

APPENDIX 2: PART 1

SWINDON AND WILTSHIRE JOINT SPATIAL FRAMEWORK: ISSUES PAPER

1. INTRODUCTION

Help shape the future of your area

Swindon Borough and Wiltshire Councils have a duty to plan for the new homes, jobs and infrastructure needed to support the growing communities of each area while protecting the local environment and quality of life.

Local plans set out a vision and framework for the future development of an area; meeting needs and realising opportunities in relation to housing, the economy, community facilities and infrastructure. They are also the means to protect the environment, adapt to climate change and secure good design. By law, they are the basis upon which decisions are reached for individual development proposals that require planning permission.

Two separate local plans, one for Wiltshire and one for Swindon Borough, plan to 2026. Swindon Borough and Wiltshire Councils are now working together to review their respective local plans and extend the period to which their plans relate to 2036.

We would like your views on the issues and opportunities within Swindon Borough and Wiltshire that will help shape future growth in the area. The section on 'How to comment' at the beginning of this document explains how to submit your views.

Within this document are also a number of questions to help you respond to the consultation.

Why are we reviewing our Local Plans?

Having up to date Local Plans in place promotes sustainable development and ensures each Council can shape growth to serve the wider public interest.

National planning policy in the form of the National Planning Policy Framework (NPPF) states that local plans should be '*drawn up over an appropriate time scale, preferably a 15-year time horizon, take account of longer term requirements, and be kept up to date*' (paragraph 157). The adopted Local Plans' time horizons of 2026 are only 9 years away, less than the preference expressed in the NPPF.

The NPPF also states that "*Most Local Plans are likely to require updating in whole or in part at least every 5 years. Reviews should be proportionate to the issues in hand*"¹.

¹ Planning Practice Guidance Paragraph: 008 Reference ID: 12-008-20140306

It is, therefore, time to begin reviewing the current plans to maintain up to date planning policy and look ahead to 2036.

Joint Working between Swindon Borough Council and Wiltshire Council

Local planning authorities are legally required to co-operate with each other over issues that transcend administrative boundaries. A range of different issues cross over the boundaries of Swindon Borough, Wiltshire and other Councils and the appropriate means to deal with them varies accordingly. Several issues will benefit from direct co-operation between Swindon Borough Council and Wiltshire Council.

How should the two Councils work together?

Different approaches to working together are being used by councils in England and a number of options have been considered. For example, some councils have cooperated informally, while others have opted to prepare joint documents, either in the form of one combined local plan or by preparing a framework which would be followed by individual local plans.

Swindon Borough Council and Wiltshire Council have agreed to prepare and publish a non-statutory **Joint Spatial Framework** for Swindon Borough and Wiltshire. It will inform their respective Local Plan reviews by providing a clear strategic context across the wider area.

The preparation of a Joint Spatial Framework enables effective input from the community and stakeholders on strategic issues within each authority area and those that cross administrative borders. Its scope and process would be less legalistic than the preparation of a statutory Joint Plan and would enable the Plan reviews to proceed more quickly and efficiently.

Each Local Plan will have different scopes for their review. Some topics may need to be revisited in the Swindon Borough Local Plan but not in the Wiltshire Core Strategy, and vice versa. The detail for each Local Plan is contained in separate consultation papers prepared by each Council, as follows:

- Wiltshire Local Plan Review Position Statement
- Swindon Borough Council Local Plan Review Issues and Options Paper

This paper is relevant to both Local Plans, as it addresses specifically those issues that need to be addressed jointly and specifically the role of a Joint Spatial Framework.

What is the timetable for the Local Plan Reviews?

To facilitate joint working Wiltshire Council and Swindon Borough Council have aligned their plan review timetables, this is set out in Table 1, below.

The timetables for the review of the Local Plans are set out in the Councils' respective Local Development Schemes. Swindon Borough Council and Wiltshire Council have both recently updated their Local Development Schemes to align their Plan review timetables to facilitate joint working across the wider areas. The Local Development Schemes are available on the respective Councils' web sites.

2. THE JOINT SPATIAL FRAMEWORK

What is the Swindon and Wiltshire Joint Spatial Framework?

The Joint Spatial Framework will not be a statutory planning document², so it will not be examined by a government appointed planning inspector, nor will it become part of either Councils' formal Development Plan; and therefore will not be used in the determination of planning applications. However, the Joint Spatial Framework will be as a result of joint working, and be based on a joint evidence base. It will be formally agreed by both Councils as a basis for coordinating their respective Local Plan reviews.

Scope of the Joint Spatial Framework

The Joint Spatial Framework will guide the overall strategy and distribution of development across the wider area of the two Councils, but decisions over detailed site allocations will be made through the Councils' individual Local Plan reviews. Similarly, policies to guide the determination of planning applications will be set out in the Local Plan reviews, not in the Joint Spatial Framework.

The proposed scope of the Joint Spatial Framework is set out below.

Consultation Question 1:

Do you agree with the proposed scope of the Swindon and Wiltshire Joint Spatial Framework as set out below? If not please explain why.

Proposed Scope of the Swindon and Wiltshire Joint Spatial Framework

- i. The Joint Spatial Framework would set out in broad terms the quantum and spatial distribution of new jobs, homes and infrastructure in Swindon and Wiltshire in the period 2016-2036.
- ii. The Joint Spatial Framework would be non-statutory and would not therefore be a development plan document or subject to examination in

² In respect of the provisions contained within the Planning and Compulsory Purchase Act 2004 (as amended).

- public in its own right. However, it would be tested through the examination of the respective local plans. The Local Development Scheme timelines will be aligned to allow for the conjoined examination of the cross boundary matters between both Councils arising from the Joint Spatial Framework.
- iii. The Framework would cover all of Wiltshire and Swindon but would include separate sections for each Housing Market Area (HMA). There are best fit Functional Economic Market Area (FEMA) definitions with the HMAs that will allow the alignment of jobs and workers at the HMA level to form the basis for plan making.
 - iv. The section of the Framework which concerns the Swindon HMA and the 'Swindon/M4 corridor' FEMA will be based on evidence prepared through joint working by Swindon Borough Council and Wiltshire Council.
 - v. Those sections of the Framework covering the other Wiltshire HMAs (the Chippenham, Salisbury and Trowbridge HMAs) and 'A350/West Wiltshire towns' and 'Salisbury/Amesbury/A303' FEMAs will be led by Wiltshire Council with joint working undertaken only in relation to cross-boundary implications with the Swindon HMA and/or 'Swindon/M4 corridor' FEMA.
 - vi. A consultation strategy will be prepared for the Joint Spatial Framework in line with the Councils' respective Statements of Community Involvement (SCI). Joint public consultation will be held to develop the Joint Spatial Framework. This consultation will not be part of the formal Local Plan review process, which will need to be undertaken separately by each respective planning authority in relation to their plans, but will be programmed to inform and be aligned with the Local Plan review process. The Framework will also be informed by consultations on the local plan reviews.
 - vii. The final Joint Spatial Framework would be agreed by both authorities to inform the Local Plan reviews and support the Regulation 19 pre-submission consultations.
 - viii. The Framework would broadly set out the overall scale and distribution by authority and HMA of housing growth in the plan period.
 - ix. Through an iterative process the broad spatial distribution of housing development is agreed through the Framework to meet the identified needs, as appropriate, across the respective HMAs. This will include the identification of broad locations where growth will take place. However it will not identify specific sites as this will be a matter for the individual local plans to address.

- x. The Framework will identify the overall scale and distribution of planned employment land by FEMA and authority.
- xi. The Framework will identify strategic employment locations but not individual sites.
- xii. The Framework will identify the infrastructure needed to support the level of growth, in particular transport infrastructure.

What are the objectives of the Swindon and Wiltshire Joint Spatial Framework?

We have identified five objectives for the Joint Spatial Framework that will guide further work in its preparation. In particular, the objectives will be used to compare alternative development strategy options and so choose a preferred approach.

The objectives take account of the proposed scope and purpose of the Joint Spatial Framework. For example, detailed design objectives are not included because they are more applicable to the Local Plan reviews. The objectives therefore focus on much broader aspects that also involve resolving cross-boundary issues.

The objectives derive from those contained within the adopted Swindon Borough Local Plan and Wiltshire Core Strategy, and reflect national planning principles.

Consultation Question 2:

Do you agree with the proposed objectives for the Swindon and Wiltshire Joint Spatial Framework as set out below? If not, please describe how they should be changed?

Proposed Joint Spatial Framework Objectives

Objective 1 - Housing

Enable each housing market area to meet the needs for housing by a distribution that supports the role and function of settlements and takes into account their functional relationships.

Objective 2 - Economy

Facilitate local and inward investment by meeting land requirements for existing and emerging businesses in each functional economic market area; supporting the roles of town centres, business clusters and the regeneration of Swindon's central area and other priority areas for regeneration elsewhere.

Objective 3 - Resilient communities

Ensure that new development supports resilient communities with the necessary infrastructure, facilities and services. Manage patterns of growth to make the most effective use of existing and enhanced infrastructure.

Objective 4 - Environment

Make the most effective use of land, avoid increased risks from flooding and respect and enhance the environmental quality of Swindon and Wiltshire, specifically nationally designated landscapes, heritage and biodiversity assets, air quality and the best agricultural land.

Objective 5 - Accessibility and transport

New development should maximise opportunities for public transport use and active travel methods, be focussed at locations which would not exacerbate net out-commuting nor cause unacceptable pressures on existing transport infrastructure and make the best use of existing and planned transport investment.

What is the relationship of the Joint Spatial Framework to the Local Plan Reviews?

Preparation of the Joint Spatial Framework will be carried out alongside the reviews of the respective Local Plans. Consultation feedback on the Local Plan reviews and on-going discussions with adjacent Councils will inform and shape the Joint Spatial Framework. The timetable for the production of the Joint Spatial Framework in relation to the Local Plans reviews is set out below.

Table 1: Aligned Local Plan Review and Joint Spatial Framework Timetable

		Local Plan Review	Links	Joint Spatial Framework
2017	Q1	Plan Preparation & Evidence Gathering	<input type="checkbox"/>	Preparation & Evidence Gathering
	Q2			
	Q3			
	Q4	Issues & Options Consultation (Regulation 18)		Scoping & Methodology Consultation
2018	Q1	Plan Preparation & Evidence Gathering	<input type="checkbox"/>	Draft Framework Preparation
	Q2			Draft Framework Consultation Commences
	Q3			Final Framework Preparation
	Q4	Preferred Options Consultation (Regulation 18)		
2019	Q1	Submission Draft Plan Preparation	<input type="checkbox"/>	Completion of Framework
	Q2	Submission Draft Plan Consultation (Regulation 19) Commences		
		Q3		
	Q4			
	2020	Q1		Submission (Regulation 22)
Q2		Examination Process		
Q3				
Q4		Inspector's Report		
2021	Q1	Adoption		

3. AN EVIDENCE BASED APPROACH

What new evidence is required to support the Swindon and Wiltshire Joint Spatial Framework?

The Councils' Local Plan reviews need to be prepared on the basis of appropriate and proportionate evidence. The Local Plan policies and proposals, once submitted to the Secretary of State, will be examined by an independent Inspector and the evidence behind the plan tested. Further evidence will need to be gathered to support this process. The extent and scope of the evidence needed will be determined as part of the plan making process.

The NPPF specifically requires that each Local Plan is based on an objective assessment of need in order to help gauge future levels of housing and employment growth.

Consequently, the Councils' have jointly prepared two evidence base reports:

- The Swindon and Wiltshire Strategic Housing Market Area Assessment 2017 (SHMA)
- The Swindon and Wiltshire Functional Economic Area Assessment 2017 (FEMAA)

Both documents have been prepared to support this consultation on the scope of the Local Plan reviews and are available on the Councils' websites. These documents provide current evidence of the need for new homes and jobs in Swindon and Wiltshire from 2016 up to 2036. It is important to stress they do not represent the policy of the two Councils and that this evidence will be tested through the plan making process. They will also be kept under review during the plan making process to ensure that the Joint Spatial Framework is based on the most up to date household projections and reflects government planning policy that is currently under review (see below).

What is the need for new homes up to 2036?

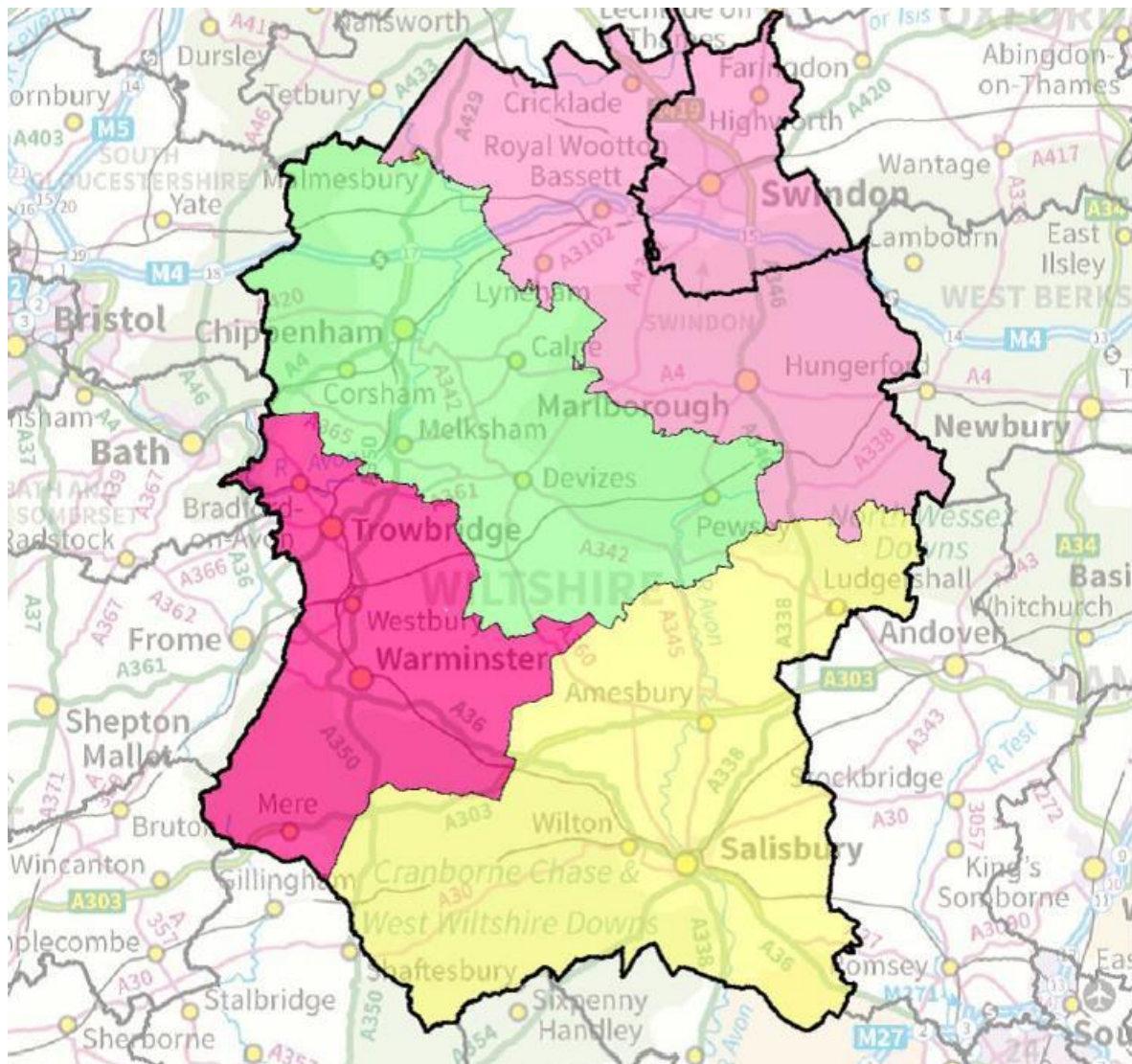
The SHMA indicates that Wiltshire and Swindon Borough should plan for a need for 3,650 new homes per year between 2016 and 2036. The current local plans, looking to 2026, plan for a combined requirement for 3,567 homes. The overall rate of growth anticipated in the SHMAA is broadly unchanged.

Out of the total needs, a number of homes are already accounted for because land already has planning permission or is allocated in current or emerging plans (together referred to as 'commitments') or homes have been built. At 1 April 2017, this is approximately 46,000 homes. This suggests that land to accommodate a

further 27,000 new homes would be needed to meet the scale of needs suggested in the SHMA.³

The SHMA disaggregates its assessment of housing need to four housing market areas, which are illustrated on the map below.

Figure 1: Proposed Housing Market Areas



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³ This figure does not take into account an assessment of windfall or new brownfield land opportunities for the delivery of homes within each authority. These assessments are part of the process of plan making.

In summary, the overall total is 73,000 dwellings for the period 2016-2036 to meet need as identified in the SHMA, with the need in each housing market area being:

- Swindon HMA: 29,000 dwellings (of which approximately 22,500 homes have been built or committed);
- Chippenham HMA: 22,250 dwellings (of which approximately 9,000 homes have been built or committed);
- Salisbury HMA: 8,250 dwellings (of which approximately 8,000 homes have been built or committed);
- Trowbridge HMA: 13,500 dwellings (of which approximately 6,500 homes have been built or committed).

The SHMA projects a minimum additional affordable housing need in Wiltshire and Swindon Borough as a whole of 17,253 households over the period 2016-2036. When this is added to current need, it leads to a requirement for 22,756 additional affordable dwellings for the period 2016-2036 (23,053 taking into account vacancy). The affordable housing need in Swindon Borough of 8,380 equates to 31% of total projected housing needs. In Wiltshire, the affordable housing need is projected to be 14,376, 36.9% of total projected housing need. Affordable housing need is not additional to the total housing need identified but is a component of that need.

The government in September 2017 issued for consultation⁴ a draft methodology on a standardised approach to assessing the objectively assessed need for housing as proposed in the Housing White Paper 'Fixing the broken housing market' (February 2017). The current proposals suggest that the standardised methodology will become the default objectively assessed need for Wiltshire and Swindon for the Local Plan Reviews. The Councils will review the figures as the standardised methodology is finalised and in the light of any more recent household projections. In order to make timely progress on the Local Plan reviews the Councils' have made available the 2017 SHMA to inform the process.

Consultation Question 3:

The Swindon and Wiltshire Strategic Housing Market Assessment (SHMA) presents technical evidence of the projected level of housing needs in the period 2016 to 2036. Do you have any comments on the findings of the SHMA?

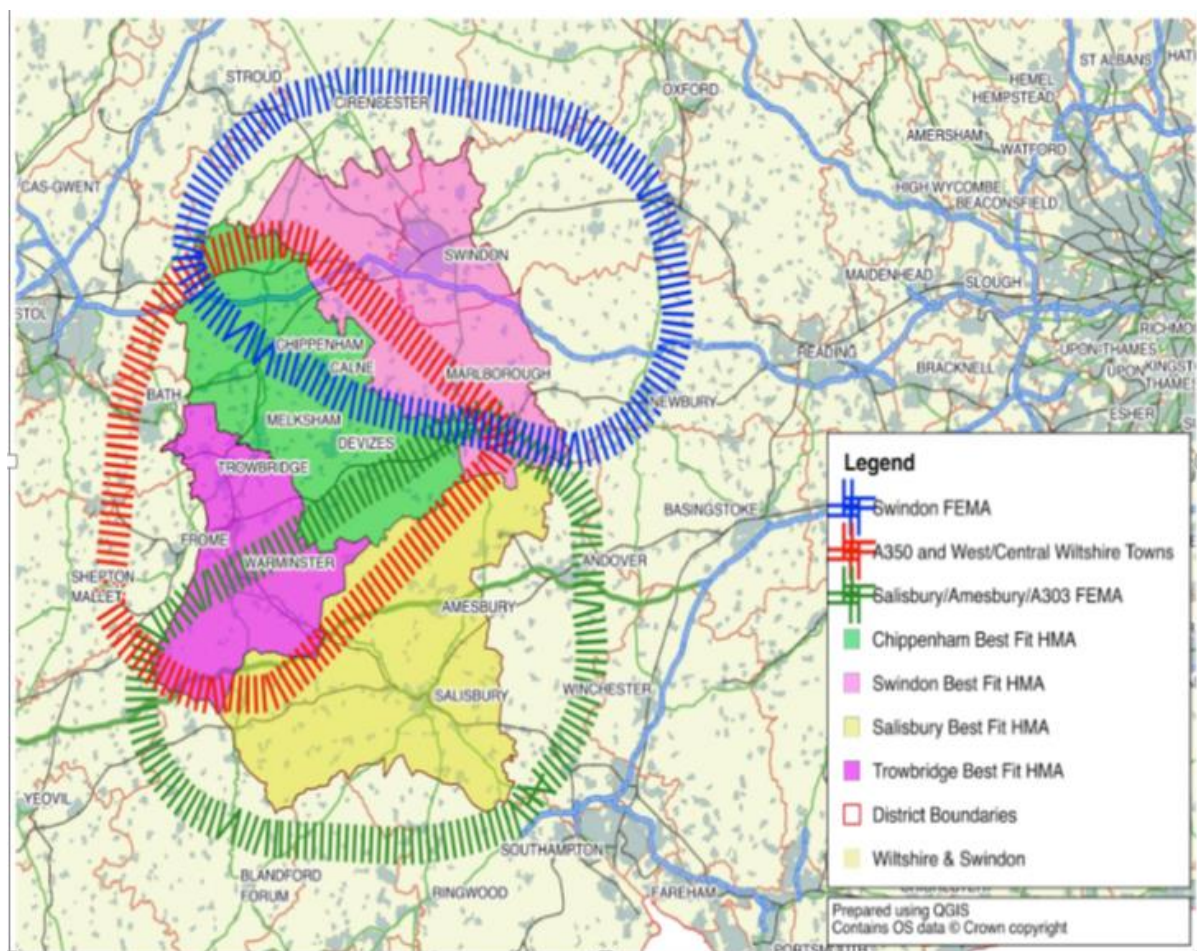
How much additional employment land does the FEMA propose?

The Functional Economic Market Area Assessment provides an indication of the likely demand for land for industrial and office development between 2016 and 2036.

⁴ Department for Communities and Local Government, Planning for the right homes in the right places: consultation proposals', 14 September 2017

It does so by reference to overlapping 'best fit' functional economic market areas (FEMA). It identifies three such areas based around Swindon, the A350 and Salisbury - Swindon/M4 FEMA, A350 and West/Central Wiltshire Towns FEMA, and Salisbury/Amesbury/A303 FEMA.

Figure 2: Proposed Functional Economic Areas and Housing Market Areas



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The headline figures for 2016-2036 employment growth and office and industrial floor space suggested requirements by FEMA as follows:

FEMA	Number of jobs 2016-2036	Additional Office (ha) 2016-2036⁵	Additional Industrial (ha) 2016-2036
Swindon FEMA	15,030	19.2 - 47.9ha	87ha
A350 FEMA	13,770	8.3 - 20.8ha	83.1ha

⁵ The requirement for office land is provided as a range to reflect the difference in plot ratios (i.e. the density of development on a site) between urban and greenfield sites. For example, more land would likely be needed for offices built on greenfield sites compared to those built in town centres.

Salisbury FEMA	11,430	6.3 - 15.6ha	44.4ha
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As with the assessment of housing need, these conclusions will be tested through the preparation of the Joint Spatial Framework and Local Plans.

Consultation Question 4:

The Functional Economic Market Area Assessment (FEMAA) presents technical evidence of the projected level of need for employment land in the period 2016 to 2036. Do you have any comments on the findings of the FEMAA?

How will the SHMAA and FEMA results be tested through the Swindon and Wiltshire Joint Spatial Framework?

A proposed programme of work on the Joint Spatial Framework and each local plan review is attached at **Appendix 1** to this Paper. It is based on a number of steps which relate to the plan making process outlined in each council's Local Development Scheme.

The NPPF requires that each Local Plan meets the full objectively assessed need for housing in the housing market area as far as is consistent with the policies set out in the NPPF. The programme of work leading to a Joint Spatial Framework focuses on an assessment of alternative development strategies within each HMA and across the two Plan areas to consider how issues that cross HMA boundaries are addressed.

As part of this the role and function of settlements will be reviewed. Alternative development strategy scenarios may continue to promote the existing role of a settlement or suggest changes to the existing role. Unmet needs in one market area may need to be met by another. The alternative development strategy scenarios will be compared and tested using sustainability appraisal and by how well they perform against the Joint Strategic Framework objectives. A preferred strategy will be selected using this evidence that will then be developed into the final Joint Spatial Framework.

Consultation Question 5:

Do you consider that the methodology proposed in the programme of work to test the sustainability of delivering the scales of growth in each housing market area and each functional economic area is robust? If not, in your response please explain why.

4. SETTLEMENT AND HOUSING MARKET AREA PROFILES

The programme of work discussed above includes an assessment of Swindon, Chippenham, Salisbury, Trowbridge and Wiltshire's market towns to understand the strategic issues they face. This is a first step to understanding the opportunities and constraints to growth before considering how each place could develop sustainably; whether its role continues as currently planned or how it should change.

In combination, this better understanding of our main settlements can inform the assessment of whether and how the housing and employment needs in each market area can be met.

Published alongside this consultation Paper are four documents containing **Housing Market Area Profiles** that relate to the new proposed geographies contained within the SHMA and contain profiles of the main settlements in each area as set out below.

- Chippenham Housing Market Area - Chippenham, Calne, Corsham, Devizes, Malmesbury, Melksham
- Salisbury Housing Market Area - Salisbury, Amesbury, Tidworth and Ludgershall
- Swindon Housing Market Area - Swindon, Marlborough, Royal Wootton Bassett
- Trowbridge Housing Market Area - Trowbridge, Bradford on Avon, Warminster, Westbury

These profiles draw on existing published data sources such as the current role and function of each main settlement, as stated in the Councils current adopted Plans, the 2011 Census, the Councils own monitoring reports and other local area documents such as made and emerging neighbourhood plans.

Each profile identifies strategic issues at both a settlement and housing market area level.

What are considered to be the strategic issues in relation to the Chippenham Housing Market Area?

The Chippenham housing market area stretches from Wiltshire's borders with Cotswold District and South Gloucestershire in the north to the Vale of Pewsey in the south. It includes the principal settlement of Chippenham and market towns of Calne, Corsham, Devizes, Malmesbury and Melksham.

The Housing Market Area lies within the A350 and West/Central Wiltshire Towns FEMA. The northern part of the HMA also lies within the Swindon/M4 FEMA.

In summary, the strategic issues for the Chippenham housing market area at this stage are:

- The SHMA suggests an increase in housing needs. Do settlements in the HMA have the potential for economic development to support balanced growth? If not and it is then decided that not all the suggested housing need should be met in the HMA, where else should the remainder be met?
- Are some settlements much more constrained? Are some settlements more suited to growth than others? If so, which ones would be and why?
- Is there scope to bring about more re-use of brownfield sites to limit the loss of greenfield land? If so, how could this be realised?
- What would be the effect on commuting patterns of higher rates of house building? Looking to 2036, what should be the key investments in transport?

What are considered to be the strategic issues in relation to the Salisbury Housing Market Area?

The Salisbury Housing Market Area comprises the south and east of Wiltshire and borders with Dorset and Test Valley Borough. It includes the principal settlement of Salisbury, and the market towns of Amesbury, Tidworth and Ludgershall.

The Salisbury HMA broadly aligns with the Salisbury/Amesbury/A303 FEMA.

In summary, the strategic issues for the Salisbury housing market area at this stage are:

- The SHMA suggests a modest decrease in housing needs in the Salisbury HMA, but the FEMAA states that a shortfall of labour could result. Could economic growth be hampered by insufficient housing over the plan period and should housing provision instead exceed assessed needs?
- A central proposal for Salisbury contained in the Core Strategy, and therefore for the HMA as a whole, is the redevelopment of Churchfields, should this proposal be reconsidered? How can this opportunity be realised?
- Important business clusters in the HMA are quite detached from main settlements. Environmental constraints in the HMA might also possibly restrict further significant expansion of these main settlements? Is there a need to re-think where and how growth takes place in the HMA?

What are considered to the strategic issues in relation to the Swindon Housing Market Area?

The Swindon Housing Market area stretches across the north east of Wiltshire and encompasses all of Swindon Borough. In addition to the large town of Swindon, it also includes the market towns of Marlborough and Royal Wootton Bassett.

The Swindon HMA broadly aligns with the Swindon/M4 Functional Economic Market Area. However, the south west of the HMA also overlaps with the A350 and West/Central Wiltshire Towns FEMA.

In summary, the strategic issues for the Swindon housing market area at this stage are:

- How much of the additional housing needs of the HMA could and should be planned for within and/or at the urban area of Swindon? How can this be balanced against the objectives of respecting the environmental quality of the area for existing communities and maintaining a diversity of uses needed to support a thriving economy? Is infrastructure a constraint to such growth?
- How can we deliver high quality employment land in the right locations to support existing businesses and take advantage of inward investment opportunities in the Functional Economic Market Area?
- What is the role of the market towns and other rural settlements within the Housing Market Area?

What are considered to the strategic issues in relation to the Trowbridge Housing Market Area?

The Trowbridge Housing Market Area encompasses the area around the principal settlement of Trowbridge and the market towns of Bradford on Avon, Westbury and Warminster.

The Housing Market Area lies within the A350 and West/Central Wiltshire Towns Functional Economic Market Area. The southern part of the HMA also lies within the Salisbury/Amesbury/A303 FEMA.

In summary, the strategic issues for the Trowbridge housing market area at this stage are:

- The SHMA suggest a modest increase in housing needs, but a surplus of workers compared to jobs within the area, should housing needs be met in the HMA? And if not where else?

- Should the extent of the green belt be reviewed to enable development needs to be met?
- What are the relationships (1) between settlements within the HMA and (2) with settlements outside; and how might transport infrastructure attract inward investment or influence commuting patterns?

Consultation Question 6:

The Housing Market Area profiles present the current Plan's vision for each settlement based on its role and function. Do you think this should change? Please tell us which settlement(s), and explain your answer.

For each settlement identified in the Housing Market Area Profiles there are also a number of key findings and issues identified. Do you think these are correct and how should the Councils respond to the questions raised? Please tell us which settlement(s), and explain your answer.

Consultation Question 7:

For each Housing Market Area, strategic issues are also identified. Do you think these are correct and how should the Councils respond to the questions raised? Please explain your answer by reference to a specific housing market area.

Consultation Question 8:

Are there any specific development constraints that you think should be taken into account in the preparation of the Joint Spatial Framework that have not been identified in the Housing Market Area Profiles? Please explain your answer by reference to a specific housing market area or settlement.

Consultation Question 9:

Are there any specific development opportunities that you think should be taken into account in the preparation of the Joint Spatial Framework that have not been identified in the Housing Market Area Profiles? Please explain your answer by reference to a specific housing market area or settlement.

Consultation Question 10:

Do you have any comments on the advantages or disadvantages of any of the following concepts for growth alone or in combination? Are there other options not considered. Please explain your answer by reference to a specific housing market area or settlement.

- Urban capacity (maximising the potential for growth within Chippenham, Salisbury, Swindon, Trowbridge and market towns in Wiltshire)
- Urban extension (focussing growth on extensions to Chippenham Salisbury, Swindon and Trowbridge and market towns in Wiltshire.
- Transport-based development (locating development where it will have the best access by a range of transport modes)
- More development at the larger, better served rural settlements
- New settlement(s) (the development of one or more new settlements within the area)

Consultation Question 11:

Do you have any further comments to make on the proposed Joint Spatial Framework or matters raised in this Paper?

1 Joint SHMA and FEMAA

- 1.1 Preparation of Strategic Housing Market Assessment and Functional Economic Market Area Assessment as evidence to inform the Swindon Borough and Wiltshire Local Plan reviews.

2 Revise Local Development Schemes

- 2.1 The Councils' respective Local Development Schemes have been updated to reflect the proposed approach to joint working and the timetables for preparation of the Swindon Borough and Wiltshire Local Plan reviews.

3 Strategy Review - Main Settlement Assessment

Objective: To identify strategic issues relating to individual settlements and Housing Market Areas and Functional Economic Market Areas

- 3.1 The National Planning Policy Framework requires that local planning authorities should set out the strategic priorities for their area and Local Plans should include strategic policies to deliver them. The starting point for review is therefore the current set of strategic policies in the existing plans.
- 3.2 The 'main settlements' of Chippenham, Salisbury, Swindon, Trowbridge and the designated Market Towns deliver a wide range of strategic priorities, as the principal locations for homes and jobs, the provision of retail, leisure and other commercial development, as well as transport, education, health, cultural and other infrastructure. They are therefore the primary focus for review.
- 3.3 Elsewhere the foremost priorities of the adopted Wiltshire Core Strategy and Swindon Local Plan are broadly to support rural communities by development geared towards meeting local needs or to constrain it in order to preserve the countryside and ensure a sustainable pattern of growth across the plan areas that minimises the need to travel by car.
- 3.4 Further evidence and choices later on in the plan preparation process may reconsider this approach depending upon what issues are identified and what the evidence suggests (See stage 5, step 1). For example, a specific rural settlement may take on a more important strategic role if evidence suggests this could be an element of a reasonable alternative development strategy.

- 3.5 Assessments will identify strategic issues affecting each main settlement both currently and looking to the future. Issues are considered to be strategic, for example, when there are circumstances that may prevent growing the economy to its full potential or hinder building strong communities. Limited land supply may be restricting economic growth. Environmental constraints may limit the amount of land capable of acceptable development. These are both instances of strategic issues. Strategic issues affecting the main settlements may affect the wider delivery of the strategic priorities for the area (as defined in the NPPF).
- 3.6 In Swindon, the review will involve the scope and success of regeneration at targeted areas in need of renewal and the implementation of the Swindon Central Area Action Plan. This will help understand the deliverable capacity of the urban area to accommodate growth.
- 3.7 Issues at main settlements may affect the HMA or FEMA's overall capacity to accommodate projected need. Strategic issues may also highlight relationships between main settlements as well as with other rural settlements.
- 3.8 This stage will comprise 4 steps that are summarised below.

Step 3a - Role and function review

- 3.9 Each settlement will be reviewed by comparing the changes envisaged by the current plan with what has taken place by undertaking:
- I. A quantitative assessment of the potential to deliver the current strategy
 - II. A qualitative assessment of current strategy
 - III. A review of other strategies that will affect each settlement's future

Step 3b - Infrastructure review

- 3.10 This step would identify committed infrastructure improvements, shortfalls that might constrain growth and known aspirations at each main settlement that could be addressed through the review of the Plan. It would also seek to identify any critical infrastructure items that would be essential to support future growth.

Step 3c - Review constraints

- 3.11 The purpose of this step is to identify possible environmental obstacles to the growth of main settlements. A constraints mapping exercise will not consider specific sites. It will gauge the potential extent of locations able to accommodate development.

Step 3d - Identification of strategic issues

- 3.12 The outcome of steps 3a to 3c for each main settlement provides a description of need and demand on one side and opportunities and constraints on the other. A comparison of the two provides a concise set of strategic issues for each main settlement and their prospects for growth. Some issues may also be shared between settlements or may affect the whole HMA or FEMA.
- 3.13 The results of this stage would be published in a short Issues Paper and will include a review of current Plan objectives to draft objectives for the Joint Spatial Framework. It may also outline possible broad approaches that the Joint Spatial Framework may explore as a means to stimulate public discussion.

4 Issues Consultation (Initial concurrent Regulation 18 consultations)

Objective: To raise awareness and seek views on the approach to Plan review

- 4.1 The proposed scope for the consultation is outlined in each authority's Local Development Scheme. The consultation would run for a minimum of 6 weeks in winter 2017 concurrently in each local authority area.
- 4.2 The consultation will:
- Seek comments on the proposed scope of the Local Plan reviews;
 - Invite comments on the proposed objectives and approach to developing the Joint Spatial Framework;
 - Invite comments on the strategic issues identified as a result of main settlement review;
 - Invite the submission of sites for consideration through a call for sites (this would only apply to additional sites not previously considered through the Swindon Borough SHELAA and Wiltshire SHLAA);
 - Raise awareness of the completed SHMA/FEMAA; and
 - Ask consultation questions to obtain opinions on broad spatial options.
- 4.3 The authorities will undertake consultation on their respective Sustainability Appraisal scoping reports as part of the Regulation 18 consultations.
- 4.4 A central part of the consultation would be the publication of an Issues Report produced from the preceding step. Comment would be invited on these issues and suggestions on how they should be addressed. The result of this stage would help identify where further evidence would be needed.

- 4.5 The outcome of consultation will be a refined set of strategic issues. Plan objectives will be reviewed. Detailed project briefs for further work on the Joint Spatial Framework and Local Plans will identify further evidence that needs to be gathered to address gaps identified in understanding and to help develop alternative development strategies.

5. Develop Alternative Development Strategies

Objective: To create a number of Alternative Development Strategies each capable of meeting Objectively Assessed Needs (OAN)

- 5.1 The aim of this stage will be to establish and assess the sustainability of different strategies for growth in each HMA. Different development strategies will contain indicative requirements for employment and housing land for each of the main settlements. They will also include estimates for growth in the rural area and an allowance for windfall. One or more alternative development strategies may also consider requirements at significant rural settlements (In Wiltshire defined as Local Service Centres and Large Villages, and in Swindon, Highworth and Wroughton and the larger villages within Swindon Borough).
- 5.2 Developing a set of alternative development strategies will draw on the SHMA and FEMAA (stage 1), responses to the Issues consultation (stage 4), and the main settlement assessment (stage 3).

Step 5a - Assess whether the OAN can be met in each HMA based on step 3 conclusions and, if necessary, estimate unmet need

- 5.3 This step determines the amount of additional housing and employment land that needs to be allocated in order to meet OAN for each HMA and FEMA
- 5.4 Based on evidence and assessments of step 3 it will be possible to judge
- an indication of the potential contribution each main settlement may make to meeting needs
 - the prospects of assessed needs being met within each respective HMA and FEMA
- 5.5 The scope of alternative development strategies may not be restricted to those involving the expansion of main settlements and could include:
- extending settlement analysis to consider whether specified significant rural settlements may appropriately accommodate growth greater than that geared to solely meeting local needs; apportioning unmet housing and employment needs to be in one or more adjoining HMAs or FEMA; or

- by the creation of a new community

Step 5b - Develop Alternative Development Strategies

- 5.6 This step develops alternative development strategies that can accommodate growth in each HMA. The output will be clear, justified alternative strategies for growth expressed to include requirements for housing and employment at each main settlement. These strategies will draw on the analysis and public consultation of previous stages. They will each address the strategic issues, refined by responses to the Issues Paper, and be informed by further evidence that will have been gathered. Alternative development strategies may also test different quanta of development for each HMA.
- 5.7 Directions for possible growth at main settlements will be considered using step 3c constraints mapping. The suitability of the areas involved could be considered in more detail in the preparation of local plan options (stage 8).
- 5.8 Specific significant rural settlements may also be considered as locations for growth alongside locations in and around main settlements if evidence suggests this course could be an effective means to address strategic issues and achieve a sustainable pattern of development. If appropriate, particular rural settlements would be considered in a similar manner to main settlements in stage 3⁶
- 5.9 An alternative development strategy that accommodates unmet housing and employment needs from an adjoining HMA will be guided by evidence of economic relationships and accessibility to where those needs arise.
- 5.10 This stage will generate a manageable set of alternatives that are a reasonable reflection of strategic choices for future patterns of growth in each Plan area.

Step 5c - Sustainability Appraisal

- 5.11 The strategy options identified in step 5b will be subject to comparative assessment against the sustainability themes set out in a draft sustainability appraisal framework (to be consulted on and agreed with the statutory consultation bodies the Environment Agency, Natural England and English Heritage) to identify the likely significant effects of each one. Assessment will identify the likely significant positive or adverse effects of the various spatial alternatives, and also the relative performance of each alternative against one another. The likely infrastructure requirements and mitigations measures needed to support each of the spatial options will be commented upon. The appraisal will recommend the alternative development strategies with the most sustainability benefits.

⁶ Steps 3.1- 3.3 could be carried out for specified significant rural settlements.

Step 5d - Policy Assessment

- 5.12 The strengths, weaknesses, opportunities and threats of each alternative development strategy will be assessed. This SWOT assessment will use the JSF objectives as its framework.

6 Selection of Preferred Strategy and Preparation of the Joint Spatial Framework

Objective: To identify a preferred strategy that delivers JSF objectives informed by Sustainability Appraisal.

- 6.1 Alternative development strategies will be compared on an equitable basis using the results of sustainability appraisal and SWOT assessment gathered in stage 5. Selection of a preferred strategy will have the goal of achieving the best overall balance of social, economic and environmental benefits.
- 6.2 Preparation of the draft JSF will articulate the preferred Alternative Development Strategy. The proposed scope of the Joint Spatial Framework was outlined in Section 2: Approach to Joint Working in the main report. In short, the draft Framework will identify a preferred broad approach to the development requirement and a strategy for growth in each HMA.

7 Draft Joint Spatial Framework consultation (Regulation 18 consultation)

Objective: To review and refine the content of the Joint Strategic Framework

- 7.1 The Joint Spatial Framework consultation would be run concurrently across Wiltshire and Swindon. It may use a shared consultation platform.
- 7.2 Responses to the consultation will assist in refining Local Plan options (step 8 below) as well as the main purpose of moving towards a final Joint Spatial Framework.

8 Local Plan Options

Objective: to identify and assess reasonable site options that could deliver the preferred development strategy approach as set out in the Joint Spatial Framework

Step 8a - Identify reasonable site options

- 8.1 This will be used to create a list of potentially reasonable site options for further assessment that are developable over the plan period. The register of Strategic Housing and Employment Land Availability Assessment (SHELAA) sites held by each council will be the starting pool of land from which site allocations will be selected. This stage will, however, also examine whether there are additional site options and will include a review of existing

employment allocations. The selection of site options will also be guided by the result of assessments of a settlement's potential for delivery carried out in stage 3.

Step 8b - Assessment of site options

- 8.2 Officer judgment will be used to assess the scale of housing and employment development that a site option can reasonably accommodate, drawing on SHELAA methodologies where applicable.
- 8.3 The purpose of step 8b is to augment SHELAA site analysis with more detailed information on the sustainability of site options. Sites will as necessary be subject to detailed assessments on such aspects as accessibility, landscape assessment and site viability. A proportionate approach will be taken, with the stages of assessment used as filters to refine and distinguish between reasonable site options. Not all sites will be subject to all stages of assessment. A template will be devised for the assessment. This will state the reasons for those sites rejected.

Step 8c - Sustainability Appraisal of Site Options

- 8.4 Detailed evidence gathered through site assessment will be used to inform a Sustainability Appraisal of reasonable site options. Draft decision aiding questions will be consulted on at Regulation 18 stage. Results will be presented through RAG (red, amber, green) analysis combined with qualitative discussions of the site options at each settlement.

Step 8d Selection of Preferred Sites

- 8.5 Informed by sustainability appraisal, site options will be selected to achieve the indicative housing and employment land requirements of each settlement referred to in the Joint Spatial Framework. Sites will be selected according to how well they address issues identified at the end of step 4 and achieve plan objectives. Together all the selected sites will be the preferred Local Plan options.

9 Consultation on Local Plan Options (Regulation 18)

Objective: To refine and review preferred Local Plan options

- 9.1 The consultations will be undertaken separately but concurrently by the two authorities. The consultation materials could take the form of consultation booklets outlining preferred options for site allocations (using site proformas), rather than the form of a draft plan, if necessary.

- 9.2 The final Joint Spatial Framework will confirm the strategic distribution of housing and employment growth which will be reflected in the Local Plan reviews.
- 9.3 Preferred sites will be reviewed and selections may be amended as a result of consultation.
- 9.4 At this stage each Local Plan may also include reviews undertaken of other topic areas such as green infrastructure strategy and town centre boundaries, where the approach of current Local Plans is in need of updating. Each Council will consult on such suggested changes to their existing plans.

10 Preparation and Sustainability Appraisal of Draft Local Plans

- 10.1 Draft Local Plans will be prepared in the light of consultations in stage 9. Separate Sustainability Appraisals will then be prepared to support the Swindon and Wiltshire Local Plan reviews. This will continue to use a shared Sustainability Appraisal Framework to ensure consistency across HMAs.
- 10.2 Each Sustainability Appraisal will recommend changes to the Plan based on addressing the in-combination effects of proposals and in order to ensure each Plan can achieve the most sustainability benefits.

11 Pre-submission consultation of Draft Local Plans (Regulation 19)

- 11.1 Each Plan is published for consultation prior to submission to the Secretary of State for independent examination.

Appendix 2: Part 2

Chippenham Housing Market Area

Individual Settlement and Housing Market Area Profile

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Cabinet Draft

October 2017

Introduction

This document is one of four Housing Market Area Profiles which have been prepared to inform the Swindon and Wiltshire Joint Spatial Framework: Issues Paper. It provides an assessment of the main settlements in the Chippenham Housing Market Area and the strategic issues they face. This is a first step to understanding the opportunities and constraints of growth before considering how each place could develop sustainably; whether its role continues as currently planned or how it should change.

In combination with profiles for the Salisbury, Swindon and Trowbridge Housing Market Areas, this better understanding of our main settlements can inform the assessment of whether and how the housing and employment needs in each market area can be met.

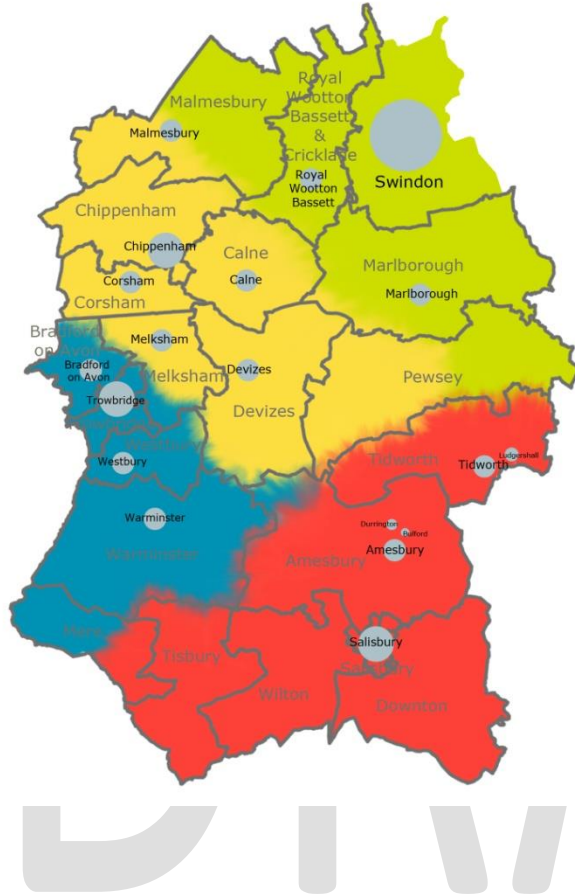
The profiles contained in this document draw on existing published data sources such as the current understanding of the role and function of each main settlement, the 2011 Census, the Council's own monitoring reports and other local area documents such as neighbourhood plans.

Each profile presents a snapshot assessment of progress with the current strategy included in the Wiltshire Core Strategy, a picture of environmental constraints, the local community's vision (where there is neighbourhood plan) and the position from providers of underlying infrastructure (transport, water and education) which is essential to every settlement but which has the potential to also be a significant barrier to further growth.

The main findings for each settlement are summarised below followed by a set of issues specific to each settlement. These identify where the current development plan strategy may need to change. They are phrased as questions because the vital part of this stage in the Local Plan review is to invite community and stakeholder input on how the current strategy should change; what issues it should address and how future needs can be met by sustainable development.

Chippenham Housing Market Area

The Chippenham Housing Market Area extends from Malmesbury in the north to Devizes in the south and Pewsey in the east, with Chippenham town being the principal settlement within this Housing Market Area.



The 2017 SHMA forecasts objectively assessed need for housing (including the overall balance between market and affordable housing). The study identifies the need for housing in this market area over the period 2016-2036 to be 22,500 dwellings. This would represent a substantial increase on the WCS period 2006-2026.

The SHMA notes that demographic projections indicate a surplus of workers in the HMA.

Chippenham town falls into the A350 FEMA. However, given its proximity to the Swindon/M4 FEMA, its strategic location on the Bristol-London rail line and proximity to the M4, additional employment growth may be attributed to Chippenham over and above the forecasted requirements within the A350 FEMA set out below.

The 2017 FEMA states that the A350 corridor Chippenham forms part of has a greater westward focus towards Bath and the West of England. It is a polycentric FEMA of market towns that is very much a corridor with interactions between adjacent settlements. There could also be increased pressure for out-commuting to Bristol/Bath if these areas achieve disproportionate economic success. The employment forecast for the A350/West Wilts FEMA shows job growth of 13,800 in total for 2016-36, with the main growth occurring in manufacturing, construction, business support services, and social care activity and associated services.

This equates to the following B use floor space requirements for 2016-36

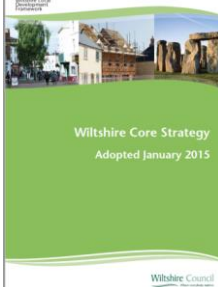
Use class	Use	Floor space in m2
B1a	Offices (other than financial and professional services)	37,620
B1b	Research and development	32,950
B1c	Industry that can be carried out in a residential area	8,900
B2	General industry	23,720
B8	Storage and distribution	4,200

The FEMA more specifically forecasts growth in B1 and B8 uses but decline in the B2 general industrial sector although a floorspace requirement remains. The A350 FEMA requirement for 2016-36 is up to 21 ha of new land for office (B1) and 83 ha for industrial (B8). This means delivery of up to 1 ha and 4.2 ha per year respectively at the towns within this FEMA.

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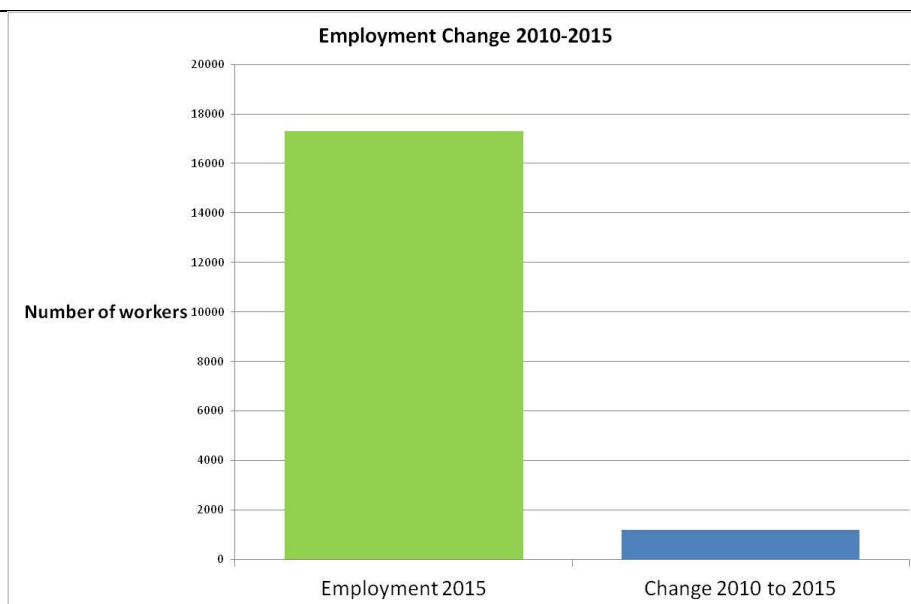
Chippenham

Chippenham is one of the largest towns in Wiltshire and has excellent transport links, being in close proximity to Junction 17 of the M4 and located on the main Bristol to London railway route. It is designated as a Principal Settlement in the WCS.

	<p>The Wiltshire Core Strategy Vision</p> <p><i>“Chippenham’s role as a strategic employment location will have been successful in retaining internationally renowned employers in the manufacturing and service sectors, including ICT, rail systems and logistics, and future development will have been employment led. Job growth will have taken place on existing sites within the urban area, as well as on sustainable edge of town sites.</i></p> <p><i>The town centre will have been improved, with an enhanced mix of retail, leisure and entertainment uses and greater integration with the River Avon, making Chippenham an attractive and popular centre. The River Avon will be a defining and connecting feature and its active riverfront combined with the historic centre, market, parks and open spaces will have provided a thriving artery and distinctive identity for the town.</i></p> <p><i>The self-sufficient status of the town will have been improved, although its excellent transport connectivity will continue to be an asset to the town, making it a popular location for employers. Housing development will have been highly sustainable and balanced, with early delivery of key infrastructure, and key services and facilities in the town will have been improved. Young people will choose to stay to live and work in the town because of the employment opportunities, access to housing and other available facilities.”</i></p>
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Economy

- Wavin Group – main UK site for a global manufacturer – significant factory investment and site expansion securing 500 jobs
- Siemens acquired Invensys Rail, securing around 800 AEM/rail consulting jobs and creating UK HQ for Rail Automation; redevelopment of Langley Park should help secure technology tenants e.g. semiconductor manufacturer IXYS
- Good Energy’s HQ office continues to expand with future requirement for a new purpose-built permanent HQ office for increased headcount
- Methuen Park and Bumpers Farm largely fully occupied and final plots now coming forward



Self-containment

	2001	2011	change
% of employed residents working in the town	50.7%	47.1%	-3.6%

Core Policy 10 identifies 26.5 ha of land for employment development on land adjoining the built up area in addition to what has already been provided or committed at April 2011. Land is allocated in the Chippenham Site Allocations Plan at SW Chippenham (18 ha) and at Rawlings Green (5 ha).

Since 2011, 1.1 ha of employment floorspace has been completed and currently, 7.1 ha of employment floorspace remain permitted but unimplemented. A planning application is pending for land at SW Chippenham.

The Swindon and Wiltshire LEP's Strategic Economic Plan (SEP) states that Chippenham is situated on the convergence of two growth zones. Chippenham is included in both the Swindon-M4 Growth Zone and the A350 Growth Zone. This location offers the potential to extend growth into the area from both the east and west along the M4 corridor and recognise the development potential at Junction 17.

The A350 Growth Zone has recorded the highest growth in employees amongst all growth zones in 2012-14 (27.4%). The SEP registers the need for transport improvements along the A350 and to Chippenham railway station. The WCS acknowledges that new employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting.

Town Centre: Regeneration of the central area of Chippenham is a priority. Details are contained in Core Policy 9 of the WCS which identifies:

- Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre to provide a supermarket and comparison units. It is held up by lack of

funding and market conditions.

- Langley Park - to deliver a mixed use site solution for a key redevelopment opportunity area to support the retention of significant business uses on part of the site. Planning permission has been granted.
- In addition, the River Avon Corridor to be enhanced for leisure and recreation uses in an environmentally sensitive manner and developed as an attractive cycle/ pedestrian route. More detailed proposals for sections of the valley are contained in the Chippenham Site Allocations Plan.

A Masterplan (see below) has been developed for all opportunity sites. The Wiltshire College redevelopment is now complete – and sale of former site for use as retirement dwellings is underway. A Station Hub Scheme also features in the Masterplan and includes improved connection over the railway line and regeneration north of the railway line.

The 2017 FEMAA states that there is a net additional sq m floor space requirement of approx. 30,000 for (A1), 980 (A2) and 9,200 (A3-5) at the A350 FEMA for 2016-36.

The Wiltshire Council Retail Review (2015) forecasts approx. 2,000m² additional convenience goods floorspace capacity in Chippenham by 2026. For comparison goods floorspace, the study identifies a capacity of 11,000 m² by 2026.

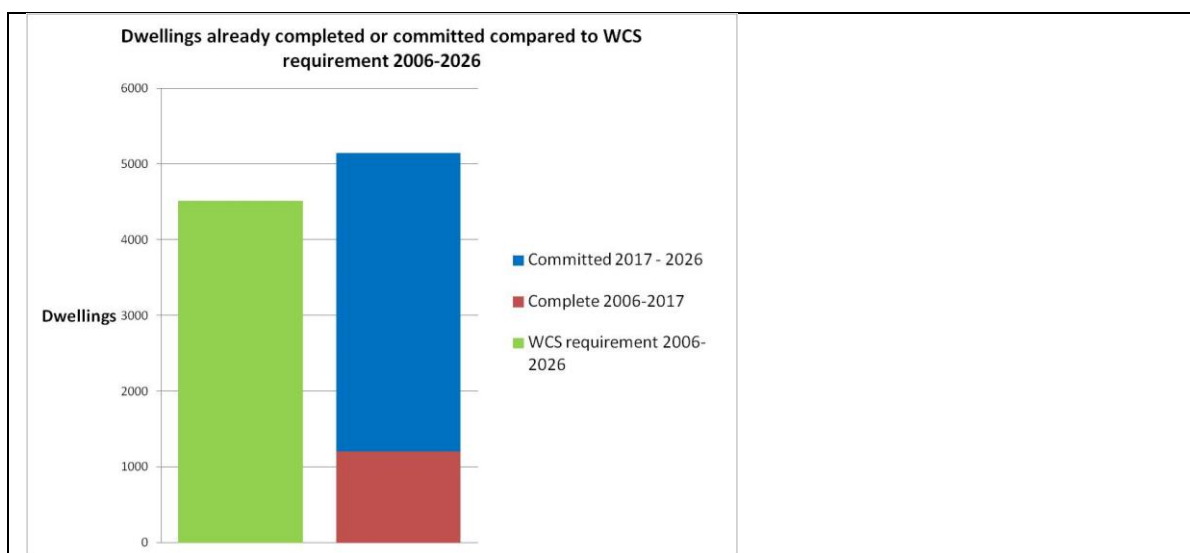
Actual compared to anticipated average rates of house building 2006-2017



Housing

House building has been substantially below anticipated rates. A main reason has been a lack of significant sites to develop. This has been addressed by the Chippenham Site Allocations Plan.

Affordable housing was 21% of all homes built, below target levels. The ratio of house price to earnings rose from 8.6 to 10.2 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.



Infrastructure

Transport: Measures in the Chippenham Transport Strategy were refreshed alongside preparation of the Chippenham Site Allocations Plan. These include Cocklebury and Northern Link Roads to the A350. Preparation of the Plan also modelled the relative merits of different routes for new roads linking the A4 to the A350 (to the south and east). A traffic study concluded an eastern link road to be the '*key piece of highway infrastructure that is required to unlock the development potential of the town*'. Separate measures also involve further dualling of the A350 and improvements to Junction 17 of the M4. There is good scope for modal shift through improved walking, cycling and public transport.

Schools: Growth would need to involve allocations large enough to provide new primary provision. There is however some capacity and plans for a further secondary expansion at Abbeyfield School.

Water Network: Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036.

Neighbourhood Plan

No Neighbourhood Plan is being prepared for Chippenham Town. Adjoining parishes of Bremhill and Langley Burrell are preparing Neighbourhood Plans to 2026. Amongst other aspects, these aim to safeguard the separate character and identity of villages close to the town and the attractiveness of the countryside that provides both their settlements' visual setting and is a valued local amenity.

Other area designations have been made at Allington & Sheldon (March 2015), Hullavington (September 2016), Kingston St Michael (September 2015), Seagry (September 2015) and Sutton Benger (September 2015).

Chippenham Central Area Masterplan (the Chippenham Vision)

The masterplan provides further detail on development guidance set out in WCS Core Policy 9 - 'Chippenham Central Area of Opportunity'.

To encourage coherent regeneration and investment it seeks to:

- Emphasise role as a riverside market town;
- Build on natural assets such as the river and connecting features such as the market, historic centre, parks, eateries and leisure facilities;
- Encourage young people to stay in Chippenham through education facilities, employment choices and access to leisure and housing;
- Strengthen role as a business location, building on its excellent road and rail links.

Chippenham Station Hub

The Chippenham Station Hub scheme includes the potential enhancement of station facilities, including increased car parking, railway crossing provision, commercial development, and public realm improvements. Funding has been secured through the LEP.

Phase 1 is underway and includes access improvements and enhancement of station facilities. Further phases will include increased car parking, access improvements, commercial development, and public realm improvements.

Air Quality

There are no Air Quality Management Areas in Chippenham, however responding to local concerns areas of the town are being monitored.

Constraints

See map.

The overall potential for significant urban regeneration is medium. A corridor of flood risk areas (zones 2 and 3) goes along the River Avon through the town. Land to the south of the town includes a significant area of grade 1 agricultural land. There are relatively few other environmental constraints compared to other settlements. Urban expansion might impinge upon the separate identities and character of smaller settlements around the town, most of which include designated heritage assets. The A350 is considered as a man-made boundary to expansion westward. Current expansion is to the north and south.

Settlement Strategic Issues

Key findings

- The town has significant potential for economic growth. A new road linking the A4

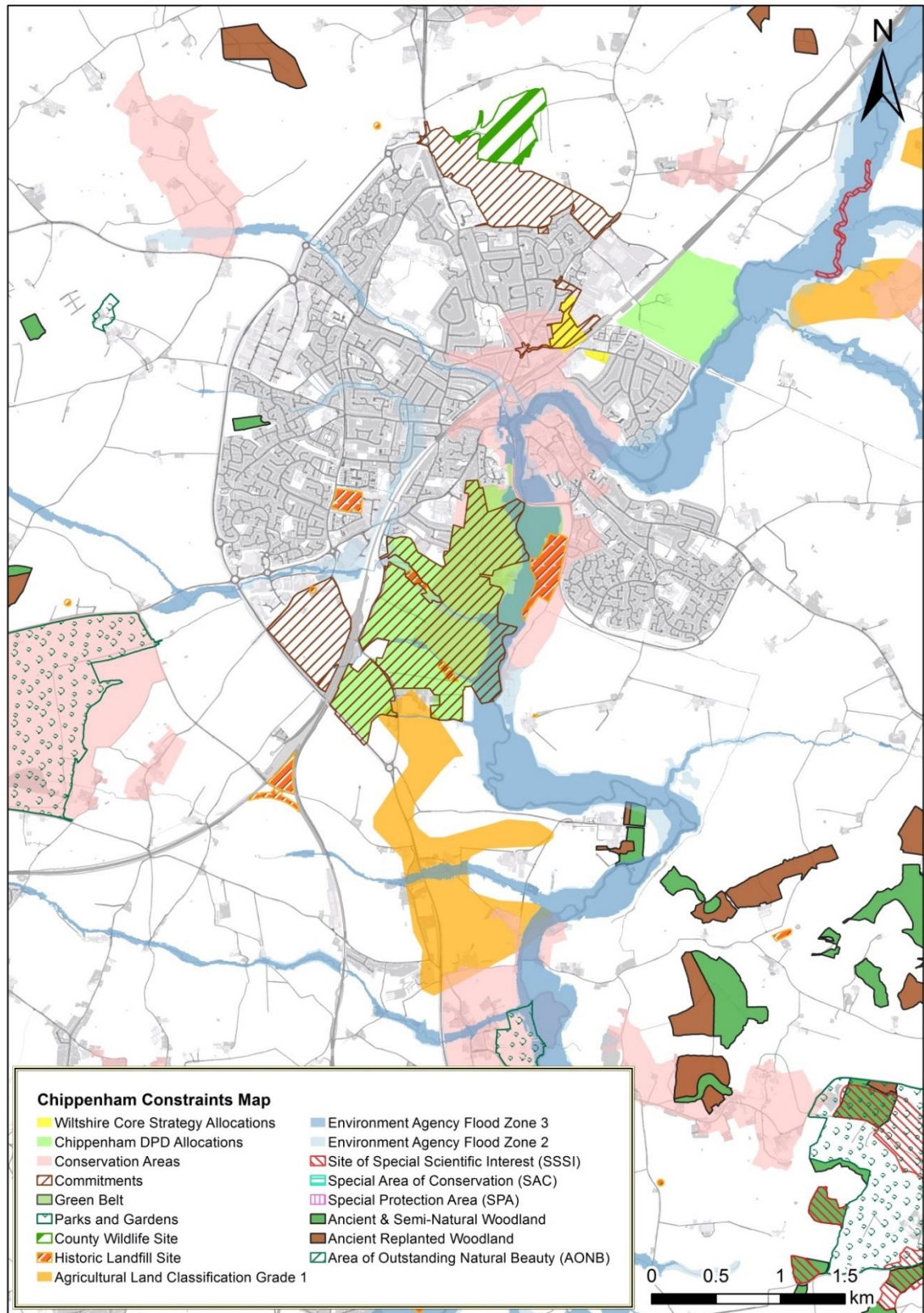
to the A350 would help considerably toward realising it.

- Housing development has been well below anticipated rates, largely because there has been no land identified for development for much of the plan period.
- The town is relatively unconstrained compared to other settlements, but urban expansion might threaten the separate identity and character of nearby villages.

Issues

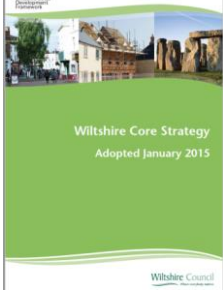
- Should the continued growth of the town be of a scale and location to provide a new road linking the A4 to the A350?
- How can a strategy for the town ensure redevelopment opportunities are maximised?
- How should the town's development relate to the advantages offered by Junction 17 on the M4?

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Calne

Calne provides an important centre for its surrounding rural area, it features many historic buildings. It is designated as a Market Town in the WCS.

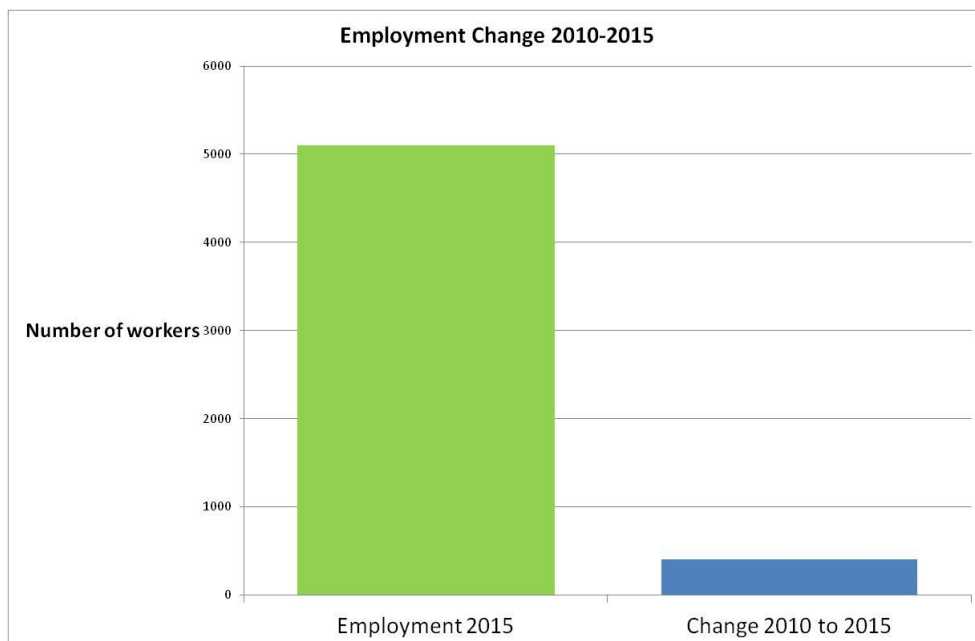


The Wiltshire Core Strategy Vision

“Calne will be an active and attractive centre for the Community Area, offering a range of retail outlets accessible by public transport. The town will have services that are well used, including entertainment and recreational facilities. The community will feel proud of Calne, and will benefit from its range of accommodation and good links with local businesses. Development will have supported the growth of services and community facilities within the town. People within the Community Area will have access to a range of jobs, which will have helped in reducing the present high levels of out-commuting. Progress will have been made towards the restored Wilts and Berks Canal and the River Marden will provide social, environmental and economic assets to the area as part of a wider green infrastructure network linking Calne with Chippenham and the wider countryside.”

Economy

- The Bowood Estate/Hotel/Golf Course complex has become fully established as a leisure/conference facility (around 250 hospitality sector staff)
- Porte Marsh Industrial Estate - re-investment by glazing manufacturer Deceuninck in production capability, securing jobs and reoccupation of secondary premises



Self-containment

	2001	2011	change
% of employed residents working in the town	39.6%	35.4%	-4.2%

The WCS allocates a total of 6 ha of employment land including 3.2 ha on land East of Beversbrook Farm and Porte Marsh Industrial Estate.

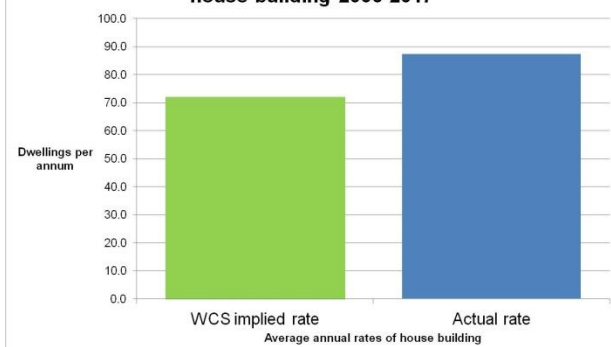
Since 2011, 0.54 ha of employment floor space has been completed at the town and approximately 0.07 hectare of employment floorspace remains committed but unimplemented as of 2017.

The WCS notes that the close proximity of the area to the M4 has attracted key employers to Calne in the past. Close proximity to the M4, Swindon and Chippenham does, however, mean that the town has one of the lowest levels of self-containment in the plan area, which continues to decline, as recorded in the 2011 Census. While Calne falls within the A350 FEMA it is located in its eastern part which may result in a degree of 'overlap' with the Swindon/M4 FEMA to the north east of the town.

Town Centre: The submitted Neighbourhood Plan states that proposals in the 'Town Centre' that create new or enlarged retail units or involve other new development will be expected to contribute to the improvement of the Town Centre's public realm where viable. The plan is permissive of town centre uses provided they do not undermine the vitality or viability of the town centre.

The WCS noted some potential for additional convenience retail. This remained the case according to the Wiltshire Council Retail Review (2015) that suggested there was no capacity for additional comparison goods floorspace and only small capacity for additional convenience goods floor space by 2026 (540 m² net). Planning permission has been granted for a 2,647 m² net out of centre Tesco store.

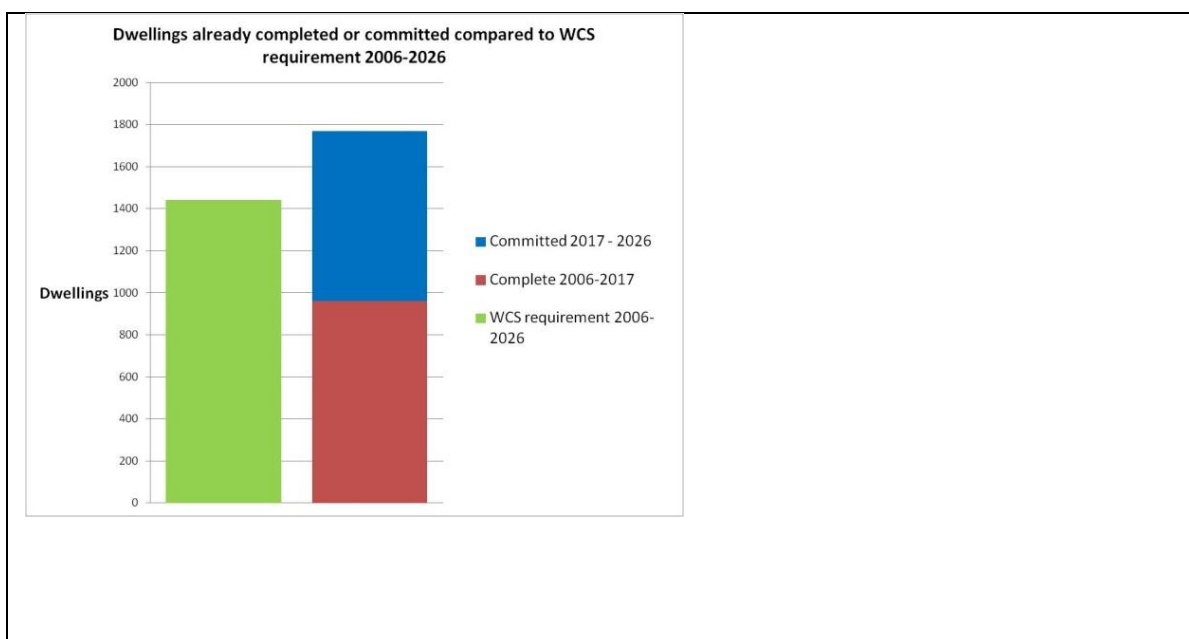
Actual compared to anticipated average rates of house building 2006-2017



Housing

House building has been above anticipated rates. Housing provision is set to exceed requirements in the WCS.

Affordable housing was 27% of all homes built, below target levels. The ratio of house price to earnings rose from 8.0 to 9.6 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.



Infrastructure

Transport: Traffic congestion detracts from the attractiveness of the town centre and harms air quality (see below). A particular issue arises from the impact of traffic connected to waste facilities on the edge of the town. An eastern distributor road has been suggested as alleviation, but there has been no detailed assessment of its feasibility or how it would relate to the longer term development of the town. Congestion at Curzon Street/Wood Street has also been a long standing issue. While mitigation of this has been discussed over the years a suitable solution is yet to be identified.

Schools: There is some primary capacity for a modest scale of development (100-200 dwellings). Any larger development would require a new primary school. John Bentley Secondary School has the potential to expand if necessary.

Water Network: Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036. There are potentially issues in terms of site capacity and land availability.

Neighbourhood Plan

The Calne Neighbourhood Plan seeks to ensure that future housing development should only be built if it brings infrastructure alongside and does not lag behind it.

Particular importance is placed on developing the of the Town Centre. A Masterplan proposes a number of improvements to promote a night time economy, improve accessibility and increase the number of residential units and potentially provide a new health centre, pharmacy and community services.

The plan contains a housing allocation for 250 dwellings (Land North of Low Lane – planning permission had already been granted on appeal for 130 dwellings on part of this site). A further planning permission has since been granted on the remainder of this site

for 165 dwellings.

The plan also contains policies to enhance the green infrastructure network through the allocation of a number of local green spaces.

Air Quality

An Air Quality Management Area (AQMA) covers the A3012, New Road, Curzon Street and part of Oxford Street.

Constraints

See map.

The overall potential for significant urban regeneration is medium. Corridors of flood risk areas (zones 2 and 3) go through the town as well as tributaries north and south of the built up area. No extensive designations about the built up area. Significant features are designated Historic Parks and Garden to the west and an Area of Outstanding Natural Beauty to the east and south,

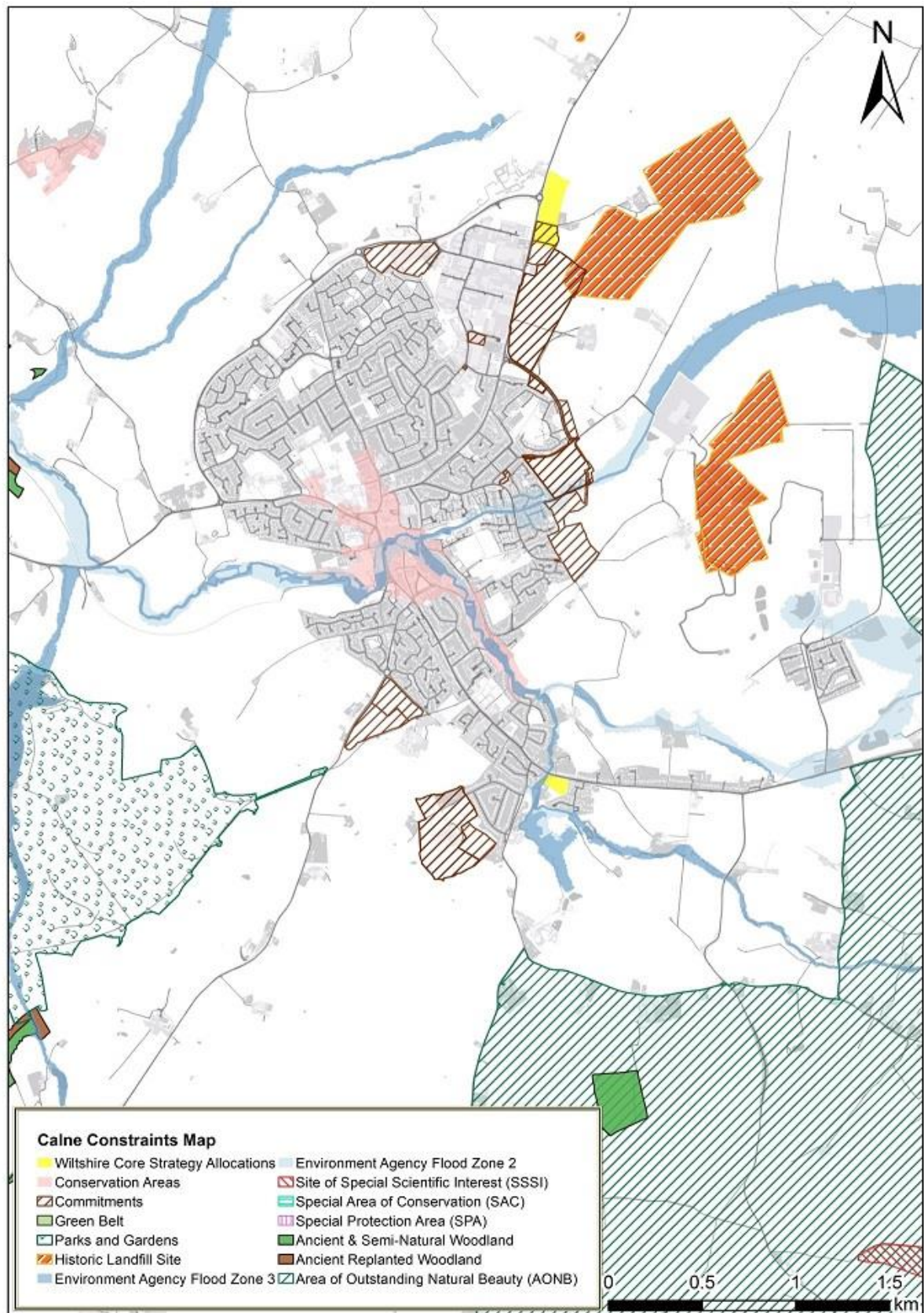
Settlement Strategic Issues

Key findings

- The settlement has a more pronounced dormitory role than others in the HMA
- The town centre is a focus for improvements
- Traffic congestion and air quality are a concern

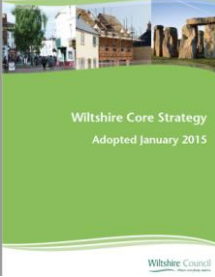
Issues

- What should be the future strategy of the settlement? For instance, could higher rates of growth stimulate more investment in the town centre?
- Are there other approaches that could be taken to the town's development that can address traffic issues and improve air quality?



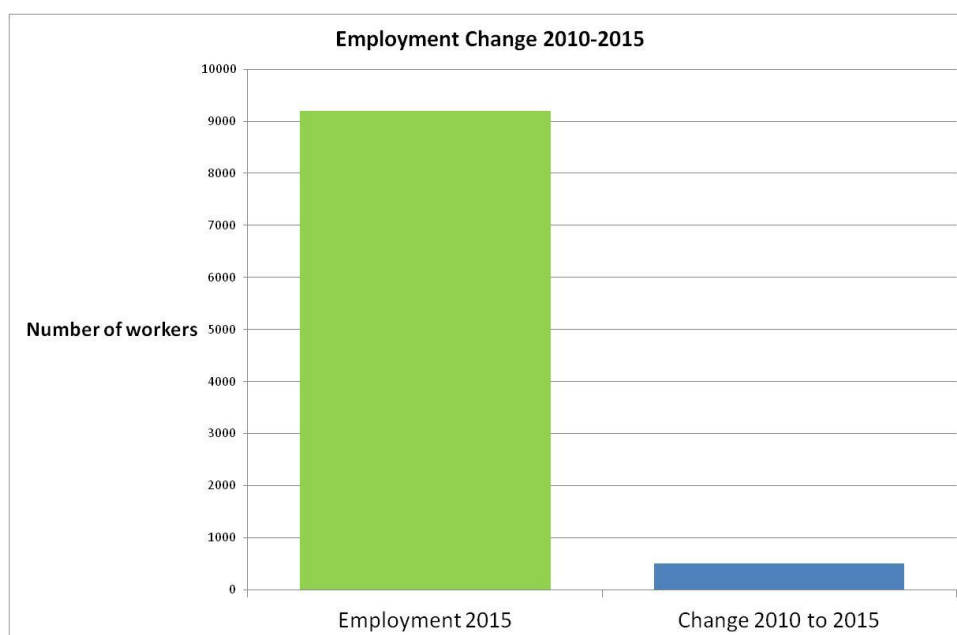
Corsham

Corsham is characterised by its rural setting, high quality landscape, and historic built environment. It is designated as a Market Town in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>“Development within the Community Area will have helped to improve the level of services and facilities in the area and have met local housing need. The unique nature of the villages will have been retained and Corsham will have further established itself as a tourist and employment destination. Redundant MoD sites will have been successfully redeveloped in the most sustainable way and be closely integrated with the wider community following consultation and agreement with the local community. The River Avon will provide a social, environmental and economic asset to the area as part of a wider green infrastructure network linking Corsham with Chippenham, Bath, and the wider countryside.”</i></p>
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Economy

- Digital/Information Communications Technology: ongoing significant investment in the development of Spring Park data centre campus by Ark, and related IT/digital service businesses, linked to communications capacity and the Ministry of Defence presence.
- Corsham Science Park - growth of pharmaceutical manufacturer Bath ASU investing in doubled high quality office/manufacturing footprint and further employment space



Self-containment

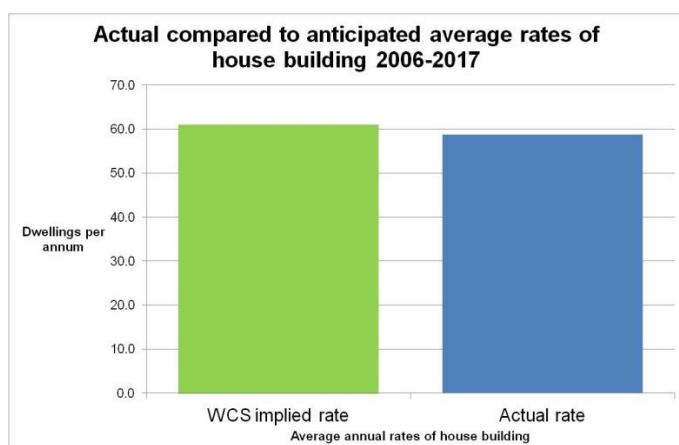
	2001	2011	change
% of employed residents working in the town	43.2%	40.7%	-2.5%

The WCS allocates 6 ha of new employment land but does not identify specific sites. Since 2011, 2.1 ha of employment floorspace have been completed at the town and approximately 1.5 ha of employment floor space remains committed at the town as of 2017.

The SEP identifies a unique ICT infrastructure built up around Corsham where the Ministry of Defence (MoD) and the private sector have invested heavily in secure communications and data storage. Corsham is home to a growing cluster of digital industries as well as the most secure cloud data centre and electrical supply in the country. There are also strong links with the 100,000 Whole Genome Project and secure Government communications. The SEP however notes the lack of a rail station as a problem.

Town centre: The WCS states that there are opportunities for some additional comparison retail in Corsham to help to more effectively meet the needs of local residents and help reduce trips by car to other destinations. However, scope for any additional convenience retail provision in the town should focus on qualitative improvements and will only be appropriate if a suitably located site is available.

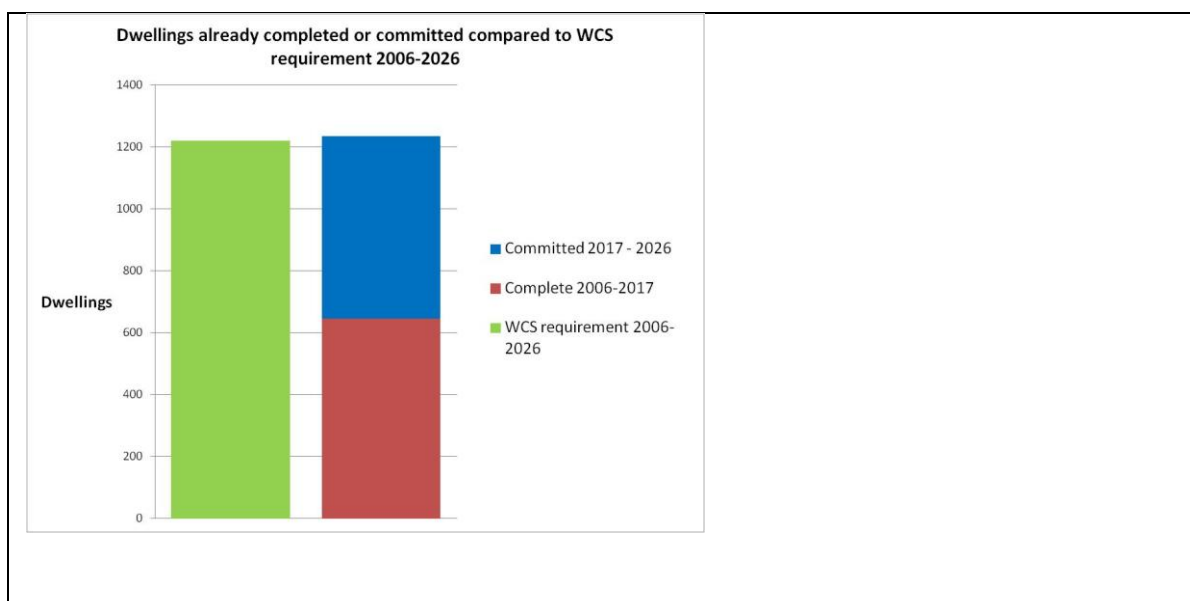
The Wiltshire Council Retail Review (2015) notes a relatively small capacity by 2026 for both comparison and convenience goods floorspace (450 and 540 m2 net respectively).



Housing

House building has been in accordance with anticipated rates. The redevelopment of MoD premises close to the Town has been a sporadic element of land supply.

Affordable housing was 23% of all homes built, below target levels. The ratio of house price to earnings rose from 11.1 to 11.9 between 2011 and 2016. The ratio is above the average for settlements in Wiltshire.



Infrastructure

Transport: The local road network is characterised by rural roads and is generally poor with capacity issues on the A4 and Bradford Road. There is also limited rail and local bus service connectivity. There is limited scope to encourage modal shift, although re-opening Corsham's Railway Station could become more viable with further development.

Schools: New development would need to provide additional primary capacity. All existing primary provision is full and cannot be expanded further. The current expansion of the secondary school caters for current needs. A feasibility study would be required to establish whether further expansion would be possible if it was needed.

Water Network: Wessex Water states that some investment will take place in 2019/20 to improve capacity and there no current plans for further investment.

Neighbourhood Plan

An area designation for the Corsham Neighbourhood Plan was made in February 2016. Early consultation on a draft Plan is anticipated Autumn 2017. Seven key themes have been identified for the town; Housing, Business and Economy, Transport, Heritage, Environment, Health and Wellbeing and Lifelong Learning and there is a desire to ensure that additional housing and employment provision is balanced with the need to retain the existing character and heritage of the area. The Corsham Area Framework (see below) will inform policies and proposals.

Corsham Area Framework

The Framework informs bids for investment and funding by stakeholders and sets out a long-term vision for the area. With regard to the town, the Framework focuses on the Corsham Link, the town centre and West Corsham.

The Framework supports progress on Corsham Link (promoting walking and cycling links)

and the delivery of a new railway station. It contains options for its delivery.

It also outlines guidance on how to remodel the town centre, promote growth south of the railway line and progress the Corsham Link to the Town Centre. It identifies several possible sites for a new hotel to add to the tourism offer of the town.

There is a framework for West Corsham to inform development proposals. The Rudloe Environmental Enhancement project outlines environmental improvements to the area.

Constraints

See map.

The overall potential for significant urban regeneration is low. Significant features are designated Historic Parks and Garden to the east abutting the built up area and an extensive part of an Area of Outstanding Natural Beauty is situated to the west and south of the surrounding area. Safeguards for protected bat species associated with the Bath and Bradford-on-Avon Special Area of Conservation inhibit development on potential greenfield sites around the town. Land west of the built up area is designated as green belt. Urban expansion might impinge upon the separate identities and character of smaller settlements around the town. Previous mine workings are also constraint.

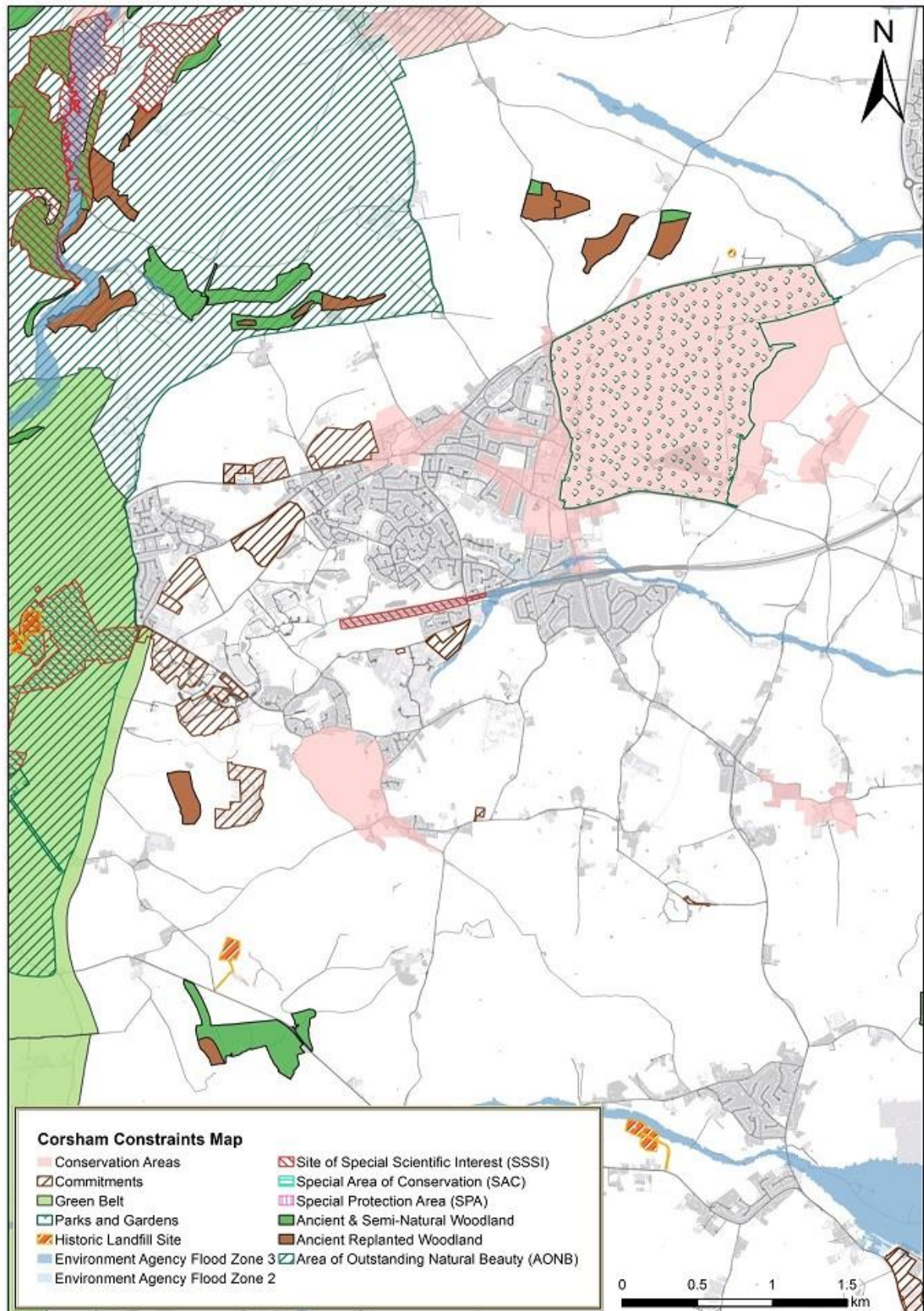
Settlement Strategic Issues

Key findings

- There is a significant ICT Business cluster with further potential to help deliver local economic growth
- Town centre regeneration has the potential to extend the visitor and night time economy as well improve its accessibility
- There is potential to reopen the rail station
- The quality of the local road network is poor

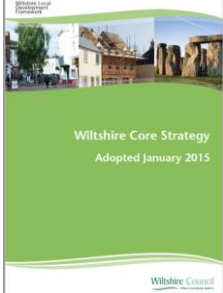
Issues

- How can the development of the town capitalise fully on its specialist business cluster?
- Should further growth be geared to support re-opening the rail station?
- What growth might attract more investment in the town centre?



Devizes

Devizes is one of the largest market towns in the County, located on the crossroads of the A361 and A342, which serve as important links to Chippenham, Swindon and the M4. The town has historically been the focus for development within east Wiltshire and has a large and varied employment base. It is designated as a Market Town in the WCS.

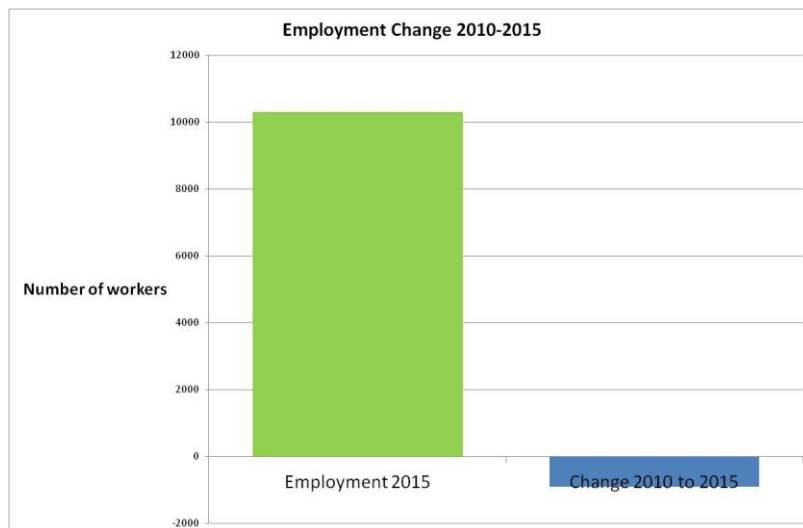


The Wiltshire Core Strategy Vision

“Devizes will have a strengthened service centre role for employment, retail and community services within the Community Area and east Wiltshire. New residential, employment and retail development will have been delivered to support the town’s high level of self containment. Additional housing will have been provided to help meet the needs of local people. The resilience of the town will have been reinforced by strengthening its small business economy and development will have had regard to capacity constraints within the town’s road network and air quality. The Kennet and Avon Canal will continue to act as a vital social, environmental and economic asset to the area as part of a wider green infrastructure network linking Devizes, Trowbridge, Bradford on Avon, Bath and the wider countryside.”

Economy

- A number of major employers have made investments over the past decade, including AEMs: Latchways (expansion of UK HQ), Cross Manufacturing, and Ball Aerocan (production); and Haydens Bakery (ongoing expansion).
- Wadworth Visitor Centre has added to the tourism offer.



Self-containment

	2001	2011	change
% of employed residents working in the town	55.2%	53.8%	-1.4%

The WCS allocates 9.9 ha of new employment land over the plan period at:

- Land between A361 and Horton Road 8.4 ha
- Nursteed Road 1.5 ha

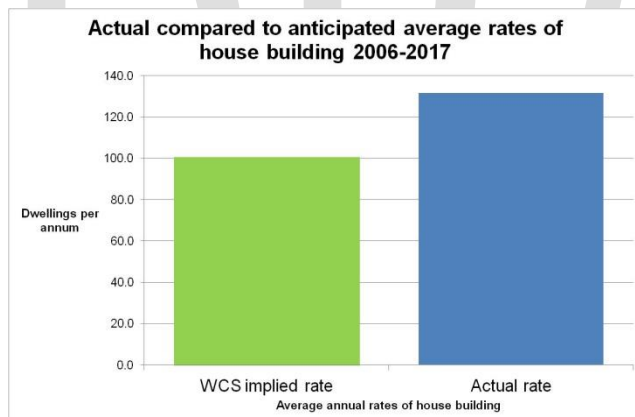
The main employment allocation has not yet come forward. No developer has initiated development.

Since 2011, 0.45 ha of employment floor space have been completed and as of 2017 no employment floorspace remains committed.

Town centre: The Wiltshire Council Retail Review (2015) notes that there is demand for additional comparison goods floorspace of approximately 1,500m² by 2026, with demand occurring mainly after 2024. There is a very small capacity for additional convenience goods floorspace as of 2026 (300m²).

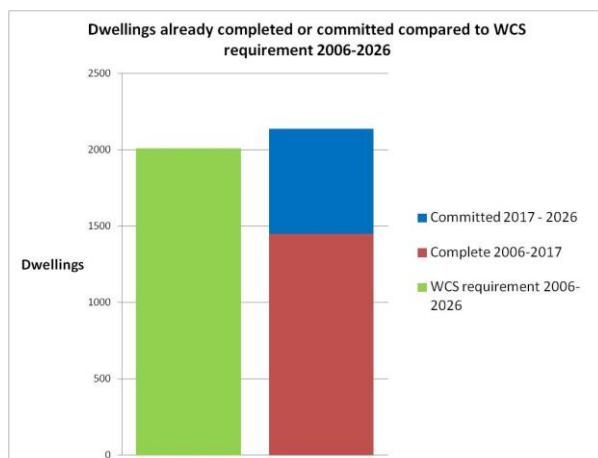
Proposals for modern format retail units need to integrate into the existing fabric and street pattern of the town centre in order to respect its historic character.

Housing



House building has been above anticipated rates when the WCS envisaged a reduction from earlier trends.

Affordable housing was 31% of all homes built, below target levels. The ratio of house price to earnings stayed the same from 2011 to 2016 at 9.4. The ratio is below the average for settlements in Wiltshire. Everywhere else the ratio worsened. There are local concerns that there are sufficient affordable homes available to support the local economy.



Infrastructure

Transport: Traffic congestion is an issue, with air quality having become a major

concern. There is a longer term aspiration to secure a railway station to serve the town. Locations at Lavington or Lydeaway have been suggested. The Devizes Air Quality and Transport Group is promoting the implementation of the transport plan which has improved cycling and walking infrastructure and committed funds to junction improvements in order to address air quality 'hot spots'.

Schools: There is a small amount of capacity at both primary and secondary levels. Significant new development would need to provide additional primary capacity

Water Network: Wessex Water states that assets are predicted to require investment between 2025 – 2036 in order to improve capacity

Neighbourhood Plan

The vision for the Devizes Neighbourhood Plan (2015) states that "Devizes should grow in a manner which enables its residents to live a sustainable lifestyle, with a reduced need to travel; where there is a provision for easy access to open space and the public realm and the scale and ambience of the built environment promotes wellbeing."

The Plan identifies 15 sites around the town capable of accommodating approximately 140 dwellings.

The Plan highlights how population growth has not been matched by infrastructure improvements, such as in transport. Stress on the local infrastructure is therefore a significant concern. In particular, it describes how local roads have not been upgraded to cope with traffic increases created by local development and the growth of traffic.

Air Quality

An Air Quality Management Area (AQMA) covers the area around Shanes Castle. Other points along the A361 through Devizes are also being monitored.

Constraints

See map.

The overall potential for significant urban regeneration is medium. An extensive part of an Area of Outstanding Natural Beauty is situated immediately to the north of the town and eastwards in the surrounding area. The immediate area around the town includes significant areas of grade 1 agricultural land.

Settlement Strategic Issues

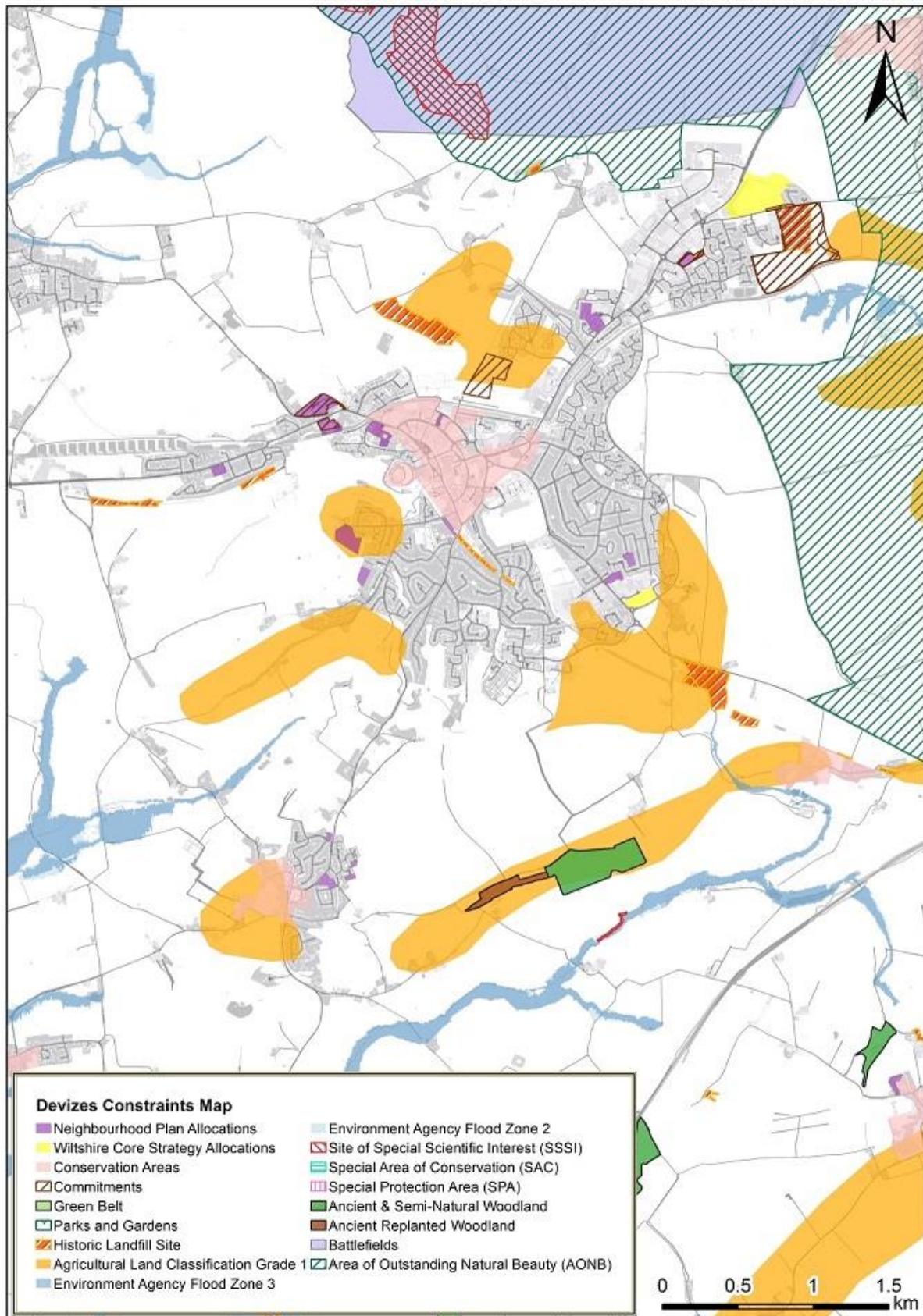
Key findings

- Employment has declined and the larger WCS allocation of employment development has not yet been developed
- Traffic congestion and air quality are important concerns

Issues

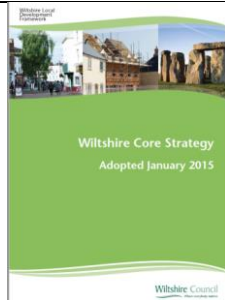
- What should be the future strategy of the settlement? Should it prioritise measures to support more affordable homes and stimulate greater economic development? Are there other approaches to the town's development that can address traffic issues and improve air quality?

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Malmesbury

The hill top town of Malmesbury is almost surrounded by the River Avon and contains an historic core which includes Malmesbury Abbey, Town Walls and Market Cross. It has an important role as a tourist destination. There is a small employment base in the town which is dominated by a single manufacturer. It is designated as a Market Town in the WCS.

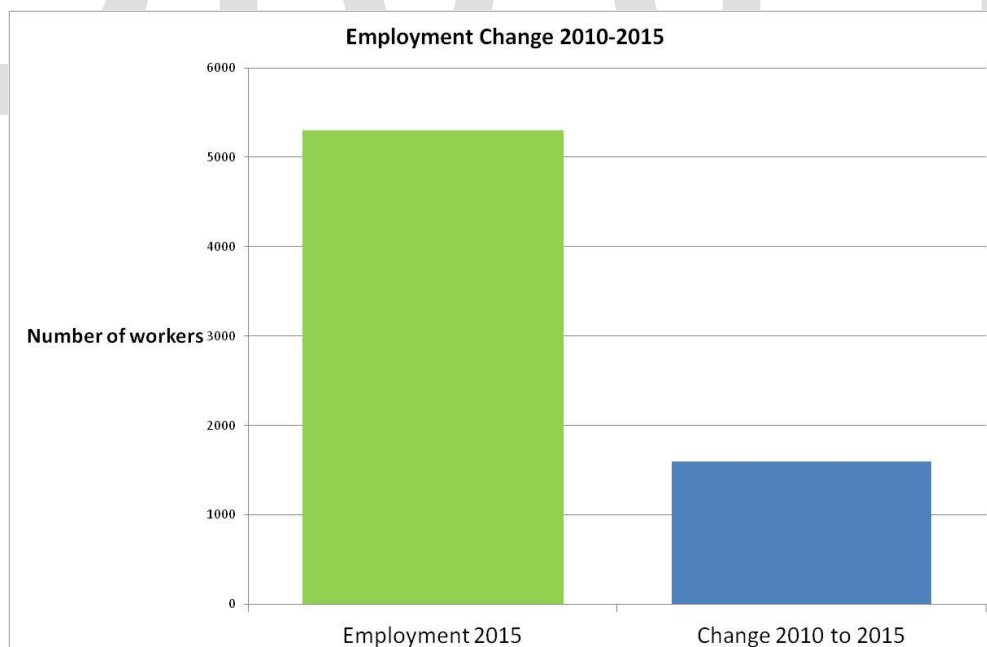


The Wiltshire Core Strategy Vision

“Development within the Malmesbury Community Area will have reflected and respected its high quality built and natural environment. The River Avon will be a social, environmental and economic asset to the area as part of a wider green infrastructure network linking Malmesbury with the wider countryside. The Cotswold Water Park will provide a recreational resource for local communities and visitors to the area. The town of Malmesbury will continue to serve as an important service and employment centre for the Community Area. New development will have helped to meet local needs, while Malmesbury will have also widened its employment offer.”

Economy

- Dyson: significant expansion of its global HQ and research and development campus, doubling workforce with high-value engineering/professional roles



Self-containment

	2001	2011	change
% of employed residents working in the town	46.9%	40.6%	-6.4%

The WCS allocates 5 ha of new employment land over the plan period, including:

- Land North of Tetbury Hill 1 ha for which planning permission was granted in 2014
- Land at Garden Centre, Malmesbury 4 ha

Since 2011, aside from the expansion of Dysons, Malmesbury has seen a negligible amount of employment floor space completed and as of 2017, 1.0 ha of employment floorspace remains committed, which is the expansion to the Dyson factory at Tetbury Hill.

There is a small employment base in the town which is dominated by a single manufacturer, yet overall there is a pattern of net in-commuting to the town. Dyson has experienced significant expansion.

The town's proximity to the M4 and the A429 is described as a real asset and should provide the impetus required for attracting increased employment growth. Malmesbury is also close to the Cotswold Water Park, which is an important tourist destination, and the former RAF Kemble (located on the border with Cotswold District Council and now called Kemble Business Park), which has developed into a business park.

Town centre: A new large foodstore has opened on the edge of the centre. According to the Wiltshire Council Retail Review (2015), there is no capacity for additional convenience goods floorspace at the town and limited comparison goods floor space capacity (approx. 700m² by 2026).

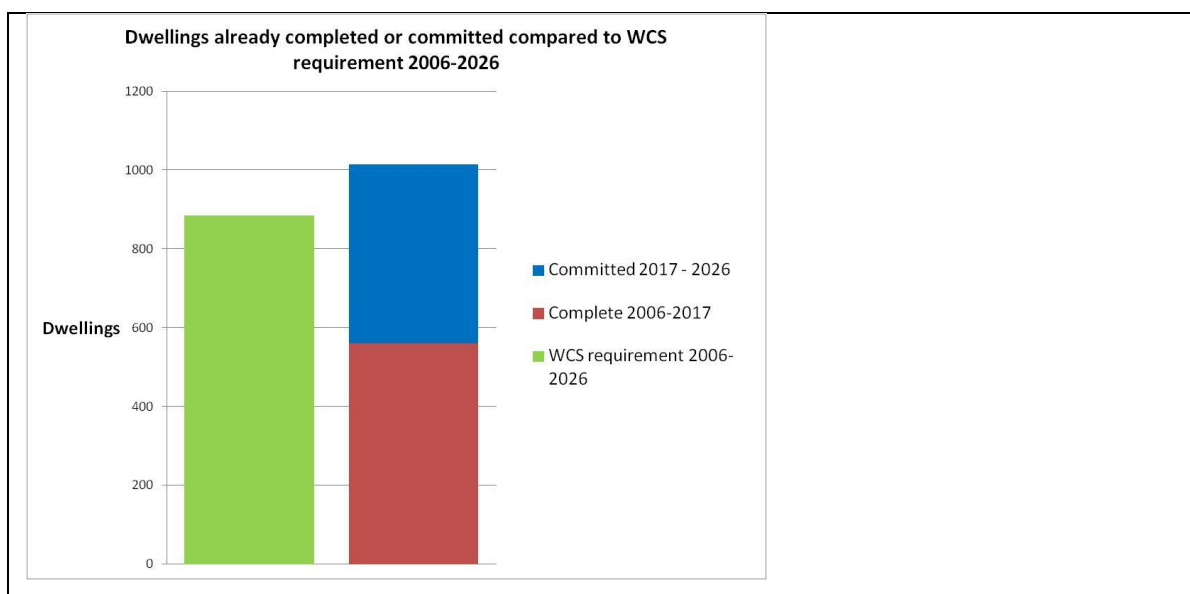
Actual compared to anticipated average rates of house building 2006-2017



Housing

House building has been slightly higher than anticipated rates.

Affordable housing was 17% of all homes built, well below target levels. The ratio of house price to earnings rose from 11.2 to 11.9 between 2011 and 2016. The ratio is above the average for settlements in Wiltshire.



Infrastructure

Transport: Currently few traffic problems compared to other settlements. Junction improvements have been carried out in connection to expansion of Dyson's HQ. Limited capacity to mitigate trips through public transport, walking or cycling.

Schools: Primary provision could be expanded if justified by sufficient significant further development. Land is available at the secondary school should it be necessary to expand it.

Water Network: Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036

Neighbourhood Plan

The Malmesbury Neighbourhood Plan was made in February 2015. It aims to consolidate the housing growth including proposals to allow for the expansion of Dyson's HQ and encourage other new business, looking for town centre services and shops to capitalise on the construction of a new foodstore (now delivered). It includes proposals for new homes aiming to provide a better mix of dwelling types, business units and expansion of the primary school.

Constraints

See map.

The overall potential for significant urban regeneration is low. Corridors of flood risk areas (zones 2 and 3) go around the core the town. Malmesbury Abbey is a designated heritage asset on the town's hill top within an extensive conservation area. Its setting is a significant contribution to its value. An Area of Outstanding Natural Beauty abuts the eastern side of the town.

Settlement Strategic Issues

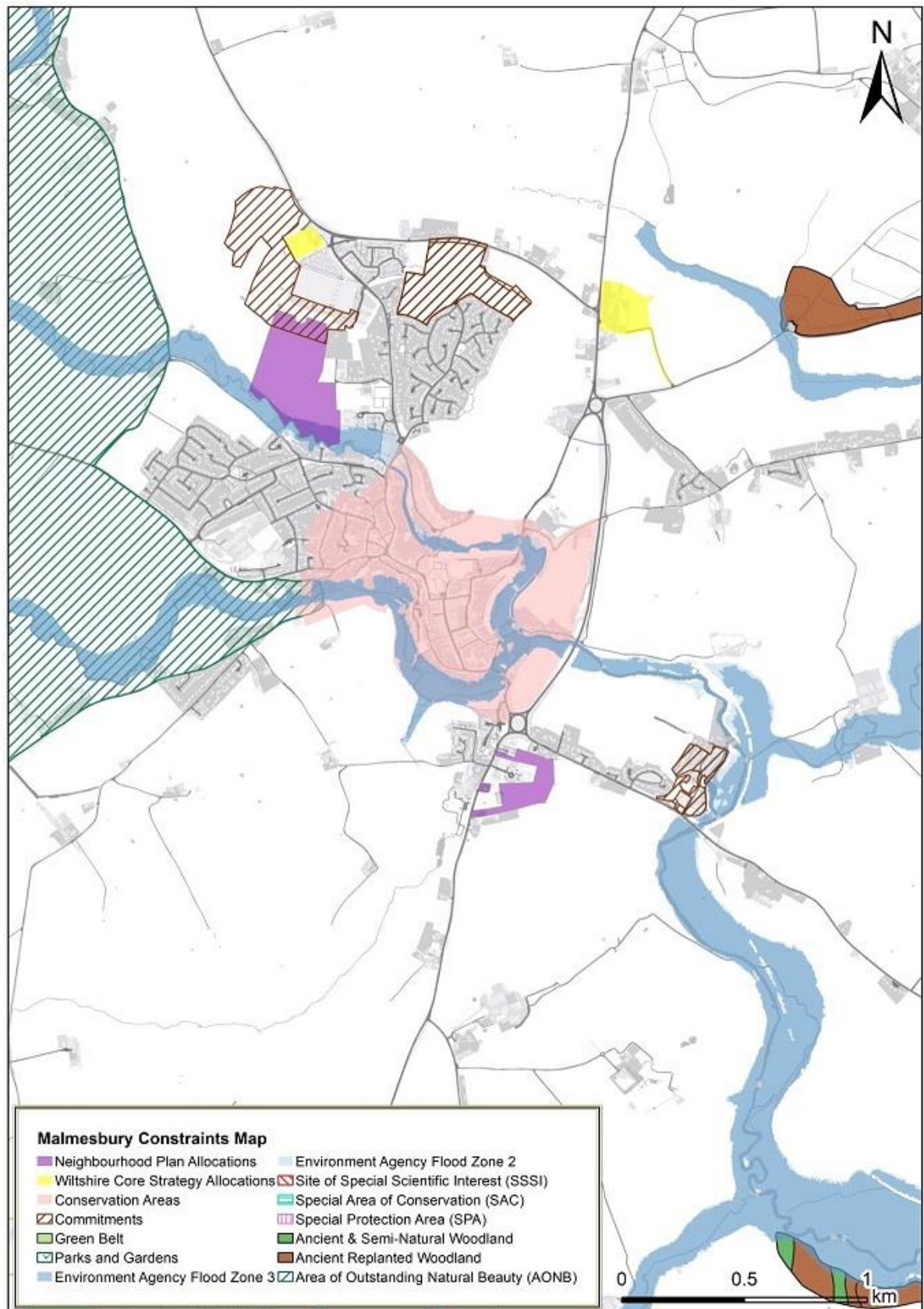
Key findings

- The town has attracted significant inward investment but continues to rely heavily on a single employer
- There has however been a significant decrease in self-containment, even though there is net in-commuting.
- There are several significant environmental constraints (heritage, landscape and flooding)

Issues

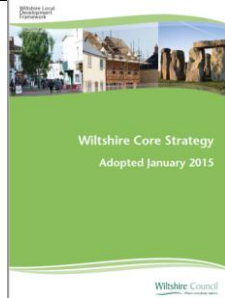
- What should be the future strategy of the settlement? Are there approaches to the town's development that could help diversify the local economy?

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Melksham

Melksham has strong links by road with the larger centres of Trowbridge and Chippenham and the A350 runs through the town from north to south. There are a large number of historic buildings within Melksham, but the town centre is in need of regeneration and its retail offer has suffered for a number of years. It is designated as a Market Town in the WCS.

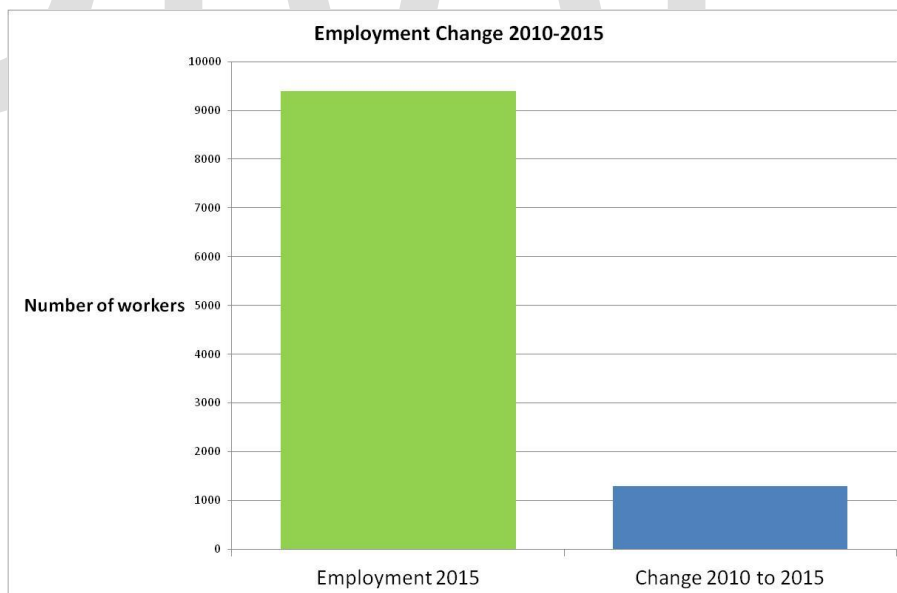


The Wiltshire Core Strategy Vision

"Melksham will be a thriving and accessible market town that respects its heritage and rural environment, whilst welcoming the expansion of local inward investment from new high quality businesses. The town's employment base will have been strengthened, helping to improve its economic self-containment. Inward investment will also help support regeneration ambitions for the town centre, taking full advantage of its canal and riverside location. The River Avon, Kennet and Avon Canal and the restored Wilts and Berks Canal will provide social, environmental and economic assets to the area as part of a sustainably used green infrastructure network."

Economy

- Furniture manufacturer Herman Miller consolidated UK manufacturing operations from Bath and Chippenham to a purpose built 100k sq ft facility (200 jobs).
- Cooper Tires (automotive) remain the largest employer (700 jobs)



Self-containment

	2001	2011	change
% of employed residents working in the town	45.9%	41.1%	-4.8%

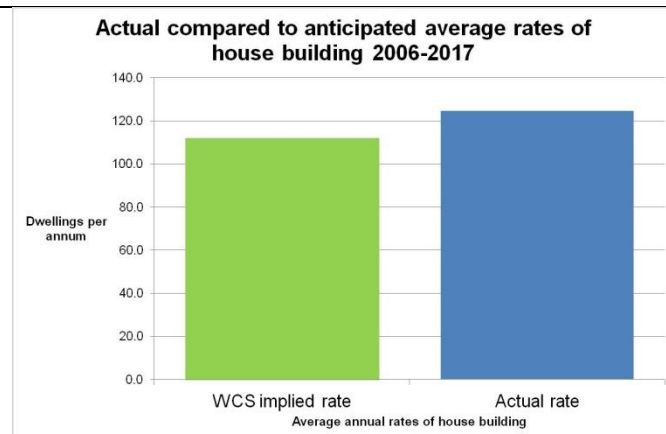
The WCS allocates 5 ha of new employment land over the plan period at Hampton Business Park. The WCS also states that the regeneration of Bowerhill Industrial Estate remains a priority.

There are a number of brownfield sites in the town which provide good regeneration opportunities. The regeneration and improvement of existing employment sites, such as the Bowerhill Industrial Estate, remains a priority.

Since 2011, 2.5 ha of new employment floor space have been completed and there is 0.3 ha of B-use floor space permitted but unimplemented. Permissions are relatively small scale.

Melksham is close to and easily accessed from Trowbridge, Chippenham and Bath and is only eleven miles from the M4. Initial analysis of the population statistics indicates that there is capacity within the labour market to accommodate future growth. Melksham allows occupiers to benefit from being located in close proximity to these settlements without being subject to the higher rents charged for employment property in these other locations.

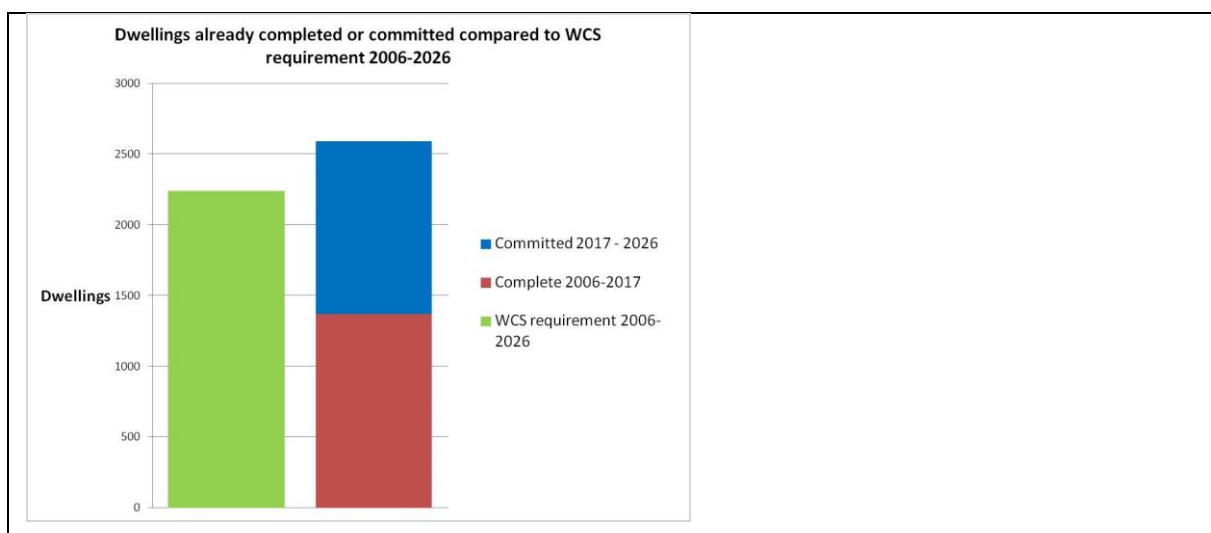
Town centre: The WCS states that there is limited scope for any further convenience retail provision in the town. However, there is some potential for expansion of comparison retailing, which should be focused in the central area of the town to support town centre regeneration. This is confirmed in the Wiltshire Council Retail Review (2015) which states in line with the findings of the 2011 Retail Study, there remains an over-provision of convenience goods floor space in Melksham, following the introduction of the ASDA store (-2,492sq m net by 2026). There has also been a reduction in the amount of comparison goods floor space capacity, which is now relatively modest in the medium to longer term (850sq m net by 2026) and not felt sufficient to prompt the allocation of land for new development.



Housing

House building has been slightly above anticipated rates. Substantial commitments for housing, focussed around the east, have improved local road and other infrastructure.

Affordable housing was 44% of all homes built, above target levels. The ratio of house price to earnings rose from 8.6 to 9.3 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.



Infrastructure

Transport: Increased congestion and delays on A350 at Melksham increases journey times between key settlements in the corridor (i.e. Chippenham, Melksham Trowbridge, Westbury, Warminster) and makes longer distance north south journeys more difficult, impacting on business / freight transport costs and commuting. A study is considering the feasibility of a by-pass for the town. The TransWilts rail service will increase to 2 car trains in 2018 and usage is expected to continue to rise. Melksham station will undergo a platform extension in 2018 to facilitate the larger trains and a Masterplan for further station and access improvements has been commissioned.

Schools: New development would need to provide additional primary capacity. Melksham Oak Secondary School is to be expanded to cater for existing demand and could possibly expand again by a small amount but has limited further development potential.

Water Network: Wessex Water states that assets are predicted to require investment & capacity between 2025 – 2036. There are potentially issues in terms of site capacity and land availability.

Neighbourhood Plan

An area designation for Melksham Neighbourhood Plan was made in July 2014. It covers the area of Melksham Town and Melksham Without parish. The steering group are considering allocating housing sites that will have significant community benefits, providing infrastructure and facilities that will have long-term benefits, whilst helping to regenerate the town centre and protect the remaining open land between Melksham and Bowerhill.

The provision of additional employment land is also being considered, as is the potential allocation of land for healthcare purposes that will complement the new Wiltshire Air Ambulance Headquarters to the south of Melksham.

Work involves realising opportunities from the proposed Melksham canal link through green infrastructure provision, transport links, regeneration and tourism.

Constraints

See map.

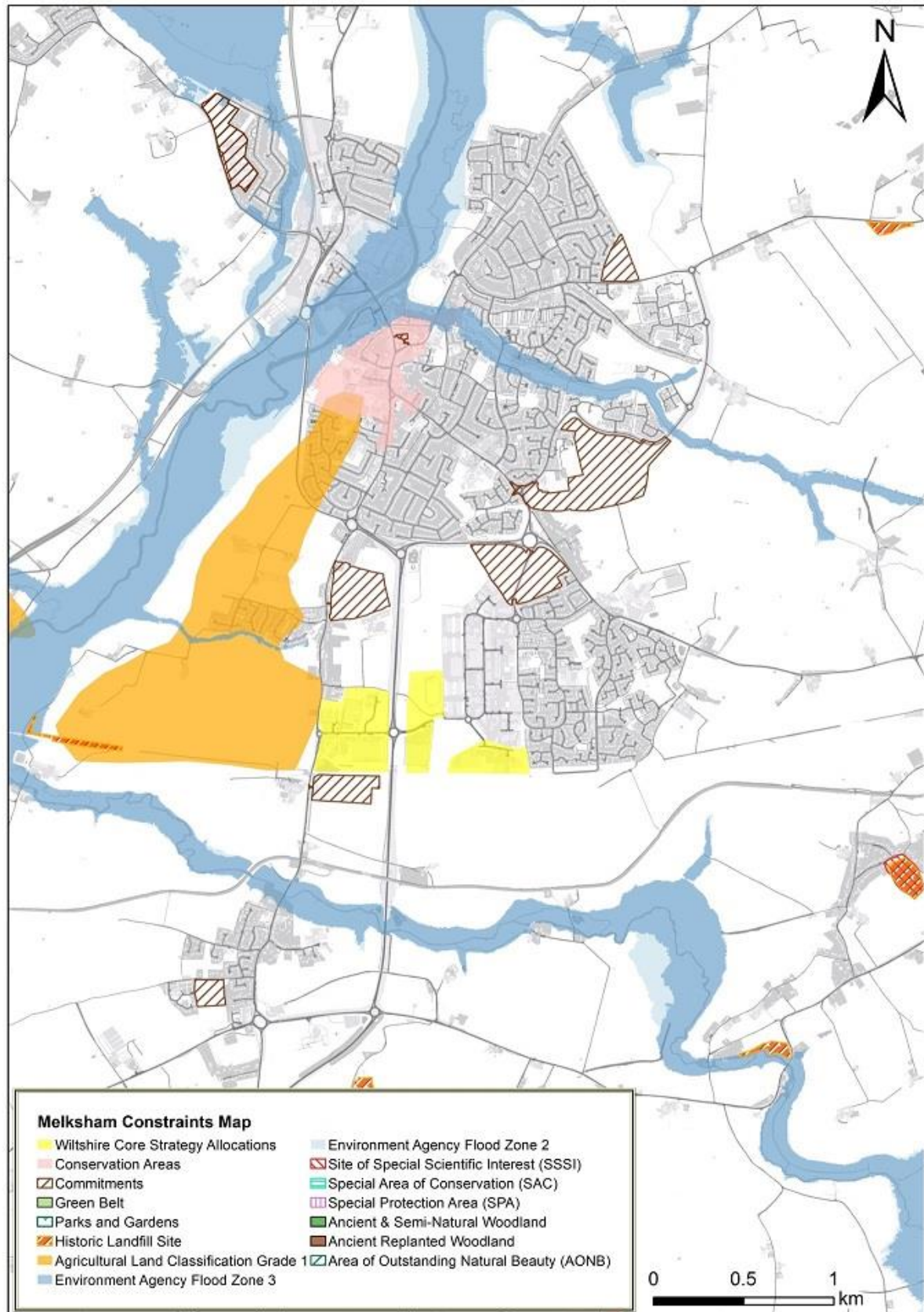
The overall potential for significant urban regeneration is medium. A wide corridor of flood risk areas (zones 2 and 3) goes through the town as well as a tributary to the east. Land to the south-west of the town includes a significant area of grade 1 agricultural land. A route is safeguarded for the future restoration of a Wilts and Berks canal link from Semington to the River Avon.

Settlement Strategic Issues**Key findings**

- There are several potential regeneration opportunities in the town.
- Levels and rates of housing and employment development have been slightly higher than those anticipated in the WCS and been accompanied by infrastructure investment.

Issues

- How should town centre regeneration opportunities be realised?
- Should the current strategy for the town be continued or should there be a different approach? What contribution could the restoration of the canal make to the town's future?



Chippenham Housing Market Area – Strategic Issues

Settlements in the Chippenham HMA would face pressures for a marked increase in rates of growth over the period 2016 - 2036. This signals a substantial change in Chippenham's growth where there are already substantial commitments after a sustained period of slow rates of house building and a lack of land for employment development.

Studies suggest growth at some settlements might need to be underpinned by substantial infrastructure investment. This is against a background of concern in many communities that their local infrastructure has not kept pace with growth that has already taken place. Particular concerns involve traffic on local road networks.

Strategic issues for the HMA at this stage are:

- The SHMA suggests an increase in housing needs. Do settlements in the HMA have the potential for economic development to support balanced growth? If not and it is then decided that not all the suggested housing need should be met in the HMA, where else should the remainder be met?
- Are some settlements much more constrained? Are some settlements more suited to growth than others? If so, which ones would be and why?
- Is there scope to bring about more re-use of brownfield sites to limit the loss of greenfield land? If so, how could this be realised?
- What would be the effect on commuting patterns of higher rates of house building? Looking to 2036, what should be the key investments in transport?

Appendix 2: Part 3

Salisbury Housing Market Area

Individual Settlement and Housing Market Area Profile

DRAFT

Cabinet Draft

October 2017

Introduction

This document is one of four Housing Market Area Profiles which have been prepared to inform the Swindon and Wiltshire Joint Spatial Framework: Issues Paper. It provides an assessment of the main settlements in the Salisbury Housing Market Area and the strategic issues they face. This is a first step to understanding the opportunities and constraints of growth before considering how each place could develop sustainably; whether its role continues as currently planned or how it should change.

In combination with profiles for the Chippenham, Swindon and Trowbridge Housing Market Areas, this better understanding of our main settlements can inform the assessment of whether and how the housing and employment needs in each market area can be met.

The profiles contained in this document draw on existing published data sources such as the current understanding of the role and function of each main settlement, the 2011 Census, the Council's own monitoring reports and other local area documents such as neighbourhood plans.

Each profile presents a snapshot assessment of progress with the current strategy included in the Wiltshire Core Strategy, a picture of environmental constraints, the local community's vision (where there is neighbourhood plan) and the position from providers of underlying infrastructure (transport, water and education) which is essential to every settlement but which has the potential to also be a significant barrier to further growth.

The main findings for each settlement are summarised below followed by a set of issues specific to each settlement. These identify where the current development plan strategy may need to change. They are phrased as questions because the vital part of this stage in the Local Plan review is to invite community and stakeholder input on how the current strategy should change; what issues it should address and how future needs can be met by sustainable development.

Salisbury Housing Market Area

The Salisbury Housing Market Area encompasses the area around the principal settlement of Salisbury and the market towns of Amesbury, Tidworth and Ludgershall.



The 2017 SHMA places the city within the centre of Salisbury Housing Market Area (HMA). The study identifies the need for housing in this market area over the period 2016-2036 to be 8250 dwellings. This would represent a reduction on the WCS period 2006-2026. The FEMA notes a potential shortfall of labour within the Salisbury HMA.

The Salisbury/Amesbury/A303 FEMA represents a corridor with links toward Southampton and into the south-east. The scientific, research and development sector is particularly important in this location. Manufacturing is far less important in this FEMA, accounting for only 5% of total employment. Public services are more important in this area, with 29% of employment in public administration, defence, education, health and residential & social care.

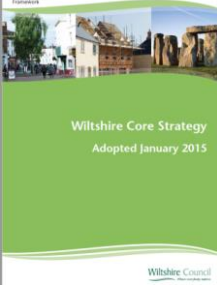
The 2017 FEMA forecasts 11,400 jobs for 2016-36 with the main growth occurring in Financial and Business Services, Public Administration and Defence, and Education and Health. Manufacturing is set to decline. In terms of B-use floor space, the study forecasts for 2016-36:

Use class	Use	Growth in floor space (in m2)
B1a	Offices (other than financial and professional services)	45,880
B1b	Research and development	89,500
B1c	Industry that can be carried out in a residential area	2,600
B2	General industry	-35,050
B8	Storage and distribution	3,250

Taking into account churn, re-use of employment sites and accounting for additional land requirements, the FEMA forecasts a total of up to 15.6 ha for office space, and 45 ha for industrial. This equates to up to 0.8 ha and 2.2 ha annually respectively for the entire Salisbury/Amesbury/A303 FEMA.

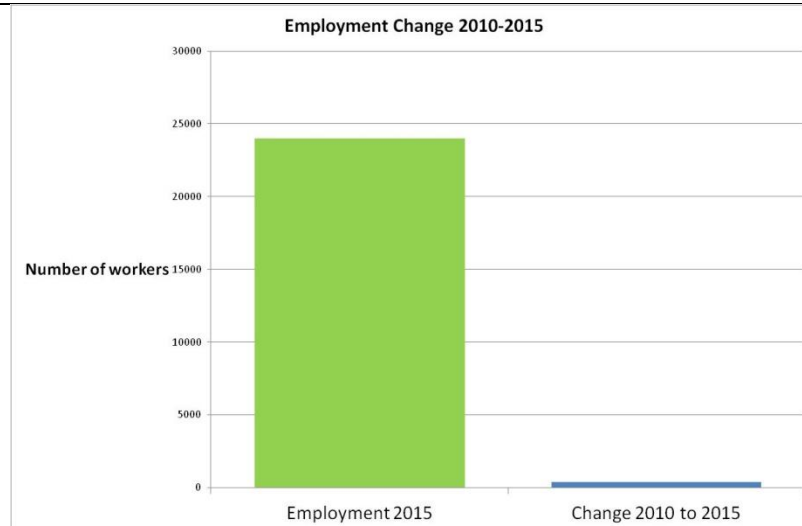
Salisbury

The city is the main centre of south Wiltshire, acting as a focal point for a wide rural catchment with its influence stretching into parts of Hampshire and Dorset. Salisbury Cathedral and the city's proximity to Stonehenge make Salisbury an international tourist destination and this brings significant revenue to the city. It is designated as a Principal Settlement in the WCS.

	<p>The Wiltshire Core Strategy Vision</p> <p><i>“Salisbury will have developed its historic role as a thriving and prosperous city that is self-contained providing the necessary range of homes to support this role and offering a range of employment, retail, cultural and leisure facilities to a wide hinterland, stretching into Hampshire and Dorset. Its own distinct character will have been retained and enhanced through the successful implementation of the Salisbury Vision including schemes such as the market place enhancement.</i></p> <p><i>Salisbury’s tourism role will have been enhanced and there will be a lively café culture around the enhanced market square, along with improved leisure, arts and theatre facilities. Partnership working with the cathedral authorities and English Heritage at Stonehenge on implementation of their respective management plans will have greatly enhanced Salisbury’s reputation as a major international tourist destination.</i></p> <p><i>The retail, leisure and cultural function of the city will have been greatly enhanced by the successful redevelopment of the Maltings/Central Car Park that is well integrated into the city centre, bringing benefits for the whole area. Significant growth in new homes and jobs will have been successfully integrated into the city in a manner that meets local needs. The highly valued views of the Salisbury roofscape and spire views will have been retained. The new homes, balanced with the economic opportunities, will have provided local opportunities to work and live in the local area and will have successfully reduced the amount of out-commuting.”</i></p>
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Economy

- A presence of financial/business services (led by James Hay’s UK HQ with around 500 staff) remains significant, despite a loss of Capita and Aviva Financial Services jobs.



Self-containment

	2001	2011	change
% of employed residents working in the town	66.1%	60.4%	-5.7%

The WCS allocates 29 ha of employment land.

- Fuggelstone Red 8 ha;
- Longhedge 8 ha;
- Churchfields 5ha;
- UKLF Wilton 3ha;
- Former Imerys Quarry 4ha.

Since 2011, 0.3 ha of employment floor space have been completed. At 2017, 1.03 ha of employment floor space remains committed (non-implemented planning permissions). Employment delivery as an element of the mix of uses on strategic sites has not met expectations in the WCS.

The allocation at Churchfields has not been implemented. The site has been the subject of masterplanning and detailed negotiations between land owners. This has highlighted more complexity to delivery than was initially anticipated when the site was originally allocated. However the work is ongoing and remains a deliverable option.

The Strategic Economic Plan refers to work with the Highways Agency to ensure that the A36 can fulfil its strategic role and also support growth in and around Salisbury. The SEP suggests maximising opportunities to accelerate the delivery of strategic housing sites through investment in infrastructure and enabling works.

Town Centre: The WCS seeks to ensure that Salisbury can maintain its place as an important retail centre in the face of intense sub-regional competition, including from nearby centres such as Southampton, Bournemouth and Winchester. It is intended to deliver up to 40,000 m² gross external area retail and leisure floor space and significant enhancements to the retail core of Salisbury in order to clawback expenditure.

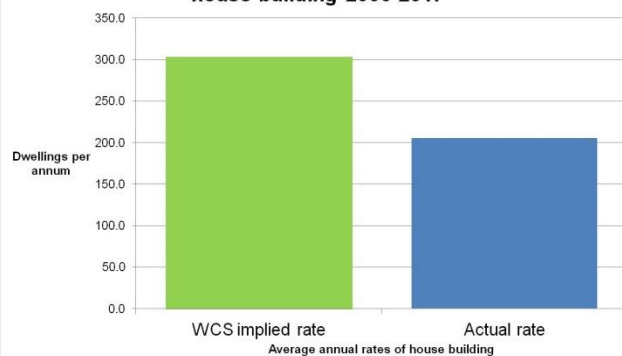
The Salisbury Central Area Regeneration Programme comprises a number of brownfield development opportunities including office and employment space, housing, hotels, and cultural facilities including sites at The Maltings/Central Car Park and Churchfields.

Redevelopment of the Maltings/Central Car Park, complementing the historic street

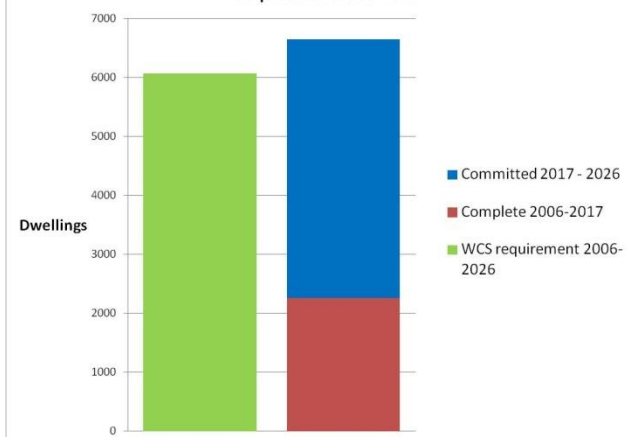
pattern of Salisbury, will provide additional retail floor space and a choice of department stores. Funding has been secured through the Local Growth Fund to address land quality issues and support scheme viability. A mixed use scheme is being prepared for retail, leisure and housing.

The Wiltshire Council Retail Review (2015) suggests there is modest capacity for additional convenience goods retail (2,162 m² by 2026). For comparison goods, the study states that comparison goods floorspace capacity will grow substantially by 2024-2026 based upon a constant market share. Further capacity would be generated where a city centre development scheme is able to raise the city's market share.

Actual compared to anticipated average rates of house building 2006-2017



Dwellings already completed or committed compared to WCS requirement 2006-2026



Housing

House building has been below anticipated rates. The city has a significant supply of land already permitted or allocated. There continues to be delay, however, in delivering land for housing at Churchfields, allocated for 1,100 dwellings and a central proposal for the development of the City.

Affordable housing was 28% of all homes built, below target levels. The ratio of house price to earnings rose from 10.5 to 11.5 between 2011 and 2016. The ratio is above the average for settlements in Wiltshire.

Infrastructure

Transport: measures in the Salisbury Transport Strategy are being refreshed. There are air quality concerns in the city centre and on Wilton Road. Congestion on the A36 (T) and other arterial roads constrains growth. The historic street layout is not designed for high volumes of motor vehicles, but maintaining the attractiveness of Salisbury is important to the tourist industry. Alternatives to the private car could be improved. The City lacks cross-city bus routes and poor access to the station. These could be improved (possibly including provision of a new parkway station at Wilton, for which a feasibility study is underway). This would benefit the tourism industry. The Park & Ride network has capacity to absorb demand if city centre parking is reduced. There may be potential for

rail-freight at the Imerys site.

Schools: Primary provision has little or no capacity and caters for immediate forecast needs only. This current “at capacity” situation for primary aged pupils is expected to feed through to the secondary level over the next 10 years to challenge and exceed current capacity. Growth would need to involve allocations large enough to provide new primary provision. Secondary expansion is possible in some areas. The large surplus of places available at Sarum Academy is expected to be taken up by existing demand coming forward however the school does have capacity to expand further.

Water Network: Wessex Water states that there is planned investment to help reduce phosphates and provide capacity between 2020 -2025. Development of the works is likely to extend onto land that Wessex Water owns outside of the existing operational site.

Neighbourhood Plan

No neighbourhood plan is in preparation for Salisbury. Three neighbourhood plans are under preparation outside Salisbury: Wilton, Whaddon & Alderbury, and Odstock.

River Avon Nutrient Management Plan

The Nutrient Management Plan aims to reduce and manage phosphorus levels in the River Avon Special Area of Conservation (SAC), in accordance with international obligations, principally in the EU Habitats, Wild Birds and Water Framework Directives. It will also help to facilitate development and change in the catchment of the river by ensuring that they do not add to the phosphorus load in the river in a way that might conflict with the conservation objectives for the SAC. The Plan includes an ‘ambition target’ for phosphate levels by 2021, an interim step to achieving favourable status. The Plan is currently under review.

Constraints

See map.

The overall potential for significant urban regeneration is medium. Preserving the setting to Salisbury Cathedral constrains the extent of development on surrounding slopes to the City. Extensive corridors of land are areas of flood risk (FZ2 and 3). An Area of Outstanding Natural Beauty lies to the south of the City. Further development may also risk raising phosphate levels in the River Wyle to levels that have adverse effects on the River Avon SAC.

Settlement Strategic Issues

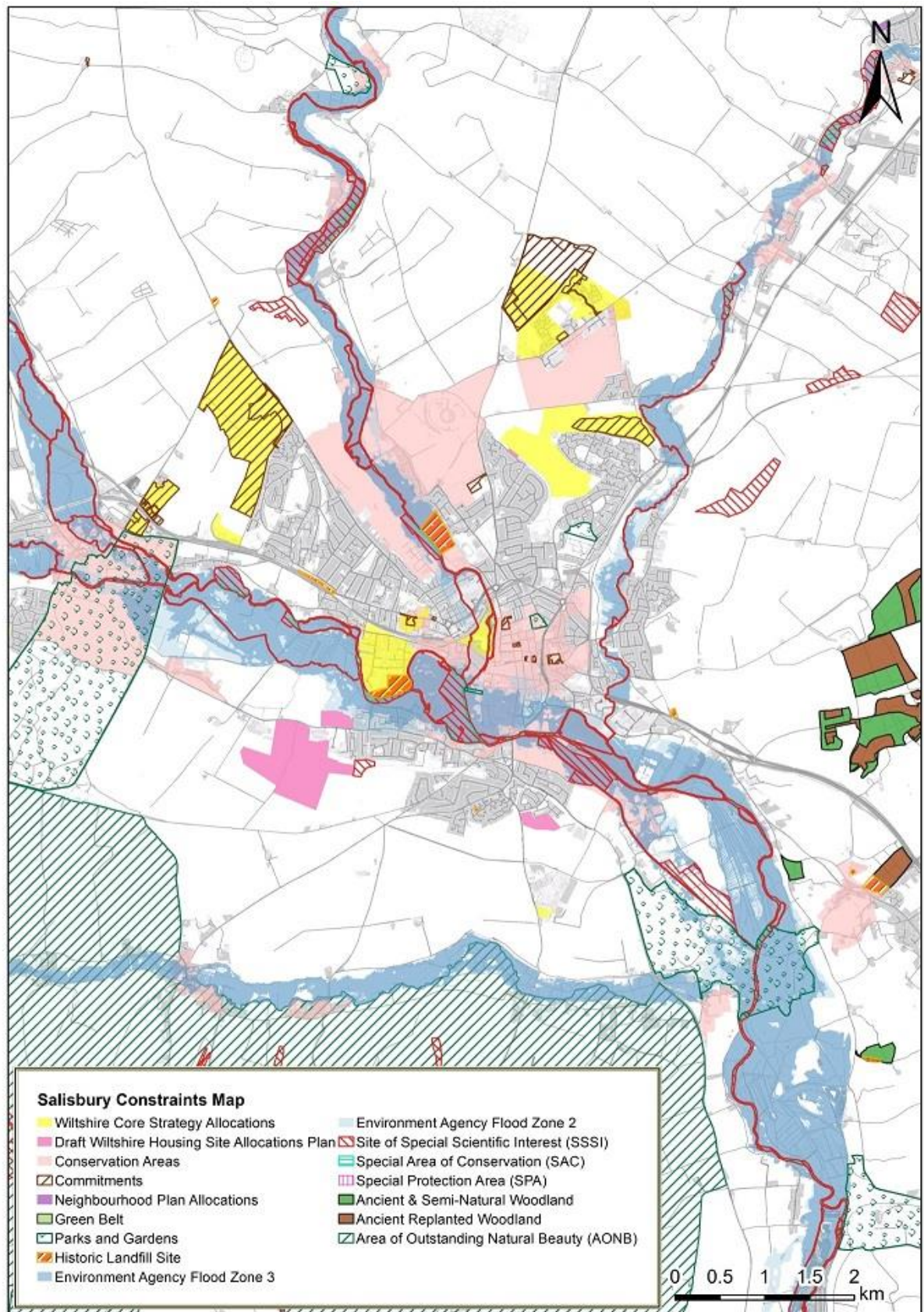
Key findings

- Major investments in the city centre on regeneration sites, a main WCS focus, have yet to be realised. The delivery of city centre schemes could be a significant support for the city’s retail and tourism sector.
- Rates of employment development (in B use classes) have been slow and new employment land difficult to realise on strategic sites.
- Large strategic mixed sites on the periphery have only recently commenced.
- There are possible infrastructure and environmental constraints to growth, including the impact of increasing phosphate levels affecting the River Avon SAC.

Issues

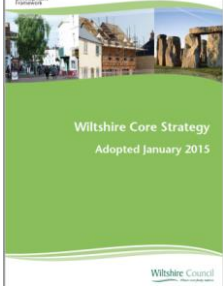
- Should the role of the City change in emphasis from that envisaged in the WCS? If so, how?
- What potential is there for economic growth, in what sectors and what land and premises will need to be provided? Are current employment land allocations sufficient?
- Is there scope to bring about more re-use of brownfield sites to limit the loss of greenfield land, such as at Churchfields? If so, how could this be realised?
- Looking to 2036, what should be the key investments in transport or other major infrastructure?

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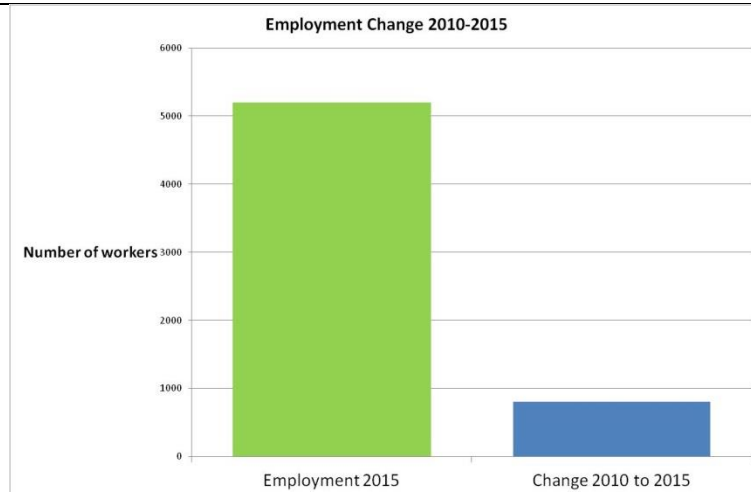
Amesbury, Bulford and Durrington

Amesbury is situated some eight miles north of Salisbury with Salisbury Plain, a large military training area, further to the north. It is located on the A303, a major arterial route from London. The town is surrounded by an ancient landscape: it is close to the World Heritage Site of Stonehenge. They are designated as a Market Town in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>"Amesbury will continue to be the focus of managed growth within the Community Area. The town will have a good choice of transport and provide a good range of services including retail and health, acting as an important service centre to many of the villages. It will have good levels of employment, including the specialist sectors within the MoD, QinetiQ at Boscombe Down and the scientific research at Porton Down. Amesbury will be a thriving community reflecting the aspirations of its residents. It will be a place where people want to stay, attracting new residents, businesses and visitors alike. Managed growth will have provided new homes and jobs, which support improved services and retail choice and cement Amesbury's own specific identity as a self-supporting community which has reduced the need to travel to larger urban centres like Salisbury or other larger centres along the A303 corridor."</i></p>
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Economy

- Solstice Park: Southern UK Distribution Centre for TJ Morris (Home Bargains) creating up to 1000 logistics jobs, plus new buildings for UK Headquarters for The Tintometer (AEM), for example, and further plots are coming forward.
- Boscombe: QinetiQ operates MoD Boscombe Down (2000+ staff) under a Longterm Partnering Agreement to carry out aerospace development, maintenance and training facilities.
- Defence-related and life science developments at Porton: new investment by DSTL, Porton BioPharma now the commercial operator for PHE (as PHE move functions to Harlow); and the Science Park to provide flexible investment space for the sector.



Self-containment

	2001	2011	change
% of employed residents working in the town	41.9%	37.6%	-4.3%

Solstice Park (64 ha) is one of the largest employment areas in the County. Since 2011, at Amesbury, 9.8 ha of employment floorspace has been completed. The largest completion is a regional distribution centre at Solstice Park (9.4 ha). In addition to industrial and commercial units, the site hosts hotels, leisure and retail units.

The 2011 Employment Land Review underpinning the WCS states that Amesbury represents an important Research and Development cluster in Wiltshire. While not situated at the town of Amesbury, Porton Down is an allocation of 10 ha. The site is subject to WCS Core Policy 5 (Porton Down Science Campus). Porton Down benefits from planning permission and is being built out. The SEP specifically points to the development of a cluster of health and life sciences companies adjacent to the Defence Science and Technology Laboratory (Dstl) and Public Health England with specialisms in microbiology, immunisation and medical care.

The WCS allocates 7 ha at Boscombe Down. However, subsequent to the recent MOD Estate Review the site has been identified as one that will play a key national role going forward and hence a whole site masterplan for the wider Ministry of Defence site is being developed covering 300 ha. A main aim is to develop the area as defence aerospace cluster which would bring significant associated growth opportunities to the immediate area. A Master Plan is being developed to facilitate further investments based around this sector which is likely to require significantly more land than the 7ha proposed and that a very much larger allocation could be supported by the market and is potentially feasible. Currently the master planning of the site sees potentially in the region of 14,000 new jobs being provided at the site over the next 15 years. This has implications for infrastructure and housing in the area.

The wider Salisbury Plain area will also receive an economic boost from the stationing of approximately an additional 4,000 troops as a result of army restructuring and its rebasing programme.

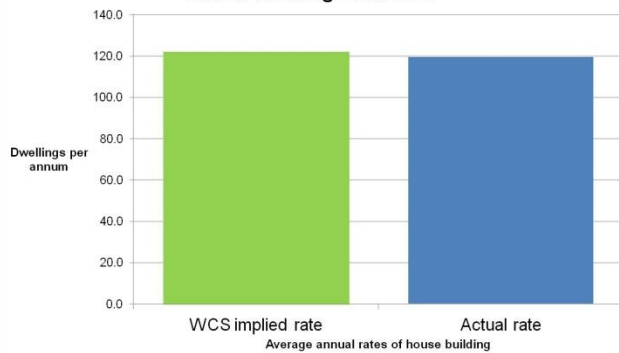
The completion of the Stonehenge Visitor Centre has supported local tourism and planned improvements to the A303 will increase the area's connectivity and enhance the area's attractiveness to investment.

At Amesbury town, 3.8 ha of employment floorspace remain permitted but unimplemented. The largest commitment is a permitted data centre building at Solstice park of approx. 1.9 ha floorspace.

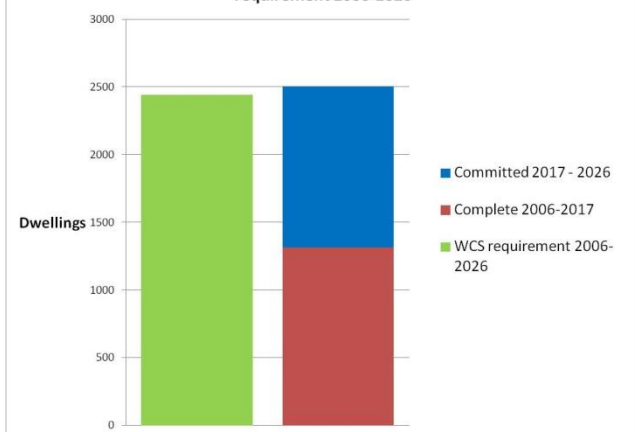
Town centre: The vitality and viability of the town centre has been supported by further convenience retail provision within and on the edge of the centre, although there have been concerns over the loss of other smaller retail units to non-retail use. A new local centre at Kings Gate meets day-to-day needs of the Archers and Kings Gate areas. There is however evidence of additional need in the area driven by the Army Rebasing Programme.

The Wiltshire Council Retail Review (2015) suggests, however, there is very little potential for additional convenience goods floor space, and no capacity for additional comparison goods floor space at Amesbury until 2026.

Actual compared to anticipated average rates of house building 2006-2017



Dwellings already completed or committed compared to WCS requirement 2006-2026



Housing

House building has been in accordance with anticipated rates. Land for a further 900 dwellings is allocated at Kings Gate, Amesbury. Amesbury has been the dominant focus for housing development.

Affordable housing was 27% of all homes built, below target levels. The ratio of house price to earnings rose from 9.4 to 10.8 between 2011 and 2016. The ratio is average for settlements in Wiltshire.

Infrastructure

Transport: Good road connectivity is attractive to business investment but also contributes to significant net out-commuting. Peak time traffic delays could be addressed by planned improvements to the A303. Though there are good bus connections to Salisbury, connections to elsewhere are poor and difficult to improve. There may be potential for a new rail station at Porton but a feasibility study is required. Walking and

cycling improvements around the Stonehenge World Heritage Site (WHS) and linking to Amesbury could bring economic benefits of the WHS to the town. A new access from the A303 to Boscombe Down is being delivered by the Council and the further potential of this link being assessed.

Schools: A current shortage of local Primary provision arising from Army Basing will be addressed by a new school scheduled to open in 2019. Further significant growth would be likely to require a further new school. Secondary provision is being expanded and there is possibly room for some further expansion.

Water Network: Wessex Water states that additional capacity has been provided (Asset Management Plan 5 (2010-15)). There are currently no plans for further investment to increase capacity.

Neighbourhood Plan

There is currently no neighbourhood plan under preparation.

Salisbury Plain Masterplan

Resulting from army restructuring, a rebasing programme will result in locating approximately an additional 4,000 troops in the Salisbury Plain Area. This will create a significant local economic boost as well as additional requirements for infrastructure. The Salisbury Plain Masterplan sets out an overview of the proposed changes to the Salisbury Plain Training Area. It identifies the additional infrastructure requirements that are needed; social, education and economic. The requirement for 1217 units of military housing is over and above the general housing requirement set out in the WCS (540 Larkhill, 277 Bulford, 100 purchased at Tidworth, 300 Ludgershall).

River Avon Nutrient Management Plan

The Nutrient Management Plan aims to reduce and manage phosphorus levels in the River Avon Special Area of Conservation (SAC), in accordance with international obligations, principally in the EU Habitats, Wild Birds and Water Framework Directives. It will also help to facilitate development and change in the catchment of the river by ensuring that they do not add to the phosphorus load in the river in a way that might conflict with the conservation objectives for the SAC. The Plan includes an 'ambition target' for phosphate levels by 2021, an interim step to achieving favourable status. The Plan is currently under review.

Salisbury Plain Special Protection Area (SPA) – Habitats Regulation Assessment and Mitigation Strategy

The strategy addresses concerns over the effects of increasing recreational pressure upon breeding Stone Curlew populations. It provides an evidence base of predicted visitor levels and their effects. It suggests a range of mitigation measures to prevent adverse effects from accommodating anticipated growth to 2026.

Constraints

See map.

The overall potential for significant urban regeneration is low. There are relatively few environmental constraints compared to other main settlements in the plan area. The setting to the Stonehenge WHS would be a factor restricting westward extension to the town and a possible design constraint on development elsewhere. Further development may also risk adverse effects on the River Avon SAC and Salisbury Plain SPA.

Settlement Strategic Issues

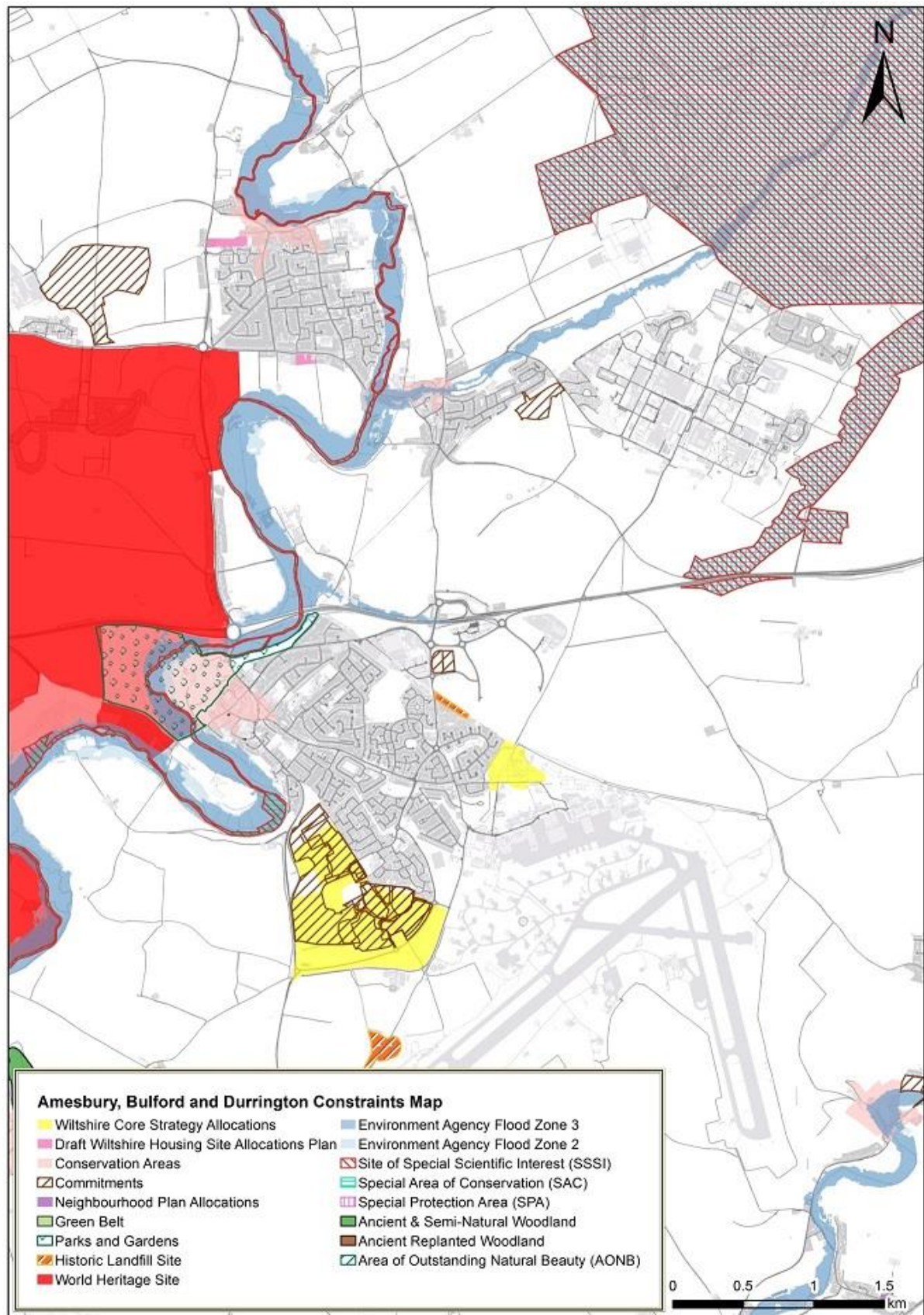
Key findings

- The area is a focus for investment containing two recognised business clusters creating job growth
- Amesbury is the dominant focus for housing development
- The trading position of the town centre needs consolidation
- Environmental designations may be a constraint on development

Issues

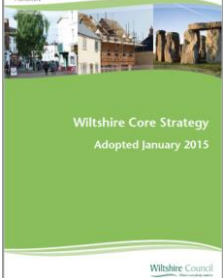
1. What more can be done to improve the range of services to improve the attractiveness of the area?
2. Should planning for Amesbury be distinct to planning for Bulford and Durrington?
3. How should the area capitalise on business investment? What amount of further housing is appropriate?

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Tidworth and Ludgershall

The small towns of Tidworth and Ludgershall, have complementary roles and are being planned for jointly to help them develop a number of shared facilities and resources. They are designated as a Market Town in the WCS.

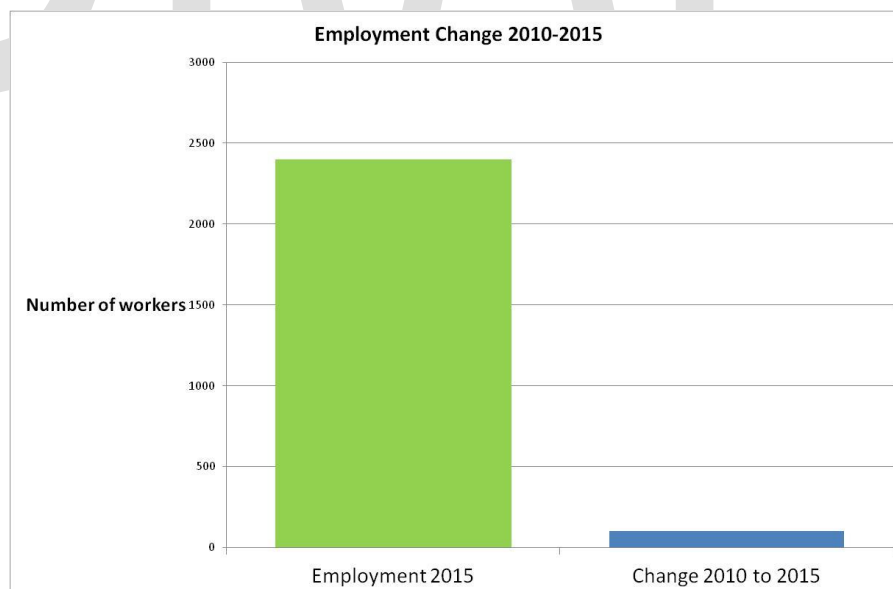


The Wiltshire Core Strategy Vision

"The settlements of Tidworth and Ludgershall will have developed their complementary roles and taken full advantage of opportunities to develop sustainable brownfield sites. Growth will have reflected the need to create a more balanced community and act as a catalyst to attract inward investment with new employment opportunities complementing those provided by the MoD. The future of existing and former MoD sites will be carefully integrated into the needs of the wider community. The River Bourne Corridor, Salisbury Plain and Chute Forest will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure network which will be used and managed sustainably."

Economy

- Aspire Defence provides fully serviced living/working accommodation for a large proportion of British Army. It employs 700 staff work across 4 camps.
- Castledown Business Park: new phases start up and growth space in conjunction with TEN.



Self-containment

	2001	2011	change
% of employed residents working in the town	66.2%	66.3%	+0.1%

There is currently a shortage of quality employment premises for small and medium sized

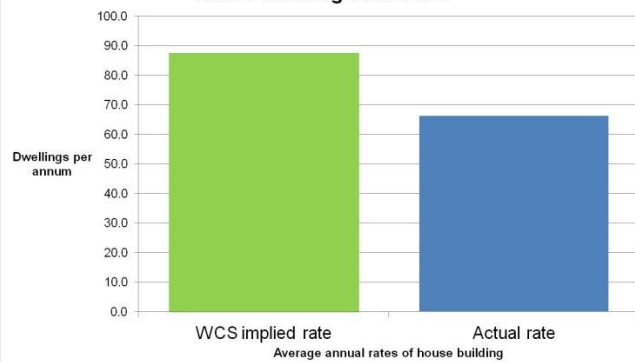
enterprises, including incubation facilities and managed workspaces in the area. Castledown is mentioned as a 'success story' in the 2011 ELR in terms of the incubation space scheme which was completed in 2008 and had 90% occupancy levels, although this is only for approximately 5,000 sq. ft of space.

Land to the North of Tidworth Rd (Castledown) is a saved Kennet District allocation of 12 ha. The first two phases of which are now complete. The WCS allocation has not been permitted/ implemented. The 2011 ELR notes in regard to this site that this is a large site for a rural location and take up is likely to be slow.

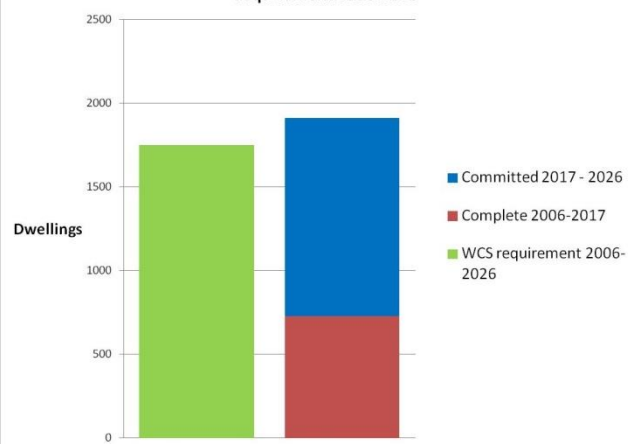
Since 2011, 0.3 ha of employment floor space have been completed at Tidworth and Ludgershall. As of 2017, there remain 0.13 ha of employment floorspace permitted.

The wider Salisbury Plain area will also receive economic boost from the stationing of an additional 4,000 troops as a result of army restructuring and its rebasing programme.

Actual compared to anticipated average rates of house building 2006-2017



Dwellings already completed or committed compared to WCS requirement 2006-2026



Housing

House building has been below anticipated rates. The settlement has a significant supply of land already permitted or allocated.

There is a relatively young population age structure compared to elsewhere and the highest proportion of people of employment age (74%) in the plan area.

Affordable housing was 18% of all homes built, well below target levels. The ratio of house price to earnings rose from 7.5 to 9.4 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.

Infrastructure

Transport: despite a relatively good level of self-containment, there is still significant out-commuting encouraged by good road connectivity and because there is limited employment beyond jobs associated with the MoD. Additional growth is likely to have a detrimental impact on delays at the memorial junction in Ludgershall.

Schools: The Housing Site Allocations Plan reserves a site at Empress Way for a Primary School capable potentially of providing capacity for needs that may arise in Ludgershall after 2026. Wellington Secondary is being expanded and might be capable of some further expansion. Military relocations tightens primary school capacity in Tidworth and complicates forecasting needs.

Neighbourhood Plan

There are no neighbourhood plans under preparation at this market town.

Salisbury Plain Masterplan

Resulting from army restructuring, a rebasing programme will result in locating approximately an additional 4,000 troops in the Salisbury Plain Area. This will create a significant local economic boost as well as additional requirements for infrastructure. The Salisbury Plain Masterplan sets out an overview of the proposed changes to the Salisbury Plain Training Area. It identifies the additional infrastructure requirements that are needed; social, education and economic. The requirement for 1217 units of military housing is over and above the general housing requirement set out in the WCS. (540 Larkhill, 277 Bulford, 100 purchased at Tidworth, 300 Ludgershall).

River Avon Nutrient Management Plan

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The strategy addresses concerns over the effects of increasing recreational pressure upon breeding Stone Curlew populations. It provides an evidence base of predicted visitor levels and their effects. It suggests a range of mitigation measures to prevent adverse effects from accommodating anticipated growth to 2026.

Constraints

See map.

Urban capacity is high, largely, however, because of the significant amount of potential MoD controlled land. There are relatively few environmental constraints compared to other main settlements in the plan area. Areas are reserved, however, for military use. Further development may also risk adverse effects on the River Avon SAC and Salisbury Plain SPA.

Settlement Strategic Issues

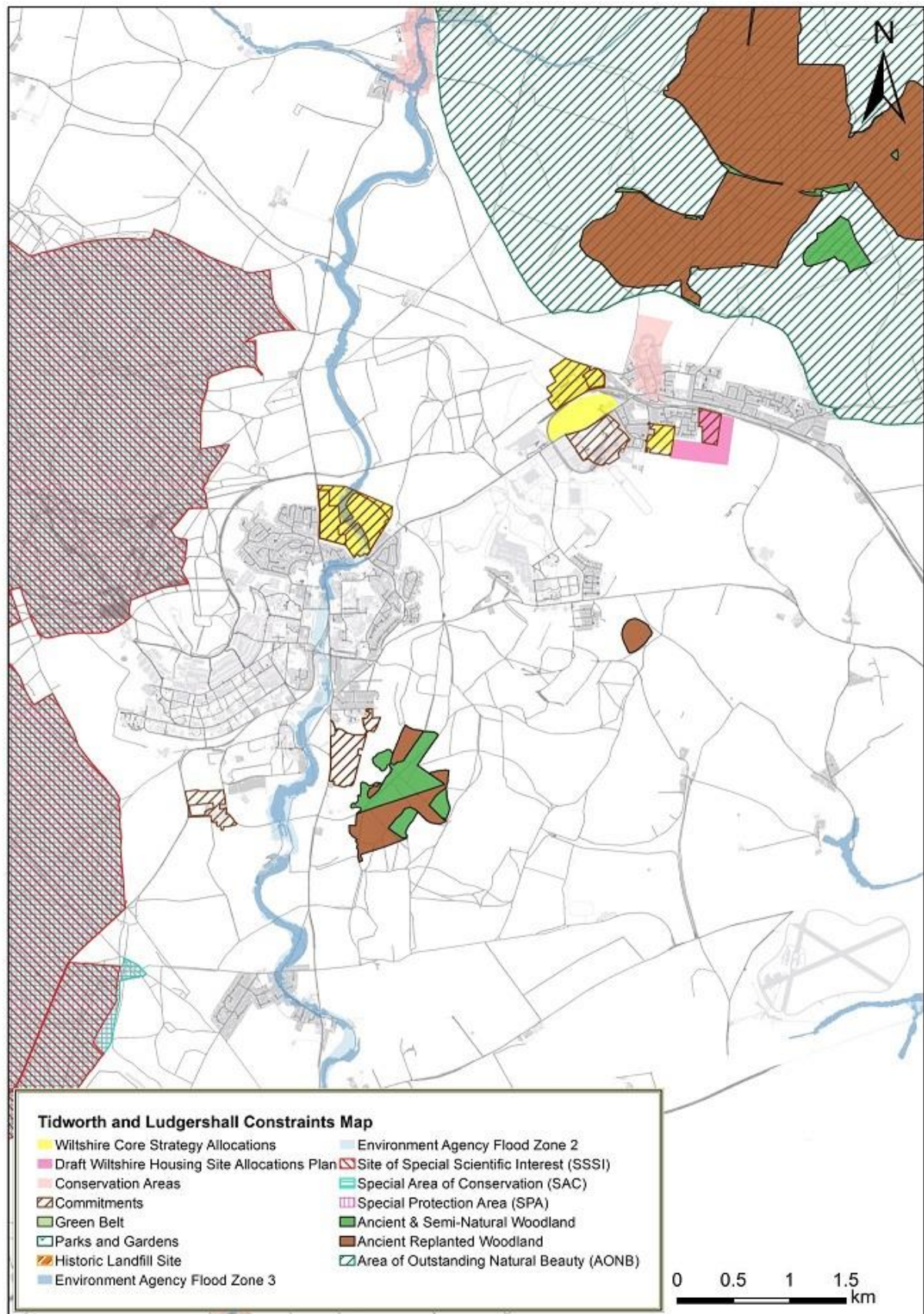
Key findings

- The local employment base relies heavily on the MoD, which is also a major land owner. This also affects the social and economic balance of the community
- A relatively significant amount of land for housing development is already allocated or permitted
- The WCS allocation has so far not been attractive to investment and there appears to be un-met demand for employment development
- Phosphate levels in the River may pose a constraint to development

Issues

1. How can growth be encouraged to do more to diversify the local economy and provide a more balanced age and social structure?
2. Should the vision be more specific in terms of the type of employment envisaged?
3. Are additional employment allocations required to provide fit-for-purpose space?

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Salisbury Housing Market Area – Strategic Issues

Overall the evidence presents a mixed picture on progress of the WCS strategy at main settlements in the Salisbury HMA.

The evidence suggests that there has been relatively little progress at Salisbury in terms of city centre regeneration projects and employment delivery. While housing delivery rates have been below what was anticipated there are a significant number of commitments underway or imminent.

Amesbury has seen housing delivery in line with anticipated rates and Solstice Park and Porton remain an important focus for additional economic growth and new investment. Job growth at Amesbury has been higher than at Salisbury.

The evidence suggests that economic diversification at Tidworth/Ludgershall is not progressing and job growth has been minimal. The impact of army rebasing may, however, provide a significant new impetus.

Environmental constraints, especially phosphate levels in the River Avon and possibly the need to protect breeding stone curlew on Salisbury Plain SPA, present a potential restriction to growth across the HMA. Improvements to the A303 will enhance the area's connectivity but elsewhere transport infrastructure requires upgrading, especially around Salisbury and Amesbury in order to support growth.

Strategic Issues for the HMA at this stage are:

- The SHMA suggests a modest decrease in housing needs in the Salisbury HMA, but the FEMAA states that a shortfall of labour could result. Could economic growth be hampered by insufficient housing over the plan period and should housing provision instead exceed assessed needs?
 - A central proposal for Salisbury contained in the WCS, and therefore for the HMA as a whole, is the redevelopment of Churchfields, should this proposal be reconsidered? How can this opportunity be realised?
 - Important business clusters in the HMA are quite detached from main settlements. Environmental constraints in the HMA might also possibly restrict further significant expansion of these main settlements? Is there a need to re-think where and how growth takes place in the HMA?
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Appendix 2: Part 4

Swindon Housing Market Area

Individual Settlement and Housing Market Area Profile

DRAFT

Cabinet Draft

October 2017

Introduction

This document is one of four Housing Market Area Profiles which have been prepared to inform the Swindon and Wiltshire Joint Spatial Framework: Issues Paper. It provides an assessment of the main settlements in the Swindon Housing Market Area and the strategic issues they face. This is a first step to understanding the opportunities and constraints of growth before considering how each place could develop sustainably; whether its role continues as currently planned or how it should change.

In combination with profiles for the Chippenham, Salisbury and Trowbridge Housing Market Areas, this better understanding of our main settlements can inform the assessment of whether and how the housing and employment needs in each market area can be met.

The profiles contained in this document draw on existing published data sources such as the current understanding of the role and function of each main settlement, the 2011 Census, the Council's own monitoring reports and other local area documents such as neighbourhood plans.

Each profile presents a snapshot assessment of progress with the current strategy included in the Wiltshire Core Strategy, a picture of environmental constraints, the local community's vision (where there is neighbourhood plan) and the position from providers of underlying infrastructure (transport, water and education) which is essential to every settlement but which has the potential to also be a significant barrier to further growth.

The main findings for each settlement are summarised below followed by a set of issues specific to each settlement. These identify where the current development plan strategy may need to change. They are phrased as questions because the vital part of this stage in the Local Plan review is to invite community and stakeholder input on how the current strategy should change; what issues it should address and how future needs can be met by sustainable development.

Swindon Housing Market Area

The Swindon Housing Market Area extends from Swindon in the north-east to Marlborough in the south-east and the rural villages of east Wiltshire in the west.



The 2017 Strategic Housing Market Assessment (SHMA) forecasts objectively assessed need for housing (including the overall balance between market and affordable housing). The study identifies the need for housing in this market area over the period 2016-2036 to be 28,000 dwellings. Taking account of altered boundaries, this would represent a modest decrease on the annual levels of new house building planned for in the Wiltshire Core Strategy for the period 2006-2026 and in the Swindon Borough Local Plan for the period 2011-2026.

The Swindon/M4 Corridor Functional Economic Market Area (FEMA) broadly aligns with the Swindon Housing Market Area. The Swindon/M4 Corridor FEMA has notable business concentrations in motor vehicle manufacture,

pharmaceuticals and electronics. Science, Research & Development and financial and high value services are also concentrated in the FEMA as well as warehousing and logistics. The Swindon/M4 Corridor FEMA has the lowest concentration of public services employment of the three Wiltshire FEMA's. The Swindon/M4 FEMA has a strong eastward focus, into the Thames Valley and towards Oxfordshire, and is dominated by Swindon, which is the largest urban centre in the area. There remain issues of the levels of educational attainment in the FEMA being below the national average, particularly in Swindon itself. The SHMA suggests that planning for housing growth on the basis of demographic and migration trends alone could result in a marginal shortage of new workers in the Swindon HMA in comparison to the projected number of new jobs based on economic projections. Accordingly, the SHMA adjusts the projected need for housing upwards to compensate for this.

The 2017 Functional Economic Market Area Assessment (FEMAA) forecasts that 15,000 new jobs will be created in 2016-36 within the Swindon/M4 Corridor FEMA, with the main growth occurring in business support services, construction, retail and food & beverage services. The study forecasts for 2016-36 the following levels of demand for additional business floor space by type:

Use class	Growth in floor space (in m2)
B1a offices	48,740
B1b research and development	28,780
B1c light industrial	7,490
B2 industrial	-62,110
B8 storage and distribution	43,320

Taking into account churn, re-use of employment sites and accounting for additional land requirements, the FEMAA forecasts a total of up to 47.9 ha for office space and 87 ha for industrial. This equates to up to 2.4 ha and 4.3 ha annually respectively for the entire Swindon/M4 FEMAA. The quantum of floor space required will depend upon where the new employment buildings are built. For example, office buildings in town centres tend to be multi-storey have smaller car parks, in comparison to single-storey offices built on business parks on the urban periphery or in rural areas.

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Swindon

The town of Swindon is the largest settlement within the historic county of Wiltshire, more than four times the size of the next largest (Salisbury). In 2011 the population of the Swindon urban area was 185,609, making up approximately 27% of the total combined population of Wiltshire and Swindon Borough (Census 2011) and 85% of the population of Swindon Borough.

 <p>Swindon Borough Local Plan 2026 Swindon: Planning for our future Adopted 14th March 2018</p>	<h2>The Swindon Borough Local Plan Vision</h2> <p>The Swindon Borough Local Plan 2026's vision relates to the Borough as a whole, rather than the town of Swindon exclusively, but parts of its text are specifically applicable to the town of Swindon:</p> <p><i>"The Borough of Swindon will become a place where people choose to live, visit and invest. As an important regional centre, Swindon's appeal will stem from having an attractive and well-equipped town that has successfully blended traditional architecture with high quality contemporary buildings that incorporate sustainable design and construction principles.</i></p> <p><i>The achievement of a high quality public realm in the heart of the town linked to the countryside will provide a real focal point for visitors and Swindonians alike. Swindon will become one of the best business locations in the UK, offering a high quality of life, not just to its residents, but also to those from a much wider catchment area. New jobs will be created and there will be the fullest range of employment opportunities for the whole community. Swindon will be at the centre of a network of multifunctional green spaces linking the town to the wider countryside. Swindon will have responded to the needs of a growing population in a way that has protected and enhanced our natural and historic environment. People in Swindon will have the opportunity to live active, healthy and learning lifestyles."</i></p>
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Economy

Swindon has a high GVA (gross value added, a measure of productivity) per head, but has not been able to grow GVA in line with benchmark areas in recent years. However, the FEMAA's analysis identifies that Swindon's competitiveness is increasing and it has both high productivity and a high proportion of private sector employment, together with globally significant firms in UK priority sectors (e.g. Honda, BMW, Nationwide).

Weaknesses are identified as relative high price of rail services and distance from neighbouring cities and towns to Swindon, the poor perception of Swindon's town centre and its limited range of good quality cultural and leisure assets, the lack of executive style housing in the town and the weakness of its town centre office market.

The large urban expansions to the town, town centre regeneration and rail electrification are identified as opportunities for economic growth.

Self-containment

	2001	2011	change
% of employed residents working in the town	83.7%	73.4%	-10.3%

Between 2001 and 2011 the number of people working Swindon Borough increased by 0.4%, whilst over the same period, the working age population of the Borough increased by 18% increase. The consequence of employment growth not keeping pace with housing growth has been a decline in self-containment and an increase in out-commuting, particularly to Oxfordshire, West Berkshire and Reading.

The SBC Local Plan Policy SD2 identifies that 90,000sqm of office space will be delivered in Swindon's central area for the period 2011-2026. Analysis for the Employment Lane Review suggests that between 2011 and 2014 office floor space in Swindon Borough declined by a net 3,590sqm. A significant amount of the reduction has been as a result of the introduction of permitted development rights to convert offices to homes. There is a significant amount of office development land allocated in the Wichelstowe and Commonhead urban extensions and at the Kimmerfields development in the town centre. On current forecast, office supply would exceed estimated requirements for the period to 2036. However, there is evidence of a short term office land supply shortfall, particularly Grade A premises. Any allocation of a new office/business park at Swindon should be balanced against the need to support town centre regeneration.

The SBC Local Plan identifies a total of 115 hectares of additional employment land outside of Swindon Town Centre. However significant amounts are locked within the strategic allocations and will be difficult to deliver in the short-medium term. Also there is continued pressure for employment allocations to be developed for alternative uses such as homes and schools. To meet future needs there is potentially a need for an allocation of industrial land with good access to the M4.

Town centre: Swindon Borough Council's Retail and Leisure Needs Assessment (2017) (RLNA) provides projections for the need for main town centre uses in Swindon and Swindon Borough in the period 2016 to 2036. The RLNA projects an oversupply by 2021 in floorspace for the retail of comparison goods. However, in the longer-term additional comparison goods capacity will be required to meet demand at Swindon Town Centre. By contrast, no additional requirement for convenience goods retail floorspace is identified for Swindon to 2036.

The RLNA states: "*The aspirations for Swindon Town Centre should be to significantly enhance the retail and leisure offer of the centre, building on the existing foundation of core retail and complementary uses, extending the evening offer and increasing the overall attraction and draw of the centre, to the benefit those living, working and visiting the centre*".

Housing

Swindon's ratio of house prices to earnings rose from 6.28 to 7.24 (+15%) between 2011 and 2016, but Swindon remains more affordable than the south west and England averages (for 2016, 8.40 and 7.58 respectively).

The population age structure of Swindon is notably younger than the age structure for Swindon and Wiltshire as a whole, with proportionately more residents aged 20 to 44 and fewer aged 60 or over. However a significant proportional increase in elderly persons is

forecast to 2036/

The Swindon Borough Local Plan 2026 Policy SD2 identifies a housing requirement (2011-2026) for Swindon's central area of about 1,000 and for the remainder of Swindon's existing urban area of 4000. In addition, specific requirements are identified for the urban extensions to Swindon totalling about 16,500 dwellings. Trajectories for the anticipated delivery of housing are provided in Appendix 5 to the Swindon Borough Local Plan 2026.

Monitoring shows that whereas completions in the urban area are in line with the Local Plan trajectory, completions on the urban extensions are significantly less than anticipated. (1,991 compared to 4,023). This shortfall has impacted on the supply of houses to the extent the Council cannot presently demonstrate a five-year supply of housing.

Infrastructure

Transport: The Swindon Borough Local Plan and accompanying Infrastructure Delivery Plan identifies significant infrastructure in association with the current growth plans, including a new bus interchange in Swindon's central area, express bus links between Wichelstowe, the New Eastern Villages and Tadpole Farm to Swindon town centre, a link to Junction 16 of the M4 and improvements to Junction 16, improvements to the gateway junction at White Hart, improvements to Oxford Road/Drakes Way and Covingham Road/Dorcan Way transport corridors, a new road link to the Commonhead Roundabout, a 'green' bridge across the A419, and a vehicular bridge across the A419 to connect the Kingsdown development to the Swindon urban area.

Some of the improvements will be funded by developers through the development management process. Other improvements are being assisted by government funding, for example Local Growth Fund funding through the Swindon and Wiltshire Local Economic Partnership has been obtained to upgrade Greenbridge roundabout and for building transport infrastructure around the New Eastern Villages.

Schools: A new secondary school is under construction as part of the Tadpole Garden Village urban extension. The School Place Planning Study identifies the need for two further primary schools in north Swindon to support planned growth, one at Tadpole Garden Village and another at Abbey Farm.

In the central and southern area, to meet primary school requirements a further 2 primary schools will need to be provided at the Wichelstowe development. Establishing at least one new school and expanding an existing primary school in the central and south area will meet the remaining pressure in this area. A secondary school is under-construction within the Wichelstowe urban extension.

In east Swindon, development of the Commonhead, Kingsdown and New Eastern Villages urban extensions will generate need for an additional secondary school at the New Eastern Villages and additional primary schools comprising: a new primary school at the Commonhead development; 4 to 5 new primary schools at the New Eastern Villages; and a new primary school in the Kingsdown development area

In west Swindon there are no surplus primary places, indicating that any further growth in this area would require expansion of existing schools or additional schools.

Health: The Swindon NHS Health Centre opened in June 2017 as part of the

Kimmerfields town centre development. New health care facilities are planned as part of the Wichelstowe and New Eastern Villages developments. Land is allocated at Commonhead for an expansion of the GW Hospital.

In the NHS Swindon Clinical Commissioning Group in 2016 there were 1,529 persons per GP (or 0.65 GPs per 1,000 people). This compares to an average for England of 0.58 GPs per 1,000 people.

Water infrastructure: The Swindon Water Cycle Study (2014) concluded that with demand management measures there would be sufficient water supplies to deliver the anticipated level for population growth in Swindon Borough up to 2026. The Thames Water Resources Management Plan 2015 – 2040 proposes demand management to address a supply/demand balance shortfall. Thames Water are currently working on a new Water Resources Management Plan. Additional Wastewater facilities may be required to meet future growth and meet river water quality standards.

Neighbourhood Plan

At present no made neighbourhood plans are in place for neighbourhoods within the Swindon urban area. The parish of Stratton St Margaret has been designated as a neighbourhood planning area for the purposes of preparing a neighbourhood plan.

From 1 April 2017 four new parishes were created covering previously unparished parts of the Swindon urban area: West Swindon, Central Swindon North, Central Swindon North and St Andrews Parish.

Air Quality

No Air Quality Management Areas (AQMA) are currently designated within the Swindon urban area.

Constraints

See map.

There is potential for development within the existing urban area on brownfield and under-used land, but there may be issues and in terms of the impact of this on diversity of uses and environmental quality including traffic levels. In addition, relatively low house prices may present an issue in terms of the viability of brownfield development in some parts of the Swindon urban area. There are conservation areas in the railway heritage area and in Old Town.

To the south east of Swindon, the North Wessex downs Area of Outstanding Natural Beauty and its setting abuts the urban area.

The M4 motorway runs to the south of the Swindon urban area, creating a significant physical barrier.

To the west of the Swindon urban area Lydiard Park, a Registered Park and Garden containing nationally significant heritage assets. There are also significant areas of flood risk around the River Ray to the west of Swindon.

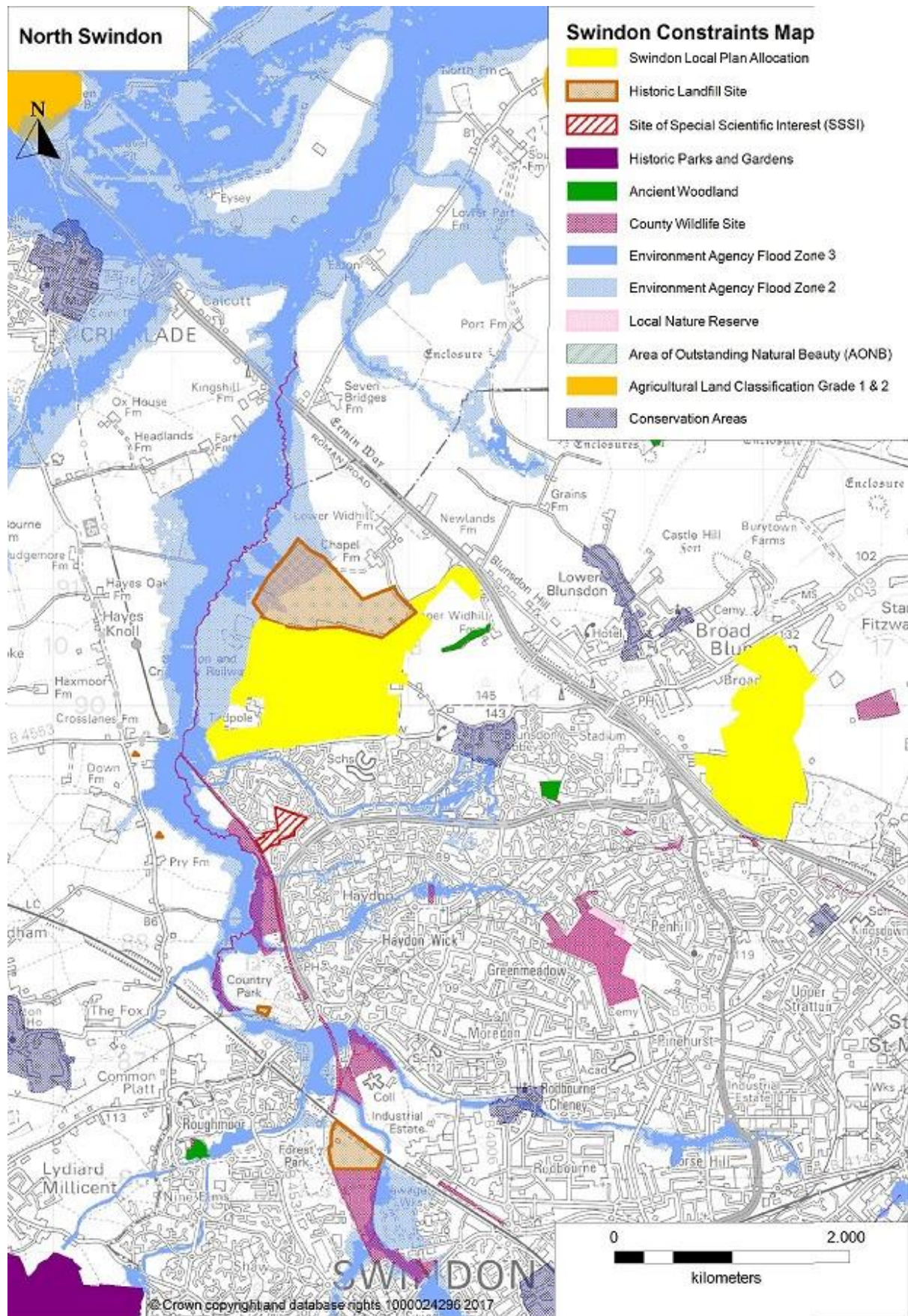
To the north east of Swindon is Stanton Country Park. Beyond the planned New Eastern Villages, to the east of Swindon, are further significant areas of flood risk.

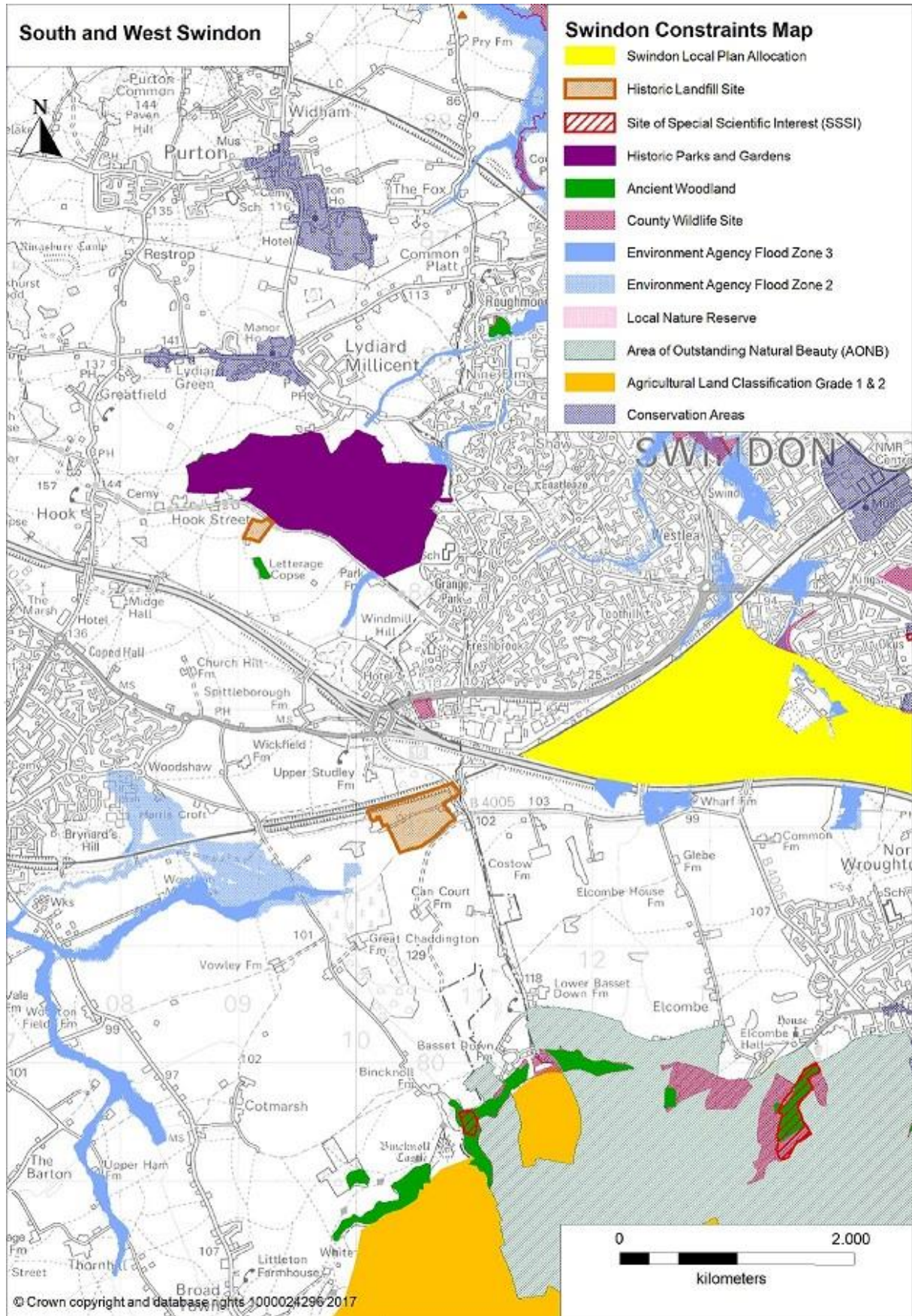
Settlement Strategic Issues**Key findings**

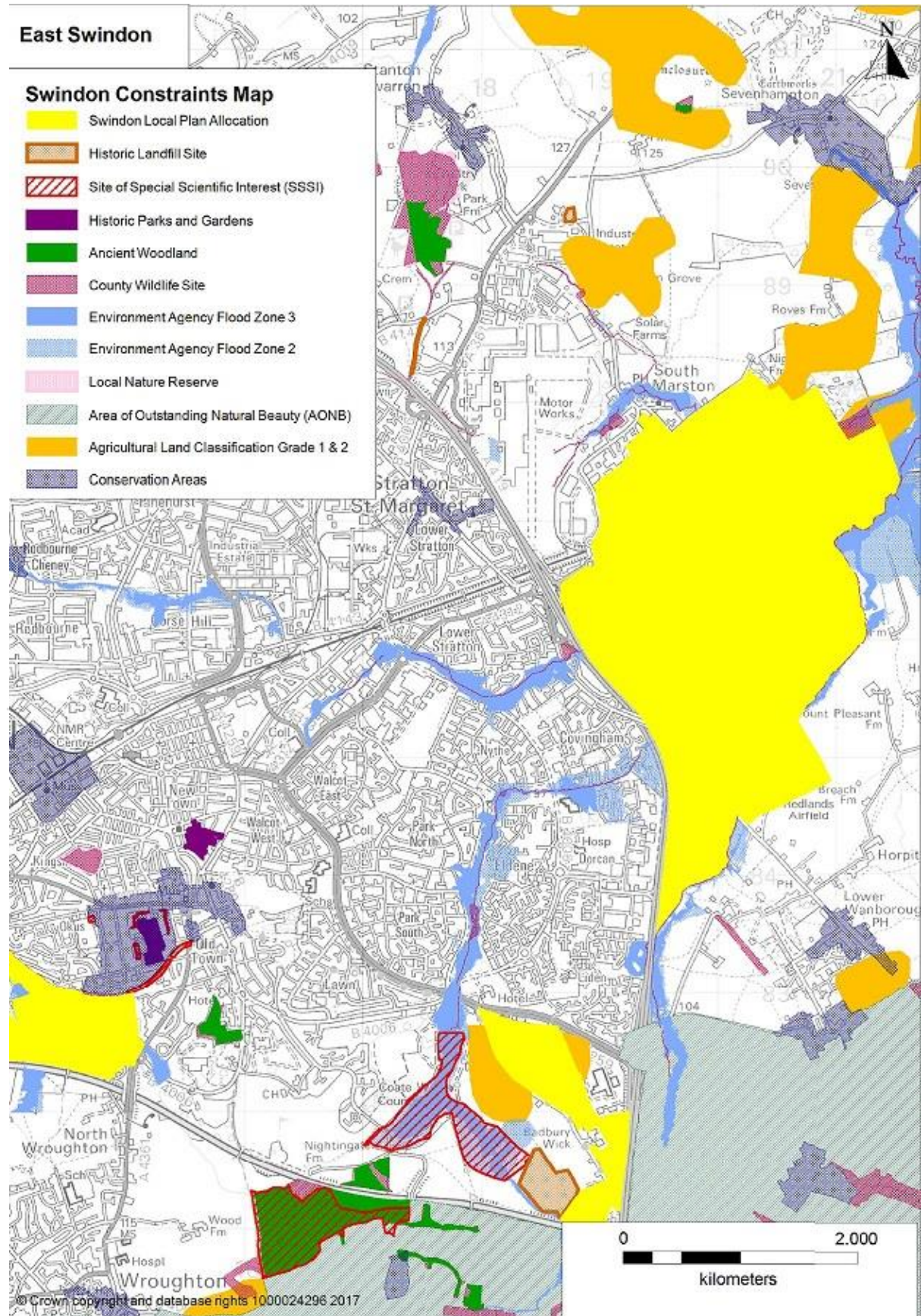
- Overall housing delivery at Swindon has not kept pace with that projected in the Local Plan 2026, due largely to delays in the Kingsdown, New Eastern Villages and Wichelstowe urban extensions to Swindon.
- Very significant new infrastructure, including transport, education and health infrastructure is required to provide for existing planned levels of growth under the Local Plan 2026.
- There are significant employment land commitments, but delivery issues have led to a reported short-term shortage of high quality industrial land and office accommodation to meet demand from businesses.
- Job growth has not occurred at the same pace as housing growth, leading to increased out-commuting to neighbouring districts.
- There are significant economic opportunities at Swindon associated with growth sectors and rail electrification.
- Town centre regeneration will be vital to improving the town's image and realising its economic potential.
- The role of Swindon's town centre is changing, with non-retail uses likely to play an important role.

Issues

- How much future housing can and should be built within the urban area? How can this be balanced against the objectives of protecting the environmental quality of the area for existing residents and maintaining a diversity of uses needed to support a thriving economy?
- How can Swindon Borough ensure short-term delivery of housing land while the larger, more complex urban extensions come forward.
- What are the infrastructure constraints for future growth at Swindon and how can they be overcome.
- Where should high quality employment land be delivered to support existing business growth and take advantage of inward investment opportunities?
- How can planning policy support the advancement of the regeneration of Swindon's central area and the enhancement of its role, to improve the image of the town?

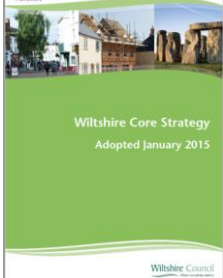






Marlborough

The market town of Marlborough has a rich built environment with an attractive and thriving retail centre with a good amount of independent retailers. It is designated as a Market Town in the WCS.



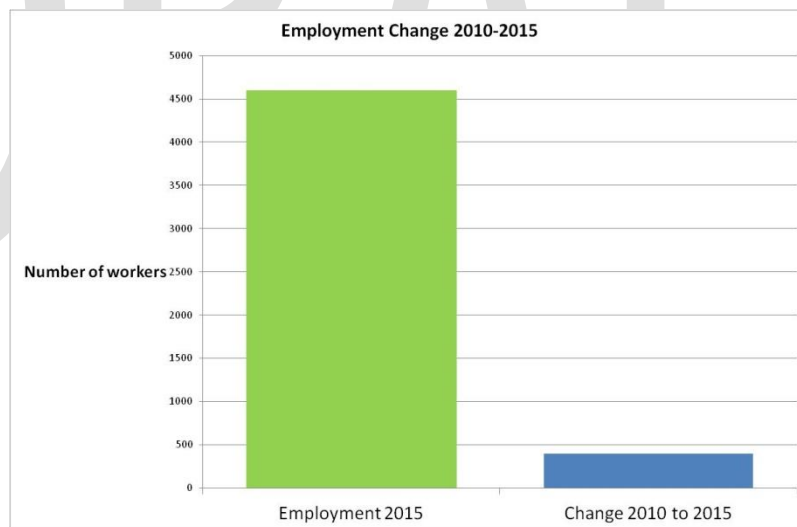
Wiltshire Core Strategy
Adopted January 2015

Wiltshire Council

The Wiltshire Core Strategy Vision

“A modest and sustainable level of development within the Community Area will have provided for a range of housing appropriate to the local needs and incomes of residents. The Community Area will have continued to benefit from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Development will have protected and enhanced the Community Area’s rich natural and historic assets including the Avebury element of the Stonehenge and Avebury World Heritage Site. The Kennet and Og Rivers and Savernake Forest will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure which will be used sustainably.”

Economy



Self-containment

	2001	2011	change
% of employed residents working in the town	50.8%	49.4%	-1.4%

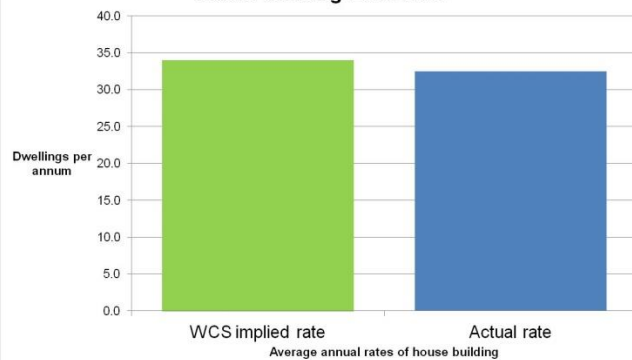
The WCS allocates 3 ha of new employment land over the plan period. Marlborough is not identified as a location for new strategic employment growth. Since 2011, 0.1 ha of employment floorspace have been completed at the town.

Marlborough has a relatively small but strong employment base with a reasonable level of self-containment that has declined more slowly than other areas. The Marlborough Business Park has provided an important new location for employment growth and new

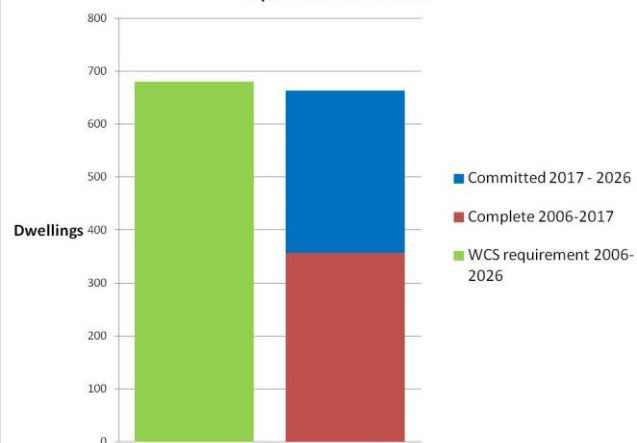
business. The town has some unusual employment patterns with a strong representation by the education sector and there is no indication that this sector will weaken. The WCS points to the town being overshadowed due to its proximity to Swindon and too far away to benefit from spin-off activity. This is confirmed by more recent work. Although Marlborough falls into the Swindon/M4 Corridor FEMA it is located on its southern extremity. The WCS concluded that due to its strong economic base and lack of current employment land supply, evidence identifies that there is likely to be some demand for new employment space over the plan period.

Town centre: The WCS states that the strategy supports Marlborough's town centre to continue to function as a prominent retail centre within east Wiltshire and serve as a locally important employment centre; and that proposals for retail provision outside of Marlborough are likely to have an adverse impact upon the town centre. Any additional comparison retailing should be located within the town centre.

Actual compared to anticipated average rates of house building 2006-2017



Dwellings already completed or committed compared to WCS requirement 2006-2026



Housing

House building has been in accordance with anticipated rates. Land with planning permission for 175 dwellings west of Salisbury Road is a significant component of future housing supply.

Affordable housing was 15% of all homes built, substantially below target levels. The ratio of house price to earnings rose from 12.3 to 15.4 between 2011 and 2016. This ratio is the highest of all the settlements in Wiltshire.

Infrastructure

Transport: Through traffic detracts from the attractiveness of the town centre and harms air quality. Recent measures have focussed on encouraging cycling.

Schools: Primary provision has little or no capacity and caters for immediate forecast needs only. Primary schools do not have the potential to expand. This current "at capacity" situation for primary aged pupils is likely to feed through to the secondary level over the next 7 years to challenge capacity. Secondary provision already needs

expanding. Expansion beyond current forecast needs would require a feasibility study and land acquisition.

Neighbourhood Plan

An area designation for Marlborough Neighbourhood Plan was made in 2016. A number of working parties support the Steering Group working towards the submission of a draft plan to Wiltshire Council by summer 2018. The Steering Group is working to establish the housing and business needs of the plan area, the need for new or improved medical, educational and recreational facilities, the need to manage traffic and new car parking facilities, along with a focus on the use of the surrounding countryside and efforts to support nature conservation. Work has included a Housing Needs Survey, Business Survey and Car Parking Study.

Air Quality

An Air Quality Management Area (AQMA) covers the whole of the built up area and immediate surroundings. There are local concerns that further development will lead to mandatory limits being exceeded.

Constraints

See map.

The overall potential for significant urban regeneration is high. The settlement lies within an Area of Outstanding Natural Beauty. Great weight should be given to conserving the landscape and natural beauty. Important woodland and designated Historic Park and Garden abuts the town to the south east. Designated Sites of Special Scientific Interest are also located in close proximity to the town.

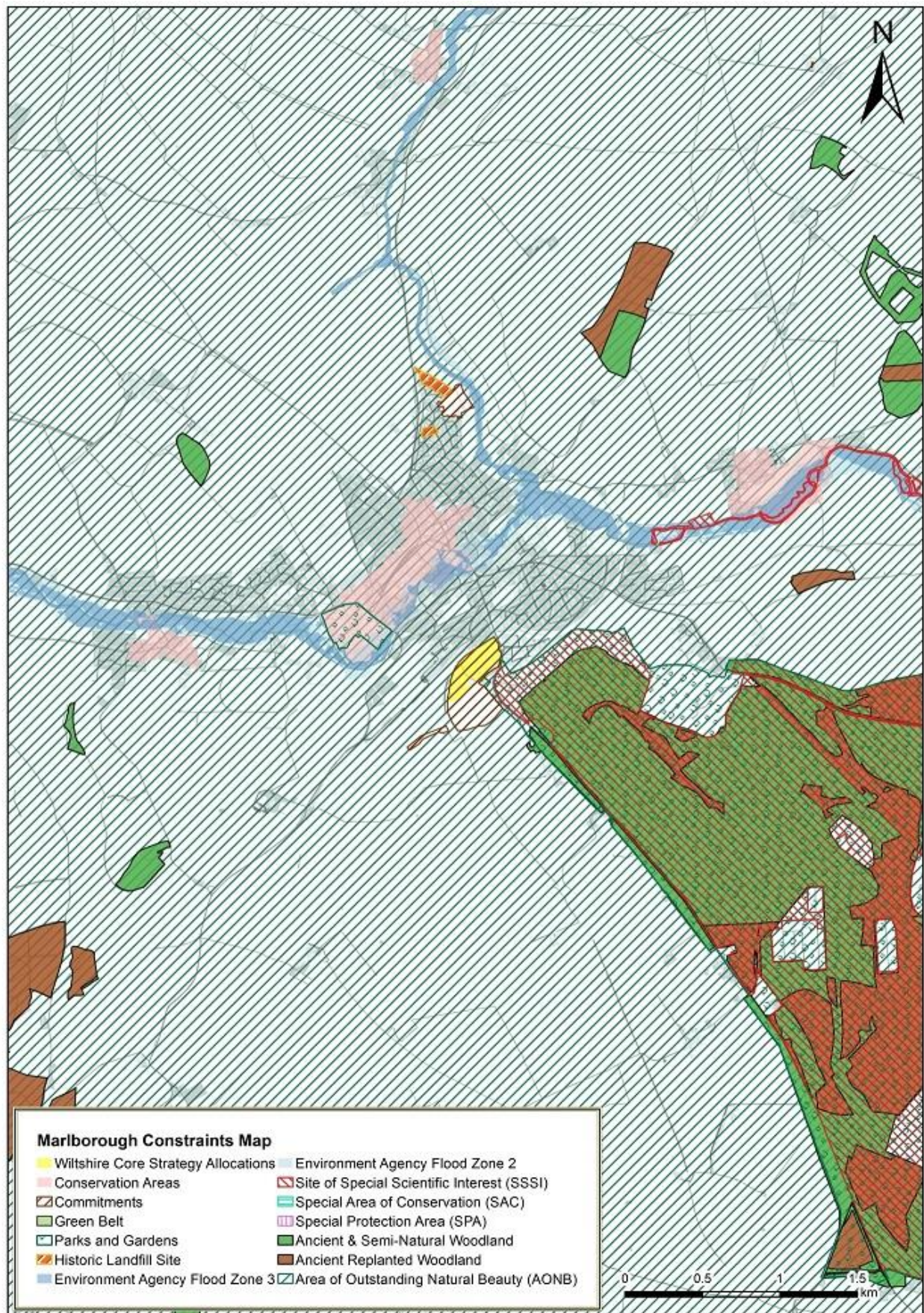
Settlement Strategic Issues

Key findings

- Expansion of the town is highly constrained by the priority to conserve the landscape and natural beauty of the Area of Outstanding Natural Beauty
- The affordability of housing is the worst in the County and relatively few affordable homes have been delivered
- Traffic congestion and air quality are significant local concerns

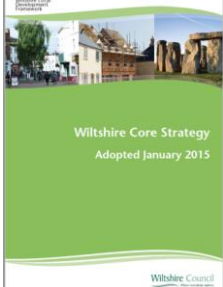
Issues

1. Should the current strategy continue or could some additional measures ensure more affordable homes and/or address traffic issues affecting the town?



Royal Wootton Bassett

The historic market town of Royal Wootton Bassett is six miles from Swindon and has a dormitory role. The town currently has a diverse but smaller employment base than might be expected for a town of its size. It is designated as a Market Town in the WCS.



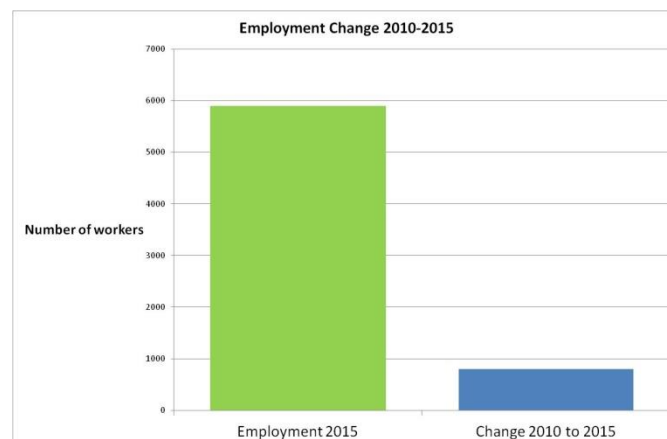
The Wiltshire Core Strategy Vision

“Royal Wootton Bassett will continue to function as the main service centre within the Community Area. Cricklade will perform a similar role, but with a more local focus.

The separate identity of both Royal Wootton Bassett and Cricklade and the villages, especially those closest to Swindon, will have been maintained and enhanced where appropriate. The retail offer of Royal Wootton Bassett will have been enhanced and the town will enjoy a good supply of housing including affordable dwellings. The town will have an appropriate level of facilities for its size, with a hub for sports provision at Ballards Ash. People within the Community Area will have access to a range of jobs within the towns, which will have helped to alleviate the existing high levels of out-commuting. Along with the Rivers Key and Ray, the restored and enhanced Cricklade Country Way will provide social, environmental and economic assets to the area as part of a wider green infrastructure network linking Cricklade with Swindon and the Cotswold Water Park, which will continue to be a valuable recreational resource for visitors and local communities.”

Economy

- Global digital businesses Plantronics and Dolby have an ongoing presence at Interface Park.
- Babcock International operates the training contract for Defence School of Electrical & Mechanical Engineering at nearby Lyneham.



Self-containment

	2001	2011	change
% of employed residents working in the town	39.2%	35.9%	-3.2%

The WCS allocates 5 ha of new employment land over the plan period including:

- Land to the West of Templars Way: 3.7 ha
- Brickworks, Purton 1.0 ha remaining

Since 2011, no employment floor space has been completed and 500m² of employment floorspace remain committed as of 2017.

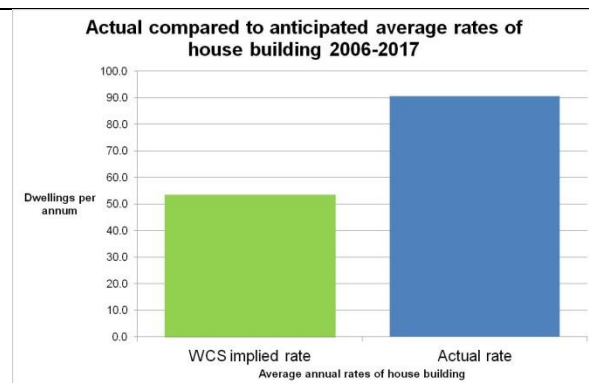
The town has a smaller employment base than might be expected for a town of its size. The WCS notes the settlement is located approximately six miles from Swindon and two miles from the M4, and as such is well located to develop into a more important employment centre. The town is identified as a location for new strategic employment growth, particularly to help reduce out-commuting, as the town currently has a dormitory role to Swindon.

Town centre: The WCS states that Royal Wootton Bassett currently loses main food shopping trips to neighbouring towns. Although there is no quantitative need for additional convenience retail in the town, additional floorspace may be appropriate to address qualitative need and improve the retention of convenience trade if a suitable site is identified. There is limited capacity for up to 400 sq m of comparison retail in the town.

Investment to create a Defence School of Electrical and Mechanical Engineering at former RAF Lyneham is locally significant as it is just four miles to south west of the town.

The Neighbourhood Plan supports additional retail development in the town centre subject to meeting policy criteria on car parking, congestion and character/appearance.

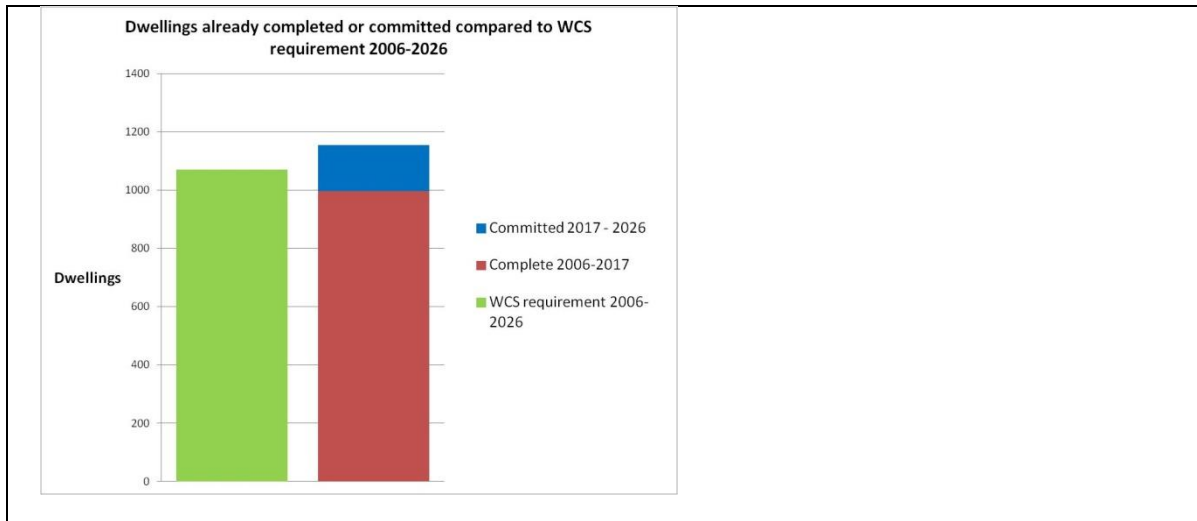
The Wiltshire Council Retail Review (2015) confirms that there is no capacity for additional convenience goods floorspace, but a small capacity for comparison goods floorspace.



Housing

House building has been substantially higher than anticipated rates. Nearly all the housing planned for 2006 to 2026 has already been built.

Affordable housing was 24% of all homes built, substantially below target levels. The ratio of house price to earnings rose from 8.6 to 10.4 between 2011 and 2016. This is below the average for settlements in Wiltshire.



Infrastructure

Transport: Commuting to and from Swindon evidenced by capacity issues at nearby junction 16 of the M4. There are also local concerns regarding the impacts of HGVs on the local road network. WCS supports provision of a railway station and additional development might raise this further as a priority.

Schools: Primary provision has no capacity and schools do not have the potential to expand. Growth would need to involve allocations large enough to provide new primary provision. The Secondary School has some potential to expand. A new secondary school in south Swindon may serve some local needs but the extent is unknown. Demand from Lyneham is a particularly difficult element in planning provision because of military movements into and out of the catchment.

Water Network: Wessex Water states that assets are predicted to require investment & capacity between 2025 – 2036

Neighbourhood Plan

The Royal Wootton Bassett Neighbourhood Plan was submitted to the Council in March 2017 and has yet to undergo independent examination and referendum. The draft Plan identifies a site for the development of up to 110 dwellings with integrated community facilities to serve its needs. The need for necessary community and transport infrastructure to keep pace with the town's growth is a theme of the Plan and it identifies a set of infrastructure priorities. The Plan also safeguards the separate identity and character of the town and identifies an area east of the built up area to remain open and in agricultural use. The Plan identifies options for a new railway station and safeguards other areas for leisure and recreation uses.

Constraints

See map.

The overall potential for significant urban regeneration is high. There is a wide area of flood risk (zone 2) to the east, but there are relatively few environmental constraints

compared to other main settlements in the plan area.

Settlement Strategic Issues

Key findings

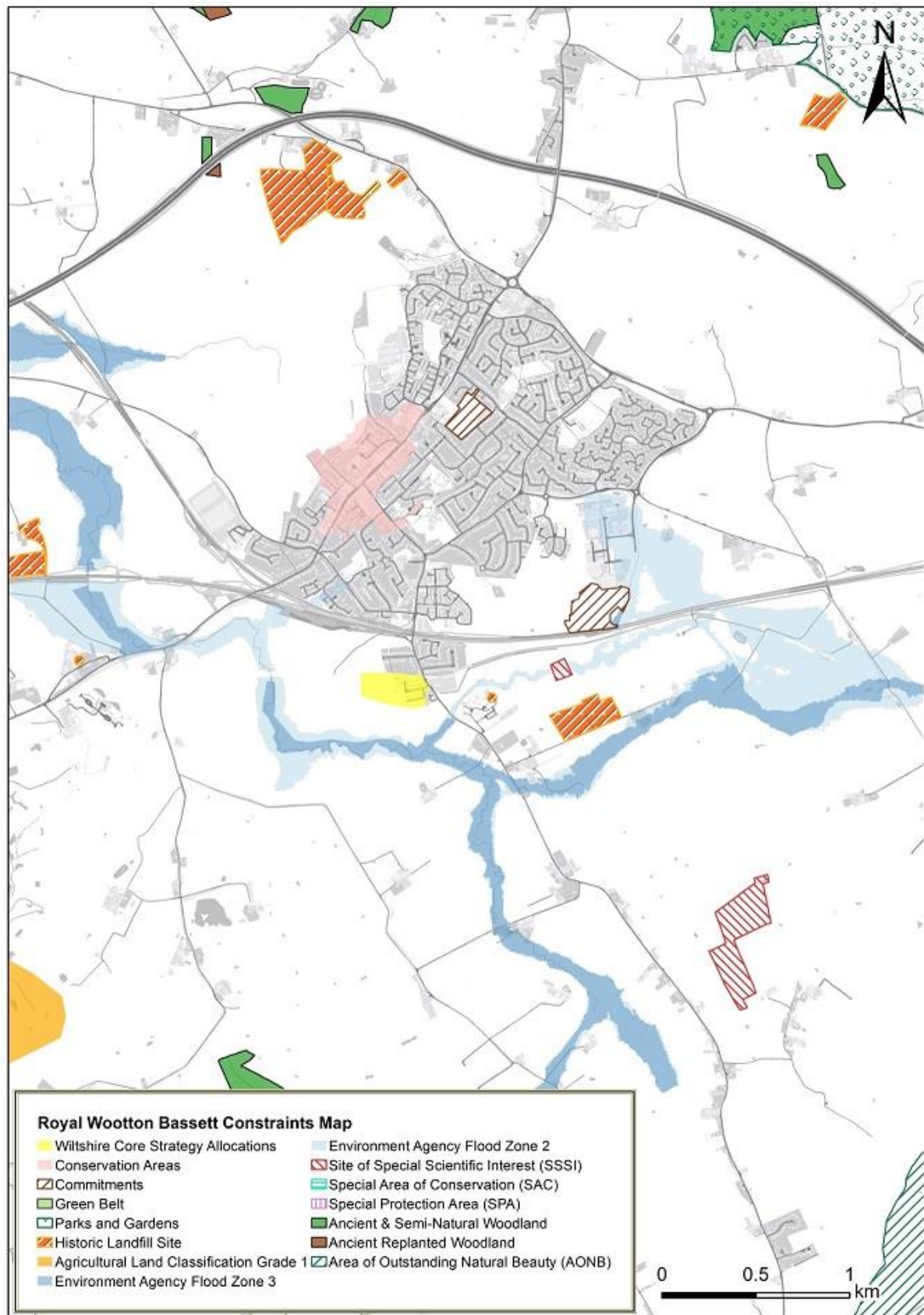
- There have been high rates of housebuilding, but no significant development of employment land or significant inward investment
- The town as a low level of self containment indicating a pronounced dormitory role
- There is a need to retain the individual character and separate identity of the town
- Further expansion might need a scale sufficient to support a new primary school
- There is the potential to provide a railway station

Issues

1. The dormitory function of the town is increasingly pronounced, what is a realistic strategy and role for the future of the town?
2. How can more infrastructure, local services and jobs be provided?

1.

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Swindon Housing Market Area – Strategic Issues

The Swindon Housing Market Area is centred on the regional town of Swindon. This is reflected in commuting relationships, particularly between Royal Wootton Bassett and other smaller settlements within the HMA and Swindon.

Although the economy of the Swindon/M4 Corridor Functional Economic Market Area is relatively strong, recent growth has underperformed Wiltshire as a whole. This is reflected in an increase in out commuting from Swindon. Significant levels of new employment land are planned for in Swindon, but delivery issues have led to reported short-term shortfalls in high quality office and industrial land.

There are significant economic opportunities for the area connected with the electrification of the Great Western railway and the potential for new stations, including at Royal Wootton Bassett. There may also be growth opportunities connected with business clusters of knowledge intensive business services, pharmaceuticals and high-tech manufacturing in the FEMA. A significant drag on the economy of the FEMA remains the poor image of Swindon's central area, although regeneration is proceeding.

The Swindon Borough Local Plan 2026 sets an ambitious strategy of housing growth, centred on new communities on the periphery of the Swindon urban area. Although new house building at Swindon has been high in absolute terms, the rate of construction has not kept pace with the levels planned for in the Swindon Borough Local Plan for the period 2011-2026. This is principally due to delays in the building of several of the planned urban extensions, and it has resulted in a shortfall in five year housing land supply in comparison with the Swindon Borough Local Plan target. In consequence, central government policy's 'presumption in favour of sustainable development' has led to permission being granted for dispersed, unplanned housing development at the Borough's villages.

Thus, the levels of planning permissions and housebuilding in rural areas of Swindon Borough have exceeded the plan targets. Similarly, new house building at Royal Wootton Bassett has been high.

Marlborough, which lies within the North Wessex Downs Area of Outstanding Natural Beauty, has high house prices and an affordability ratio that is the highest of all settlements in Wiltshire. Low levels of housing affordability may also be experienced in other rural parts of the HMA, but the town of Swindon is comparatively affordable. Marlborough also faces air quality and environmental issues as a consequence of traffic.

Strategic issues for the HMA at this stage are:

- How much of the additional housing needs of the HMA could and should be planned for within and/or at the urban area of Swindon? How can this be balanced against the objectives of respecting the environmental quality of the area for existing communities and maintaining a diversity of uses needed to support a thriving economy? Is infrastructure a constraints to such growth?

- How can we deliver high quality employment land in the right locations to support existing businesses and take advantage of inward investment opportunities in the Functional Economic Market Area?
- What is the role of the market towns and other rural settlements within the Housing Market Area?

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Appendix 2: Part 5

Trowbridge Housing Market Area

Individual Settlement and Housing Market Area Profile

Cabinet Draft

October 2017

Introduction

This document is one of four Housing Market Area Profiles which have been prepared to inform the Swindon and Wiltshire Joint Spatial Framework: Issues Paper. It provides an assessment of the main settlements in the Trowbridge Housing Market Area and the strategic issues they face. This is a first step to understanding the opportunities and constraints of growth before considering how each place could develop sustainably; whether its role continues as currently planned or how it should change.

In combination with profiles for the Chippenham, Salisbury and Swindon Housing Market Areas, this better understanding of our main settlements can inform the assessment of whether and how the housing and employment needs in each market area can be met.

The profiles contained in this document draw on existing published data sources such as the current understanding of the role and function of each main settlement, the 2011 Census, the Council's own monitoring reports and other local area documents such as neighbourhood plans.

Each profile presents a snapshot assessment of progress with the current strategy included in the Wiltshire Core Strategy, a picture of environmental constraints, the local community's vision (where there is neighbourhood plan) and the position from providers of underlying infrastructure (transport, water and education) which is essential to every settlement but which has the potential to also be a significant barrier to further growth.

The main findings for each settlement are summarised below followed by a set of issues specific to each settlement. These identify where the current development plan strategy may need to change. They are phrased as questions because the vital part of this stage in the Local Plan review is to invite community and stakeholder input on how the current strategy should change; what issues it should address and how future needs can be met by sustainable development.

Trowbridge Housing Market Area

The Trowbridge Housing Market Area (HMA) encompasses the area around the principal settlement of Trowbridge and the market towns of Bradford on Avon, Westbury and Warminster.



The 2017 SHMA identifies the need for housing in this market area over the period 2016-2036 to be 13,500 dwellings. This would represent an increase on the Wiltshire Core Strategy (WCS) period 2006-2026. The SHMA notes that demographic projections indicate a surplus of workers in the HMA.

The HMA lies within the A350 corridor and West/Central Wiltshire towns Functional Economic Market Area. The southern part of the HMA also lies within the Salisbury/Amesbury A303 FEMA.

The 2017 FEMA states that the A350 corridor Trowbridge forms part of a greater westward focus towards Bath and the West of England. The employment forecast for the A350 Corridor FEMA suggests job growth of 13,800 in total for 2016-36, with the main growth occurring in

manufacturing, construction, business support services, and other services and residential & social. However, analysis suggests an over-supply of workers relative to jobs for 2016-36.

The FEMA more specifically forecasts growth in B1 and B8 uses but decline in the B2 general industrial sector. The A350 FEMA requirement for 2016-36 is up to 21 ha of new land for office (B1) and 83 ha for industrial (B8). This means delivery of up to 1 ha and 4.2 ha per year respectively at the towns within this FEMA.

The FEMA is broadly consistent with the A350 Growth Zone identified in the LEP's Strategic Economic Plan (SEP). According to the SEP, the A350 Zone has seen the largest increase between all three growth zones in employees in Knowledge Intensive Businesses (25.7%) between 2012 and 2014. Overall the A350 Zone hosts 25% of all businesses within the LEP area.

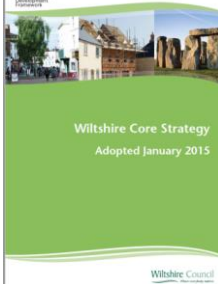
This equates to the following B use floor space requirements for 2016-36.

Use class	Use	Floor space in m2
B1a	Offices (other than financial and professional services)	37,620
B1b	Research and development	32,950
B1c	Industry that can be carried out in a residential area	8,900
B2	General industry	23,720
B8	Storage and distribution	4,200

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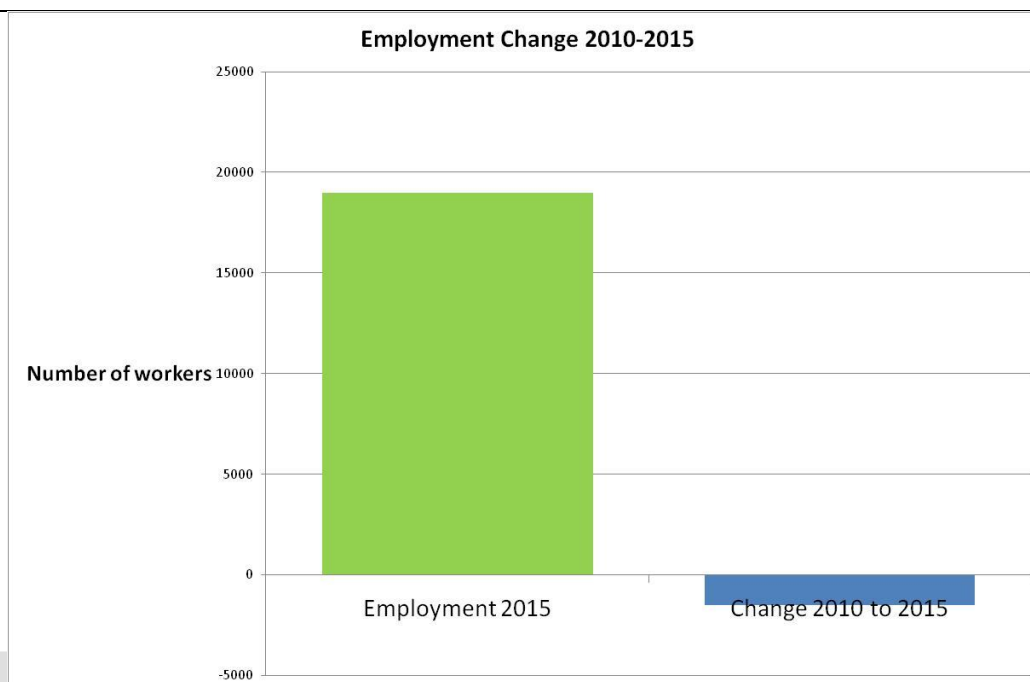
Trowbridge

Trowbridge has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It is designated as a Principal Settlement in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>“The role of Trowbridge as an employment, administration and strategic service centre will be strengthened. The strategy for growth at the town will provide the catalyst for private sector investment into the town to deliver improved infrastructure. Improved entertainment, leisure and cultural facilities will have been developed alongside an enhanced retail offer within the central area. Strong linkages will be established between town centre and edge of town growth, with improved public transport integration and an attractive walk and cycle route via the River Biss corridor connecting regeneration sites. Significant and focused road infrastructure improvements will have been made to the A350 and the location of a new secondary school to the south east of the town will have helped to reduce cross town traffic. The attractiveness of the town centre will be substantially improved, in part through enhancements to the River Biss corridor. Significant growth in employment provision will have taken place at Trowbridge, helping to strengthen the town’s strategic employment role and this will consist of both town centre and edge of centre development. A range of new jobs will be created including office based employment opportunities.”</i></p>
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Economy

- Apetito will invest £31M in production capacity at its UK factory, safeguarding 100s of local food industry jobs for the long term.
- Hitachi CVS moved into its purpose built UK HQ offices and has continued to expand headcount.
- Automotive manufacturer DTR VMS moved its UK HQ and factory, and has continued to invest in the White Horse Business Park
- Global cosmetics manufacturer LF Beauty (600+ staff) has made ongoing investments at its UK plant.
- There is potential loss of employment space to residential at The Pavilions, former Virgin call centre.



Self-containment

	2001	2011	change
% of employed residents working in the town	59.4%	51.1%	-8.3%

The WCS allocates a total of 25 ha of employment land made up of:

- West Ashton Road (10 ha) site.
- Ashton Park Urban Extension (15 ha).

The Ashton Park urban extension does not have planning permission and requires significant road infrastructure to link it with the rest of the town.

Since 2011, there has been a net gain of 3.2 ha permitted and 0.09 ha completed. The 2011 ELR notes the commercial attractiveness of the West Ashton Rd site is 'average'. In 1998, the site had consent for 3.3 ha (B use floor space) but this not been delivered. This points to a continued trend of low rates for employment development.

Town centre: The WCS states that Trowbridge is well provided for in terms of its convenience retail offer but considerable opportunity for additional comparison provision. Future development should be focused in central locations. St Stephens Place has provided leisure development, improving the night time economy, and Cradle Bridge a site combining some retail and further leisure development. The development of these sites should support the regeneration of derelict parts of the town centre. Further regeneration opportunities exist at the former Bowyers and East Wing sites.

Wiltshire Council's Retail Review (February 2015) states that there will be an over-provision of convenience goods floor space in Trowbridge (-2,489sq m net by 2026). However the town is forecasted to still have a need for comparison goods retailing for approx. 7,000m2 net by 2026.

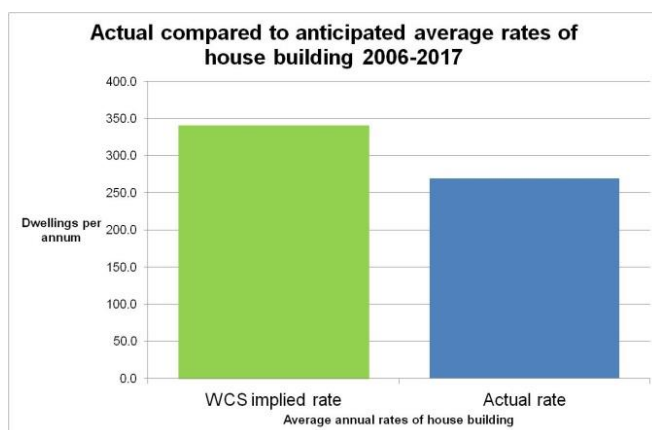
The 2017 FEMAA states that there is a net additional sq m floor space requirement of approx. 30,000m² for (A1), 980 (A2) and 9,200m² (A3-5) within the A350 FEMA for 2016-36. The study anticipates this growth accommodated primarily at town centres. With Trowbridge the largest town centre, findings support a need for additional town centre comparison goods retail investment.

Housing

A main reason for house building rates below those anticipated by the WCS has been the complexity and delay developing Ashton Park; a southeastern urban extension to the town for 2,600 homes.

A second reason for a shortfall has been an inability to identify enough land free from constraints that could compensate for the consequences of delay to Ashton Park.

Affordable housing was 42% of all homes built, in excess of target levels. The ratio of house price to earnings rose from 8.0 to 9.6 between 2011 and 2016. This ratio is below the average for settlements in Wiltshire⁷.



Infrastructure

Transport: Redevelopment of the former Bowyers site provides an opportunity to further improve the railway station as a gateway to the town, along with better public transport integration. The existing junctions of the A350 at Yarnbrook and West Ashton are a main source of traffic congestion. Trowbridge Transport Strategy includes measures to support

⁷ Average for main settlements in Wiltshire is 10.8

development to 2026 including a relief road for Yarnbrook and West Ashton. Future growth will increase peak hour town centre delays and exacerbate the existing capacity problems at Staverton. There is good scope for modal shift through improved walking, cycling and public transport, and demand management.

Schools: Growth would need to involve allocations large enough to provide new primary provision. The draft Housing Site Allocations Plan proposes a new primary school alongside housing development. The proposed Ashton Park secondary school site, as currently planned, has limited capacity to support further growth. Additional capacity would be required and this might justify a single larger school.

Water Network: Wessex Water state that investment is committed for 2019/20 for phosphate reduction and additional capacity and there are currently no plans for further investment.

Neighbourhood Plan

There is no neighbourhood plan under preparation for Trowbridge itself. At the outlying villages, the Hilperton, Heywood, Southwick, West Ashton and North Bradley neighbourhood plans are currently under preparation but none have yet reached a formal consultation stage.

Masterplan for Trowbridge (Consultation Draft October 2013)

The Masterplan is intended to inform planning decisions made within the built up area.

The vision outlines key opportunities within the town to enhance:

- The River Biss as an important feature and a key sustainable transport route.
- Trowbridge Park as an outdoor space; and
- The importance of local heritage assets, especially as means to support regeneration.

The masterplan outlines a number of 'opportunity sites' that are identified to deliver different land uses and infrastructure, plus other accessibility and environmental interventions. It includes a range of measures to help achieve these ends.

Constraints

See map.

The overall potential for significant urban regeneration is low, despite sites such as the former Bowyers site. Land east of the built up area is designated as green belt. Safeguards for protected bat species inhibit development on potential greenfield sites around the town. Urban expansion might impinge upon the separate identities and character of smaller settlements around the town.

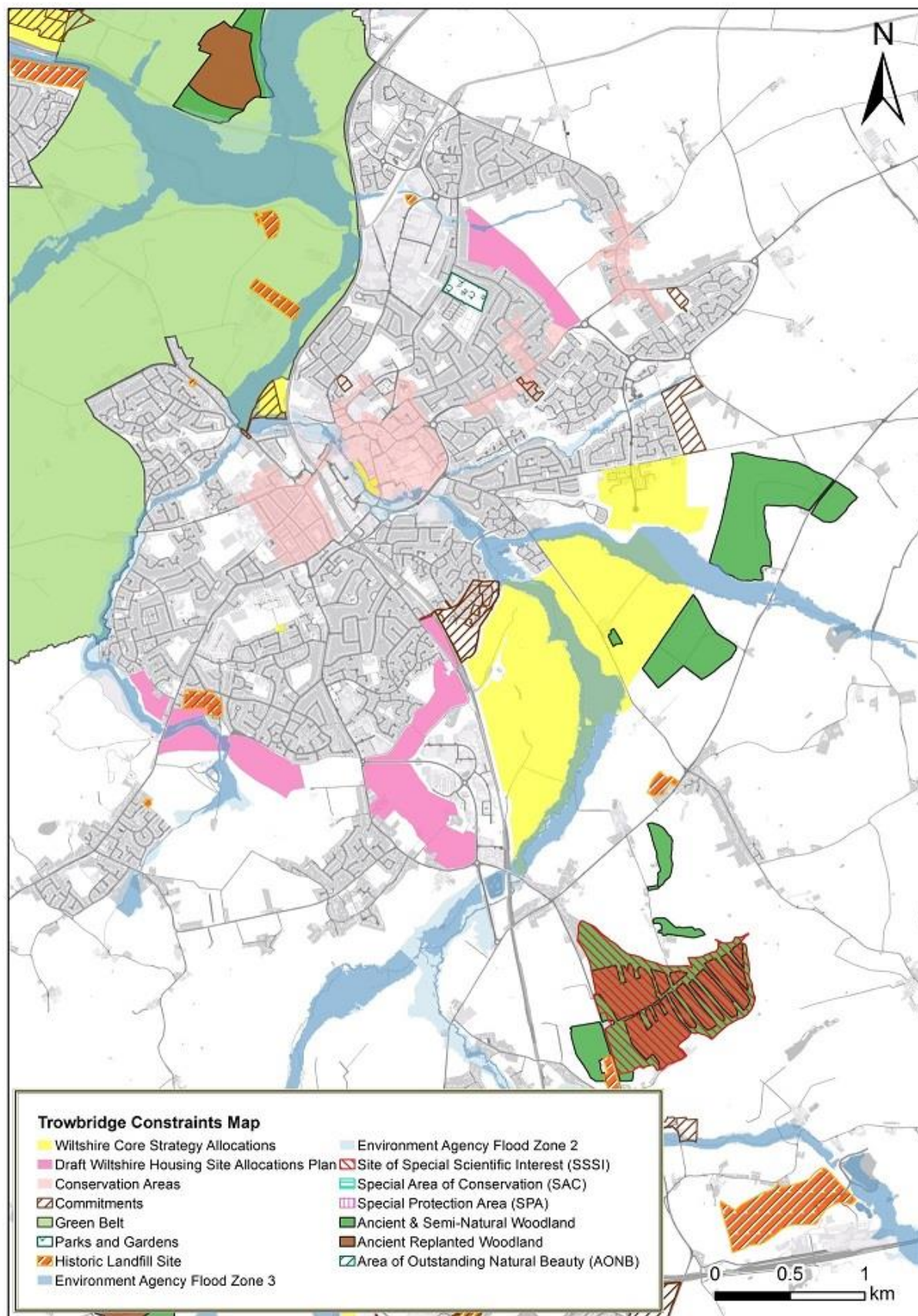
Settlement Strategic Issues

Key findings

- there has been much less employment development in the town than anticipated and the town's dormitory role was more pronounced in the 2011 Census
- key elements of the WCS such as a new secondary school, land for business investment and new homes have not yet been delivered
- there are significant environmental constraints and green belt protection
- town centre investment has focussed on leisure and convenience retail but much less comparison retailing

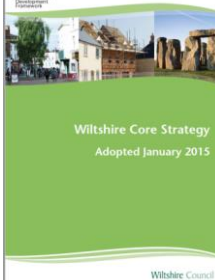
Issues

1. Is the town sufficiently attractive to inward investment to support its current role as a main focus for growth in Wiltshire? What could be done to improve its attractiveness?
2. Environmental constraints may limit potential for additional land for employment and housing, should the extent of the Green Belt be reviewed?
3. Are there further brownfield opportunities for redevelopment that can make significant improvement to the town and the vitality and viability of the town centre in particular?



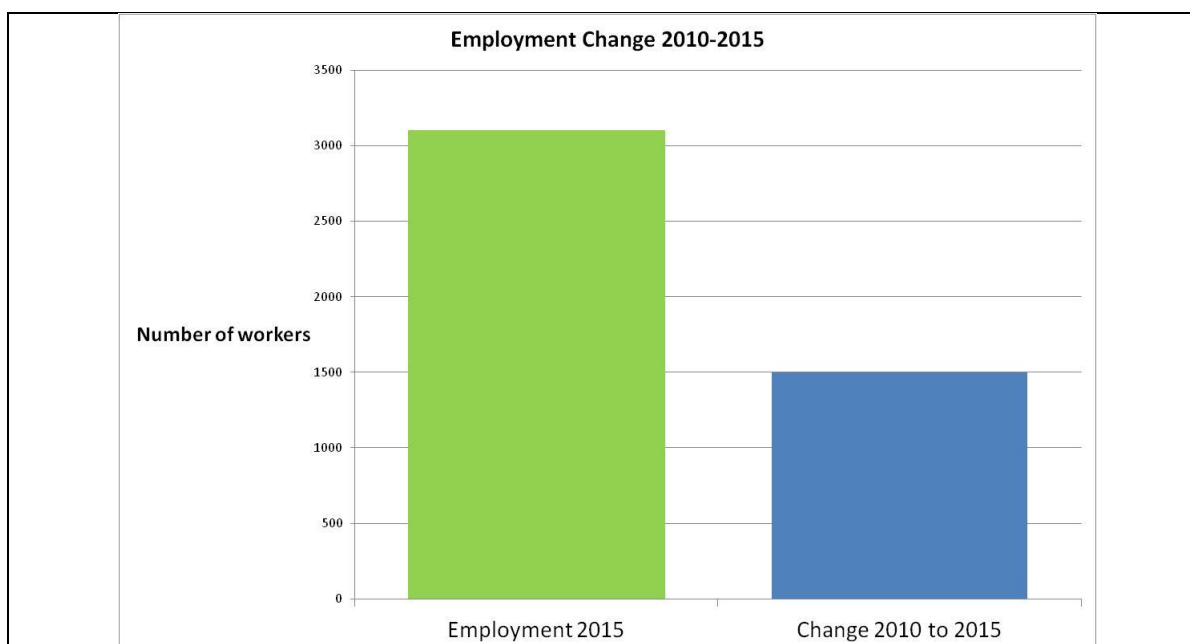
Bradford on Avon

The historic town of Bradford on Avon is one of the smaller market towns in Wiltshire and located within the Bath-Bristol Green Belt. The town features a number of important historic buildings, along with leisure facilities such as the Kennet and Avon Canal and is a popular tourist destination. It is designated as a Market Town in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>“New development will have improved the economic self-containment of the Community Area by enhancing employment opportunities, improving services within the town and delivering an appropriate mix of affordable and market homes to help meet local need. Development will have had due regard to the historic built and cultural environment of the town and will meet high standards of sustainable design. Renewable energy provision, linked with new development, will have contributed to the Community Area’s aspirations to be carbon neutral. The natural landscape will also have been protected and enhanced. Congestion will have been reduced through the promotion and improvement of sustainable transport, including enhancements to the cycling and walking route network. The Kennet and Avon Canal and the River Avon will provide enhanced social, environmental and economic assets to the area as vital green infrastructure links with Bath and the wider countryside, and Barton Farm Country Park will have been maintained and enhanced as part of the wider green infrastructure network.”</i></p>
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Economy

- Antony Best Dynamics, automotive test systems developer is moving into new purpose-built premises in the town, enabling ongoing expansion with high-value AEM job creation.



Self-containment

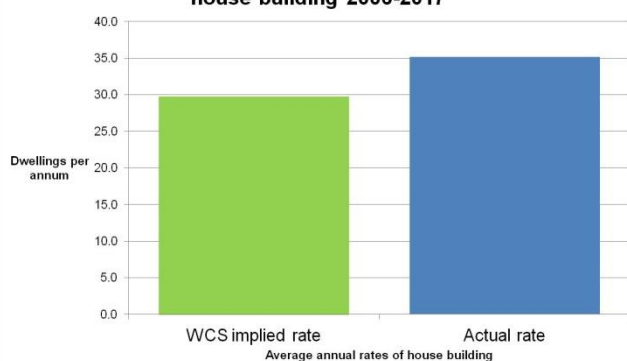
	2001	2011	change
% of employed residents working in the town	44.1%	39.8%	-4.3%

Land at Kingston Farm provided 1 ha of the 2-3 ha intended in the WCS but 0.7 ha is linked to the relocation a business already in the town. In addition, it includes a work-hub with starter units. This will free up premises within the town and elsewhere. Additional employment land (0.3 ha) are permitted to the South of Cemetery Lane opposite Kingston Farm.

The 2011 Employment Land Review states that existing employment sites at Treenwood and Elm Cross are full, suggesting a shortfall and that additional sites should be allocated. Later data shows a concentration of employment in accommodation and catering. This is supported by more recent work on the Neighbourhood Plan. This refers to demand for premises from 57 existing businesses. The plan notes that there is a lack of small workshop space for technology and manufacturing.

Town centre: Wiltshire Council's Retail Review (February 2015) identifies a moderate demand for additional convenience goods floor space in the medium term. A slightly higher demand is forecasted for comparison goods. However, the study states that the level of capacity is relatively small and not sufficient to prompt the allocation of land for new development.

Actual compared to anticipated average rates of house building 2006-2017

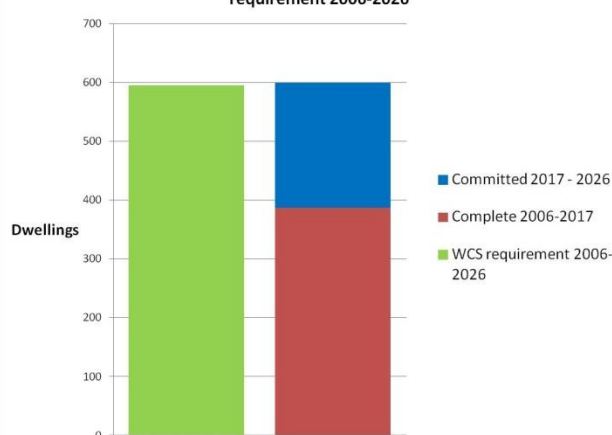


Housing

Affordable housing was 21% of all homes built. The ratio of house price to earnings rose from 10.8 to 13.8 between 2011 and 2016. This ratio is above the average for settlements in Wiltshire.

Population age structure is notably older than the Wiltshire average.

Dwellings already completed or committed compared to WCS requirement 2006-2026



Infrastructure

Transport: Traffic congestion harms air quality and the attractiveness of the town centre. Capacity is constrained by the single river crossing. A Historic Core Zone scheme was rejected and possible amendments or alternatives have yet to be produced. There is some capacity to encourage modal shift and greater use of the rail station and bus/cycle links to Trowbridge.

Schools: Primary provision has no capacity and schools do not have the potential to expand. The Secondary School is unlikely to be capable of expansion because of environmental constraints.

Water Network: Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036.

Neighbourhood Plan

The Plan identifies areas of opportunity at Trowbridge Rd and the Station area, which could provide mixed-use development and commercial development respectively. The Plan, however, notes a continued loss of employment land to housing.

The plan states that by comparison with many towns of a similar size and general character, Bradford on Avon has a relatively small retail footprint, relative shortage of

parking and proximity to the greater choice offered to consumers by Trowbridge and Bath. The town's retail offer is based on independent retail and marks it apart from other nearby towns. The food economy is growing with the continued success of existing restaurants and coffee shops.

The Neighbourhood Plan's Vision is amongst other to meet the challenge of climate change and achieve a carbon neutral Bradford on Avon by 2050. Climate Friendly Bradford on Avon seeks to make the Bradford on Avon Community Area carbon neutral by the year 2050 and achieve a 40% reduction in carbon emissions by 2020.

Air Quality

An Air Quality Management Area (AQMA) covers Market Street, Silver Street, Masons Lane and part of St Margaret's Street at the town.

Constraints

See map.

The overall potential for significant urban regeneration is low. Land surrounding the built up area is designated as green belt. A corridor of flood risk areas (zones 2 and 3) goes along the River Avon through the town.

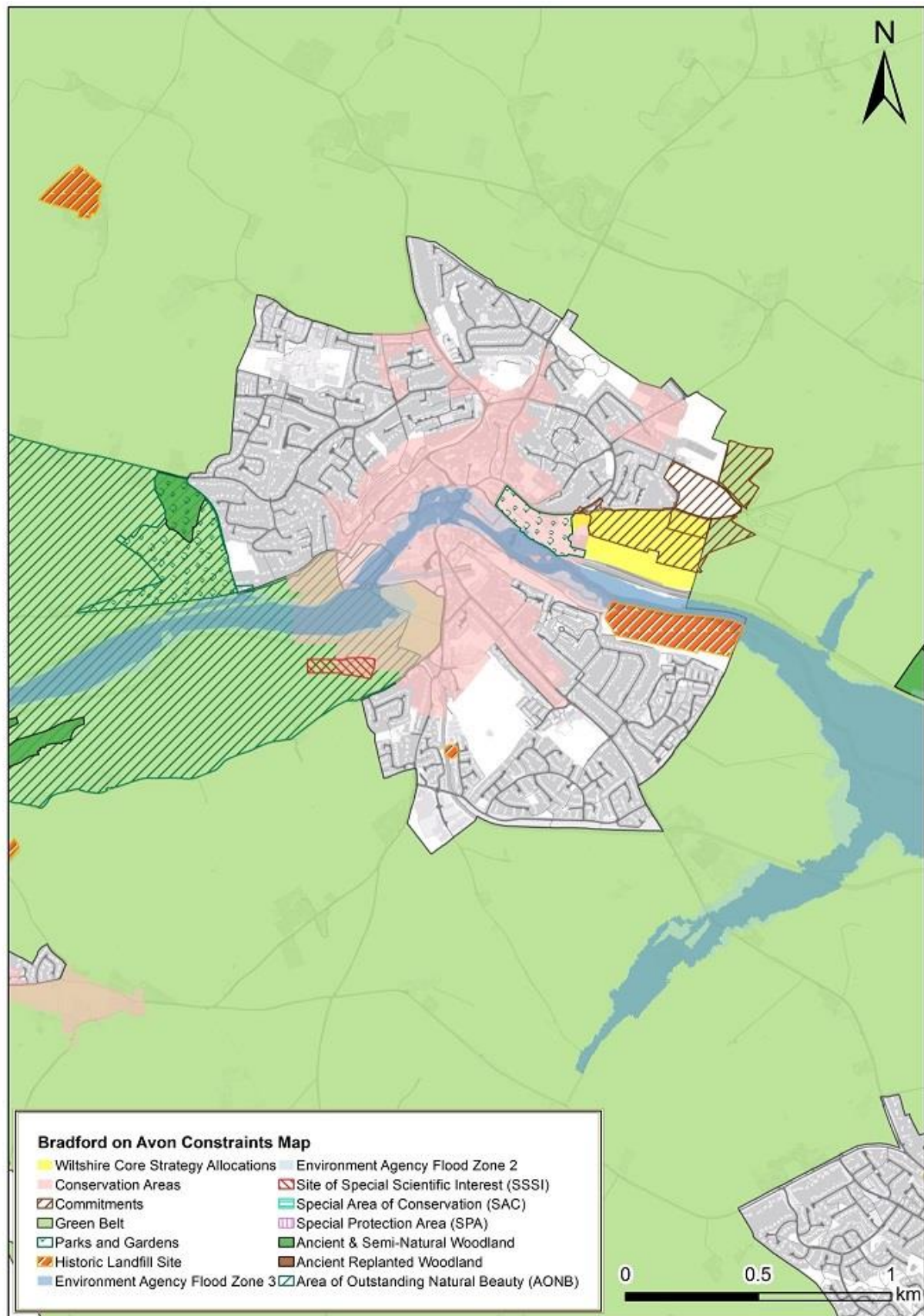
Settlement Strategic Issues

Key findings

- The local employment base has been harmed by the loss of employment land and there has been little significant inward employment investment. There is some diversification from increased work in accommodation and catering.
- Housing demand has exceeded WCS expectations but not achieved target levels of affordable homes.
- Traffic congestion in the centre of the town detracts from its attractiveness.
- Urban capacity is low and protection of heritage assets constrains scope for redevelopment. Urban expansion is restricted by green belt designation.

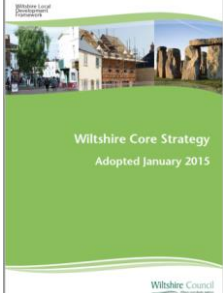
Issues

1. A restricted scope for development particularly limits potential for new employment and local affordable homes, should the extent of the Green Belt be reviewed?
2. Commercial floorspace is vulnerable to being lost to other uses, increased commuting worsens local air quality, how can the viability and vitality of the town centre be enhanced?



Warminster

The historic town of Warminster is surrounded by a high quality landscape with Salisbury Plain to the east. It is designated as a Market Town in the WCS

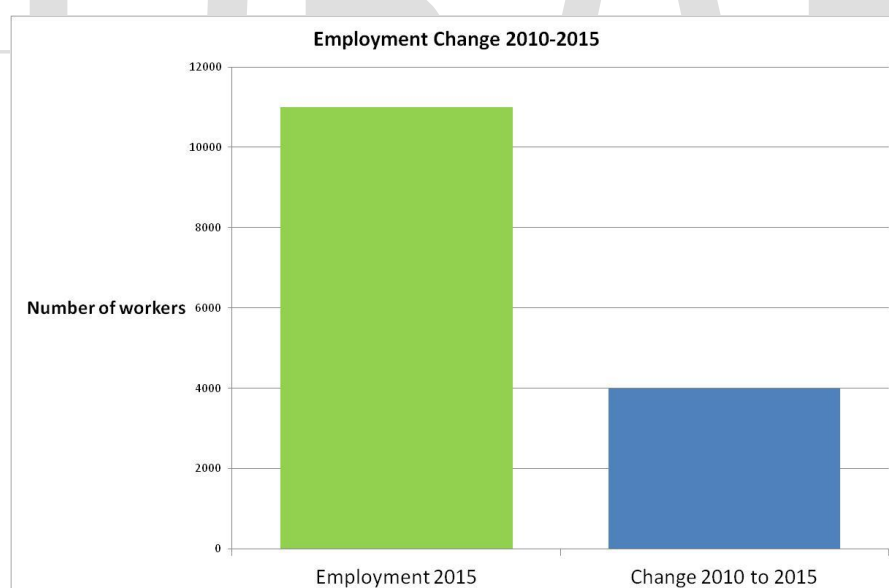


The Wiltshire Core Strategy Vision

“An increase in future housing in Warminster, compared to historic trends, will help facilitate the delivery of improved services and facilities in the town. The delivery of sustainable employment growth opportunities, alongside an appropriate mix of housing, will help improve the self-containment of the town and will strengthen the vitality and regeneration prospects for the town centre. Facilities for the young will have been improved. Warminster’s role as a service and employment centre for the surrounding rural catchment will have been enhanced. The River Wylfe and the woodlands at Longleat Park will continue to provide social, environmental and economic assets as part of a wider green infrastructure network.”

Economy

- Longleat Enterprises plan to develop a major hotel/conference facility to augment core businesses – potentially significantly increasing their tourism/hospitality jobs.



Note: The Office of National Statistics has indicated that employment in Finance & Insurance is overstated in Warminster and this has given rise to the significant increase shown above.

Self-containment

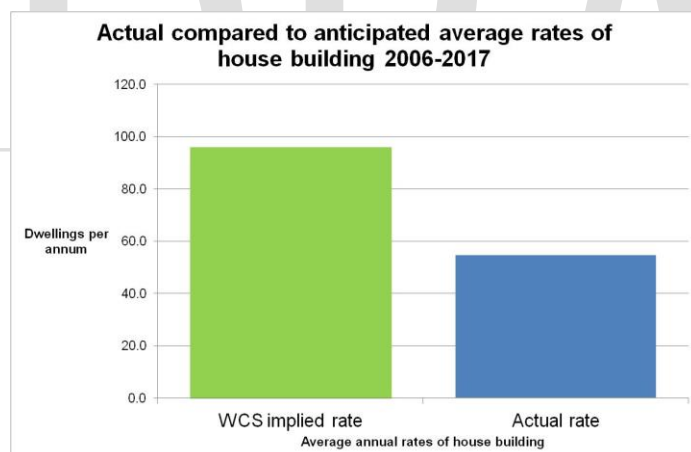
	2001	2011	change
% of employed residents working in the town	57.5%	51.7%	-5.8%

The WCS allocates 6 ha of employment land at the West Warminster Extension, for which a masterplan has been agreed, is currently subject to a pending planning application.

In terms of new employment floorspace, 1 ha of has been permitted and 0.4 hectares t have been completed since 2011. There is a total of 2.5ha with consent as of 2017.

The Neighbourhood Plan states that both Crusader Park and Warminster Business Park are not operating at full capacity. Woodcock Industrial Estate is in need of urgent upgrade and it is considered to be run down.

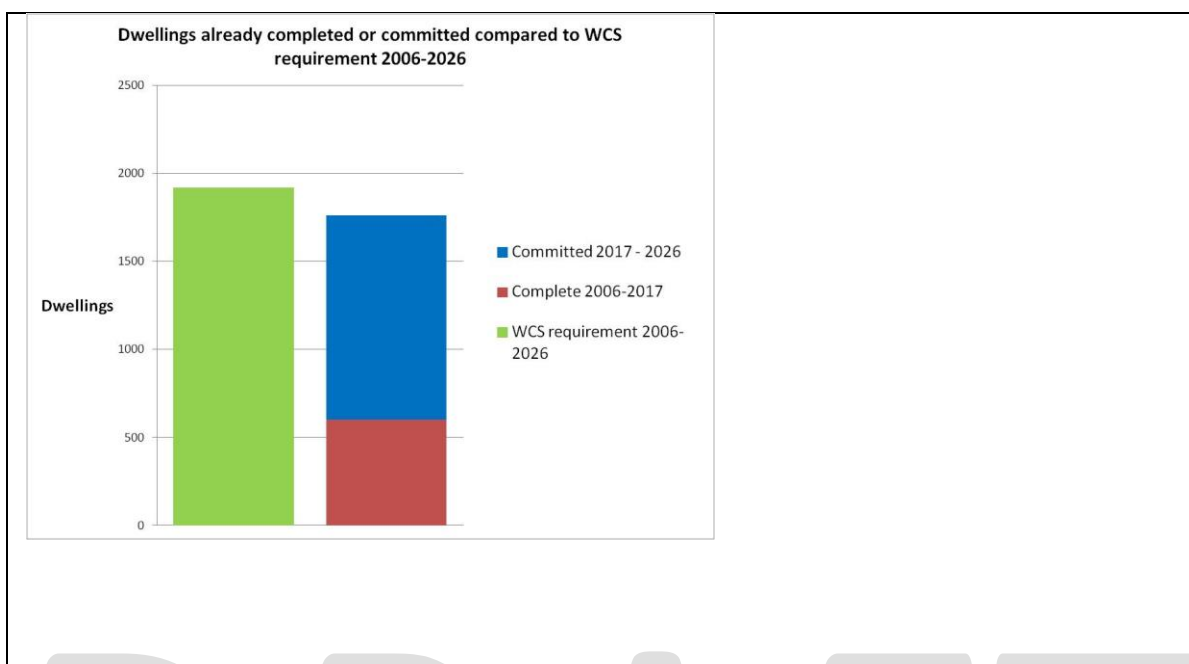
Town centre: The WCS suggests regeneration that encompasses the provision of suitable premises for larger format comparison retailers; rationalisation of parking provision; improvements to public transport connectivity and improved pedestrian linkages. The GVA Grimley Study (2015) states that there is catchment capacity for up to 2,000m² (net) of comparison goods floorspace required by 2026. The Neighbourhood Plan's town centre regeneration policy links with its strategy (see below).



Housing

House building has been below anticipated rates. One reason has been the complexity and resulting delay delivering the West Warminster Extension. Master planning for the site, however, indicates the site can accommodate significantly more homes than set out in the WCS. The town has a significant supply of land now already permitted or allocated.

Affordable housing was 55% of all homes built, in excess of target levels. The ratio of house price to earnings rose from 8.2 to 9.0 between 2011 and 2016. This ratio is below the average for settlements in Wiltshire.



Infrastructure

Transport: Town already has a bypass and good rail connections. Cross-town journeys, in particular travel to and from the secondary school, are a source of congestion. Some scope for modal shift on these local journeys through walking/cycling and bus improvements.

Schools: Further growth beyond what is already planned would need to involve allocations large enough to provide new primary provision. Military personnel are likely to take any short-term capacity in the primary sector. The town's secondary school is at capacity with no room to expand. Continued growth would be likely to require a new secondary school site of substantial size to accommodate the large school.

Water Network: Wessex Water state that investment is committed for 2020/21 mainly to bring about phosphate reduction and that further investment will be likely to be required to improve capacity between 2025 – 2036.

Neighbourhood Plan

The Warminster Neighbourhood Plan was made in November 2016. It envisages the town entering a period of growth and guides development. It seeks to retain existing employment sites supporting new start up and the expansion of existing business. It also allocates two local green spaces and contains proposals to enhance youth-related facilities. It has a particular focus on the regeneration of the town centre and options involving the redevelopment at the central car park.

River Avon Nutrient Management Plan

The Nutrient Management Plan aims to reduce and manage phosphorus levels in the River Avon Special Area of Conservation (SAC), in accordance with international

obligations, principally in the EU Habitats, Wild Birds and Water Framework Directives. It will also help to facilitate development and change in the catchment of the river by ensuring that they do not add to the phosphorus load in the river in a way that might conflict with the conservation objectives for the SAC. The Plan includes an 'ambition target' for phosphate levels by 2021, an interim step to achieving favourable status. The Plan is currently under review.

Constraints

See map.

The overall potential for significant urban regeneration is high. A designated Area of Outstanding Natural Beauty lies to the south and west and land in military use around the town as well as the A36 create man-made barriers to urban expansion. Flood risk and surface water management issues are potential obstacles to development. Further development may also risk raising phosphate levels in the River Wyle to levels that have adverse effects on the River Avon SAC.

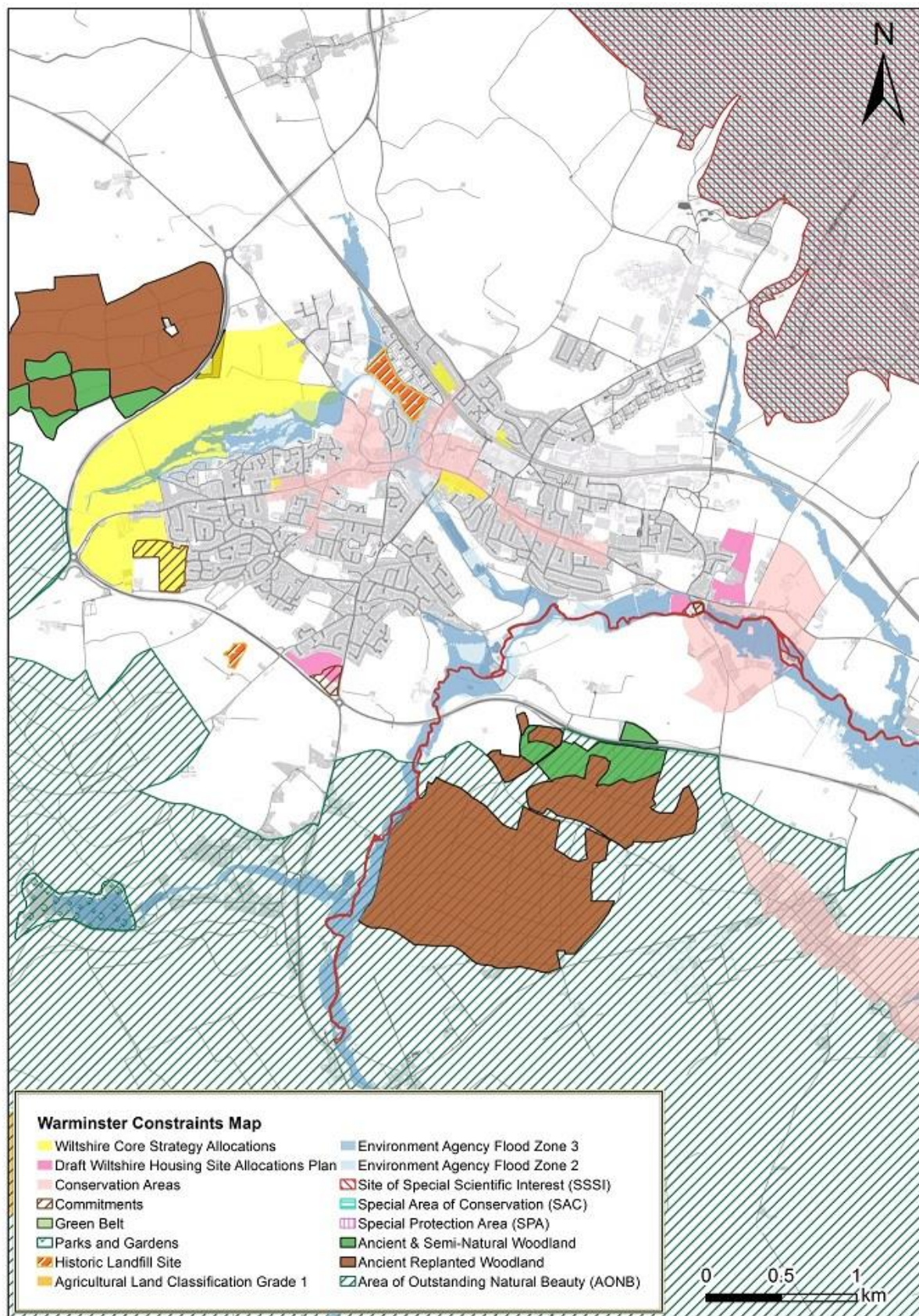
Settlement Strategic Issues

Key findings

- an increase in rates of house building has yet to materialise. However the West Urban Extension has greater capacity than set out in the WCS
- there are significant environmental constraints to further outward development
- growth might prioritise regeneration within the town
- new secondary school provision is required to underpin growth

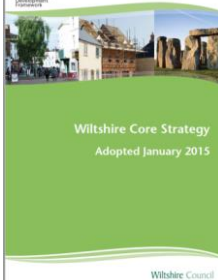
Issues

1. Where should the focus for growth be at Warminster alongside the West Urban Extension?



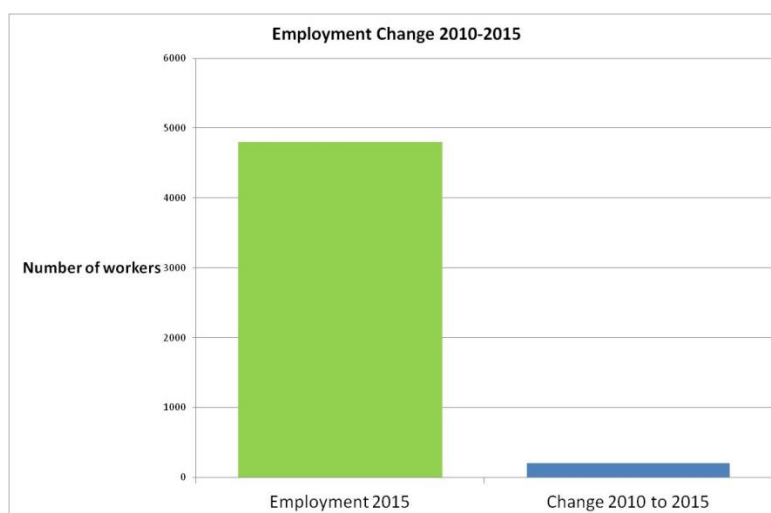
Westbury

Westbury is an historic market town located in the west of Wiltshire between Trowbridge and Warminster. It is designated as a Market Town in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>“Housing development will be at a reduced rate compared to the past with a focus on improving and consolidating the town’s infrastructure and services. Public transport will be more integrated, particularly with improved linkages to the railway station and the industrial sites to the north of the town. Housing growth on a strategic allocation at Station Road will have helped to deliver public realm enhancements, particularly around the railway station, and deliver a new rail crossing. Town centre improvements will have been delivered with strengthened linkages and public realm. The important strategic role of employment provision in Westbury will be maintained and expanded. The scarp of Salisbury Plain including the White Horse will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure network which will be used and managed sustainably.”</i></p>
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Economy

- Global paper manufacturer Welton Bibby & Baron relocated into the county, refurbishing and expanding premises at WWTE, bringing 300+ jobs; other investments included increased capacity at Arla Westbury Dairies, and the adjacent Hills Group MBT Plant (waste recycling) .
- Hawkeridge Business Park now has infrastructure connected and offers major job creation opportunities as a strategic employment location.



Self-containment

	2001	2011	change
% of employed residents working in the town	45.5%	36.8%	-8.7%

The WCS allocates Land at Mill Lane, Hawkeridge for 14.7 ha and North Acre Industrial Estate for 3.8 ha. Land at Mill Lane, Hawkeridge forms an extension to West Wiltshire Trading Estate that has been almost fully developed.

Since 2011, 8.3ha has been permitted of which 4.6ha has been completed. The largest completion (3.2 ha) retains an existing business. The largest committed sites (not implemented) are at Cory Way (West Wilts Trading Estate) for 0.8 ha floor space of B-use, and for 0.7 ha of B use space at Hawkeridge Business Park. A number of smaller permissions complement the picture.

The 2011 Employment Land Review suggests that land supply meets anticipated needs to 2026 and that Westbury fulfils a complementary role to Trowbridge providing space for employment, should it not come forward at Trowbridge as planned.

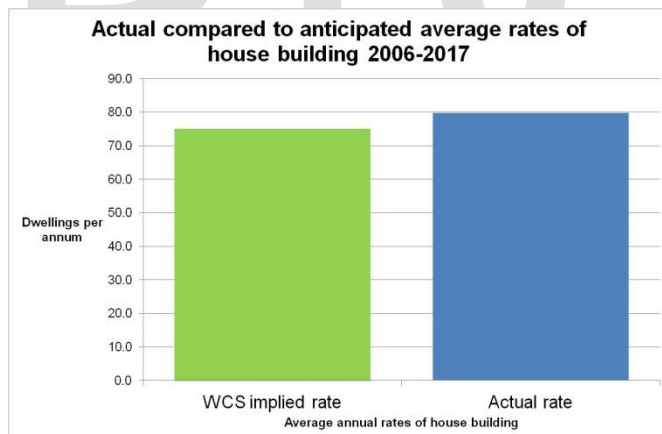
Town Centre: The WCS confirms that any large format retail expansion in Westbury is not appropriate, with the focus instead being on protecting the existing independent sector and enhancing the town centre with stronger linkages between areas which currently feel fragmented and by improving the public realm. The redevelopment of the High Street precinct will be supported, providing this incorporates high quality design, is sensitive to the historic character of Westbury and will clearly enhance and strengthen the existing independent retail sector in the town.

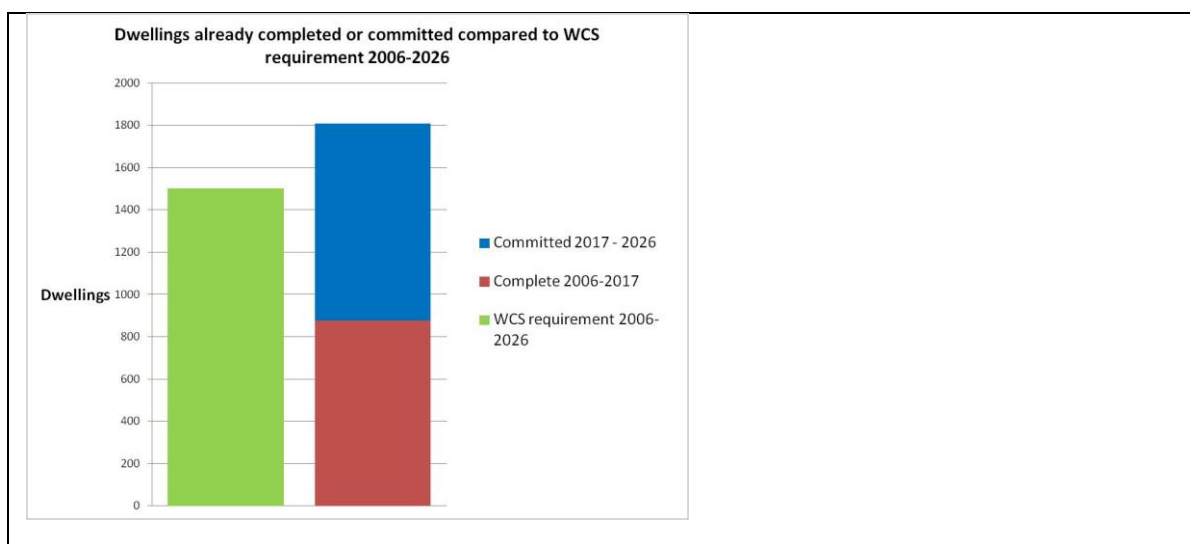
The Wiltshire Council Retail Review (2015) identifies no additional capacity for convenience retail at Westbury which conforms to the WCS strategy. There will be a small capacity for additional comparison goods retail by 2026 (406 sq m net).

Housing

House building has been slightly higher than anticipated rates. The town has a significant supply of land already permitted or allocated. This exceeds current requirements to 2026.

Affordable housing was 39% of all homes built, consistent with target levels. The ratio of house price to earnings rose from 8.2 to 10.3 between 2011 and 2016. This ratio is below the average for settlements in Wiltshire.





Infrastructure

Transport: Traffic along the A350 through the town centre detracts from the attractiveness of the town centre, causes congestion and harms air quality. Industrial sites are detached from the town and need links to be improved. Development around the railway station would improve a gateway to the town and may help to alleviate traffic on Oldfield Road.

There is some scope for modal shift on local journeys through walking/cycling and bus improvements, especially for trips to the railway station.

Schools: Continued growth beyond 2026 would need additional primary school provision. Further planned expansion of a primary school is needed to meet demand from existing known housing. Beyond that a new primary school will be required. Secondary school accommodation could possibly be extended, but not to any significant degree.

Water Network: Wessex Water state that investment is committed for 2019/20, mainly to improve phosphate reduction and that further investment will be likely to be required to improve capacity between 2025 – 2036.

Neighbourhood Plan

The Westbury Neighbourhood Plan Area covers the parish of Westbury as designated in April 2017. At the outlying villages, the Heywood and Dilton Marsh neighbourhood plans are currently under preparation but have not progressed sufficiently to be of material weight.

Constraints

See map.

The overall potential for significant urban regeneration is high. Compared to other settlements in the HMA, land around the town does not have significant or extensive environmental constraints. The main land allocations for employment are, however, quite detached from the main urban area.

Settlement Strategic Issues

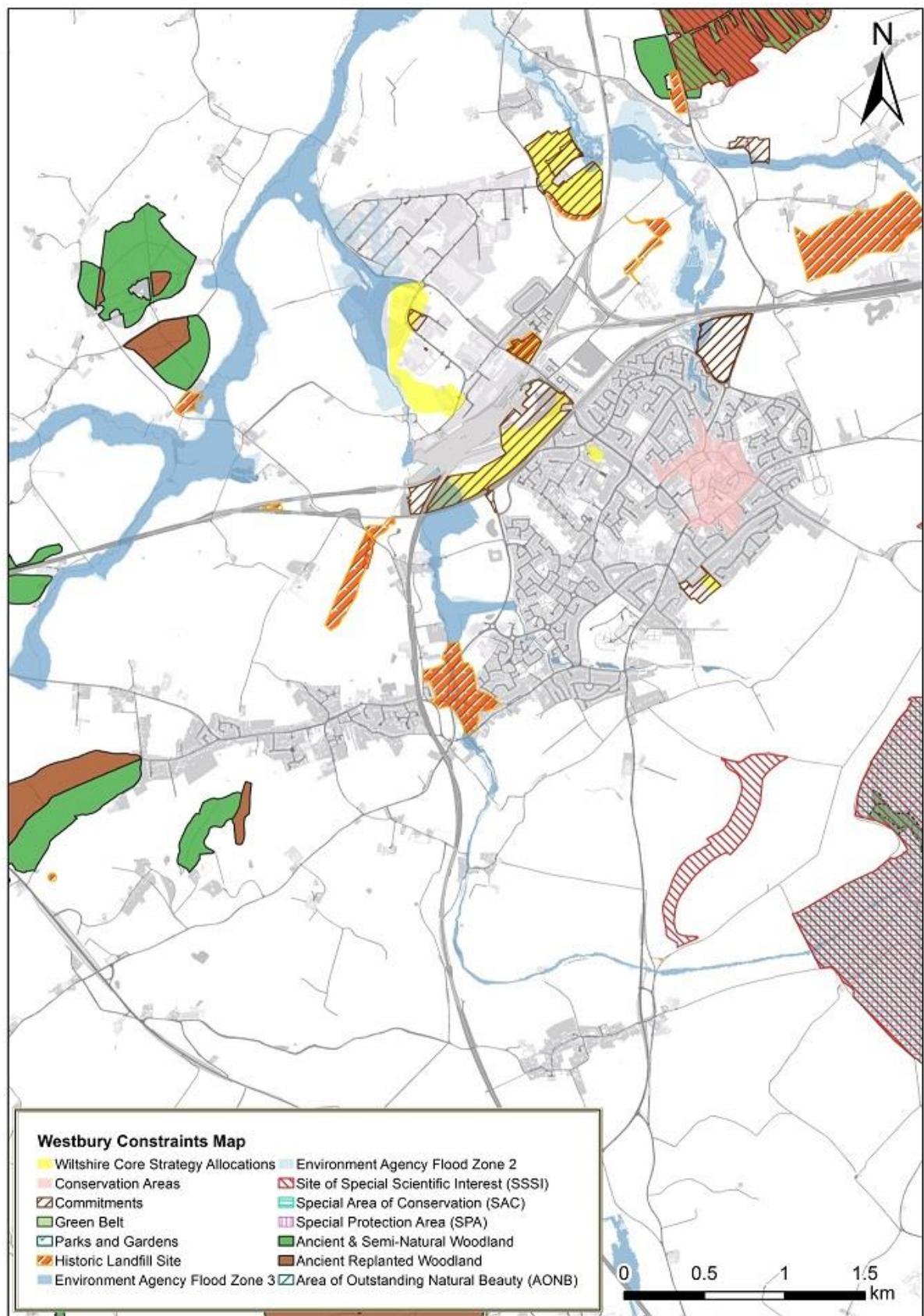
Key findings

- The rate of housing development has slowed as intended although there is land already committed that could exceed the WCS indicative requirement if it was all developed by 2026
- Employment land provision has played a strategic role whilst development in Trowbridge has been delayed
- Improvements within the town, around the railway and to the town centre have not yet taken place
- The potential for development around the town is comparatively unimpeded by environmental constraints

Issues

1. Should Westbury become a greater focus for growth or maintain a strategy of consolidation?
2. How can improvements to the town centre and around the railway station be brought forward? What other measures could enhance the vitality and viability of the town centre and improve local infrastructure?

DRAFT



Trowbridge Housing Market Area – Strategic Issues

Settlements in the Trowbridge HMA have experienced the most marked reduction in self-containment over the period 2001 to 2011. Studies point to relationships between the settlements, such as by business development at Westbury reacting to restricted supply at Trowbridge. Relationships with other settlements further afield also need to be examined to better understand commuting patterns.

Important elements of the WCS have not come to fruition at the pace originally envisaged; some because of their complexity (Ashton Park and West Warminster Urban Extension). This has affected both greenfield and some brownfield sites.

Strategic issues for the HMA at this stage are:

- The SHMA suggest a modest increase in housing needs, but a surplus workers compared to jobs within the area, should housing needs be met in the HMA? And if not where else?
- Should the extent of the green belt be reviewed to enable development needs to be met?
- What are relationships (1) between settlements within the HMA and (2) with settlements outside; and how might transport infrastructure attract inward investment or influence commuting patterns?