

The
**BRADFORD
ON
AVON
NEIGHBOURHOOD
PLAN**
2013-2026

THE DRAFT BRADFORD ON AVON NEIGHBOURHOOD PLAN 2016

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1 - BACKGROUND

Foreword

This plan is about the future of Bradford on Avon and covers the period to 2026. It has been prepared in the town and reflects the ideas, aspirations and concerns of the community. It seeks to build on the legacy of past generations and point the way towards a positive future.

In 2011, the Localism Act set out to change the way town planning was conducted. It introduced the concept of “neighbourhood planning” which would, ministers said, “allow communities – including residents, businesses and their employees – to say where they thought new houses, businesses and shops should go and what they should look like”.

The channels for expressing these ideas were to be local councils or neighbourhood forums. So at the end of 2012, Bradford on Avon Town Council produced a scoping report outlining studies that had already been undertaken in the area and what they had achieved. This information, together with local responses to it, formed the basis of an agreement to produce a neighbourhood plan.

This draft plan has been prepared by a steering group set up by the town council and bringing together a range of organisations and individuals representing the various interests that make up the town. The process has involved consultation and discussions with the community using the information obtained to inform the plan making.

This plan does not provide all the answers to our future. There are legal limits to what a neighbourhood plan can and cannot do. Neighbourhood plans will influence development that requires planning permission but cannot deal with issues outside of the scope of planning control.

This means they cannot include matters such as highways, the environmental standards to be applied to new building or the provision or improvement of services. Proposals for a by-pass or one-way traffic system, for example, could not form part of this plan.

Introduction

Bradford on Avon is a remarkable place. Its location, on the south-facing hill slopes of the Avon Valley, is unique and its townscape much admired. The town has made its living in many different ways over the last 1,000 years and the changing fortunes of its industries, institutions and residents have left their mark on its wide variety of historic buildings and spaces.

Like the town itself, the neighbourhood plan is and should continue to be a work in progress. The pressure for change will not stop. So the plan must seek to ensure that, when change happens, we both retain and enhance the special character of our landscape and architecture – taking into account the views of the whole community and make a positive contribution to it.

The plan presented for consultation here has been shaped by national and local planning policies and includes specific information and policies designed to reflect local aims and aspirations. It takes into account the views of the townspeople expressed in earlier consultations.

In the period up to 2026, the Wiltshire Council Core Strategy (WCS) identifies no large-scale developments other than the approved scheme for Kingston Farm. But, while smaller changes may seem less significant, they can have a cumulative effect and must be assessed accordingly. The overall aim of the neighbourhood plan must be to leave the town in good heart for future generations to enjoy.

The planning context

The National Planning Policy Framework (NPPF) sets out the Government’s overarching objectives for the planning system. Its stated objective is to achieve development that is economically, socially and environmentally sustainable.

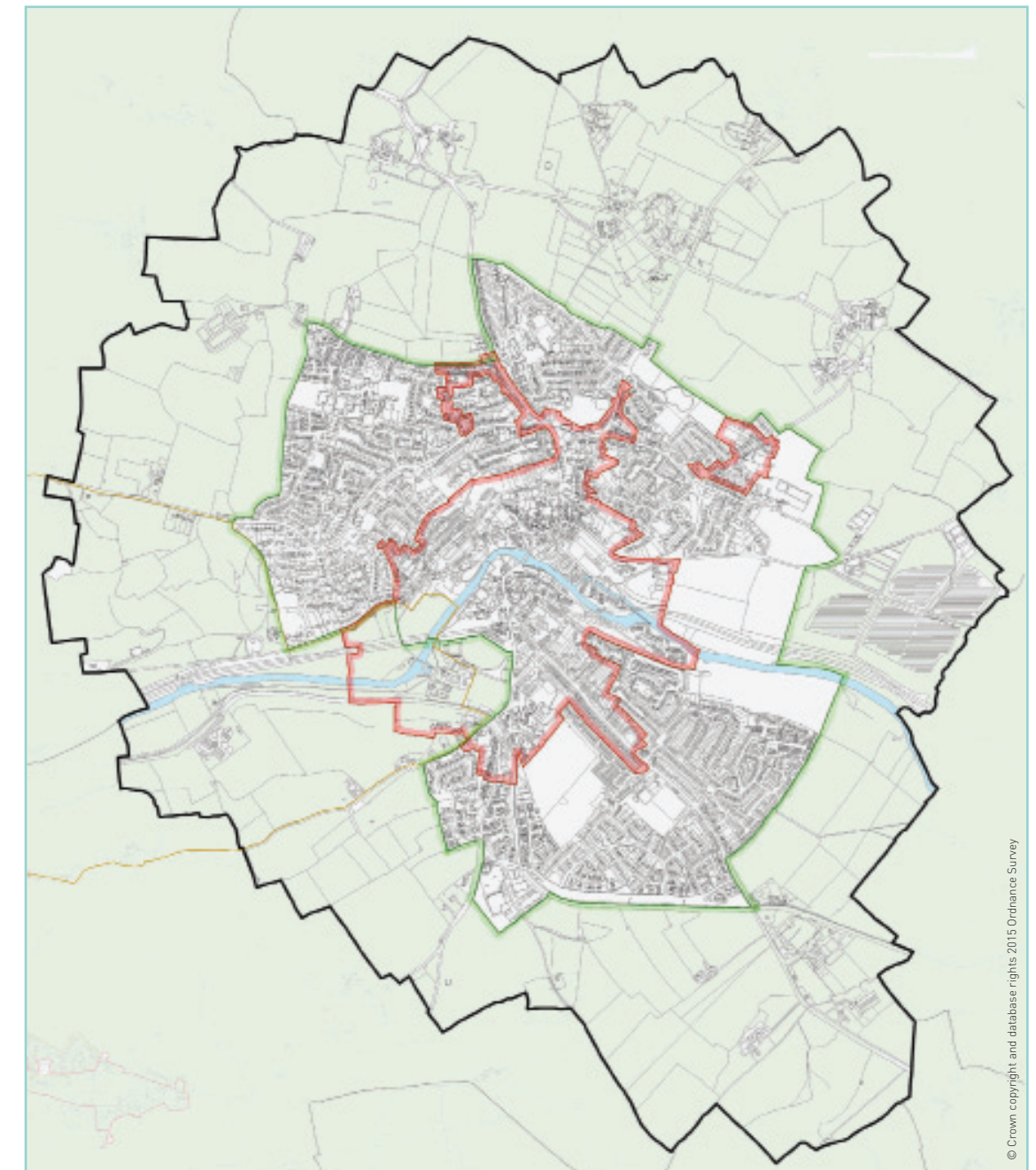
Next in line is the adopted WCS, the principal document governing planning throughout Wiltshire. In addition the Wiltshire Housing Sites Allocation Development Plan Document (DPD) is being prepared to support the delivery of new housing as set out in the WCS.

The third link in this chain is the Neighbourhood Plan, reflecting the wishes and aspirations of the town. Subject to examination and formal approval it will then become an integral part of the planning process.

The Plan Area

The Neighbourhood Plan area was approved by Wiltshire Council on the 18th October 2013 and covers the Parish of Bradford on Avon as indicated here.

The Parish is the central part of the Bradford on Avon Community Area covered by the Bradford on Avon Area Board which includes surrounding parishes, several of which are working on their own plans. So some of the information taken into account in preparing this plan necessarily includes detail from studies of the community area.



Map 1: The Plan Area

- Parish and Neighbourhood Plan Boundary
- Area of Outstanding Natural Beauty
- Conservation Area
- Green Belt

Bradford on Avon Parish

Bradford on Avon is located in the north-west of Wiltshire, approximately eight miles from Bath. The town straddles a meander in the River Avon where the ground on the north bank rises steeply to a height of 200 feet above the valley. Its varying topography, rich history and coherent architecture combine to create a town of remarkable interest, for both residents and visitors. Widely recognised as one of the most important historic towns in the south-west of England, it has several buildings of national significance. Architectural survivals from its Saxon origins through to its 17th and 18th and 19th century industries - first the weaving of cloth, then the vulcanisation of rubber - can still be seen a few minutes' walk from each other.

Protecting the essential quality of the town and its setting and revitalising its economy are key features that this Neighbourhood Plan seeks to achieve. There is limited development in the rural area beyond the town boundary including the separate and distinctive hamlets of Woolley Green, Frankleigh and Widbrook.

The Parish had a population of 9,402 in the 2011 census and covers an area of 862 hectares, of which 72% (619 hectares) is green space.

It has good road, rail and canal links, and is within an hour's drive of Bristol Airport. The main road link, running through its centre, is the A363. This arrives from Trowbridge in the south and then heads north towards Bath. The B3107 runs eastwards from the town centre through Holt to Melksham and beyond. Another route to Bath is provided by the B3108, running west from the top of the northern hillside through Winsley. The B3109 from Frome and the south-west joins the A363 to pass through the town then heads north-east towards Corsham and Chippenham. Other vehicular crossing points of the river are outside the plan area at Staverton to the east and Freshford to the west.

The railway station is on the Bristol to Salisbury line, which runs east-west across the parish. Fast journeys to Bristol take half an hour and there are some direct trains to London. The Kennet and Avon Canal follows a similar route to the railway from Bath to the west but then heads eastwards towards Devizes.

The rural setting and the Green Belt

The built-up area of the town is largely surrounded by the Western Wiltshire Green Belt, which forms part of a much more extensive Green Belt around Bristol and Bath. Its purpose is to check the unrestricted sprawl of urban development, to prevent Bradford on Avon coalescing with Trowbridge and to preserve Bradford on Avon's special historic character and setting. The southern end of the Cotswolds Area of Outstanding Natural Beauty extends along the river valley from the west as far as Barton Farm.

The Green Belt is a major constraint on development. The general presumption is that new development should not take place outside the settlement boundary. Similarly, the Cotswolds AONB is intended to constrain unchecked development as well as highlighting the quality of the landscape.

How the past has influenced the development of Bradford on Avon

Unlike nearby towns, Bradford on Avon was never granted a charter as a market town. But it has been an industrial town for more than 750 years. This may help to explain why it has relatively few shops compared with towns of a similar size. Though less visible now, the town's industrial character was very apparent right through until the late 1980s; the sight of hundreds of rubber workers clocking off from "the Avon" at the end of the day was more reminiscent of a northern factory town than one on the edge of the Cotswolds.

Bradford on Avon's economic past is relevant to its future in other ways, too. For hundreds of years the dominant industry was wool. It defined the architecture and the feel of the town, with water power being the key to its prosperity. But in the early 18th century - because of the drive towards increasing mechanisation, and, perhaps, too much of a local focus on the wrong kind of cloth - this and other towns in the area faced economic collapse as the industry moved to new factories in the north of England.

In 1848, however, the availability of an eager pool of skilled labour alongside deserted mill buildings led Stephen Moulton, recently returned from the US, and local backers to set up Britain's first rubber factory in the town, powered by a mix of steam engines and water wheels. And the rapidly developing rubber industry came to dominate the economic life of the town for well over a century.

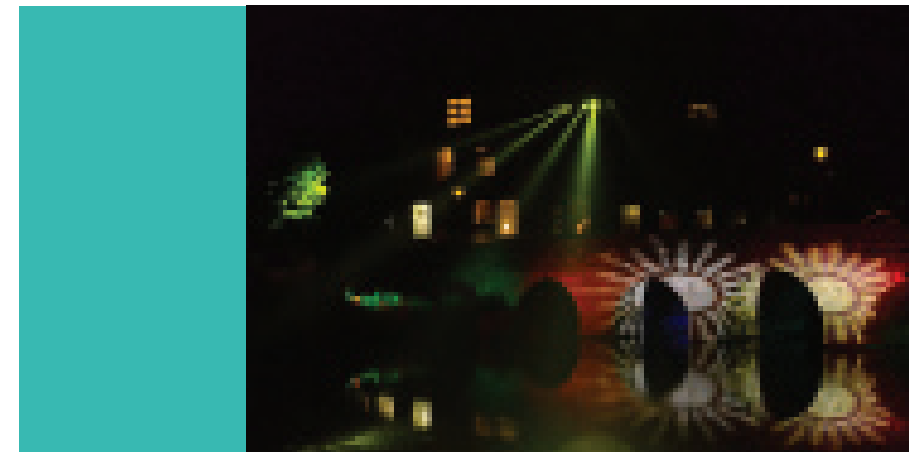
In 1956 Spencer-Moulton, as it then was, became part of the larger Avon Rubber Company, which had originated downstream from Bradford on Avon at Limpley Stoke. But in 1992 - following a period of, at first, substantial growth and then significant restructuring - Avon stopped all production work in the town.

Its global corporate headquarters remained at Manvers House, on the edge of the town's new Kingston Mills housing development, until 2010.

Loss of "the Avon" was a major blow. However, it spawned a number of significant elements of our present-day economy and here the engineering legacy of Stephen Moulton's great-grandson is of particular interest. Dr Moulton, who began work in the family firm after World War Two, designed the ground-breaking suspension system that underpinning the revolutionary design of the 1960s Mini. He also developed the radical small-wheeled Moulton bicycle that is still made in the town and is a worldwide design icon.

In 1982 Anthony Best, who came here to work with Dr Alex, formed Anthony Best Dynamics to supply advanced testing equipment to vehicle manufacturers and suppliers. The expanding company is now a world leader in this field.

Nonetheless, closure of "the Avon" and the protracted negotiations over the future of the Kingston Mills site produced a 20-year hiatus in the economic life of the town. Between 2001 and 2011, census figures show, its population rose by just 72. It became defined, in the 2006 Wiltshire and Swindon Structure Plan, as a "dormitory town". And as a result, more and more employment space was lost to housing.



Old Bradford – new technology

2 - DEVELOPING THE PLAN

Present-day challenges

Over the past decade there has been a growing recognition that Bradford on Avon needs to regain and retain its position as a working town that embraces change. After extensive work by the Town Council and others, the Wiltshire Council Core Strategy now emphasises the need for “development for business and employment uses” and an insistence that “further loss of employment should be strongly resisted”.

Recent years have also seen a notable increase in the number of young families moving to the town, many with high value-added jobs. Many of these involve commuting to other towns and cities while others are in small businesses, often run from home. At the same time, a number of new high-end engineering businesses have taken root. And there has been a steady growth in the number of small, digital-sector businesses such as web design, social media, internet marketing and brand development.

To maintain this sometimes tenuous growth and attract more entrepreneurs and jobs, the town faces a number of clear challenges. Some of these are not of its own making and it will need help in resolving them, e.g. strengthening of both the transport and IT/digital communications infrastructures.

By comparison with many towns of a similar size and general character, Bradford on Avon has a relatively small retail footprint and town centre shopkeepers describe the local retail environment as “challenging”.

Among the challenges they face are the availability of supermarkets, relative shortage of parking and proximity to the greater choice offered to consumers by Trowbridge and Bath. Closure of one of the town’s two banks is also thought to have reduced footfall in the town.

But it is not just retail that faces such challenges. Businesses of all types in the town struggle with how to secure a recovery from the 2008 recession, how to adapt to rapidly changing markets and how to cope with climate change. They must also find ways to deal with a demographic shift, as over the next decade the town’s retired population is forecast to increase much faster than those of working age. The wellbeing of the rural areas and the farming community also need to be considered.

Nonetheless, Bradford on Avon will remain well-placed to contribute to the overall strategic objectives for the county: to broaden the types of employment on offer, to strengthen the skills base, to provide more high-value-added employment and to speed the transition to a low-carbon economy.

Many changes that take place in a town are driven by economics, ownership and in some cases fashion. They do not involve planning decisions, so lie outside the scope of a neighbourhood plan. But what such plans can try to do is highlight aspirations and point to areas of opportunity.

Responding to these challenges the topics of most relevance to Bradford on Avon were identified in a series of consultations and then examined to bring forward the vision.

Your vision for Bradford on Avon

Public involvement is vital to the neighbourhood planning process to ensure the wishes of the local community are taken into account. So in March 2013, a consultation exercise was carried out to identify issues of concern to the people of Bradford on Avon and to find out how they saw the future of the town.

This was put together with the input from earlier studies, such as *Bradford on Avon 2026*, to form the basis of a set of consensual aspirations for Bradford on Avon as a place that:

- gives a high priority to and achieves a high standard in the conservation of the remarkable architectural and historic character of the town using the best of the past to influence the future
- protects and enhances the green areas within the town including the wider landscape setting and at the same time increases biodiversity
- achieves an improved economic balance in the town by facilitating and delivering significant employment growth in new development, and by retaining all existing employment sites, with an emphasis on high value employment

- provides a valuable range of educational, cultural, sports and community facilities, within an attractive and welcoming environment, for all who live and work here and for those that visit the town
- minimises the impact of vehicles passing through the town and improves the environment for pedestrians and cyclists by reducing vehicle/pedestrian conflict, whilst at the same time securing improved air quality
- provides a diverse mix of housing appropriate for all sectors of the community
- achieves high quality design in new buildings and in the public realm that respects and responds to its location
- meets the challenge of climate change and achieves a carbon neutral Bradford on Avon by 2050

The Wiltshire Council strategy for Bradford on Avon is:

“to provide growth on a modest scale and in order to deliver additional employment, thereby helping to improve the self-containment of the town by providing jobs locally. Development will need to meet high standards of sustainable design and should incorporate renewable energy provision, to contribute to the town’s aspirations to be carbon neutral. The strategy will respond to the Community Area’s location (in full or part) within a nationally designated landscape. In the Bradford on Avon Community Area this includes the Cotswolds Area of Outstanding Natural Beauty. It will deliver, within the overall objective of conserving the designated landscape, a modest and sustainable level of development.”

This strategy together with the NPPF sets the framework for the neighbourhood plan.

The vision broadly covers seven categories, which have been explored in detail by volunteer working groups.

How the Plan has been prepared

The planning process seeks to identify a vision for the area - to take from this the key issues - and then turn these into objectives. The plan policies are the mechanism by which objectives can be achieved.

Based on the vision for the town Topic Groups were set up to examine:

- Climate Change
 - Community Wellbeing
 - Conservation and Design
 - Economy and Enterprise
 - Green Spaces
 - Housing for All
 - Transport and Movement
- (listed in alphabetical order with no priority implied)

The role of these Groups was to investigate, record and provide assessments of the present situation and to identify key objectives for incorporation into the plan. There are obviously overlaps and these are reflected in the policies that have emerged.

In May 2014 there was further consultation to determine the key issues affecting Bradford on Avon and how these should be addressed in the Neighbourhood Plan. In April 2015 additional consultation took place on the emerging planning policies and ideas.

Separate housing and business needs surveys were undertaken in 2014 to seek to understand local needs and the findings taken into account.

Key issues

The result of all these consultations has been, in broad terms, a narrowing of focus on retaining the essential qualities of Bradford on Avon while providing a framework for positive change and a sustainable future.

There is clearly a strong consensus in favour of encouraging employment and business activity while improving the quality of life for all those who live and work here or are visiting the town.

How these objectives can be achieved is to a large extent governed by the town's limited infrastructure and by established planning policies, including those covering the Green Belt. All development proposals must take into account the capacity of the existing schools, health and other services, as well as their potential effects on traffic flows and air quality.

According to the WCS, the town cannot cope with major growth – not least because it has only one river crossing for vehicles. Town expansion to 2026 should, it says, provide growth on a modest scale.

Nonetheless, we can expect continuing pressure both for development outside the town and for further significant changes within the urban fabric. Hence the need for planning policies to ensure that all changes in the town, including new development, contribute something positive for the future.

Plan preparation has included a continued assessment of sustainability issues. The Strategic Environmental Assessment Scoping Report (SEA) includes information on the work undertaken. The draft plan is accompanied by a Sustainability Appraisal (SA), the purpose of which is to demonstrate the positive effects of the plan and the steps taken to in assessing options.

The challenge in putting together the plan has been to determine how the vision and objectives can be achieved and what planning policies should emerge to ensure that future change and development make a positive contribution to the future of the plan area.

Objectives for the future of Bradford on Avon

These objectives summarise the community aspirations for the town and the policies in the plan provide a mechanism for achieving the objectives.

The principal objectives are:

- to ensure that development in the town is genuinely sustainable and serves local needs
- to protect and enhance the architectural and historic character of the town and its landscape setting
- to concentrate on the provision of housing for local needs
- to ensure that the town has a viable economic future
- to protect and where necessary improve community facilities
- to minimise the adverse effect of through traffic and to improve provision for pedestrians
- to protect and enhance green spaces and biodiversity
- to ensure the continued protection of the rural setting and the Green Belt
- to recognise the need to address Climate Change

An examination of the issues facing the town, as set out in the Topic Papers, provides the framework to bring about positive change.

These objectives form the basis for the development of key planning policies that relate specifically to the Bradford on Avon neighbourhood plan area.

3 - PLANNING POLICIES

Introduction

Future expansion in Bradford on Avon is controlled by planning policies, including the Green Belt, and by the town's limited infrastructure. All development proposals need to take into account the capacity of the existing schools, health services, the drainage system, and the effects on traffic flows, including poor air quality in the town centre. The findings of the Wiltshire Core Strategy are that the town cannot cope with major growth; not the least of the constraints being the single river crossing for vehicles.

The Wiltshire Council Housing Land Supply Statement published September 2015 sets out the indicative housing requirement for Bradford on Avon 2006-2026. This gives a figure for the Neighbourhood Plan area of 595 dwellings of which 531 are already provided or have planning consent. The Plan therefore has to provide the remaining requirement of about 64.

Although major expansion is not proposed, we can expect continuing pressure for development outside the town and further significant changes within the urban fabric. The planning policies needed for Bradford on Avon are those that will ensure that all changes in the town, including new development, make a positive contribution to its future.

The term "development" has a specific legal meaning when it comes to planning. It covers building, mining, engineering or other operations and also material changes in the use of land or buildings. There are a number of exceptions, including the use of land for farming or forestry and also activities that only affect the inside of buildings unless the buildings are listed. These are not considered as "development" at all and so lie entirely outside planning control.

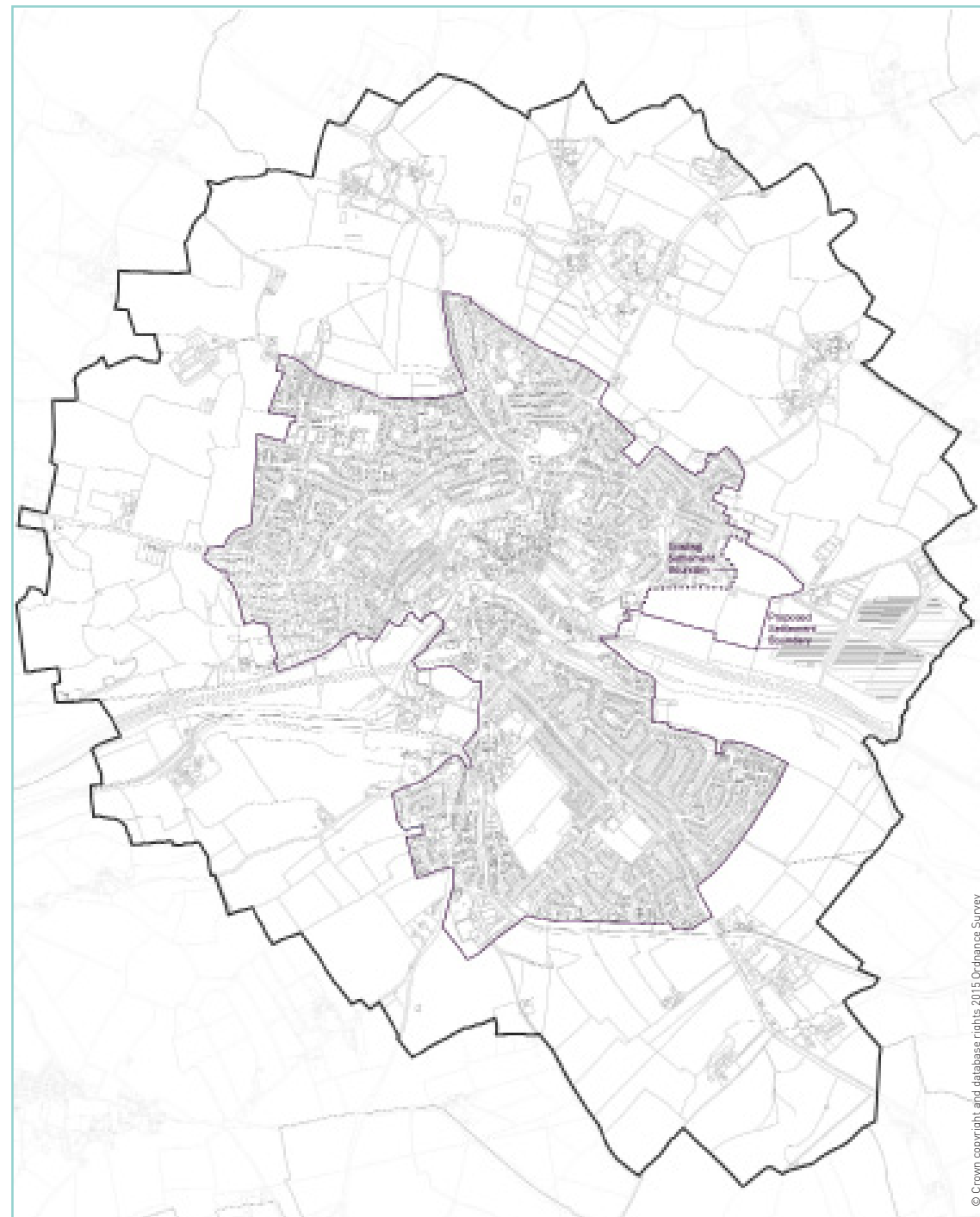
All "development" requires planning permission and this is the basis of the system of planning applications which local authorities operate across the country. However, there are further complications as some development is granted automatic planning permission and so does not require a planning application. This is termed "permitted development" and includes smaller scale house extensions and loft conversions or street works by utility firms and many changes of use. Works to listed buildings are never "permitted development" and will require listed building consent and there are additional restrictions on development in conservation areas.

Policies should not be considered in isolation – they are mutually dependent and apply across the whole plan area. Development proposals will be assessed against all relevant policies in this Neighbourhood Plan.



From St Margaret's Hill

Wiltshire Heights



Map 2: Revised Settlement Boundary

Outer line: Plan Area

Inner line: Revised Settlement Area

DEVELOPMENT POLICIES

POLICY DP1 - Regeneration and Infill Development

The reuse or redevelopment of underused or unused sites and buildings will be supported where this will assist the delivery of jobs, provide other community benefits, improve the self-containment of the town and provide affordable housing for local people.

In recent years the serious decline of employment and loss of commercial space has minimised the previous vibrant mix of uses and led to additional outward commuting with an adverse effect on traffic, a decline in retail trade and some loss of green space. The balance of the town has been changed making it less sustainable. Priority therefore needs to be given to improving or developing underused or disused sites for non-residential uses, seeking ways of enhancing areas of opportunity and improving the self-containment of the plan area.

POLICY DP2 Proposed Development

In relation to the site north of Holt Road and west of Cemetery Lane the detailed proposals must accord with the development principles set out in figure DP2

Outline planning permission on land north of the Holt Road and west of Cemetery Lane site was granted on 24 March 2016 (on appeal). This is for the erection of up to 60 dwellings (including affordable housing), up to 3000 sq.m of B1 employment floorspace, informal and formal public open space, allotments, access, drainage, landscaping, engineering (ground levelling) and other associated works in accordance with the terms of a planning application, Ref 14/07689/OUT, dated 8 August 2014, subject to conditions. Detailed consent for access from the Holt Road was approved. All other matters were reserved and are subject to conditions. Determination of all reserved matters should be in accordance with the development principles set out. The housing should be phased for delivery across the plan period.

This site is located at the eastern urban edge of the town and within the Bradford on Avon and Bath Special Area of Conservation (SAC). Two important considerations are, first the visual impact of the development on an important approach to the town, and secondly the mitigation necessary to ensure that the SAC is not adversely affected by the development

Owing to the urban edge location of the site and the presence of a range of bat species including rare and endangered species, a robust landscape framework is required. This will protect the setting to the town, provide a landscaped and defensible edge to the town, provide onsite play and amenity open space for residents close to their houses and provide bat feeding and commuting habitat.

Housing is proposed at a density of around 40 dwellings per hectare in recognition of the green character required for this urban edge site.

A public car park providing a park-and-walk facility should be provided to help meet the increasing demand for parking for those working in the town.



Principles of Development

- 1 Emergency access to Cemetery Lane and also to secure future access for reuse/ redevelopment of derelict greenhouses to the north
- 2 Broad green frontage to Holt Road
- 3 Dew pond retained/enhanced biodiversity feature as part of open space
- 4 Important hedgerows along Cemetery Lane retained as enhanced link to open space network
- 5 Green space/wildlife corridors to provide open foraging habitat for bats
- 6 Pedestrian links
- 7 Park and Walk facility for 30 cars (location to be agreed)

Relevant Strategic Policies / references

NPPF
Wiltshire Core Strategy
Sustainability Appraisal

Achieving sustainable development
Core Policy 2: Delivery Strategy
Core Policy 7: Spatial Strategy for the Bradford on Avon Community Area

THE GREEN BELT

Development policies for the Green Belt are set out in Section 9 of the NPPF. These indicate that the Green Belt serves five purposes:

- to check the unrestricted sprawl of large built-up areas
- to prevent neighbouring towns merging into one another
- to assist in safeguarding the countryside from encroachment
- to preserve the setting and character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other land

Development in the Green Belt is subject to tight control but there are exceptions and certain development may be permitted where this is shown to be “not inappropriate”. This may include buildings for agriculture and forestry, provision of appropriate facilities for outdoor sport and recreation, minor works to existing buildings or redevelopment of previously developed sites. In all such cases preservation of the openness of the Green Belt is required.

Land in the Green Belt within the plan area, and especially open land close to the settlement boundary, is under significant pressure for development and change of use. Inappropriate development is, by definition, harmful to the Green belt and should not be approved except in very special circumstances.

The Western Wiltshire Green Belt is a valuable asset to the town and needs to be carefully managed to ensure it makes a positive contribution to the aims of the NP.

Relevant Strategic Policies / References

NPPF:
Wiltshire Core Strategy
Sustainability Appraisal

Section 9: Protecting Green Belt Land
Core Policy 7: Spatial Strategy for the Bradford on Avon Community Area
Core Policy 51: Landscape



The setting of the town from the north-west

The Green Belt to the south

CONSERVATION AND DESIGN

Introduction

Good design and the protection of the built and natural environment are requirements of the National Planning Policy Framework and the Wiltshire Core Strategy and both documents include further details of the matters to be taken into account. The information in this section outlines how good design needs to be assessed in the Bradford on Avon context and it should be seen as additional to the national and Wiltshire Council design requirements.

The adopted Bradford on Avon Conservation Area Character Assessment 2008 makes reference to the tendency in recent years for owners and developers proposing new buildings to seek neo-vernacular designs, with varying degrees of success. It also indicates that buildings should reflect the time in which they are built and, although period revivals or vernacular styles may sometimes be appropriate, they need to be accurately researched and skilfully designed and executed if they are to be successful. These points remain relevant. Also relevant is the need to explore how high quality sustainable and innovative design can add to the overall quality of development in the plan area.

Changes within the plan area will reflect the economic and social circumstances prevailing at the time and apart from the redevelopment sites already identified there are likely to be new ideas and opportunities. All sites within the plan area provide the opportunity for enhancement provided that a high quality of design and construction is achieved.

How to achieve the required quality will be a matter of debate but it should be an informed debate, not simply a requirement to “be in keeping”. The way in which buildings are made to “look right” is in proportion and scale and in the design of details and features. The layout and arrangement of floor plans is also significant. The aspiration for good design should not be restricted to historic areas or in relation to listed buildings but should apply throughout the whole area. The key task is to recognise and build on the positive qualities of the area concerned.

Building in Context published in 2011 jointly by the then English Heritage and the Commission for Architecture and the Built Environment, emphasises the need for high quality design in and provides useful guidelines. To quote “In the final analysis it is true that there is a subjective element in judgements about design quality and people often disagree about what they like. Such differences of opinion and matters of taste should not be allowed to obscure the fact that it is possible to arrive at opinions about design based on objective criteria.” This is the basis on which the following policies have been prepared.

OBJECTIVE 1 - to protect, manage and enhance the built environment of Bradford on Avon for the benefit of residents, businesses and visitors and to ensure its continued contribution to the character and economic life of this fine historic town. Also to seek improvements in the design of all work, including new buildings, throughout the plan area.

POLICY BE1 - New development throughout the plan area will be required to be of a high standard that reinforces local distinctiveness and creates a sense of place and proposals will be required to demonstrate:

- how the scheme relates to its site and the wider setting, including surrounding buildings and the landscape and, where appropriate, the original design concept
- that full consideration has been taken of the need to protect and enhance views, including local views and the full range of key views to the hillsides
- how the scale and density of the development has been determined
- reasons for the selection of materials and how those chosen relate to (but do not necessarily replicate) surrounding buildings
- that any architectural details used relate to the overall design and are not simply “add-ons”
- that the design of a building relates to the uses it contains
- that the proposal makes a positive contribution to the public realm by function and

- appearance. Also where a new urban or rural space is created that it will provide a positive benefit and have a genuine use. Gated communities will not be permitted
- that within the Conservation Areas full account has been taken of the findings of the Adopted Conservation Area Character Assessment 2008

Information submitted will be expected to be proportionate to the scale of development proposed and the criteria will be assessed together with the design requirements of the NPPF and the Wiltshire Core Strategy. To be acceptable proposals will need to address all of the design issues outlined. The requirements for good design apply throughout the plan area.

POLICY BE2 - Development proposals, including extensions and alterations to existing buildings, will be expected to:

- make efficient use of land and integrate with their surroundings by respecting the density, grain and overall character of the locality in which they are situated
- be specifically designed to compliment their context
- retain existing important townscape and landscape features and views
- contribute to the creation of safe and attractive environments
- use traditional and vernacular building materials where necessary to preserve and enhance the historic character
- meet high standards of energy efficiency
- incorporate bin storage screened from view

POLICY BE3 - All proposals for development will be need to be accompanied by a three dimensional visual impact assessment on views to, from and across the area, and to be acceptable will need to show that the setting of the town is not harmed. Proposals affecting the Conservation Areas and the Area of Outstanding Beauty and their settings will be required to include evidence that views that contribute to the intrinsic character of the area will be maintained or enhanced.

Some key views are indicated in the Bradford on Avon Conservation Area Assessment 2008 but are not exhaustive. Each case must be assessed on its merits and on the contribution made to urban and landscape character, by the retention of important views or the creation of new ones.

POLICY BE4 - Maintenance, alteration or extension to listed buildings that require formal consent will be acceptable where they follow the guidelines as set out in appendix 4

There are over four hundred listed buildings in the Plan area with a concentration in the town centre where even minor changes can have a cumulative effect on the town’s character. Carefully considered and sensitive works to preserve buildings and encourage continued use or reuse will be supported.

POLICY BE5 - Proposals to up-grade historic buildings to improve their energy efficiency will be encouraged where these are in accordance with the latest guidance published by Historic England.

This policy is based on evidence produced by Historic England, and others is that energy efficiency can be improved by various methods that recognise the essential qualities of traditional building construction and do not cause damage to architectural or historic character. Historic buildings could support roosting bats, therefore applications to upgrade such buildings involving roof spaces or cellars should be accompanied by a bat survey and appropriate mitigation provided where necessary, having regard to Wiltshire Council’s HRA guidance document.

POLICY BE6 - Signs and advertising that require consent should enhance the building and area where they are located and evidence must be produced to illustrate how this will be achieved. Within the Conservation Areas and on listed buildings traditionally painted signs will be expected. Internally illuminated signs and fascias using modern materials will not be permitted.

Signs can make a positive or negative impact depending on size, location and finish. All signs, including street signs should be well designed, in scale with their setting, and carefully positioned.

POLICY BE7 - Proposals for development that include the demolition of all or part of an unlisted traditional building in the Conservation Areas must be accompanied by an assessment of the architectural and historic character of the building and its contribution to the area. Where such assessments are deemed to indicate that the building is of local interest there will be a presumption in favour of its retention.

Reasons for these policies

The architectural and historic character of Bradford on Avon and its landscape setting have been recognised as making a valuable contribution to the quality of life for residents, businesses and visitors. The character and quality is also important in maintaining and fostering the economic life of the town. Policies are intended to ensure that future changes will maintain or enhance the existing character, protect important views and, provide attractive new buildings, places and spaces. Some recent three and four storey developments have shown that the setting of the town and streets and spaces are all too easily damaged by buildings of an inappropriate form and scale and that key views are easily lost. The excitement of Bradford on Avon is its position, with the hill rising steeply to the north, houses appearing on top of houses and steps connecting the streets, a unique quality that we owe to future generations to maintain. The character and quality of neighbourhoods around the town and in the rural area is varied covering differing ages and styles of architecture. Proposals for development need to be designed accordingly. Sound conservation practice and good design should apply throughout the plan area.

Achieved by

Testing planning applications against the Bradford on Avon Conservation Area Assessment, the Cotswold's AONB Management Plan. Continued vigilance by the Town Council Planning Committee in responding to application for consent. Looking for opportunities to work with others on ideas for enhancing the environment.

Relevant Strategic Policies / references

NPPF	Section 7: Requiring Good Design Section 12: Conserving and Enhancing the Historic Environment
Wiltshire Core Strategy	Core Policy 57: Ensuring High Quality Design and Place Shaping Core Policy 58: Ensuring the Conservation of the Historic Environment
Sustainability Appraisal	



Abbey Mill



Church Street

HOUSING FOR ALL

Introduction

The existing housing stock in the Bradford on Avon Neighbourhood Plan area is varied and includes houses and flats in the historic core, post war and later 20th century housing estates surrounding the town, and recent redevelopment and infill within the settlement boundary. There is also a limited range of housing in the Green Belt. The popularity of the town as a place to live brings with it an increase in the cost of housing, which is now amongst the highest in Wiltshire.

To inform the Neighbourhood Plan the Town Council commissioned a Housing Needs Assessment, the findings of which have influenced the policies in this plan. Younger residents generally seek additional space and some older residents the opportunity to move to smaller but centrally located dwellings. A summary of the findings of the Survey is attached as appendix 2. In the provision of new housing attention needs to be given to the needs of all sections of the community including “lifetime” homes and homes for those with disabilities.

Additional housing numbers to 2026 should be no more than the figure of around 65 outlined by Wiltshire Council in the Wiltshire Housing Sites Allocation September 2015 because of the limited infrastructure of the town. The majority of the dwellings will be located are proposed on the site to the north of Holt Road. Other housing will be provided by infill within the existing settlement.

OBJECTIVE 2 - to provide for limited growth in the plan period to 2026 in accordance with the Wiltshire Core Strategy; and to provide for demonstrable local needs in sustainable locations to maintain a balanced community; all in accordance with the findings of the 2014 Housing Needs Survey.

POLICY H1 - Proposals for infill development will be supported where they make a positive contribution to the town and are in keeping with their surroundings. Proposals for development within existing residential curtilages will be required to:

- compliment the scale and development pattern of the locality in which they are sited
- demonstrate that vehicular access and parking are adequate, safe and convenient
- provide private amenity space for existing and new dwellings
- not adversely affect the amenity of neighbouring properties
- ensure that adequate garden space to existing dwellings is retained in relation to setting and amenity
- deliver housing types in line with the needs established in the Bradford on Avon Housing Needs Survey 2014

Bradford on Avon has accommodated a significant amount of infill in recent years, mostly on previous employment sites. There is a need to maintain an appropriate balance between buildings and open space (including gardens) and to protect the distinctive characteristics of all parts of the plan area. Because virtually all of the larger sites within the settlement boundary have been re developed the potential for future infill is limited. It is however accepted that some windfall sites are likely to come forward, including the sub-division of larger houses, or the replacement of larger houses with smaller units.

POLICY H2 - Within the town centre proposals for residential use above shops will be supported where:

- the viability of the retail unit is retained or enhanced
- the living accommodation will have a satisfactory level of access and amenity
- it will not add to existing on-street parking in congested areas
- on-site and screened provision is made for waste bins

Reuse of spaces above shops is beneficial provided that the scale of development is properly related to the building. Schemes for the subdivision of existing units of accommodation or conversion schemas involving the provision of a number of small units in a single location will need justification as outlined in this policy.

POLICY H3 - Proposals for new housing will be required to comply with the Wiltshire Council current, minimum, parking standards. Where this is not possible, proposals will be supported if alternative and reasonably accessible parking can be demonstrated which does not add to the problems of on-street parking or where new build or conversion schemes in the town centre would be incapable of meeting this parking provision.

POLICY H4 - All new housing will be expected to record a positive score in relation to the standards set out in *Building for Life 12* (Third Edition) January 2015.

Reasons for these policies

The Housing Needs Survey 2014 provides valuable information on the existing range of accommodation available in Bradford on Avon and highlights deficiencies. (see appendix 2) The aspiration for affordable housing to meet local needs is recognised and the plan seeks to make a modest contribution towards this.

The settlement boundary of Bradford on Avon and the Green Belt are major constraints on development resulting in pressure for redevelopment to higher densities in the existing built-up area. In the past this has brought about buildings of a scale and form that are intrusive. The number of proposals for development of private gardens is increasing but without proper consideration of amenity or existing character. New housing needs to be designed to meet a wide range of needs for the present and the future with greater attention given to the desirability of providing life-time homes.

Achieved by

Seeking agreement with developers to deliver a range of dwellings in accordance with local needs for market housing and working with social housing providers on community-led projects. Also working towards Community Right to Build scheme for long-term affordable homes.

Relevant Strategic Policies / references

NPPF	Section 6: Delivering a Wide Choice of High Quality Homes
Wiltshire Core Strategy	Core Policy 43: Providing Affordable Homes Core Policy 45: Meeting Wiltshire's Housing Needs Core Policy 46: Meeting the Needs of Wiltshire's Vulnerable and Older People
Sustainability Appraisal	



Housing alongside the canal

Early post-war housing New Road

ECONOMY AND ENTERPRISE

Introduction

In the 25 years since the closure of the Avon Rubber works, the introduction of housing on former employment sites has upset the balance, leading to significant out-commuting and fragile daytime and evening economies. The challenge is to redress the imbalance between living and working, to ensure that employment and commercial activity are retained and improved, reduce the proportion of residents forced to out-commute, and to stimulate a more sustainable town for the long-term.

The range of shops and services available in the town is not adequate to serve the needs of the town and as a result, many residents focus their spend elsewhere and the town centre suffers acutely from low footfall. A 2013 benchmarking survey reported a vacancy rate of 11% compared to 7% in south west small towns.

On the plus side, the town's retail offer is based on independent retail; this is its appeal and marks it apart from other nearby "clone towns" which feature many of the same multiple chains. The food economy is growing with the continued success of existing restaurants and coffee shops, new additions to the trade, and more to come. The town is also developing a niche in the wedding industry with a number of leading bridal boutiques locating here.

The existing employment sites at Treenwood and Elms Cross are fully developed and provide a range of business uses. In addition, the 1.05ha commercial part of the Kingston Farm development - focused in large part on the new multi-million pound purpose-built factory for Anthony Best Dynamics - will deliver dozens of new jobs for the town.

However the availability of small workshop space for technology and manufacturing remains very limited in the town.

There are unused or underused employment and agricultural sites in the plan area with potential for improved use and these could contribute some of the additional employment space required in the WCS.

OBJECTIVE 3 - to stimulate, secure and protect economic activity in Bradford on Avon through a process of retaining existing employment sites and providing new opportunities. Also to encourage appropriate commercial activity in the town centre to support the day and evening economy and to encourage the diversification of rural businesses including the use of redundant rural buildings for alternative employment uses.

POLICY E1 - Business and employment development will be proactively encouraged and supported through the provision of new retail or business floorspace across the plan area – including the adaptation of former agricultural buildings for commercial and manufacturing provided that proposals are compatible with surrounding long-term land use activities

To achieve the economic element of sustainable development the NP focuses on:

- providing backing to Wiltshire Council's Core Strategy policies directed at resisting further change of use from existing employment to residential,
- supporting new, flexible commercial development that fits within defined criteria and
- encouraging, where practical, the reuse or modernisation of existing commercial sites for employment use

This should, at the present time, provide sufficient opportunity for the development of further employment.

Proposals for new business and employment sites or reuse of redundant agricultural buildings should be accompanied by a bat survey and appropriate mitigation provided where necessary, having regard to the Council's HRA Guidance on the Bath and Bradford on Avon Bats Special Area of Conservation (SAC) to ensure no loss of site integrity.

POLICY E2 - Proposals for the development of recreational, cultural, arts and tourist facilities will be supported, provided that the scale, siting and design of such developments conserve the natural and historic environment and make a positive contribution to the locality in which they are sited, and on the overall infrastructure of the town.

An annual programme of events is being developed, including walking and cycling festivals, arts and fringe festivals, and the promotion of local niche sectors such as food and drink. The historic town centre, its attractions and accommodation providers are marketed by the Tourist Information Centre to a growing number of visitors.

POLICY E3 - Future development within the Area of Opportunity bound by the River Avon, St Margaret's Street and the railway line (including the station and station car park) will be sought through a masterplanning process to create a new gateway and community hub for the town – to include additional vehicle parking as well as a mix of commercial, cultural and community use.

Bradford on Avon Town Council will lead the masterplanning process and will aim to bring together the landowners in a joint exercise. The master planning process and any resulting development proposals for this area will take account of the Council's HRA Guidance on the Bath and Bradford on Avon Bats Special Area of Conservation (SAC) to ensure no loss of site integrity.

POLICY E4 - Proposals for change of use of land or buildings on existing employment sites will be permitted where they:

- can independently demonstrate that ongoing use of the building or site for commercial use is no longer viable, according to criteria that takes full account of market and economic conditions in the town (as set out in appendix 5) or
- offer an alternative development that provides well-defined and funded benefits to the local community that will enhance the long-term economic and social sustainability, and resilience of the town
- change of use of buildings within the primary retail frontages (as defined on map 3) will only be permitted where viable retail use is retained on the ground floor. Change of use in respect of neighbourhood stores in areas outside the primary retail frontage will be agreed only if lack of viability can be demonstrated as set out in appendix 5

Reasons for these policies

These policies are needed to encourage the provision of additional employment space and opportunities for working within the plan area and to minimise the continued loss of employment land to housing. The town centre needs to provide as far as possible for local needs, including recreation, and enhanced attraction for visitors. Reuse of unused or underused employment sites within the plan area needs to be encouraged.

In 2014, the Town Council commissioned Cobweb Consulting to produce a Business Needs Survey as part of the evidence base. Their findings were published in January 2015 (see Appendix 3). Based on a response from 170 businesses, the survey finds "there are likely to be 57 enterprises looking for premises in Bradford. As the survey covered a sample of local business rather than all, this should be viewed as a minimum figure". This does not, of course, take account of people moving to the town to set up new businesses or bring their existing businesses – in particular those moving to the town and working from home. The Survey goes on to stress that "support by the Town Council for new business creation would be instrumental in maximising such opportunities as do exist".

The 2011 census emphasises the degree to which those living in Bradford on Avon are involved in higher added value jobs. The challenge is to ensure that a growing proportion, including the younger generation, should be able to find employment in the town, instead of commuting to key areas of employment including Bath, Bristol, Swindon and Trowbridge.

Achieved by

the allocation of around 1.2 hectares of employment land on the site north of Holt Road. Also in collaboration with Wiltshire Council as the planning authority – and in line with Wiltshire Core

Policies 35, 36 and 48 – business development will be proactively encouraged and supported through the provision of new business or retail floorspace across the Neighbourhood Plan area. Led by the Town Council with the involvement of BoA Business and the Bradford on Avon Area Board of Wiltshire Council, a series of initiatives will be promoted including:

- The promotion of a strong branding for Bradford on Avon for both business investment and as a tourism destination, featuring festivals, events and markets
- A review of the future shape of the town's retail and commercial space, including establishment of a landlords forum to encourage further commercial development
- Support for professional home-workers through the provision of co-working premises for innovation, start-ups, creative and IT sectors
- Seeking ways of enhancing the public realm in the town centre to promote pedestrian safety and signage, including safe routes for the disabled and to schools
- A review of car parking provision in the town centre, including the improved promotion of the Canal and Rivers Trust car park at Baileys Barn"

Relevant Strategic Policies / references

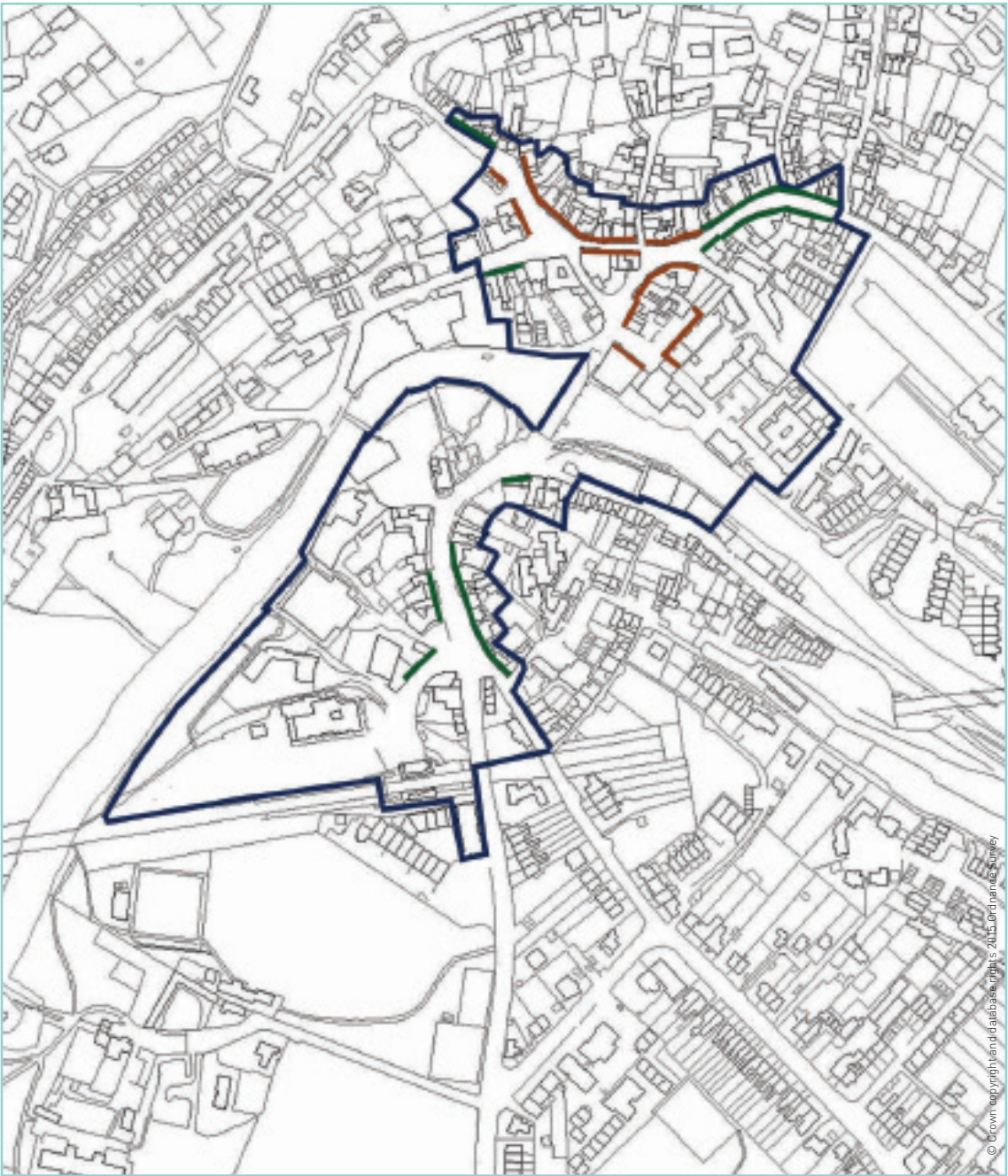
NPPF	Section 1: Building a Strong Competitive Economy Section 2: Ensuring the Vitality of Town Centres Section 3: Supporting a Prosperous Rural Economy
Wiltshire Core Strategy	Core Policy 34: Additional Employment Land Core Policy 35: Existing Employment Land Core Policy 36: Economic Regeneration Core Policy 38: Retail and Leisure Core Policy 39: Tourist Development

Sustainability Appraisal



The new riverside

Lamb Yard



Map 3: Retail Frontages

- Town Centre Boundary
- Primary Retail Frontages
- Secondary Retail Frontages

GREEN SPACES AND BIODIVERSITY

Introduction

Green spaces both public and private, including gardens, play an important role in giving Bradford on Avon its particular character, amenity, and biodiversity value. The links between the natural and built environments are especially important because of the way in which the town has developed but there are areas in need of improvement. The town benefits from green corridors passing through and providing important habitat and a range of other green functions, including recreation and flood control. Outside of the built up area, the surrounding farmland also provides valuable green corridors for protected species of bats commuting between different parts of the Bath and Bradford on Avon Special Area of Conservation (SAC).

OBJECTIVE 4 - to ensure the recognition of the importance of green spaces and landscape features to the character, heritage and biodiversity of the town and its setting and to ensure that such features are conserved and enhanced and not lost or damaged through inappropriate development. Also to protect and enhance the Town's green corridors, including the river and canal corridors and the open countryside that together form the landscape setting to the town.

- POLICY GS1** – Development or change of use proposals affecting green spaces within the urban and rural settings to the town including the Cotswolds Area of Outstanding Natural Beauty (AONB) and the Conservation Areas as indicated on map 1, will only be acceptable where they deliver high quality design that demonstrably conserves and enhances the character, appearance and key features of the landscape, including:
- views through and across the local and wider landscape and townscape, across roofs, between buildings and from public and private paths
 - substantial natural drystone walls with cock-and-hen copings and stone gateposts lining streets and lanes
 - traditional agricultural buildings
 - river and canal corridors with associated bankside vegetation and often tree cover beyond
 - wooded slopes and copses
 - trees including garden trees, hedgerow trees, parkland trees, and traditional orchards
 - native hedges and spring fed ponds in the wider landscape
 - open and undeveloped rural skylines outside the town, and skylines dominated by historic buildings within the Conservation Area
 - generally open arable landscapes on higher ground to the west and north and areas of pastoral landscape to the west, south and east
 - tranquil green spaces within the fabric of the town, where the sound of bird song predominates, and nights are quiet and with dark skies

In applying this policy, planning decisions need to ensure that the critical balance between buildings and green space that gives the local neighbourhood its particular character is maintained. Adequate buffers will be required to ensure the future wellbeing of landscape features such as trees, hedges, ponds and other habitats, and to prevent damage during construction. Where appropriate, long-term landscape management plans will be required to ensure the protection of valuable landscapes or habitats.

POLICY GS2 - Proposals for development will be expected to conserve and enhance areas, habitats and features and species of biodiversity importance within the Plan area and should deliver a net enhancement to the biodiversity of the site. All new development should work with the grain of the landscape and townscape, and secure the protection and enhancement of public and private green spaces and landscape features.

The NPPF requires development to achieve a net gain for biodiversity. Bradford contains a variety of nationally and locally important wildlife sites and species, including the Cotswolds AONB, Gripwood Quarry SSSI, four Wiltshire County Wildlife Sites (Belcombe Court Wood, Lowland Calcareous Grassland north of Belcombe Road surrounding Electricity Sub Station; River Avon; and the Kennet and Avon Canal), plus a range NERC Priority Habitats including 12 traditional orchards. The town's open farmland with pasture and hedges are used by bats such as greater and lesser horseshoes and Bechstein's bat for foraging and commuting and the town lies within a Consultation Zone for bats in relation to the nearby Bath and Bradford on Avon Special Area of Conservation (SAC). All developments must take account of Wiltshire Council's HRA Guidance on the Bath and Bradford on Avon Bats Special Area of Conservation to ensure no loss of site integrity.

POLICY GS3 – All applications within the Neighbourhood Plan area that affect known or potential bat habitat should be accompanied by a bat survey. Where found necessary appropriate mitigation will need to be provided, having regard to the Wiltshire Council Habitats Regulations Guidance Document. This Policy applies to all development, change of use, transport and access proposals.

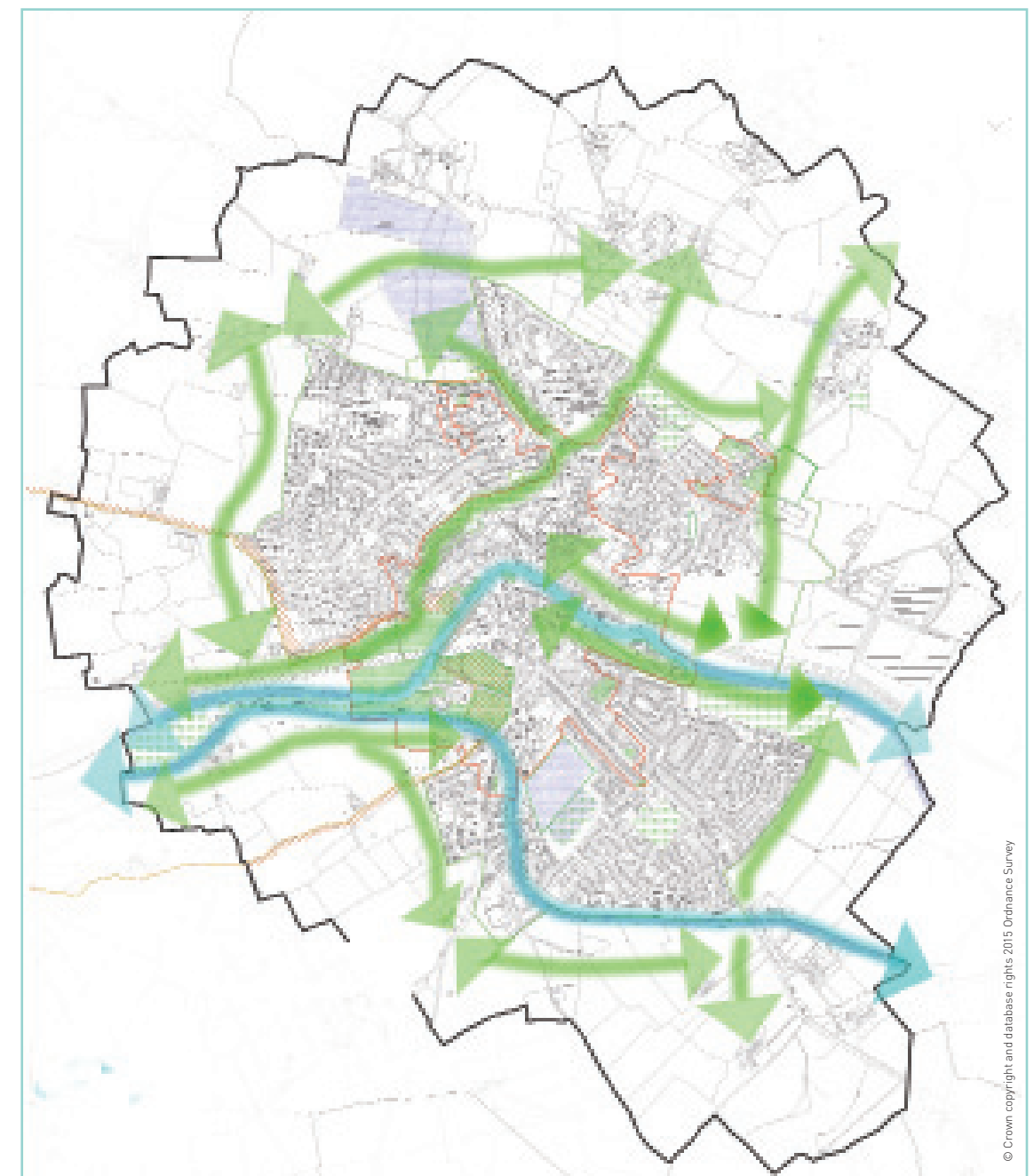
The Neighbourhood Plan area lies within the Consultation Zone associated with the European designated Bath and Bradford on Avon Special Area of Conservation and provides supporting habitat for a wide range of bats including those protected under Annex II of the Habitats Regulations. Habitat includes buildings both historic and modern, as well as natural features such as trees, cliffs and caves for roosting and breeding, and water bodies, water courses, woodland, trees, hedges and open fields for foraging and commuting. Mitigation may include the retention, protection, restoration and management of open areas and other habitat and the design or modification of buildings to accommodate bats. Given that bats are affected by light pollution, the design of lighting schemes will also be important. All developments must take account of Wiltshire Council's HRA Guidance on the Bath and Bradford on Avon Bats Special Area of Conservation to ensure no loss of site integrity.



Open space at Springfield



Woolley Conservation Area



Map 4 Green Corridors Policy GS3

- River and Canal Corridors
- Green Corridors
(including bat commuting routes)

POLICY GS4 - Proposals for development affecting green corridors as shown on map 4, will be expected to maintain the open nature of the land and enhance its biodiversity, landscape, amenity and other green infrastructure benefits.

The green corridors passing through the town, bring wildlife into people’s everyday experience, enhancing the character of the town and, linked to surrounding farmland, provide important habitat and a range of other green infrastructure functions, including recreation and flood control.

POLICY GS5 - The areas of land, as shown on map 5 are proposed for Designation as Local Green Spaces to be protected in accordance with the criteria in the National Planning Policy Framework and as set out below.

- **Victory Fields and Culver Close Recreation Ground**
- **Poulton Field including Fitzmaurice School Field**
- **The Strips**
- **Priory Close green**
- **The field to the east of Crown Court**
- **The open area with large mature trees to the south west of the junction of New Road and Springfield**
- **Bearfield**

Areas of land that make a significant contribution to the intrinsic character and or wider views within and of the town as shown on map 5 are proposed as *Green Areas to Remain Open* and include:

- the Golf Course
- The Queen Elizabeth 2 Fields at Poulton
- the traditional orchards at Woolley and Woolley Green
- Sladesbrook playing field and adjacent allotments
- Barton Farm Country Park
- the hillside woodland from Tory to Market Street
- Bradford on Avon Football Club - pitches and bowling green areas only - (Trowbridge Road)
- all significant enclosed spaces identified in the adopted Bradford on Avon Conservation Area Assessment

The openness and greenness of *Local Green Spaces* will be preserved, and development or change of use in these areas will only be acceptable in very special circumstances.

Green Areas to Remain Open will remain predominantly open and undeveloped and they will be conserved and enhanced for the contribution that they make to the character and quality of the local neighbourhood, wider townscape and /or landscape. Any development or change of use must respect their open and green characteristics, as well as those landscape features and characteristic views that contribute to their amenity and distinctiveness. Detailed landscape and visual surveys will be required to accompany any change of use or development proposals.

POLICY GS6 - Development and change of use proposals should, where possible, improve the provision, quality of, and access to public open spaces within Bradford on Avon and its outlying hamlets including by:

- **enhancing access to green space, allotments and the countryside and including the condition and accessibility of routes including for the mobility impaired**
- **protecting and improving pedestrian access routes within the town and to and through the surrounding countryside**
- **seeking to secure new public rights of way or permissive routes by agreement with the land owner including those shown on map 5**
- **enhancing the biodiversity, landscape and play value of open spaces within the town**

Where possible development or change of use proposals will be expected to contribute to improved provision in the are areas of the town where there is relatively poor access to play areas and/ to open space, and also ‘missing’ links in the footpath network both within the Bradford on Avon Parish and to adjacent Parishes.

Reasons for these policies

Green spaces, landscapes, landscape features and views in Bradford on Avon have an especially distinctive character and make an important contribution to the visual and physical quality of the town and its setting. They are valuable in providing recreation and amenity space and, where properly managed, protect and enhance biodiversity. Easy access to green and open spaces contributes to sustainable development and healthy living. New development or changes of use will therefore where appropriate be expected to contribute to improved green space provision and also to improved access including the creation of circular routes.

Achieved by

Phase 1 habitat surveys proposed by Climate Friendly Bradford on Avon to inform recommendations on planning applications.

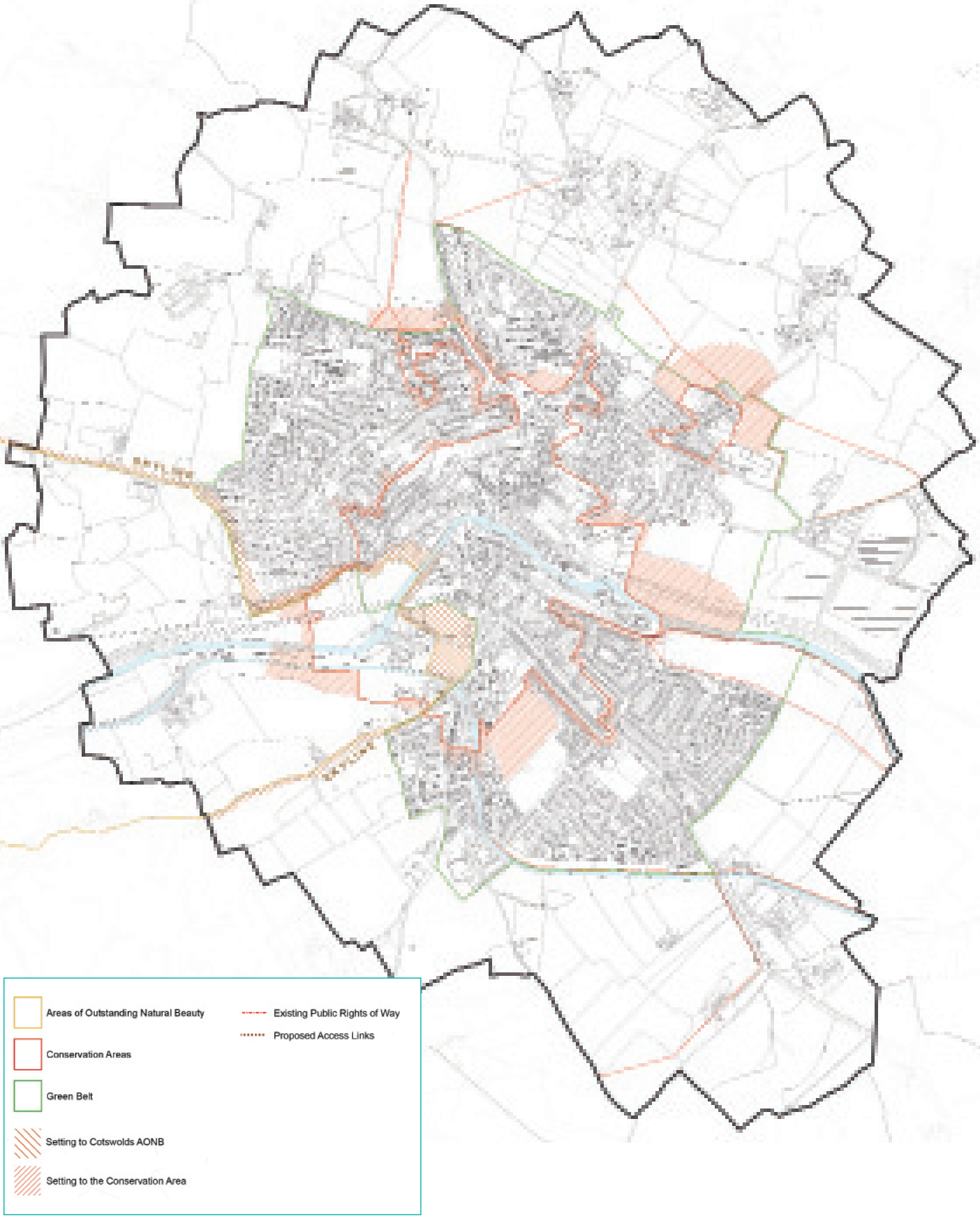
Testing planning applications against the Bradford on Avon Conservation Area Assessment, the Cotswold’s AONB Management Plan and the Wiltshire Council Bat Guidance Notes.

The application of relevant planning conditions, and through S106 Agreements and CIL contributions.

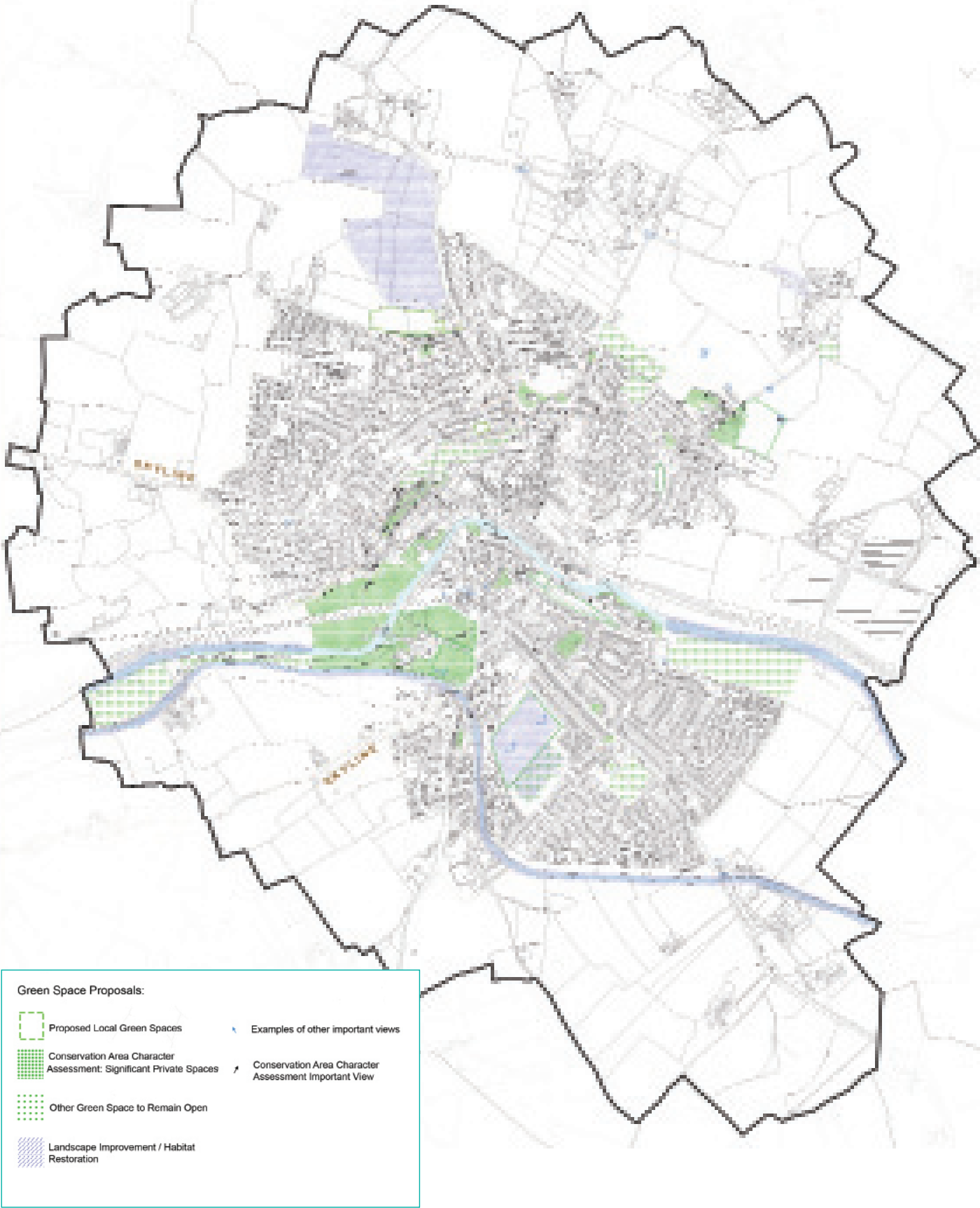
Relevant Strategic Policies / references

NPPF	Section 12: Conserving and Enhancing the Rural Environment
Wiltshire Core Strategy	Core Policy 50: Biodiversity and Geodiversity Core Policy 51: Landscape Core Policy 52: Green Infrastructure Core Policy 53: Wiltshire’s Canals
Sustainability Appraisal	

Map 5.1: Green Spaces Proposals



Map 5.2: Green Spaces Proposals



COMMUNITY WELLBEING

Introduction

Bradford on Avon is a vibrant town with an extensive range of social, cultural, spiritual, health and sporting organisations with associated facilities. This wide mix contributes substantially to the wellbeing of the town and provides a focus for the community. The diversity of the organisations is important in ensuring that something is provided for everyone; however, the sustainability of some facilities is marginal due to the age or relative inadequacy of the facilities. Good use is made of the canal and river.

The town has a range of sporting facilities in walkable locations with a focus just to the south of the town centre at Culver Close and Victory Field and at Poulton. These are important open spaces in their own right that provide for a multitude of formal and informal sports and recreation activity. Space for outdoor sport, particularly pitches, does not meet present day demands. Facilities at the former Avon Club site in Trowbridge Road, currently used by Bradford on Avon Football Cub and for bowls and archery are inadequate and outdated.

The town has a wide range of sporting facilities in walkable locations with a focus just to the south of the town centre at Culver Close and Victory Field and at Poulton and the Trowbridge Road Football Club site. These are important open spaces in their own right which provide for a multitude of formal and informal sports and recreation activity.

The town’s health and social care facilities and services are generally at capacity for the current population and improvement of these services will not be possible without developing new or expanding existing facilities.

A full list of indoor and outdoor facilities within the plan area is included below. These are essentially for local use, although the Wiltshire Music Centre has a wide attraction outside Bradford on Avon.

OBJECTIVE 5 - To protect and enhance those existing community facilities and services that are considered important in maintaining a vibrant and active town for the benefit of local people and visitors. Also to support the development of new facilities including those for integrated health and social care, the elderly, the disabled, children and young people.



Enjoying the river



The Music Centre

POLICY C1 - Proposals that would result in the loss of any of the community facilities listed in the table below will not be supported unless:

- it can be demonstrated following public consultation that the facilities are no longer needed or viable as defined in Appendix 6
- that suitable alternative provision exists in the immediate locality, or
- suitable alternative provision is made in the development proposal

POLICY C2 - Proposals for new or improved community facilities will be supported provided that:

- the proposal would not harm the character or amenity of the local environment including the Green belt
- the proposal is well located for the population it serves without the need to drive and would not have an unacceptable impact on the local road network
- the proposal would not have significant harmful impacts on the amenities of surrounding residents

WCS Policy 49 outlines the need to protect community facilities and the above policies provide the local context. Many existing sport and recreation spaces are in central locations and well related to the populations they serve. Reducing the need to drive is central to the objectives in the plan.

Particular attention should be given to the provision of additional outdoor sport and recreation spaces. This need was identified in the West Wiltshire Leisure & Recreation Development Plan Document dated January 2009 and it has yet to be addressed. Proposals for such facilities will be supported where these are in accordance with plan objectives.

List of Community Facilities

Meeting Places

Air Cadets
Avon Social Club
Bearfield Church
Catholic Church
Christ Church
Guide Headquarters
Holy Trinity Church
Lambert Rooms
Mount Pleasant Club
Mount Pleasant Centre
Old Baptist Chapel
Priory Barn
Quaker Meeting House
St Margaret’s Hall
St Mary Tory Chapel
Saxon Church
Scout Hut
Tithe Barn
Town Club (Market Street)
Masonic Hall
United Church
Youth Centre
West Barn
Wiltshire Music Centre
Zion Church

Recreation / Open Spaces

Ashley Road Play Area
All Allotments
Barton Farm Country Park
Barton Farm including The Community Orchard
Play Area
Culver Close including The Bowling Club
Poulton Field / Skateboard ramps
- Tennis Courts and Netball
Festival Gardens
Golf Course
Greenland View Play area
Mythern Meadow Play Area
Poulton QE2 Field
Rowing and Canoe Club
Sailing Club
Sladesbrook Play Area
The Strips
Swimming Pool
Trowbridge Road Football Club site
- including the Bowling Green and Archery
Victory Field including Basketball
Westbury Gardens

Services

Cemetery
Children’s Centre including Nursery
Fire Station
Health Centre Station Approach
The Hub
St Margaret’s Surgery Bridge Street
Library and Museum
Police Station
Railway Station

POLICY C3 - Proposal for a Campus of Public Services in the town centre will be supported in accordance with Policies E2 and E3

POLICY C4 - Proposals that include provision of new allotments will be encouraged and supported where these can fulfil local needs

Reasons for these policies

Bradford on Avon has a wide range of community facilities in good walkable locations but some of these are long established and showing the effects of their age. Others such as allotments are oversubscribed. Community facilities make a major contribution to the health and wellbeing of society and the quality of life in the town. Consequently, protection and enhancement of these facilities and, where desirable, the creation of new facilities are encouraged by these policies.

Wiltshire Council remains committed to the idea of a campus of public services in or near the town centre and the Community Operations Board is investigating how services can be realigned and improved. A feasibility study is proposed and this will take into account, and work within, the framework of the Neighbourhood Plan.

Achieved by

Monitoring the use of community facilities and responding positively to proposals for new or improved facilities. It will be for others to present proposals for improvement of existing or provision of new facilities - the policies in this plan are intended to facilitate this.

Relevant Strategic Policies

NPPF	Section 8: Promoting Healthy Communities
Wiltshire Core Strategy	Core Policy 49: Protection of Services and Community Facilities
Sustainability Appraisal	

TRAFFIC AND TRANSPORT

Introduction

Bradford on Avon suffers from the effects of vehicular traffic. This problem is intensified by the narrow streets and narrow pavements in much of the town, with traffic liable to intimidate pedestrians, and aggravated by the single bridge crossing of the river. It is also evident in the visual intrusion and congestion of on-street parking, much of which is under considerable pressure. Vehicular traffic contributes to noise and air pollution, which adversely affects the use of buildings along the major traffic routes. Street clutter, including road signs, is a blight.

Within the built-up area of Bradford on Avon there is an extensive network of footpaths, including alongside the river and the canal and steps up the hillsides. Provision for cyclists is limited, primarily because of the narrow historic streets, sometimes with steep gradients.

The town benefits from an effective train service, the use of which is increasing, although pedestrian access to the station could be improved. Bus services link Bradford on Avon to surrounding towns and villages and there is a local bus serving the urban area.

OBJECTIVE 6 - to improve the pedestrian environment in the town, encouraging people to walk or cycle rather than use their cars thereby assisting in the improvement of the overall environment and air quality. Also to ensure that future developments are located where they can easily be accessed by pedestrians, cyclists and public transport, including where possible extending the footpath and cycle route systems.

POLICY T1 - Development proposals should include provision to enhance and extend the pedestrian network and provision for cyclists.

POLICY T2 - Development proposals should encourage occupants and visitors to use alternatives to the car and should not exacerbate existing severe traffic problems.

POLICY T3 - Development proposals should incorporate enhanced provision for pedestrians including, where appropriate, enlarging pavements and pedestrian spaces. Schemes that include traffic management or other proposals to improve the environment for pedestrians and cyclists will be supported, including a new footbridge.

Small scale improvements such local realignment of kerbs, the provision of new dropped kerbs or removing street clutter are examples of works that can be easily achieved under this heading and can contribute to Improving access for the disabled.

The development of a new footbridge over the river should take account of Wiltshire Council's HRA Guidance on the Bath and Bradford on Avon Bats Special Area of Conservation (SAC) to ensure no loss of site integrity.

POLICY T4 - Development proposals that would result in the loss of public or private parking capacity will not be supported unless they can show that alternative capacity will be provided elsewhere or can show that the proposals will result in a reduction in the need for off-street parking.

Reasons for these policies

Studies and consultations over many years have shown that the volume of traffic in Bradford on Avon, and the intimidation of pedestrians and atmospheric pollution that come with it, are major local concerns. Policies in this Plan aim to discourage unnecessary traffic, to mitigate the impact of traffic generally and to make the town's roads and public realm generally more pleasant for pedestrians and cyclists and thereby make walking and cycling more attractive options. The town's steep hills, narrow roads and historic buildings and the river all make it difficult to do much more.

This underlines the importance of providing an additional footbridge (policy T3).

Parking is a difficult issue. Provision of more parking could be said simply to encourage people to drive. But we have to be realistic. Many people need to drive to get to work or to do their shopping. Encouraging use of electric and other 'green' forms of vehicle, while beneficial in many ways, will not reduce the need for somewhere to park the vehicles. Provision of sufficient parking in the right places helps to avoid unnecessary driving around looking for somewhere to park. It is also important to the town's well-being that people wishing to work or shop here are not deterred from doing so by a lack of suitable parking. One problem is that most of the town's shops are north of the river and most of its parking is south of the river.

In parallel with preparation of this Plan, the Bradford on Avon Air Quality Alliance (AQA) is examining possibilities for tackling pollution caused by vehicle exhausts with the aim of improving the town's air quality. The AQA's work includes further analysis of data from the 2013 traffic survey, of possibilities for tackling the shortage of car parking, and of developing home deliveries from shops and of walking trains to and from schools.

Achieved by

Better signage, particularly of the Bailey's Barn car park.

A watching brief on any opportunities for new car parking north of the river - this may involve discussion on proposed developments north of the town to see what provision may be possible for parking for commuters coming from north of the river. Parking would need to conform to the Wiltshire Council Parking Strategy.

The promotion of awareness of the Bradford on Avon cycle map produced by Connecting Wiltshire (http://www.connectingwiltshire.co.uk/wp-content/uploads/2015/04/Bradford_web.pdf). Seeking opportunities to improve the pedestrian network in addition to those areas where development is proposed.

Relevant Strategic Policies / references

NPPF	Section 4: Promoting Sustainable Transport
Wiltshire Core Strategy	Core Policy 60: Sustainable Transport Core Policy 61: Transport and Development Core Policy 55: Air Quality

Sustainability Appraisal



Bradford on Avon Station



St Margaret's Street

CLIMATE CHANGE

The effects of climate change need to be continually assessed in relation to a wide range of activities and developments, many of which are interrelated. Policies in the plan have been drafted to take into account the need to mitigate the detrimental effects of climate change and to secure improved use of resources. In recent times the town has been affected by flooding and there is a need to ensure that any changes in the plan area do not aggravate the situation.

The plan aims to rebalance the town and increase job opportunities and thereby reduce the need to travel. Enhancing the pedestrian and cycling environment is to encourage people away from car use. Improved energy efficiency in historic buildings is encouraged and guidance is provided. The retention of higher-grade agricultural land for local food production is important and should contribute to reducing food miles. All such measures can contribute to reducing omissions and improving air quality.

Where possible any changes should seek to reduce flood risk to the town, which may include, in the longer term, 'pulling back' inappropriate development from the river corridor / floodplain. Effective and well managed sustainable drainage systems (SUDS) should be delivered through the development planning process, and opportunities to retro-fit SUDS should be encouraged where practical.

Relevant Strategic Policies / references

NPPF	Section 10: Meeting the Challenge of Climate Change, Flooding and Coastal Change
Wiltshire Core strategy	Core Policy 41: Sustainable Construction and Low Carbon Energy Core Policy 42: Standalone Renewable Energy Installations Core Policy 67: Flood Risk

Sustainability Appraisal



Barton Farm Country Park

New houses with solar roofs

4 - AREAS OF OPPORTUNITY

Areas of opportunity are those within the town where enhancement or development in the public interest can be shown to make a positive contribution to the future. The station car park and St Margaret's Hall car park have been identified as areas worthy of further study. At its Trowbridge Road Ground the Football Club has identified the need to improve its playing areas and upgrade or replace the buildings of the former Avon Club.

Piecemeal development in the Areas of Opportunity as identified on Map 6 will not be permitted. Any development proposals will be expected to deliver on the objectives set out for each area and conform to a development brief and/or masterplan that will be prepared following on from the adoption of the Neighbourhood Plan.

The development briefs and/or masterplans will be developed in consultation with the public. As a minimum, full consultation will take place at the following stages:

- inviting the public to identify matters of concern and ideas for development for consideration when drawing up proposals
- at the presentation of draft ideas for the options, content and form of the development brief or masterplan
- at final draft stage prior to adoption of the development brief or masterplan

In response to the informal consultation on the Neighbourhood Plan Policies, objectives have been identified that proved an appropriate level of certainty as to the nature of proposals likely to come forward in each of these areas.

The Station Car Park and surrounding area

Dominated by moving and parked vehicles and poor pedestrian access the station car park is probably the least attractive place within the Neighbourhood Plan area and is a lost opportunity. The area shown has been identified for a detailed planning study in the form of a development brief and masterplan so that changes can be co-ordinated and designed to enhance and benefit the town. This is especially important because the car park and station are often seen as the gateway to Bradford on Avon and the impression given on arrival needs to be improved.

Objectives:

- make improved use of the area for non-residential purposes, although some limited non-market extra-care or social housing may help to improve deliverability of the overall scheme
- enhance the setting of, and access to, the Railway Station and maintain space for taxis
- improve the layout and appearance and capacity of the car park
- facilitate improvements to the Health Centre
- improve access to the river walk
- maintain views to the hillside terraces, particularly from the station
- investigate additional uses that can add to the attractions of the town
- retain the green character and biodiversity of the river corridor

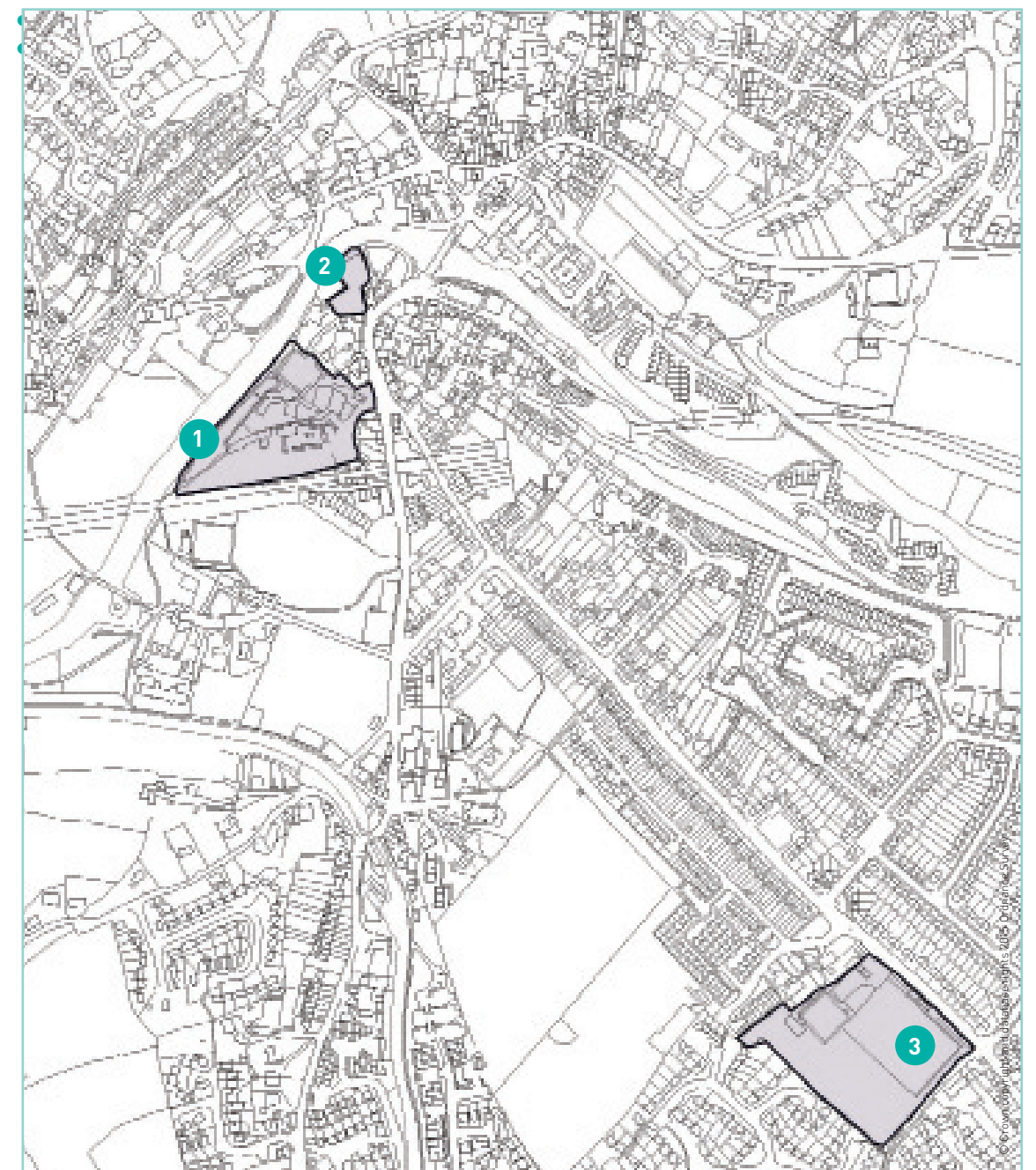
The masterplanning process will be led by the Town Council working in conjunction with land and property owners in the defined area.

St Margaret's Hall Car Park

Although this is a relatively small area it is in the heart of the town and currently its most interesting feature is the view to the hillside terraces. There is considerable potential for enhancement and a start has been made by the sensitive renovation of the former Riverside Inn to create Timbrell's Yard. Pedestrian movement from St Margaret's Street to the McKeever Bridge is not well defined and proposals to improve pedestrian safety and amenity will be investigated.

Objectives:

- improve pedestrian access from St Margaret's Street to the McKeever Bridge and to the riverside
- improve links between the car park and Westbury Gardens



Map 6: Areas of Opportunity

- 1 Station Car Park
- 2 St Margaret's Hall Car Park
- 3 Trowbridge Road Sports Club

5 - HOW THE NEIGHBOURHOOD PLAN WILL BE IMPLEMENTED

Bradford on Avon Football Club site Trowbridge Road

The site currently used by the Bradford on Avon Football Club, the Bowls Club and others, was formerly the Spencer Moulton sports ground and the Avon Club. The existing buildings and hardstandings are sub-standard, in poor condition and, in part, disused. The pitches and bowling green are still in use and the site contributes to a sense of openness in the locality. The Trowbridge Road site is currently held by Fields in Trust, which is a national charity formerly known as the National Playing Fields Association. The purpose of the Trust is to ensure that everyone has access to free local outdoor space for sport, play and recreation. In principle, the Trust can agree to a land transfer provided that the access to outdoor space is maintained to an equivalent or enhanced level.

In relation to this area of opportunity the options that will be supported are:

- Relocation of some or all of the sporting activities currently on the site to a new location, or locations, where enhanced facilities can be achieved and the provision of an enabling mixed-use development on the Trowbridge Road site where this is in accordance with the principal objectives and relevant policies of the Neighbourhood Plan

or

- On-site improvements at Trowbridge Road to achieve
- retained open space for sport and recreation
- improvements to the existing buildings to enhance their value to the community
- improved use of the area for the local community and the town as a whole
- additional tree planting to improve the landscape setting, amenity and biodiversity
- retention of the open aspect to Trowbridge Road and Poulton Lane
- an investigation of the possibility of public car-parking when the sports facilities are not in use
- an examination of opportunities to obtain funding for community projects or by providing enabling development on part of the site

or a combination of these two.

Given the contribution to the sustainability and character of the town made by existing sports facilities, any proposal for enhanced sports provision must give due consideration to the future viability of existing sports facilities that are located in a number of walkable locations within the town.

The need to provide much improved facilities for sport and recreation and satisfy the requirement for additional football pitches has been identified during the plan-making process. The provision of improved facilities within the plan area would not only benefit the community, it would also be in accordance with the sustainability objective of making the town more self-contained and reduce the need to travel elsewhere.

Current investigations by Bradford on Avon Football Club are focused on an idea to combine with other sporting clubs and activities to create a Sports Hub elsewhere in the town, possibly on the southern edge of the town at the Beehive Field. Development in this location would be within the Green Belt and would need to be assessed in relation to the Green Belt policies of the NPPF and the WCS. National and local planning policies can in principle allow for such a development to take place, subject to detail. The NPPF, WCS, and NP policies C1 and C2 and appendix 6, provide further guidance on how such a scheme could be achieved.

Once accepted by Wiltshire Council and subsequently agreed by the independent examiner, with or without amendment, the plan will be put to all electors within the Parish in a referendum. If approved by a simple majority of votes cast it then becomes an integral part of the planning system and its policies have to be taken into account in the consideration of all applications within the plan area.

Once approved the plan will be monitored to determine its effectiveness. Monitoring will be undertaken by the Town Council except where matters are already subject to monitoring by Wiltshire Council. Details to be assessed are:

Policy	How policy is monitored	Monitored by *
Conservation and Design		
BE1	Assessment of planning approvals against criteria	BTC
BE2	Assessment of planning approvals against criteria	BTC
BE3	Views affected by new development	BTC
Housing		
H1	Number of infill schemes permitted	WC
H2	Number of new residential units achieved	WC
H4	Assessment of planning approvals against criteria	BTC
Economy and Enterprise		
E1	Number of new employment schemes achieved	BTC
E2	Number of new tourist related schemes achieved	BTC
E4	Number of existing employment sites/uses lost	BTC
Green Spaces and Biodiversity		
GS1	Assessment of planning approvals against criteria	BTC
GS2	Assessment of planning approvals against criteria	BTC
GS5	Continued protection of sites	BTC
GS6	Number of new footpath routes achieved	BTC
Community Wellbeing		
C1	Number of existing community facilities lost	BTC
C2	New sites/uses provided	BTC
C3	Progress on Community Campus	BTC
Traffic And Transport		
T1	New cycle/pedestrian links provided	BTC
T3	Enhancements achieved	BTC
T4	Car parking spaces lost to development	BTC

To avoid duplication where monitoring is being undertaken by Wiltshire Council such evidence will be used to inform the progress of the plan.

The Community Infrastructure Levy (CIL) that was introduced by the Planning Act 2008 is a tool for local authorities to help deliver infrastructure to support development of their area. The Levy is based on types of development and floorspace. Where there is an adopted Neighbourhood Plan, 25% of the Levy is passed to the relevant Town or Parish Council. Bradford on Avon Town Council has determined that CIL priorities are:

- Works to improve pedestrian safety and enhance pedestrian spaces / facilities
- Action to improve air quality in the AQMA
- New footway links
- Enhancement of community facilities
- Enhancement of Green Spaces and play areas

The draft plan has been amended and updated following consultation to take into account comments received and it will now be submitted to Wiltshire Council.

Wiltshire Council will need to verify that the Neighbourhood Plan meets the requirements of the Localism Act and the Neighbourhood Planning Regulations. It will then be subject to an independent examination. Once approved it will be put to a referendum in the Parish for approval before it can be formally adopted as part of the formal development plan.

The future of Bradford on Avon will depend on good decision-making covering all those aspects of change that affect the quality of life for residents, businesses and visitors to the town. This plan is intended to provide the detailed guidance and policies needed to achieve the vision.

APPENDICES

List of Appendices

- 1 Flood prevention
- 2 Summary of the Housing Needs Assessment
- 3 Summary of the Business Needs Assessment
- 4 Guidance on works to Historic Buildings
- 5 Assessment of the viability of Retail Sites and Employment Premises
- 6 Assessment of the viability of Community Facilities
- 7 Green spaces for improvement
- 8 Explanation of terms

Appendix 1 - Flood Risk Analysis

The National Planning Policy Framework (NPPF) utilises a sequential risk-based approach which aims to steer new development to areas at the lowest risk of flooding and to avoid inappropriate development in areas at risk of flooding. Whilst this deals with the situation regarding new development, the problem of existing development at risk of flooding remains. In this context the Environment Agency is required to assess how the potential for flood damage can be minimised.

In June 2012 the Environment Agency published the Bristol Avon Catchment Flood Management Plan (CFMP) which includes a section on Bradford on Avon as follows:

The Summary Report of this document was published by the EA in 2012 to understand the scale and extent of flooding now and in the future and set policies for managing flood risk within the catchment. CFMPs should be used to inform planning and decision-making by key stakeholders. The site lies within Bradford on Avon and Frome sub-area and issues associated with the area as identified by the EA are as follows:

'This sub-area covers the towns of Bradford on Avon and Frome. Both towns would be cut in half if major flooding takes place. Unlike Bradford on Avon, Frome already has some protection afforded by an earlier scheme. Both towns suffer from the impracticality of future improvements to channels and bridges in the town. There are currently 75 properties within the current 1% annual probability flood extent and this is expected to rise to around 190 in the future.

Three Scheduled Monuments in Bradford on Avon are at risk of flooding. Also at risk in the town are an electricity sub-station, a fire station and a police station. The A363 road and the railway line through the town are also at risk.'

The CFMP preferred policy for Bradford on Avon is Policy Option 3, which applies for areas of low to moderate flood risk, where risk is not expected to increase significantly in the future and it is currently appropriately managed.

The proposed actions to implement the preferred policy are described below.

- Reinforcing contingency planning and self-help, increase awareness of risk and response to flood warnings and discourage inappropriate development
- Through the development of the System Asset Management Plan, study the cost-efficiency of existing maintenance of the town centre's bridges, channels and culverts and implement any recommended improvements

The CFMP indicates that there is unlikely to be any major new flood defence scheme constructed in Bradford on Avon in the foreseeable future. This indicates that Wiltshire Council will ensure that new development proposals do not increase the flood risk to the surrounding area and are designed accordingly.

Whilst the CFMP remains a 'live' document, more recently the Environment Agency has published Flood Risk Management Plans (FRMPs). The relevant FRMP for Bradford on Avon is the 'Severn River Basin District Flood Risk Management Plan 2015-2021'. The plan is available to view at: <https://www.gov.uk/government/publications/severn-river-basin-district-flood-risk-management-plan>

For Bradford on Avon, the Flood Risk Management Plan states the following in the period 2015 – 2021:

“Review existing modelling and assess options for potential scheme.”

The Agency is currently working in partnership with Wiltshire Council and the Town Council to appraise the flood risk in the town, in the area around the Town Bridge. This is to allow it to investigate whether there may be viable options for a scheme to reduce the risk of flooding in the community. The Agency will continue to work with stakeholders to seek options, subject to business case approval, for a possible future flood alleviation scheme.

Current information regarding the areas liable to flood is available on the Environment Agency website environment-agency.gov.uk.

Appendix 2 - Summary of Housing Needs Assessment

As part of preparations for developing a Neighbourhood Plan Bradford on Avon Town Council commissioned a postal housing needs survey. Responses were received from 1,077 households – nearly a quarter of those in the town. The results of the survey were interpreted in the context of housing market drivers (prices, rents, incomes, assets, affordability, supply) to derive an estimate of future affordable and market housing requirements.

Summary of survey results - as supplied by Cobweb Consulting

Demographics

Slightly more women than men responded (55% to 45%). Half the sample was of working age, but there was a bias towards older residents when compared to Census data. 41% households were couples without children, the largest single group. At least 18% households have children (26% in the Census). Average household size was 2.1 people.

Property and tenure profile

Over half had lived in their properties for over 10 years, and only 14% had been in their homes for under 2 years. 87% were owners (60% owned outright); 7% rented from social landlords and 5% from private landlords. 9% have had adaptations made to their properties, and 10% think they will need some in the next ten years.

Views on housing supply

77% think local housing supply is inadequate, especially affordable homes for young people (44%). 44% supported a small development for local people, with 37% saying 'perhaps'. Only 16% were firmly against, though there was concern about infrastructure and traffic.

Future demand for housing in Bradford

From the survey, there was demand from 285 households over the next five years: 158 wishing to move within Bradford, 37 newly forming households wishing to stay in Bradford, and 90 households with local connections currently living outside Bradford but wishing to move in. Note that these figures only represent the 23% of those who responded to the survey. On the assumption that most people wanting to move would have responded, figures have not been grossed up to reflect the full population.

Nature of future demand

25% of the 285 households were single adults, 33% were couples with no children, and 36% (at least) were households with children. 20% aspired to a one-bedroom home, 36% to a two-bed, 30% to a three-bed, and 14% to a four-bed or larger. 80% would prefer an owner-occupied home as their next residence, though only 64% expected this to be the case. Around 13% both preferred and expected to be social renters. 2% wanted their next home to be private rented, but 17% expected that this would be the case.

Need for specialist accommodation

Sixteen households were looking for sheltered or retirement property, and a further four were seeking supported accommodation, because of health reasons, or to obtain more care and support. Half would be looking outside Bradford for this.

Respondents' views on affordability

Just over half said they could afford to buy a property priced £250,000 or lower. More than half could not pay a rent of over £600 per month. Over half of potential movers earned less than £38,400 per annum, but over one in four earn over £52,800. Those expecting to buy outright had the highest levels of savings; those expecting to rent most likely had no savings; those expecting to buy with a mortgage were included in all categories, including those with debts.

Testing affordability against market data

While expressed interest and aspiration for a tenure is a relevant factor, it needs to be tested against the ability of households to afford accommodation currently on the market. This was done by examining sales prices, private rents, cost of Shared Ownership properties, incomes, savings and equity, and employment status. In summary we concluded that of the 285 households:

- 57% (access the private rented sector, assuming lettings are available
- 13% (37) would be reliant on social affordable rented housing were they to move'

Conclusions

- Affordability is a key issue in Bradford on Avon. While substantial numbers of potential movers will be able to afford property on the open market, a significant section is likely to find this impossible, or would have difficulty doing so.
- While strongest demand is for two and three bedroom properties, a significant number are seeking one-beds (20%), and over half potential movers are single people or couples without children. There is thus some degree of potential self-balancing in the market.
- We do not consider that there is a requirement to intervene in the market place to assist the 57% of potential open-market buyers meet their needs. Property sales and transaction numbers appear to have fully-recovered from the 2008 downturn.
- There is scope for a Shared Ownership scheme to be developed, either free-standing or integrated into other affordable rented and / or market housing schemes. There is current identified need for 33 Shared Ownership units.
- The private rented sector plays and is likely to continue to play an important role in meeting the housing needs of those who cannot afford owner-occupation and are unlikely to access social affordable rented housing.
- We estimate that there is a requirement for affordable social rented homes. Taking account of the likely flow of re-lets and new lettings to new tenants, we estimate that there is a current deficit of ten units. When we build in an allowance for meeting the needs of the potential Shared Owners over the planning period, this results in a current requirement of:
 - 10 affordable rented homes (45%)
 - 3 Shared Ownership homes (14%)
 - 9 open-market homes (41%).
- Based on the demographics of those needing affordable rented homes, the size split of the ten homes would be:
 - 4 one-bedroom homes
 - 5 two-bedroom homes
 - 1 three bedroom home.
- Similarly for the Shared Ownership scheme we suggest:
 - 1 two-bedroom home
 - 2 three-bedroom homes.
- We also suggest that further consideration be given to the standards of new dwellings in relation to meeting the need for specialist older peoples' and supported housing.
- While we have not quantified the number of affordable housing units needed in future years, it seems clear that the affordable housing needed is unlikely to be met by the development of the remaining housing to be provided under Wiltshire Core Strategy requirements over the plan period to 2026.
- There is substantial support within the Bradford on Avon community for the development of small affordable housing schemes.

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January 2015

Appendix 3 - Summary of the Business Needs Assessment

The Business survey produced 170 responses; 147 from existing businesses and 23 from people expecting to start a new enterprise in Bradford on Avon. The key findings as supplied by Cobweb Consulting are these:

Existing businesses

- The majority of businesses (60%) have been established for more than ten years but 16% having been established within the previous two years suggests a good rate of business creation.
- Tourism, leisure and entertainment and consultancy were the most frequently found sectors, followed by retail and IT and Communication.
- Almost half (49%) of these enterprises are home based with the remainder fairly evenly split between owned and rented property.
- By far the most important reason for locating their business in Bradford was that it was also where they lived, supported by their appreciation of the quality of life in the area.
- Within the next five years, 12% of existing businesses expect to need new premises and a further 27% think this is possible. The majority will look for these premises within Bradford.
- In addition, 30% of those who currently work from home will or may need to move into premises in the same time frame.
- The most likely requirement is for small premises, less than 250 sq. ft. Interest was expressed in serviced office premises by 12% of existing businesses.

New business creation

- Amongst the 23 potential new businesses the most frequently mentioned were creative fields such as photography but there seem a good variety of new business ideas to contribute to the local economy.
- One of the main reasons for starting their business in Bradford was because they already lived there but they had also taken into consideration factors such as local networks and suppliers and transport links.
- Nine of these new enterprises would be looking for premises with the most likely timing one to two years time. The remainder would work from home.

Future demand for premises

- Taking into account demand from both existing and new businesses, over the next five years there are likely to be 57 enterprises looking for premises in Bradford. As the survey covered a sample of local business rather than all, this should be viewed as a minimum figure.
- Much of the requirement is for small spaces (more than 50% of those who know the size they will want) but larger premises will be needed too.
- There is also a good level of interest (31 people) in serviced office premises or small start up units. Much of this interest comes from people within the 57 who need small spaces but there are others currently working from home who may be tempted by the availability of serviced or start up facilities.

Business support needs

- Parking issues were most likely to attract comment but there was also support for measures which would attract and welcome people to the town. Funding advice and support was mentioned by 5%.
- One in three respondents provided their contact details as being interested in helping to formulate business policies in the town. This seems a good level of interest and suggests a good basis for developing the town's business community.

Employment and travel

- Some 44% of those (1077) people who replied to the household survey were currently employed. Two out of three work outside Bradford with Bath, Bristol and Trowbridge the most popular destinations.
- By far the most common mode of transport for work travel was the car with almost two out of three driving to work. The train was also quite well used.
- Education, health and caring and professional were the sectors in which the largest numbers of people worked.
- Two out of three felt there were insufficient employment opportunities for their household within Bradford.
- Employers within the Business survey suggested that there were at least 48 people who work in Bradford and currently live elsewhere but would like to move into the parish.

Additional conclusions

- The evidence from this survey is that many enterprises are small in size and whilst there is growth and development, the extent of job creation is likely to be limited. This suggests that there is unlikely to be a significant reduction in the level of out commuting in the short to medium term.
- There is clearly a demand for small premises, including serviced offices and start up units, which the Council should take into account in forward planning. There is also a significant 'work from home' community who seem fairly self sufficient but who do indicate a demand for meeting and workspace facilities.
- There is a low level of interest in what may be described as business support services and this is perhaps something that the Town Council could consider in partnership with other organisations or larger Authorities.

Cobweb Consulting, 2 Kemerton Road, London, SE5 9AP
January 2015

Appendix 4 - Guidance on works to Historic Buildings

Guidance on the repair, restoration and alteration of historic buildings in the Bradford on Avon Neighbourhood Plan area.

Owners and occupiers of historic buildings are generally sympathetic to the need to preserve architectural and historic interest. Nevertheless from time to time a building will need repair and upgrading to meet modern standards. There may also be a desire to alter or extend a building to meet changing needs.

These notes are intended to help those considering works of repair, alteration or extension to historic buildings within the Neighbourhood Plan area and are based on the need to preserve or enhance historic interest and character. They are equally applicable to listed and other historic buildings. Not all work will require planning permission or listed building consent but it is always advisable to contact the local planning authority, Wiltshire Council, to ensure that any necessary application is made. Where changes are being considered the proposals should follow these guidelines.

A - General principles

1. Research

Start by determining the date of construction and any subsequent changes and identify items of special significance. This will help you decide how to best protect the history and architecture of the building.

2. Reversibility

It is good practice for alteration works to be reversible. This avoids potentially damaging changes and will enable others in the future to appreciate the original historic qualities.

3. Minimal intervention

Only repair where required and not more than is necessary. Where new work is undertaken it should be the minimum necessary and old work should not be sacrificed merely to accommodate the new.

4. Original materials

Use traditional building materials and techniques. With the stone buildings of Bradford on Avon, this means obtaining stone from local sources and taking care to match colour and texture. Original materials only need to be replaced where they have failed and not for cosmetic reasons.

There are examples in Bradford on Avon area where works to historic buildings have not always been sympathetic or appropriate. This may be in the replacement of doors and windows, particularly where upvc has been used. In such cases when replacing modern materials and designs take care to ensure that any replacements are architecturally and historically related to the original building.

5. Former uses

The retention of characteristics that relate to an earlier use will add interest and value.

6. Subsequent additions

Additions to historic buildings are often of interest in their own right or as part of the evolution of a building and should not necessarily be removed simply to return to an original form.

7. The checklist

Proposals for works to historic buildings are likely to be acceptable where:

- the significance, whether historic, architectural, social or otherwise of the elements that make up a building, have been recognised and recorded as the starting point for the consideration of change
- the work proposed is justified by evidence of the evolution of the historic building and the work is executed in accordance with that evidence

- the work proposed respects the original form of the building
- elements of archaeological or historic interest are not lost
- where appropriate, change is reversible

B- Alterations and additions

1. Understanding

Proposals for works to historic buildings should always be accompanied by information on their history and development. This may be gained from an appraisal of the building or from documentary sources such as early photographs, drawings or written descriptions. Listed building descriptions are provided to identify a property but are not evidence of all of the elements that are significant. The Wiltshire Buildings Record (wbr.org.uk) is a useful source of information and local history groups may also be able to help.

2. The design approach

New extensions should not dominate the existing building in scale, material or location. There will always be some historic buildings where any extensions would be damaging and should not be permitted. Proposals for extensions should be based on thorough knowledge of the building type that is being extended together with a sensitive handling of scale and detail. Issues to consider are location, proportion, height and bulk. Additions need to be subservient to the original building and designed in such a way that the original form can be recognised. The junction between new and old needs careful attention for visual and practical reasons. Simple techniques such as setting the new face of an extension back from the old can be effective.

3. Interior space division

The plan form of a building can be one of its most important characteristics and internal partitions, staircases and other features may be its most significant features. To be acceptable proposals to remove or modify internal arrangements, including the insertion of new openings, will need to be fully justified.

4. Internal Walls

Internal walls in old buildings may contain ancient or interesting features hidden in the plaster or behind the paneling or other covering. In many cases the partitions themselves will be of interest. New partitions should be kept to a minimum and should not cut through mouldings or plaster decoration but be shaped around them to allow for reinstatement at a later date.

5. Recording

Building work provides an ideal opportunity to make a record of a property, particularly when otherwise unseen elements are uncovered. It is good practice to take the opportunity to record any features of interest discovered. Records of new work should also be kept.

Relevant Strategic Policies / references

The National Planning Policy Framework, 2012

The Former Planning Policy Statement 5: Planning for the Historic Environment – Planning Practice Guide, 2010

Bradford on Avon Conservation Area Character Assessment Checklist, 2008

Conservation Principles - Policy and Guidance: English Heritage 2008

The Former Planning Policy Guidance 15: Planning and the Historic Environment - Annex C: Guidance on Alterations to Listed Buildings, 1994

Appendix 5 - Viability of Employment Premises and Retail Sites

Neighbourhood Plan policy seeks to retain all current employment uses in the plan area because of the need to rebalance the relationship between employment and housing. In recent years a number of employment sites have been redeveloped for housing, often without adequate consideration of the alternatives and this is an issue that the Neighbourhood Plan will address. Before a proposal is considered for alternative use or uses on an employment site applicants will be required to submit a viability statement. This statement should provide proof of marketing of the site and the will need to demonstrate that there is no realistic prospect of retaining or reusing the site in its current use. The viability case will be considered along with other policy considerations. Proof of marketing should include all of the following criteria:

- the land/premises have been widely marketed through an agent at a price that reflects its current or market value for employment purposes and no reasonable offer has been refused. The period of marketing should be 18 months for commercial/industrial and 6 months for retail
- the land/premises have been regularly advertised in the local and national press, property press and specialist trade papers and any free papers covering relevant areas. Advertisements should be targeted at the appropriate audience
- the land/premises have been continuously included on an agent’s website, the agent’s own publicity and lists of commercial/businesses for the marketing period
- there has been an agent’s advertisement board on each site frontage to the highway throughout the marketing period
- evidence that local property agents, specialist commercial agents and local businesses have been contacted with details of the property

The viability statement should also include the following:

- details of the current occupation of the building and, if appropriate, where this is to be relocated
- details of why the site is redundant or unsuitable for existing uses
- any physical constraints making the site difficult to accommodate existing or commercial uses
- any environmental or amenity issues
- consideration for a mixed-use scheme or for other employment generating uses related to tourism, leisure or retail

Appendix 6 - Viability of Community Facilities

Policies in the Neighbourhood Plan seek the retention of the designated community facilities (Policy C1). Plan policies also provide a framework for the development of new or enhanced facilities. (Policy C2). Proposals for alternative uses for sites where there are existing community uses will therefore be assessed in accordance with the following criteria.

The release of any community facilities to other uses must be fully justified in terms of their contribution to the community and their viability. Any application that involves the loss or part-loss of a community facility must be supported by written evidence that the facility is no longer needed and/or is no longer viable. The level of evidence required will vary according to the extent to which other facilities may be available in the locality but would be expected to include such evidence as:

- current and projected community use
- the nature and condition of any building and the cost of repairs, renovations or improvements needed to allow the facility to continue in operation
- a definition of the catchment area for the facility including the location of the premises in relation to general accessibility for the town
- the location of comparable facilities and their content
- the potential for beneficial relocation of the use into other premises in the community
- evidence of the marketing of the site, which should include sales literature, details of approaches and/or offers to show that it has been offered for sale as a community asset
- evidence that the local community and users have been notified of the intention to close the facility and have not come forward with a realistic proposal to take over the facility including proposals to finance and operate

The importance of particular facilities will vary according to scale and use and it is essential that the community is involved in considering the merits of any facility and the suitability of any proposals for alternative forms of community use. Applicants proposing to redevelop or convert facilities that have been identified as assets will be required to produce evidence that the community has been fully consulted.

It is recognised that not all of the existing facilities satisfactorily meet the current needs of the community. Support will therefore be given to the provision of new facilities where these will enhance community life and meet the needs of a changing population, subject to compliance with other policies in the plan.

Appendix 7 - Green spaces for improvement

Areas for improvement with objectives, the locations of these green spaces are shown on the Green Spaces Proposals Map.

Frankleigh House Parkland

- Retain openness of parkland landscape.
- New tree planting to ensure maintenance of parkland character in the long term.
- Any new structures, gates, access tracks or fencing should be located and designed to be sympathetic to the open character of the landscape, and should be accompanied by an appropriate planting scheme.
- New planting to be protected from grazing animals by robust high quality post and rail timber fencing.
- Note: Natural England countryside stewardship grants are available for the restoration of parkland.

River Avon and Canal corridors within the town and in the countryside, by:

- Improving the landscape and biodiversity value of the wider river and canal corridor, including associated native tree and understorey planting to provide habitat for wildlife.
- Controlling use to avoid erosion of the grass verge between the towpath and canal.

The Strips

- Woodland management to enhance biodiversity and landscape value.

Woolley Park Farm frontage onto B3105

- Improve landscape setting to the hamlet and historic buildings at Woolley Green, including the Grade 2 star listed Woolley Grange.
- Provide a landscaped buffer to the workshops, vehicle storage and other sui generis uses, including by:
 - Reinstatement of native hedgerow to rear of visibility splays onto B3105
 - Planting native hedgerow trees
 - Good quality paving, fencing and gates at site entrance.

Poulton Playing Fields

Improve biodiversity and landscape value including softening the edges where housing abuts the playing fields, by:

- improving the species mix and wildflower content of the limestone grasslandAdditional native tree planting to provide shade and shelter, habitat for wildlife
- avenue planting to the edges of the fields to soften views of adjacent housing
- native hedge planting to screen and soften fenced boundaries to rear gardens
- ensuring that characteristic views towards the Avon Valley and Christ Church spire are retained and framed

Allotments within the plan area:

- Sladesbrook and Bancroft (Col Llewellyn Palmer Trust)
- Woolley Allotment Association Allotments
- Shoulder of Mutton (by the Golf Course)
- Frome Road
- private Allotments at Woolley Street

Appendix 8 - Explanation of Terms

Affordable housing: Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices.

Air Quality Alliance: The Air Quality Alliance was set up by Wiltshire Council, bringing together local stakeholders to examine the air quality problems in Bradford on Avon and to develop proposals for tackling those problems. Stakeholder organisations include Climate Friendly Bradford on Avon, the Preservation Trust, the Seniors Forum, BOACAN, and elected councilors from the Area Board and Town Council.

Air Quality Management Areas: Areas designated by local authorities because they are not likely to achieve national air quality objectives by the relevant deadlines.

Archaeological interest: There will be archaeological interest in a heritage asset if it holds, or potentially may hold, evidence of past human activity worthy of expert investigation at some point. Heritage assets with archaeological interest are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them.

Best and most versatile agricultural land: Land in grades 1, 2 and 3a of the Agricultural Land Classification.

Birds and Habitats Directives: European Directives to conserve natural habitats and wild fauna and flora.

BoA2026: Local initiative and report for the future of the town to 2026, which lead directly to the decision to prepare a Neighbourhood Plan. Final report available at www.boa2026.net.

Buildings of local interest: Locally important building valued for its contribution to the local scene or for local historical situations but not meriting listed status.

Climate change adaptation: Adjustments to natural or human systems in response to actual or expected climatic factors or their effects, including from changes in rainfall and rising temperatures, which moderate harm or exploit beneficial opportunities. Climate change mitigation: Action to reduce the impact of human activity on the climate system, primarily through reducing greenhouse gas emissions.

Conservation (for heritage policy): The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

Community Infrastructure Levy: A levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area.

Community Right to Build Order: An Order made by the local planning authority (under the Town and Country Planning Act 1990) that grants planning permission for a site-specific development proposal or classes of development.

Designated heritage asset: A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

Development plan: This includes adopted Local Plans, neighbourhood plans as defined in section 38 of the Planning and Compulsory Purchase Act 2004.

Economic development: Development, including those within the B Use Classes, public and community uses and main town centre uses (but excluding housing development).

Green infrastructure: A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

Habitat Regulations Assessment: (HRA) of land use plans is a process to ensure the conservation of natural habitats and of wild fauna and flora where these are sites recognised as ‘sites of Community importance’ under the EC Habitats Directive.

Heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest.

Historic environment: All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

Historic environment record: Information services that seek to provide access to comprehensive and dynamic resources relating to the historic environment of a defined geographic area for public benefit and use.

Infill: New development that is sited on vacant or undeveloped land within an existing community or settlement, and that is enclosed by other types of development

International, national and locally designated sites of importance for biodiversity: All international sites (Special Areas of Conservation, Special Protection Areas, and Ramsar sites), national sites (Sites of Special Scientific Interest) and locally designated sites including Local Wildlife Sites.

Local Development Order: An Order made by a local planning authority (under the Town and Country Planning Act 1990) that grants planning permission for a specific development proposal or classes of development.

Local Enterprise Partnership: A body, designated by the Secretary of State for Communities and Local Government, established for the purpose of creating or improving the conditions for economic growth in an area.

Local planning authority: The public authority whose duty it is to carry out specific planning functions for a particular area which in this case is Wiltshire Council.

Local Plan: The plan for the future development of the local area, drawn up by the local planning authority in consultation with the community.

Neighbourhood Development Order: An Order made by a local planning authority (under the Town and Country Planning Act 1990) through which Parish/Town Councils and neighbourhood forums can grant planning permission for a specific development proposal or classes of development.

Neighbourhood plans: A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004).

Open space: All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

Planning condition: A condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order.

Planning obligation: A legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

Previously developed land: Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

Primary shopping area: Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

Primary and secondary frontages: Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

Priority habitats and species: Species and Habitats of Principle Importance included in the England Biodiversity List published by the Secretary of State under section 41 of the Natural Environment and Rural Communities Act 2006.

Renewable and low carbon energy: Includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions (compared to conventional use of fossil fuels).

Rural exception sites: Small sites used for affordable housing in perpetuity where sites would not normally be used for housing. Rural exception sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the local authority’s discretion, for example where essential to enable the delivery of affordable units without grant funding.

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Significance (for heritage policy): The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Site of Special Scientific Interest: Sites designated by Natural England under the Wildlife and Countryside Act 1981.

Skyline: An outline of land, buildings or other features defined against the sky.

Special Areas of Conservation: Areas given special protection under the European Union's Habitats Directive, which is transposed into UK law by the Habitats and Conservation of Species Regulations 2010.

Special Protection Areas: Areas which have been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable species of birds found within European Union countries. They are European designated sites, classified under the Birds Directive.

Strategic Environmental Assessment: A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

Supplementary planning documents: Documents which add further detail to the policies in the Local Plan.

Sustainable transport modes: Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.

Town centre: Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area.

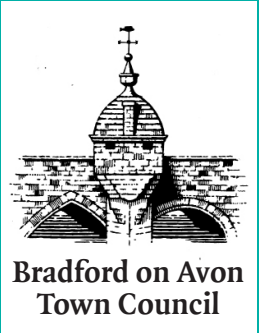
Transport assessment: A comprehensive and systematic process that sets out transport issues relating to a proposed development. It identifies what measures will be required to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport and what measures will need to be taken to deal with the anticipated transport impacts of the development.

Travel plan: A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.

Use Classes: The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'.

Wildlife corridor: Areas of habitat connecting wildlife populations.

Windfall sites: Sites which have not been specifically identified as available in the Local Plan process. They normally comprise previously-developed sites that have unexpectedly become available.



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