Scheduled Monument.
Site 3320	Site unavailable
3357	The site boundary has been amended (reduced) to correspond with the land being promoted
Site 3533	Site unavailable
Site 46	Site is part of the Coped Hall Principle Employment Area
Site 460	Site built out
498	Land excluded to the south of FZ3 to avoid isolated parcel.
Site 499	The site boundary has been amended (reduced) to correspond with the land being promoted
Site 507	Site being built out
Site 514	Site built out
Site 68	Site unavailable
Site 78	Not strategic site
Site 79	Not strategic site
Site 80	Not strategic site
Site 99	Site unavailable

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹⁰) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using the Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

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

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

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

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

- **Strategic Context**

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

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

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

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

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

Context criteria	Detail
Long-term pattern of development	<p>Most recent developments occurred to the south and south-east of the town: Brynard’s Hill and Lower Woodshaw, Interface Business Park, and Whitehill Lane Industrial Estate. Developments elsewhere, at St Ivel and Rylands Sports Field, complement these.</p> <p>A proposed housing allocation to the northwest on land at Maple Drive was not endorsed through the neighbourhood plan examination but remains a consideration.</p>
Significant environmental factors	<p>The escarpment to the west of the town prevents large scale development due to elevated ground and visual effects of development. To the south, the rail line constitutes a man-made barrier and there are few crossing points into the town.</p> <p>To the south-east, flood plains are an obstacle to development. To the north and east, the open countryside and the M4 separate Royal Wootton Bassett from Swindon. Capacity at Swindon Road and M4 Junction 16 may constrain further development to the north of the town.</p>
Scale of growth and strategic priorities	<p>The indicative scale of growth proposed is 1,230 dwellings and 6.9 ha of employment land for up to 2036.</p> <p>Strategic priorities seek to maintain the separation with Swindon; maintain capacity at M4 Junction 16; maximise sustainable transport solutions; provide additional employment; maintaining the town’s historical setting; increase infrastructure capacity; safeguard and restore the Canal; and to conserve and enhance environmental assets. A Swindon Parkway station is considered to be a long-term strategic priority to provide an alternative to road transport.</p>
Future growth possibilities for the urban area	<p>There are opportunities for future growth, although most sites around the town are constrained by landscape sensitivity.</p> <p>Land to the south of the town is less constrained in transport terms and would continue the past direction of growth. Flood risk may reduce overall site capacities here.</p> <p>Other opportunities for development include the north-west of the town near to Maple Drive and to a limited extent to the east of the town.</p> <p>The made neighbourhood plan is being reviewed. The Plan could complement strategic growth through targeted small-scale development that delivers against specified local priorities.</p>

Planning For Royal Wootton Bassett

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
462	Land South of Wootton Bassett - Part A	Yellow	Yellow	Green	Yellow	Green	<p>Much of the site to the north and the thin strip to the east is taken up with the old canal green infrastructure corridor. The site also bounds the railway embankment green infrastructure corridor that is heavily wooded. This leaves a small area of land between the existing council depot and the sewage works available for development.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
463	Land South of Wootton Bassett - Part B	Yellow	Green	Green	Red	Green	<p>The site is isolated from the existing settlement boundary and the outlying housing along Marlborough Road. Whilst generally well screened and visually unobtrusive there could be views from Brynards Hill (Site 507) onto the site which would be difficult to mitigate, that would create urban encroachment into the countryside and detract from the views to the AONB ridge line beyond. A smaller portion to the west of the site may be able to accommodate some development along Marlborough Road. The proposed route of restored Wilts and Berks Canal should be respected in any development. Development should be limited to avoid a new conspicuous urban edge.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
464	Land South of Wootton Bassett - Part C	Yellow	Yellow	Green	Yellow	Green	<p>While overall there are no direct adverse effects identified, the site is isolated from the settlement boundary and should be excluded, in conjunction with the isolated land parcel 498 to the south of the flood zone (see below).</p>	X
477	Land West of Maple Drive	Green	Green	Green	Yellow	Yellow	<p>The southern part of this site in combination with site 3160 was previously included in the submission version of the RWB NP. The site is within 1,500m of a congested corridor. It scores well in accessibility terms. There is more limited capacity in the north of the site due to the</p>	Y

Planning For Royal Wootton Bassett

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>presence of woodland. There are potential views to the north and west, and any design would need to consider surrounding green corridors.</p> <p>At this stage the evidence suggests taking the site forward as parts of the site could be suitable.</p>	
498	Templars Way Industrial Estate						<p>Parts of the site south of the flood zone may be less suitable as it may become isolated from the remainder of the site. The site scores well in accessibility terms, is not close to a congested corridor. The proposed route of the restored Wilts and Berks Canal should be respected in any development.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage. Employment use would be preferred to housing, to avoid sterilising the existing employment site to the north.</p> <p>Boundary changes to exclude land that is located outside the flood zone to the south as this would remain isolated from the settlement.</p>	Y
499	Marsh Farm						<p>The site is highly visible from surrounding roads including the M4. The development risks coalescence with Ballard's Ash, Hook, and Coped Hall. It may be possible to develop a smaller portion of the site to the south if sensitively integrated into the landscape Contribution of site to setting of Grade 2 listed "The Marsh" requires assessment. The site scores well in terms of flood risk and accessibility.</p> <p>Part of the site at the Coped Hall roundabout benefits from planning permission for a care home.</p>	Y

Planning For Royal Wootton Bassett

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.	
802	Lower Woodshaw Farm						<p>The Sift 2 assessment considered only the parts of this site which are outside Flood Zone 2.</p> <p>The southern parcel would not be suitable in planning terms as it is separated from the settlement by unsuitable land. The northern part while closer to the settlement would be 'attached' to Interface Business Park but form a small isolated development of approx. 2 ha and is not considered suitable on its own in the interest of good planning.</p> <p>Exclude the site from further consideration due to the limited amount of unconstrained land and isolation from the settlement.</p>	N
1113	Land North of Swindon Road						<p>The site is within 500m of a congested corridor. The site is separated from site 3357 and the town by Swindon Road, which forms a clear barrier to connectivity. The site has views over the countryside to the north and broken distant views to the North Wessex Downs AONB to the south. There is a risk of coalescence between the settlements of Royal Wootton Bassett and Swindon.</p> <p>The site should therefore be excluded from further consideration on landscape grounds.</p>	N
3156	Land South of Wootton Bassett						<p>The site is highly prominent with key views across to the skyline of Royal Wootton Bassett and surrounding countryside. If the site were developed it would risk coalescence with the small hamlet of Vastern and the surrounding farmsteads. There is also the risk of coalescence with the Wiltshire Crescent development on the nearby Golf course, in a rural setting. The Brinkworth Brook Green Infrastructure corridor provides a logical landscape boundary feature in the area south of Wootton Bassett. There should be no development south of the Brinkworth</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
		Yellow	Red	Yellow	Red	Green	<p>Brook for landscape reasons. There are opportunities to sensitively design wetland areas to accommodate SUDS and areas prone to flooding adjacent to the Brinkworth Brook, while creating new habitat and amenity features. A smaller portion of the site north of the Brinkworth Brook may be able to accommodate some development.</p> <p>Route of historic Wilts and Berks Canal should be respected in any development. The site would remove the agricultural setting of Grade 2 Hunt Mill Farm.</p> <p>This is a large site and constraints identified do not apply to the whole site. The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	
3160	Land West of Maple Drive	Green	Green	Green	Green	Yellow	<p>This site in combination with the southern half of 477 was previously included in the submission version of the RWB NP. The site is within 1,500m of a congested corridor. It scores well in accessibility terms. The site is well located in landscape terms for additional housing.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
3161	Land at Whitehill Lane	Green	Green	Green	Yellow	Green	<p>About 50 per cent of the site (the northern half) is shown as a town park supported in RWB NP Policy 3. It scores well in accessibility terms. While in a highly prominent location, and open to views, this site does offer the opportunity to create a gateway development into the urban settlement.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
3357	Land at Woodshaw						<p>The site has views over the countryside to the north and distant views to the North Wessex Downs AONB to the south. There is a risk of coalescence between the settlements of Royal Wootton Bassett and Swindon. The site is between 500 and 1,000m of a congested corridor. A smaller portion of the site to the north east of the site may be able to accommodate some development if sensitively integrated into the landscape.</p> <p>This smaller portion of the site may be suitable for employment development due to the proximity to the strategic road network. The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
3366	Land adjoining Midge Hall Farm						<p>The site is highly visible from surrounding roads including the M4. The development risks coalescence with Hook and Coped Hall. Development would contribute to coalescence with Swindon. The site wraps round the Grade 2 farmstead and would lead to the loss of its agricultural setting.</p> <p>A large proportion of the site is within 500m of a congested corridor. It may be possible to develop a smaller portion of the site to the west adjacent to the A3102 if sensitively integrated into the landscape.</p> <p>This smaller portion of the site may be considered suitable for employment development due to the proximity to the strategic road network.</p> <p>The site should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
3613	Spittleborough Farm / W of M4 J16						<p>The site is close to a congested corridor (500m). The site is clearly separated from the town. The site has views over the countryside to the north and is relatively well screened to the south. There is a risk of coalescence between Swindon and Royal Wootton Bassett.</p> <p>Exclude site from further consideration on landscape grounds.</p>	N
3737	Land to the north of Swindon Road						<p>The site sits to the north of Swindon Road and if developed in isolation would be isolated from the rest of Royal Wootton Bassett. The site however comprises the remaining part of a field included within SHELAA site reference 3366 'Land adjoining Midge Hall Farm'. The wider site, as detailed above, is highly visible from surrounding roads including the M4. The development risks coalescence with Hook and Coped Hall. Development would contribute to coalescence with Swindon. The site wraps round the Grade 2 farmstead and would lead to the loss of its agricultural setting.</p> <p>It was originally proposed that the site should be combined with site 3366 and should go forward for further assessment as there does not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site has however since been separated from site 3366 for its own independent assessment because the land/field cannot be developed in combination with the wider site.</p>	Y

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

Sites combined	Reason
462 and 463	The sites abut and have no strong physical barriers between them.
477 and 3160	The sites abut and have no strong physical barriers between them.
Site 3737 (and 3366 in part)	New site created (3737) because there is a physical barrier between land parcels north of Elm Croft.

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

Site	Site name	Site/SHELAA ref(s)
1	Land at Marsh Farm	499
2	Land adjoining Midge Hall Farm	3366
3	Land West of Maple Drive	477 and 3160
4	Land at Whitehill Lane	3161
5	Land South of Royal Wootton Bassett	3156
6	Templars Way Industrial Estate	498
7	Land South of Royal Wootton Bassett (Parts A & B)	462 and 463
8	Land at Woodshaw	3357
9	Land to the north of Swindon Road	3737

Stage 3 – Sustainability Appraisal

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

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

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

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

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative). At Royal Wootton Bassett, the Sustainability Appraisal identified that there were no likely major adverse effects arising from the development of sites within the pool of sites.

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

TABLE SHOWING SUMMARY OF ASSESSMENT SCORES LISTED IN ORDER OF SITE SUSTAINABILITY PERFORMANCE (MORE à LESS)

SITE	Sustainability performance (MORE / LESS)	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
4	↑ MORE SUSTAINABLE LESS SUSTAINABLE ↓	-4 (1st)	-	-	--	-	-	+	-	-	+	++	--	++
2		-5 (2nd)	-	--	--	-	-	0	--	-	+++	++	--	++
5		-6 (3rd)	-	--	--	-	--	0	--	--	+++	++	--	+++
8		-6 (3rd)	--	--	--	-	-	0	--	--	+++	++	--	+++
1		-7 (5th)	-	--	--	-	--	0	--	-	++	++	--	++
3		-7 (5th)	--	--	--	-	--	+	-	-	++	++	--	+

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

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25. The detailed assessments for each site are set out in an interim sustainability appraisal report.
26. The results of the Sustainability Appraisal of the pool of potential development sites indicate that all sites should be taken forward to the Stage 4 site selection process, along with SHELAA housing capacities and proposed mitigation sought by the Sustainability Appraisal. Potential mitigation measures are listed against each Sustainability Appraisal objective and are limited at this stage to that which would have a significant bearing on a candidate site's developable capacity. The developable areas of some sites will, as a result, need to be reduced quite extensively to prevent the likelihood of significant adverse effects.
27. In summary, site no.4 is the best performing greenfield site with a score of -4, followed by site no. 2 with a score of -5, and sites no. 5 and 8 with a score of -6. Sites no. 1, 3, 6, 7 and 9 then all follow with an equal score of -7.

Stage 4 - Selection of Sites

28. Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan's objectives for each community – in particular, the identified 'Place Shaping Priorities. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.
29. The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.
30. Below, the sites are evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). At Stage 4 this helps decide between sites options where Stage 3 outcomes are finely balanced.
31. The SWOT assessment considers the following:

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

- 32. Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.
- 33. The outcome of Stage 4 of the site selection process for Royal Wootton Bassett can be summarised under the 'What development is proposed' section earlier in this paper. Stage 4 concluded that four sites were allocated at Royal Wootton Bassett.

34. Table below shows the assessment outcomes against the place shaping priorities:

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Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
Site 1	5 th	Strength	Strength	Neutral	Weakness	Neutral	Strength
		The site is of a size that could deliver a good range of housing to meet local needs, with some supporting infrastructure .	This site is on the periphery of the town, close to the Coped Hall Principal Employment Area, and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	This site is on the periphery of the settlement and presents limited opportunities to improve the use and availability of sustainable modes of transport, other than improved public rights of way that cross the site.	The site is of a size that could deliver a good range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the northern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a scale that could deliver new areas of green infrastructure and a link to the Jubilee Lake Local Nature Reserve.
Site 2	2 nd	Strength	Strength	Strength	Weakness	Neutral	Strength
		The site is of a size that could deliver a good range of housing to meet local needs, with some supporting infrastructure .	This site is on the periphery of the town, close to the Coped Hall Principal Employment Area, and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	This site is on the periphery of the settlement and its size would suggest that a mixed-use development involving residential, employment and other uses could be achieved that may help reduce the need to travel. The site provides opportunities to include a network of well-connected footpaths and cycleways and connectivity for public transport.	The site is of a size that could deliver a good range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the northern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a scale that could deliver new areas of green infrastructure and its development could improve existing public rights of way that cross the site.
Site 3	5 th	Strength	Neutral	Neutral	Weakness	Neutral	Strength
		The site is of a size that	This is a relatively small site but might be able	This site is on the periphery of the settlement and presents	The site is of a relatively small size in comparison to	This site is on the western periphery of the town	The site is of a scale that could deliver

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Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
		could deliver a range of housing to meet local needs.	to provide a mixed-use development and provide some employment which would enable people to live and work locally (although unlikely).	limited opportunities to improve the use and availability of sustainable modes of transport, other than public rights of way adjacent to and within the site linking to the town centre.	others but could provide a range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	and its development would have an impact on landscape character and the landscape setting of the town, but the development could be relatively well contained within the wider landscape.	new areas of green infrastructure and a link to the Jubilee Lake Local Nature Reserve.
Site 4	1 st	Strength	Neutral	Neutral	Weakness	Neutral	Strength
		The site is of a size that could deliver a range of housing to meet local needs	This is a relatively small site but might be able to provide a mixed-use development and provide some employment which would enable people to live and work locally (although unlikely).	This site is on the periphery of the settlement and presents limited opportunities to improve the use and availability of sustainable modes of transport, other than public rights of way adjacent to and within the site linking to the town centre.	The site is of a relatively small size in comparison to others but could deliver a range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the western periphery of the town with clear open views from the public realm and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a scale that could deliver new areas of green infrastructure and improvements to the public right of way that crosses the site.
Site 5	3 rd	Strength	Strength	Strength	Weakness	Neutral	Strength

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Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
		The site is of a size that could deliver a significant range of housing to meet local needs, with supporting infrastructure .	This site is on the periphery of the town, adjoins the Templar’s Way Industrial Estate, and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	The significant size of this site would suggest that a mixed-use development involving residential, employment and other uses could be achieved that may help reduce the need to travel. The site provides opportunities to include a network of well-connected footpaths and cycleways and connectivity for public transport along with the potential safeguarding of land for the future delivery of a Swindon Parkway Station.	The site is of a size that could deliver a significant range of housing thus increasing the number of vehicles using the strategic road network resulting in a significant weakness / threat, albeit the size of the site presents some opportunities to better manage and mitigate against levels of congestion on the local road network and town centre through off-site highway improvements and, improvements to sustainable transport measures.	This site is on the southern periphery of the town and if developed in its entirety would have a major adverse effect on the landscape and historical setting of the town, albeit could be successfully mitigated to an acceptable level with a large part of the site excluded.	The site is of a scale that could deliver significant new areas of green infrastructure, including improving public rights of way that cross the site, and as part of any development the safeguarding of the Wiltshire and Berkshire Canal that crosses the site and its potential restoration.
Site 6	7 th	Weakness	Strength	Neutral	Weakness	Neutral	Neutral
		The site lies within the odour/fly buffer zone of a sewage treatment works and is therefore unsuitable for housing development.	This is a relatively small site, but it adjoins the Templar’s Way Industrial Estate and could include employment land alone or as part of a wider mixed-use development linking with site 5 and or 7 which would	This site is small and on the periphery of the settlement and in isolation presents limited opportunities to improve the use and availability of sustainable modes of transport.	The site is of a relatively small size in comparison to others but could deliver some employment development thus increasing the number of vehicles using the strategic road network.	This site is on the southern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town, albeit in isolation the site is relatively small in comparison to other and could be successfully	The site is of a small scale with limited opportunity to enhance existing areas of green and blue infrastructure within and surrounding the town.

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Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
			<p>enable people to live and work locally.</p> <p>The site does however lie within the outer odour/fly buffer zone of the nearby sewage treatment works and therefore may only be suitable for heavier employment uses.</p>			mitigated to an acceptable level.	
Site 7	7 th	Strength	Strength	Strength	Weakness	Neutral	Strength
		<p>The site is of a size that could deliver a significant range of housing to meet local needs, with supporting infrastructure (outside the odour/fly buffer zones of the sewage treatment works).</p>	<p>This site is on the periphery of the town and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.</p>	<p>The site provides opportunities to include a network of well-connected footpaths and cycleways along with the potential safeguarding of land for the future delivery of a Swindon Parkway Station.</p>	<p>The site is of a size that could deliver a significant range of housing thus increasing the number of vehicles using the strategic road network resulting in a significant weakness / threat, albeit the size of the site presents some opportunities to better manage and mitigate against levels of congestion on the local road network and town centre through off-site highway improvements and, improvements to</p>	<p>This site is on the southern periphery of the town and if developed would affect the landscape and historical setting of the town albeit could be successfully mitigated to an acceptable level.</p>	<p>The site of a scale that could deliver significant new areas of green infrastructure, including improving public rights of way that cross the site, and as part of any development the safeguarding of the Wiltshire and Berkshire Canal that crosses the site and its potential restoration, along with the protection of the Wootton</p>

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Site	SA Rank	PSP1 Housing & Infrastructure	PSP2 Employment	PSP3 Sustainable Transport	PSP4 Highways Capacity & Improvement	PSP5 Landscape & Historic Setting	PSP6 Green & Blue Infrastructure
					sustainable transport measures		Bassett Mud Spring SSSI.
Site 8	3 rd	Strength	Strength	Strength	Weakness	Neutral	Strength
		The site is of a size that could deliver a significant range of housing to meet local needs, with supporting infrastructure .	This site is on the periphery of the town near to the Interface Industrial Estate and could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	The site provides opportunities to include a network of well-connected footpaths and cycleways along with the potential provision of a Park & Ride facility for the town.	The site is of a size that could deliver a good range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre	This site is on the eastern periphery of the town and if developed would affect the landscape and historical setting of the town and result in development within the gap between the town and Swindon, albeit could be successfully mitigated to an acceptable level.	The site of a scale that could deliver new areas of green infrastructure and improvements to the public right of way that crosses the site.
Site 9	7 th	Strength	Neutral	Neutral	Weakness	Neutral	Neutral
		The site is of a size that could deliver a range of housing to meet local needs	This is a relatively small site but might be able to provide a mixed-use development and provide some employment which would enable people to live and work locally.	This site is on the periphery of the settlement and presents limited opportunities to improve the use and availability of sustainable modes of transport.	The site is of a relatively small size in comparison to others but could deliver a range of housing thus increasing the number of vehicles using the strategic road network with limited opportunity to mitigate against levels of congestion on the local road network and town centre.	This site is on the northern periphery of the town and its development would have an impact on landscape character and the landscape setting of the town but could be successfully mitigated to an acceptable level.	The site is of a small scale with limited opportunity to enhance existing areas of green and blue infrastructure within and surrounding the town.

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The table below illustrates how assessment of sites against the Place Shaping Priorities has altered the rankings that were established through the Sustainability Appraisal process.

Site	Stage 4 Ranking	SA Ranking of Sites	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	Change from SA Ranking
1	5 th (2)	=5 th (-7)	P	P	P/x	x	P/x	P	No change
2	1 st (3)	=2 nd (-5)	P	P	P	x	P/x	P	↑
3	6 th (1)	=5 th (-7)	P	P/x	P/x	x	P/x	P	↓
4	6 th (1)	1 st (-4)	P	P/x	P/x	x	P/x	P	↓
5	1 st (3)	=3 rd (-6)	P	P	P	x	P/x	P	↑
6	9 th (-1)	=7 th (-7)	x	P	P/x	x	P/x	P/x	↓
7	1 st (3)	=7 th (-7)	P	P	P	x	P/x	P	↑
8	1 st (3)	=3 rd (-6)	P	P	P	x	P/x	P	↑
9	8 th (0)	=7 th (-7)	P	P/x	P/x	x	P/x	P/x	↓

The outcome of Stage 4 of the site selection process for Royal Wootton Bassett can be summarised under the 'What development is proposed' section earlier in this paper; concluding that four sites emerged as the preferred sites:

- Site 1: Land at Marsh Farm
- Site 2: Land at Midge Hall Farm
- Site 3: Land West of Maple Drive
- Site 8: Land at Woodshaw

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

Figure 11. Site selection results at Royal Wootton Bassett

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