

Delivery and Links with Other Key Policies

4.353 Landscape character and the historical landscape will be protected and enhanced through the application of this policy and through:

- the application of national and local landscape, wildlife and nature designations and protected status;
- alignment of proposals with other related (but non-planning) strategies and plans identified in the “Evidence Base” above;
- a Green Infrastructure Supplementary Planning Document;
- public funding where this can be secured, private sector funding, developer contributions and / or the Community Infrastructure Levy;
- new community development Framework Plans and masterplans; and,
- the development management process.

Policy EN6: Flood Risk

- a. **The risk and impact of flooding will be minimised through:**
 - directing new development to areas with the lowest probability of flooding;
 - ensuring that all new development addresses the effective management of flood risk;
 - ensuring that development does not increase the risk of flooding elsewhere including on adjoining and surrounding land; and
 - ensuring wider environmental benefits of development in relation to flood risk
- b. **The suitability of development proposed in flood zones will be assessed using the Sequential Test, and, where necessary, the Exceptions Test. A sequential approach should be used at site level.**
- c. **A site specific flood risk assessment will be required for development proposals of one hectare or greater in Flood Zone 1 and for all proposals for new development (including minor development and change of use) in Flood Zones 2 and 3 and Critical Drainage Areas, and also where proposed development or a change of use to a more vulnerable class may be subject to other sources of flooding. Appropriate mitigation and management measures must be implemented.**
- d. **All development proposals must be assessed against the Swindon Surface Water Management Plan and the Local Flood Risk Management Strategy to address locally significant flooding. Appropriate mitigation and management measures must be implemented.**
- e. **All development shall be required to provide a drainage strategy. Developments will be expected to incorporate sustainable drainage systems and ensure that run-off rates are attenuated to greenfield run-off rates. Higher rates would need to be justified and the risks quantified.**

- 4.354 The Local Authority together with the Environment Agency (EA) and other partners such as Thames Water, play a key role in the management of local flood risk. Whilst the EA has overall responsibility for managing flood risk, including flood risk associated with main rivers (fluvial), Swindon Borough has the requirement as Lead Local Flood Risk Authority to consider local flood risk, including surface water flooding, which has been identified as a major flood risk issue within Swindon Borough. Together with the requirements of the Flood Risk Regulations 2009, Flood and Water Management Act 2010 and national strategy, local authorities should ensure that local strategy and policy reduces the risk and impact of flooding and that appropriate mitigation measures are implemented. Early consultation with all partners is essential to ensure that proposed development addresses flood risk and impact.
- 4.355 The aim of the sequential test is to steer new development to areas with the lowest probability of flooding. Within the Technical Guidance to the National Planning Policy Framework, the process to the sequential and exceptions test is set out. The sequential approach should also be used at site level, directing the most vulnerable development to area of lowest flood risk, matching vulnerability of land use to flood risk. The Strategic Flood Risk Assessment Level 1 provides data and information required to apply the Sequential Test and where necessary, the Exceptions Test.
- 4.356 An appropriate site-specific Flood Risk Assessment (FRA) will be required to demonstrate how flood risk from all sources of flooding to the development itself and flood risk to surrounding development will be managed now and taking climate change into account. The FRA should also provide details on escape and evacuation routes shown by the developer to be operational under all conditions.
- 4.357 The Swindon Surface Water Management Plan provides an overview of surface water flooding within Swindon Borough, identifying flooding areas and mitigation measures to reduce surface water flooding where feasible. Sources of surface water flooding include surface water run-off, flooding from groundwater, sewer flooding, watercourse flooding and overland flow. The Local Flood Risk Management Strategy further provides an approach to flood risk management and mitigation measures
- 4.358 Swindon Borough will require a considered approach to sustainable drainage from the outset of the proposed development, including drainage management. This will include specialist input from the outset of the design and agreement of eventual ownership and management of the components involved.

4.359 The design of sustainable drainage systems (SuDS) should be in accordance with design criteria as required by the SuDS Approval Body (Swindon Borough) and current best practice guidance. The Flood and Water Management Act, 2010 requires that the SuDS Approval Body (SAB) assess and approve sustainable drainage systems and if approved adopt and maintain these systems. It is required that the SuDS design enables good masterplanning and design within the proposed development. Early consultation with the Local Planning Authority is therefore essential. For major development, a complete and functional SuDS system that supports the masterplanning should be designed at outline stage.

Additional Evidence Base

4.360 Additional information includes:

- Swindon Joint Study 2026 (2005);
- Strategic Flood Risk Assessment Level 1 (2008)
- Swindon Water Cycle Study Phase 1 (2007)
- Emerging Water Cycle Study Phase 2
- Environment Agency Flood Risk Mapping (2011)
- Emerging Surface Water Management Plan
- Upper Thames Catchment Management Plan: Consultation Draft (2010)
- Swindon Borough Council Preliminary Flood Risk Assessment (2011);
- Flood Risk Sequential Testing of Potential Development Areas in Swindon Borough (2012)
- Technical Guidance to the National Planning Policy Framework (2012)
- The Flood Risk Regulations (2009)
- The Water Management Act (2010)

Delivery and Links with Other Key Policies

- 4.361 Minimising of and mitigating against the impact of flooding as a result of new development proposals will be addressed through this policy and through:
- alignment of proposals with other related (but non-planning) strategies and plans identified in the “Evidence Base” above;
 - public funding where this can be secured, private sector funding, developer contributions and / or the Community Infrastructure Levy;
 - new community development Framework Plans and masterplans.
 - working closely with the Environment Agency to continue to assess, understand and monitor flood risk and associated requirements;
 - the implementation of the Infrastructure Delivery Plan;
 - development of a Flood Risk guidance note / SPD;
 - the application of National Planning Policy Framework Technical Guidance to development proposals;
 - the implementation of appropriate sustainable drainage systems;
 - the development of masterplans for major development which incorporate measures to minimise flood risk;
 - the development management process; and,
 - neighbourhood Plans and Neighbourhood Development Orders which might be developed by Neighbourhood Forums and are then consequently adopted by the Council, and / or,
 - further work on the detailed location and specification of individual development sites undertaken by the Council (through masterplanning, site allocations work, development briefs and so on) augmented by Parish and other Community Plans.
- 4.362 The Duty to Co-operate Statement also signposts where co-operation and collaboration with key stakeholders has influenced decision-making on the approach to flood risk.

Policy EN7: Pollution

Development that is likely to lead to emissions of pollutants such as noise, light, vibration, smell, fumes, smoke, soot, ash, dust, grit or toxic substances that may adversely affect existing development and vulnerable wildlife habitats, shall only be permitted where such emissions are controlled to a point where there is no significant loss of amenity for existing land uses, or habitats.

- 4.363 The policy is aimed at all forms of development including residential, retail, industrial and commercial premises, ensuring the protection of the environment from potentially polluting neighbours. In most cases this may entail controls placed on incoming development to ensure that the amenities of existing occupiers in the adjoining area are not adversely affected from potentially polluting neighbours.

Delivery and Links with Other Key Policies

- 4.364 The control of pollution in respect of development will be through the application of this policy and through:
- the application of national and local landscape, wildlife and nature designations and protected status;
 - alignment of proposals with other related (but non-planning) strategies and plans identified in the "Evidence Base";
 - new community development Framework Plans and masterplans; and,
 - the development management process.

Policy EN8: Unstable Land

- a. Development of land that is either known to be unstable, or is strongly suspected of instability, shall only be permitted when:**

- an evaluation has been submitted of the level and precise nature of any instability; and
- there are no significant adverse effects on adjacent sites; and
- the extent of remedial measure required to achieve a level of land stability suitable for the propose use, capable of supporting future development loads has been identified.

- b. Where planning permission is granted, conditions may be imposed requiring the execution of any necessary remedial works.**

- 4.365 This policy aims to ensure that where development occurs it can accommodate the specific physical conditions of the land. Development that does not take account of unstable ground conditions can potentially suffer severe structural problems in later life. The situation can result in rebuilding and high financial costs to occupiers/owners.
- 4.366 There are numerous activities that can generate ground instability, both natural and man-made. Within Swindon Borough the risk arising from man-made activities such as mining will be extremely limited. However, natural causes such as sub soil or geological conditions may be more prevalent on slopes.

- 4.367 It will remain the responsibility of any developer to demonstrate to the Local Planning Authority's satisfaction the precise nature, extent and effects of unstable ground conditions, as well as any remedial, preventative or precautionary measures required to overcome unstable ground conditions.

Delivery and Links with Other Key Policies

- 4.368 The control of development in respect of unstable land will be through the application of this policy and through:
- alignment of proposals with other related (but non-planning) strategies and plans identified in the "Evidence Base";
 - new community development Framework Plans and masterplans; and,
 - the development management process.

Policy EN9: Contaminated Land

- a. Development of land that is either contaminated, or is strongly suspected of being contaminated, shall only be permitted when:**
- an evaluation has been submitted of the level and precise nature of any contamination and need for removal or treatment; and
 - the potential of existing contaminants to pollute both surface water and ground water, both during and after construction has been established; and
 - the decontamination measures required to achieve a level of land quality suitable for the proposed end use have been identified; and
 - measures are taken to ensure that migrating gas is safely dealt with where development is proposed on land adjacent to an uncontrolled 'gassing' landfill site.
- b. Where planning permission is granted, conditions may be imposed requiring the execution of any necessary remedial works.**

- 4.369 It is the responsibility of the prospective developer to investigate the existence and extent of any contamination and to assess the viability of development in economic terms

4.370 In considering proposals for development, the Local Planning Authority should take account of the risks of and from land contamination and how these can be managed or reduced. As a consequence, the Local Planning Authority may, when granting planning permission on a site which may potentially be contaminated impose:

- Conditions requiring the developer to first investigate and assess the extent of contamination, and
- Where necessary, require that remedial action be taken to neutralise the hazard prior to development commencing.

4.371 Development proposals which are adjacent to an uncontrolled 'gassing' landfill site will require the developer to demonstrate to the Local Planning Authority that adequate precaution has been taken to ensure that any gas leaking into the development site will be trapped and safely vented away.

Delivery and Links with Other Key Policies

4.372 The control of development in respect of contaminated land will be through the application of this policy and through:

- alignment of proposals with other related (but non-planning) strategies and plans identified in the "Evidence Base";
- new community development Framework Plans and masterplans; and,
- the development management process.

Policy EN10: Historic Environment & Historic Assets

- a. **Swindon's historic environment shall be sustained and enhanced. This includes all heritage assets including historic buildings, conservation areas, historic parks and gardens, landscape and archaeology.**
- b. **Proposals for development affecting heritage assets shall conserve or enhance their significance and setting.**

Historic Assets

- 4.373 The NPPF attaches 'great weight' to the conservation of heritage assets and their significance (Para 132, NPPF). Through Strategic Objective SO10 the Borough Council will protect, conserve and enhance the historic environment. Opportunities to protect and better reveal the significance of those assets will be sought to ensure the historic environment plays an integral and positive role in place-making, to positively support and integrate the value of heritage, enhancing the cultural and economic environment.
- 4.374 Swindon Borough contains a rich historic environment including 28 conservation areas, around 1000 listed buildings, 52 scheduled monuments, and over 1000 other features documented as being of archaeological significance/interest. The wealth of assets in the Borough is varied and includes a rich archaeological heritage, Industrial heritage, in particular that associated with the Great Western Railway. Other assets include Swindon's Old Town and Lydiard Park as well as the varied villages and hamlets in the Borough's rural areas.
- 4.375 The Historic Environment Topic Paper further describes the heritage assets of Swindon Borough as an evidence base.
- 4.376 The government through the NPPF recognises the importance of all heritage assets both those that are designated and those that have been noted and defined locally. The NPPF defines the term "Designated Heritage Asset" to include Listed Buildings, Conservation Areas, Scheduled Monuments and Registered Parks and Gardens. Locally defined heritage assets may include buildings, sites, monuments, places, areas, landscape and archaeology.

Listed Buildings

- 4.377 It is required by law¹⁸, that in considering whether to grant permission for development that would affect a listed building or its setting, regard must be had to the desirability of preserving the building, its setting or any features of special architectural interest.
- 4.378 The Borough Council will consider favourably development proposals (including alterations) affecting Listed Buildings where they preserve or enhance the building's character, appearance or setting and not result in a reduction in the buildings significance or the loss of a listed building or its viability by virtue of development proposals negatively affecting opportunities of use.
- 4.379 The adopted Supplementary Planning Guidance will aid decision-making with regard to preserving or enhancing the significance of listed buildings.

¹⁸ Planning (Listed Buildings and Conservation Areas) Act 1990

Conservation Areas

- 4.380 Conservation Areas are places that the Local Planning Authority has designated as having special architectural or historic interest whose character and appearance it is desirable to preserve or enhance. Swindon currently has 28 such designated areas and these are defined on the Proposals Map.
- 4.381 By law, special attention must be paid, in the exercise of planning functions, to the desirability of preserving or enhancing the character and appearance of conservation areas.
- 4.382 The impacts of development on a conservation area may relate to matters affecting its balance of land uses, pattern of daily activity, vitality and viability, layout or form pattern of spaces between buildings and design.
- 4.383 Matters of design, including: scale, height, bulk shape, massing, and proportions, patterns of opening, vertical or horizontal emphasis, materials and colour are of particular importance and may play a major part in the historic significance of an area. In respect of design, regard will also be made to the Borough's design policy DE1.
- 4.384 The Borough has prepared appraisals of each of the 28 designated areas to provide a proper assessment of character and appearance. These documents are a material consideration in the determination of planning applications and conservation area consents.

Historic Parks & Gardens

- 4.385 Swindon Borough has three parks that are included on the Register of Parks and Gardens of Special Historic Interest¹⁹. These parks are Lydiard Park, Queen's Park and Town Gardens. Some parks contain listed buildings and/or are designated as conservation areas with the additional statutory protection.
- 4.386 There are other parks which although do not afford the status of being Registered nonetheless are valuable heritage assets, examples of such park includes the GWR park in the Railway Village Conservation Area and the Lawns Park in Swindon's Old Town.
- 4.387 Development proposals which conserve and opportunities to enhance the character, appearance and significance of such assets will be treated positively.

¹⁹ National list compiled by English Heritage

Scheduled Monuments and Archaeology

- 4.388 Scheduled Monuments as designated²⁰ and other known significant archaeological sites are defined on the Proposals Map. The NPPF notes that "Local Planning Authorities should either maintain or have access to a historic environment record". (NPPF para 169). Sites of known local or regional significance are contained within the Historic Environment Record (HER), which can be accessed via the Wiltshire County Archaeology Service offices (Chippenham) or via the Internet (<http://history.wiltshire.gov.uk/smr/>)
- 4.389 In addition to the HER, to aid decision-making, information gained from the historic landscape characterisation project will be utilised. This project is the examination of historic and archaeological processes which have influenced the form and use of the whole modern landscape and allows an understanding to be gained of the origins and evolution of rural and urban areas. <http://www.wshc.eu/about-wshc/archaeology/581.html>
- 4.390 Development affecting the Borough's archaeological heritage must preserve in-situ archaeological remains and landscapes of acknowledged significance (as shown on the proposals map) and protect their settings. Investigation via evaluation or other discovery may uncover additional sites to which this policy will apply.
- 4.391 In addition, the Borough Council will require the preservation by record of archaeological remains that are not defined on the Proposals Map but which are subsequently discovered. Such heritage assets will be preserved in situ unless it is proven to the Local Planning Authority to be neither practical nor desirable. In such circumstances, appropriate provision for the excavation, recording, publication and conservation of the remains must be ensured before planning permission is granted. The storage of such remains must also be detailed within a written scheme of investigation as part of the planning process.
- 4.392 The Borough Council has an adopted Archaeology SPG relating to archaeological assets.

Buildings of Significant Local Interest

- 4.393 Throughout the Borough there are a number of buildings, structures and facades that, whilst they may not merit listing or have the protection conferred by being situated within a conservation area, nonetheless have local historic or architectural importance to warrant retention and protection.
- 4.394 The government recognises such heritage assets as noted in the NPPF, and the Borough Council seeks to ensure these are identified, retained and enhanced through adopted SPG (Buildings of Significant Local Interest, 2004 or updated guidance).

²⁰ Ancient Monuments and Archaeological Areas Act 1979

Additional Evidence Base

4.395 Additional information includes:

- National Heritage List for England;
- Register of Parks and Gardens of Special Historic Interest;
- Conservation Area Appraisals;
- Sites and Monuments Record / Historic Environment Record;
- Planning (Listed Buildings and Conservation Areas) Act 1990; and,
- Ancient Monuments and Archaeological Areas Act 1979.

Delivery and Links with Other Key Policies

4.396 The protection and enhancement of heritage assets as a result of development proposals will be secured through the application of this policy and through the development management process.

4.397 The Swindon Borough Heritage Strategy will set out in more detail the priorities for conserving and enhancing the Boroughs historic assets.

Policy EN11: Canals

- a. **The alignments of the Wilts & Berks Canal and North Wilts Canal, as shown on the Proposals Map, shall be safeguarded with a view to their long term re-establishment as navigable waterways, by:**
 - ensuring that development protects the integrity of the canal alignment and its associated structures; and
 - ensuring that where the canal is affected by development, the alignment is protected or an alternative alignment is provided; and
 - ensuring associated infrastructure of development does not prejudice the delivery of the canal.
- b. **Proposals will be permitted that are designed to develop the canal's recreational and nature conservation potential, in particular, the use of the old line of the canal for walking, cycling and interpretation.**

4.398 Within the Borough there are the remains of two canals; the Wilts & Berks Canal which connected the Kennet and Avon Canal at Semington to the River Thames at Abingdon, and the North Wilts Canal which connected the Wilts & Berks Canal at Swindon to the Thames and Severn Canal at Latton, near Cricklade. This route subsequently became part of the Wilts & Berks Canal.

- 4.399 The Government waterways former advisory body, the Inland Waterways Amenity Advisory Council re-classified the status of the Wilts and Berks Canal to a nationally important scheme and identified it as being a priority project. As part of the Wilts & Berks Canal Partnership, the Borough Council proposes to facilitate restoration of the canal within the Borough to obtain maximum environmental and economic benefit for the community.
- 4.400 Canals are recognised for the value they add to developments and their role as catalysts for development. The Council aspires to recreate the canal through the Borough with the aim of linking the Wilts & Berks Canal to the North Wilts Canal.
- 4.401 Although much of the canal line and associated artefacts remain, particularly in the rural parts of the Borough, within the urban area of Swindon, parts of the original route have been built over. Proposals for the reinstatement of the canal along these historic alignments will need to demonstrate that the cultural, historic and natural environment will be protected and enhanced, with no overall adverse effect, and that potential impacts on ecology, landscape, flood risk, water resources (abstraction) and water quality have been fully assessed and taken into account. Proposals for the reinstatement of discrete sections of the canal will also need to demonstrate that the potential environmental impacts of the restoration project as a whole have been assessed and taken into account.

Additional Evidence Base

- 4.402 Additional information includes:

- Restoration of the Wilts and Berks Canal Feasibility Study (1998)
- Swindon Central Canal Route Study (2007)
- Swindon Eastern Development Area WBCT Preferred Canal Route (2012)

Delivery and Links with Other Key Policies

- 4.403 Policy EN11 is a discreet policy designed to safeguard the remaining non-developed route of the Wiltshire & Berkshire Canal through Swindon Borough and connect to the network beyond the Borough boundary.

Part 5:

Delivering Sustainable Growth and Change



Strategic Policies

Strategic Objectives

The Strategic Policies flow directly from and help to implement all Strategic Objectives set out in Part 2 of this Plan.

- 5.1 Whilst Parts 3 and 4 of this Plan set out what the strategy plans to deliver and how that delivery will be managed, Part 5 provides the 'spatial articulation' of the Plan, i.e. answering the question of "where should the development go and what are the requirements of that development?". The key to managing change and delivering sustainable economic and housing growth will be to ensure that change happens in the right places at the right time, in accordance with the policies in the Plan and in accord with the principles of sustainable development set in policy SD1. It requires an appropriate spatial strategy for all parts of the Borough, from dealing with regeneration, growth and change in existing urban and rural communities, to new major housing development and forming cohesive communities. The Strategic Policies set out the policy framework for the delivery of this sustainable growth and change in Swindon's existing communities, new communities and rural settlements, providing a more detailed spatial articulation of policies SD2: The Sustainable Development Strategy and SD3: Managing Development in particular.

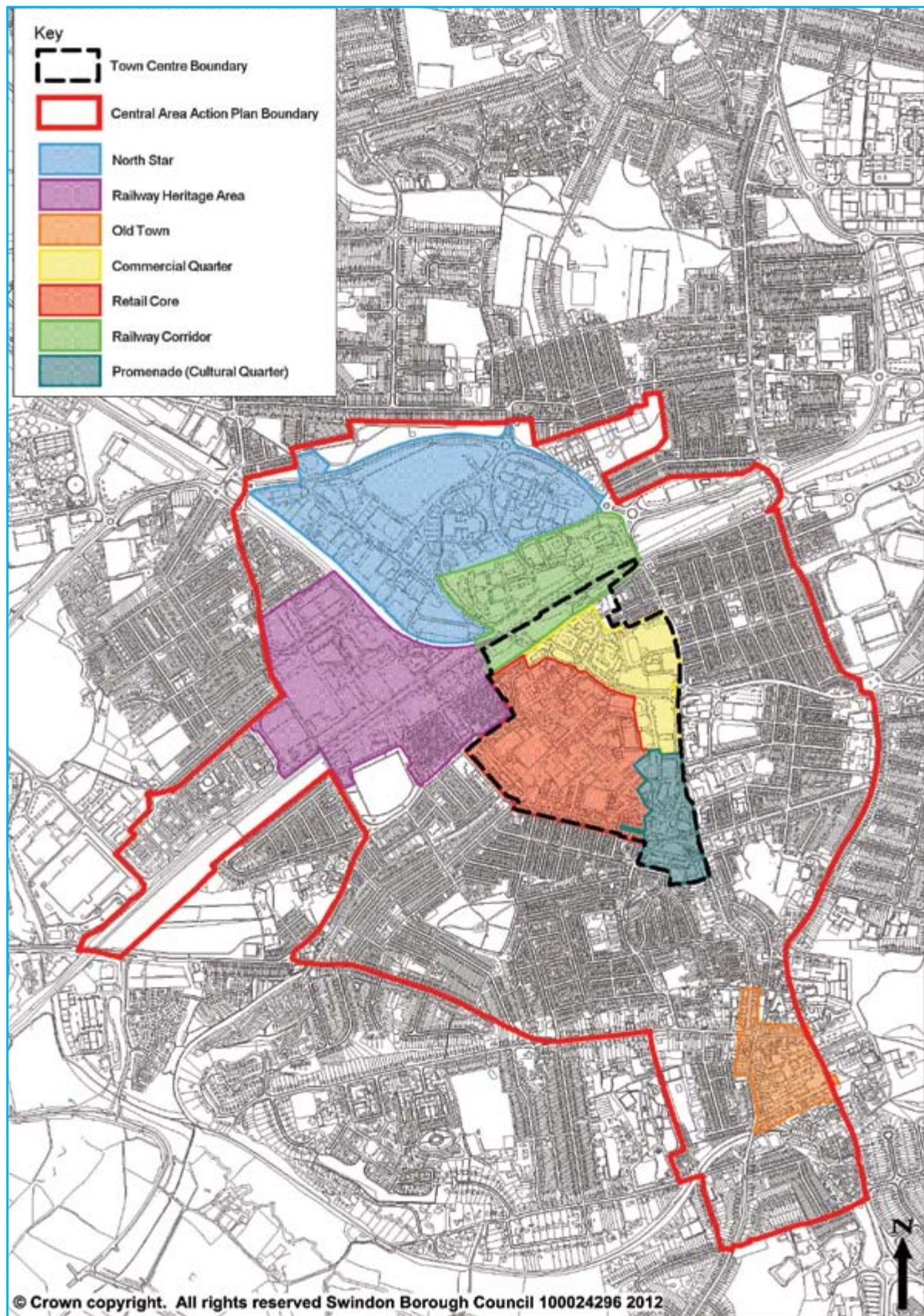
Policy SC1: Swindon's Central Area

In order to improve and enhance Swindon's Central Area:

- a. **High quality design shall be required of all new development in Central Swindon, in particular delivering clearly defined public and private space, improved public realm and access for all.**
- b. **The following areas will have their own specific role within Swindon's Central Area:**
 - **The Retail Core - the focus of retail-led development;**
 - **The Promenade (Cultural Quarter) - the focus for cultural activities, but will also provide civic and leisure facilities;**
 - **The Commercial Quarter - the focus for a flagship new office area;**
 - **The Railway Corridor - the focus for a vibrant, high-density, mixed-use development scheme;**
 - **North Star - the location for a new regional leisure facility;**
 - **Railway Heritage Area - the focus of visitor activities that are sympathetic to the historic character of the area, would not adversely impact on the amenity of Railway Village residents, and would complement and not undermine the Town Centre offer; and**

- Old Town - the focus niche shopping and leisure uses, complementing the shopping and leisure offer in the Town Centre.
- c. Provision shall be made in the Central Area for:
- at least 53,700m² net comparison retail floorspace in the Town Centre Primary shopping area (Retail Core);
 - at least 90,000m² of new office floorspace;
 - about 1,000 additional homes;
 - a new bus interchange;
 - a new 1,000 space car park to the north of the railway line; and
 - a community wide approach to renewable energy.
- d. A 'Green Spine' will provide:
- a primary north-south green route that will link Old Town, the Town Centre and North Star; and
 - a focal point connecting Swindon's green infrastructure corridors
- e. High quality, safe and continuous pedestrian routes and cycling networks will be provided, including:
- a new rail crossing to address the severance from the Town Centre to North Star.
- f. To secure Central Swindon as the focal point for Swindon's network of specialist leisure facilities:
- the Oasis Leisure Centre will be enabled to be redeveloped and expanded to reinforce its role as Swindon's flagship regional leisure destination; and
 - the historic role of the Health Hydro will be enabled to be enhanced for water sports and as a spa facility.
- g. Education provision will be made for:
- a new university and/or higher education facilities; and
 - 2 new primary schools (or 3 forms-of-entry) if required.
- h. Carfax Street Health Centre will be enabled to be relocated to increase the capacity and improve the quality and accessibility of health facilities within Central Swindon.
- i. The route of the Wilts & Berks Canal, as set out on the Proposals Map, will be safeguarded to enable the re-instatement of it as a navigable water body, subject to detailed route assessments
- j. The regeneration and development of Swindon's Central Area must integrate positively with, and contribute towards improvement of and mitigate their impact upon existing adjacent communities.

Figure 7 Swindon Central Area Diagram



- 5.2 Despite the success of Swindon's historic growth, the town has seen comparative under-investment in infrastructure, particularly in the Town Centre. Although Swindon is the 30th largest settlement in the country the town centre ranks 65th in the order of centres²¹. This lower quality offer does little to contribute to the overall image and attractiveness of Swindon as a place to live, work, shop or spend leisure time.
- 5.3 The regeneration of the Town Centre is therefore the top priority for Swindon. A vibrant and attractive Town Centre is key to commercial and individual investment in Swindon, and in turn, uplift in the economy of the Town Centre will see benefits for the rest of the Borough and its communities. Improvements in terms of shops, jobs, leisure and cultural activities and higher education facilities will help to re-establish and promote the Central Area as the civic and economic heart of the town. Improving the Central Area is the principal way all of Swindon's communities can benefit from planned economic growth.
- 5.4 A draft Swindon Town Centre Masterplan has been produced and on adoption will form an important framework to guide and steer development at a detailed level in the Central Area.

Retail

- 5.5 A key part of this regeneration will be the creation of strong retail focus in the Town Centre on which major retail-led development opportunities will be actively promoted. The aim for the Retail Core is to create a competitive shopping centre, which realises Swindon economic potential in terms of footfall and spending but complemented by leisure, entertainment and community uses. The Retail Core represents Swindon's Primary Shopping Area, defined in the NPPF²², which is set out in the Swindon Central Area Action Plan.
- 5.6 The Swindon Retail Capacity Update 2009 indicates a potential for Swindon Town Centre to accommodate around 53,700m² of comparison goods floorspace by 2026. The Update also forecasts further additional potential capacity for 34,500m² of retail floorspace by 2026 in the Borough which could be located in the Central area. In terms of the location at which this should be delivered the Update states that some or all of this floorspace should be delivered in Central Swindon using a sequential approach, which is elaborated further in the NPPF.

Office and Employment

- 5.7 The Commercial Quarter will be the focus for delivering office floorspace in the central area and will therefore help to deliver improved economic performance in the Borough. It will also be complemented by a good mix of other uses (including residential, retail, leisure, cafés and restaurants), to help generate a range of activities and throughout the day and evening. The Railway Corridor will aim to create an attractive gateway to Swindon Town Centre and to overcome the physical barrier caused by the railway line.

²¹ Venue Score system, 2010. Javelin Group

²² Annex 2 of the National Planning Policy Framework defines the Primary Shopping Area as the "Defined area where retail development is concentrated (generally comprising the primary and those

- 5.8 The 'New Life for New Swindon Regeneration Framework' report concluded that Swindon has the potential to accommodate up to 90,000m² of (B1) office floorspace. Land is allocated in the Swindon Central Area Action Plan to accommodate 85,000m² over the period to 2016. This reflects the status of the central area being the primary focus for commercial development and, in principle, signals a non-restrictive approach to development for these uses in the town centre. Additional floorspace above this quantum will be acceptable where it is aligned to the Policy; the Swindon Central Area Action Plan; and the Town Centre Masterplan. In particular, there is potential for growth in the business and finance and ICT and creative industries sectors in the Central Area. The Central Area will also provide significant jobs through retail, leisure and education development.

Town Centre Living

- 5.9 A key element of the regeneration of the Central Area is providing homes in order to create and promote a strong and vibrant central community, including greater activity through all parts of the day and evening. The downturn in economic conditions means that in the short term opportunities to deliver this type of development will be limited. Revised housing forecasts, indicating lower levels of growth than indicated in the Central Area Action Plan, have been used as the basis for this Plan, although there remains a longer-term commitment to increase the opportunity for town centre living if and when market conditions recover sufficiently to support it. The Borough Council will seek to ensure that an appropriate range and balance of dwelling types is provided in the Central Area including in particular those for families, students, older and disabled people. Communal accommodation for students in support of higher education provision in the Central Area will also be required²³.

Design

- 5.10 Good design plays a critical role in raising the profile of Swindon. This requires consideration of public realm, connections and architecture together, as advocated in good urban design principles and policy DE1. In effect this may be summarised as: good urban structure; strong; clear connections; and high quality urban grain. Good design may be achieved through well-designed public spaces to reinforce a sense of place and civic identity, along with those strong connecting routes that form the structure underpinning these spaces and finally high quality landmark buildings and architecture to create identity and variety. Care should also be taken to ensure that the Central Area's high quality older buildings are protected and enhanced to retain the inherent character and variety of built form.
- 5.11 High quality architecture and sustainable forms of development is expected of all new buildings in the Central Area. Compact forms with mixed-uses encourage walking, cycling, public transport and boosts vitality in the built environment over time. New housing in the Central Area should make efficient use of land, be functional and employ good standards of internal space and amenity in order to attract more family accommodation and a balanced community over the long-term. Design will be assessed in respect of the requirements of Policy DE1.

²³ Communal Accommodation does not count against housing targets.

Green Spine

- 5.12 The green spine is a key component of the regeneration of Swindon's Central Area and an essential element of the urban structure discussed above. It will contribute to the improvement of the quality of the Town Centre and contribute towards the shift in attitude around Swindon's image. The green spine will bring greenery and seasonal variety to the town centre and create a vitally important north-south route sewing together the Town Centre with Old Town and North Star. It will incorporate strategic cycle and pedestrian routes to reinforce its role as a key corridor of activity. The character of the green spine will vary along its route in response to the context and it will perform a major role in local legibility and movement around the Central Area.
- 5.13 This will be delivered through on-site landscaping within and adjacent to the spine route, and alternative funding mechanisms.

Leisure and Culture

- 5.14 The **Promenade** will be Swindon's cultural quarter. Uses that support and complement its development will include leisure and food and drink facilities. The Big Arts Plan and Cultural & Leisure Strategy for Swindon highlight that current facilities do not meet the needs or aspirations of the town, particularly for dance, theatre and music. The Wyvern Theatre, or a future replacement, is likely to form a key hub for performing and digital arts including creative studio spaces.
- 5.15 **North Star** will be the location for regional leisure facilities. The Oasis is an important Borough leisure destination; however it is in need of investment. North Star is a highly accessible site, but would benefit from additional railway crossing for pedestrians and cyclists. There are opportunities to realise significant leisure development opportunities there, and achieve one of the key priorities of the Swindon Borough Economic Strategy.

Education

- 5.16 As a consequence of housing growth and the changing demographic make-up of Swindon's Central Area there is increasing pressure for primary school places in the Central Area. A further two primary school sites are likely to be needed to manage pressures on school places in the short to medium term. The availability of land is limited, therefore more innovative and creative school designs may be required to meet this need using a smaller footprint of land than would be traditionally provided.
- 5.17 Swindon Central Area remains the preferred location for the delivery of a university. **North Star** is allocated in the Central Area Action Plan for a university, however opportunities to deliver a university and/or technical college presence in the Central Area would be supported in principle. Such an institution would promote economic growth, and raise aspirations and achievement. Locating such an institution within the Central Area will support Swindon's regeneration. A university in a more peripheral location has the potential to undermine the regeneration of the Central Area.

The Railway Village

- 5.18 The Railway Heritage Area within Central Swindon is home to a rich and varied historic environment, encompassing the Swindon Railway Works Conservation Area to the north of the railway and The Swindon Railway Village Conservation Area to the south of the railway. Developments in or adjacent to the Railway Heritage Area should be especially sympathetic to this character area.

Old Town

- 5.19 Swindon's Old Town provides services and shopping for local people as well as a 'specialist' function for the wider area. Development proposals within or near the Old Town Area will be required to contribute towards public realm and wider environmental improvements to the area. This would be in accordance with the Conservation Area Appraisals, the Old Town public realm scheme and Swindon Central Area Action Plan.

Access and Movement

- 5.20 The guiding principles for transport in central Swindon are to facilitate ease of movement into, out of and around the area and to support its economic growth and regeneration. The Council seeks to increase the choice of travel options so that the car does not dominate or have a detrimental impact on the environment, or the quality of the experience in the town centre. In alignment with the Transport Strategy, the Local Plan seeks to improve the capacity and performance of the existing road network by discouraging through traffic and reducing the amount of circulating traffic. Traffic management will ensure road systems operate efficiently to allow the road network to cope with traffic movement.
- 5.21 Promoting the use of public transport together with enhancing provision for pedestrians and cyclists will be key to reducing the dominance of the car. A well-located bus exchange will provide a new gateway for the Town Centre at the heart of a rapid transit network with links to the north, east and south. Improving accessibility to the rail station will make the most of its role as conduit to the Central Area from beyond the town. Creating a balance between restraint and adequate parking provision within central Swindon will be important in enhancing accessibility and supporting economic development in the area.
- 5.22 The railway effectively severs central Swindon. Overcoming this barrier to movement within central Swindon is critical to its regeneration, and in particular linking the Great Western Designer Outlet Centre and North Star to the Town Centre.

Canal

- 5.23 There are long-standing ambitions to re-establish a canal through Central Swindon. It could provide significant economic benefits, be a tourist attraction in its own right and bring a water feature to the central area where there is presently none. The long-term aim is to link the North Wilts and the Wilts & Berks through or around the Town Centre, subject to detailed route assessment.

Key Evidence Documents

- 5.24 Key evidence base documents include:

- Swindon Central Area Action Plan (2009)
- New Life for New Swindon Regeneration Framework; New Swindon Company (2004)
- Swindon Retail Capacity Study Update (2009)
- Retail and Leisure Study Update (2007)
- A Green Infrastructure Strategy for Swindon 2010-2026: Revised Consultation Document (SBC, 2011)
- Swindon School Place Planning Study: Future Demand to 2026 (2009)
- Swindon School Place Planning Study Update (2011)
- Strategy for Major Sports Facilities Provision 2009 -26 (2009)
- Swindon Central Canal Route Study (2007)

Delivery and Links with Other Key Policies and Strategies

- 5.25 The Central Area is a key component of the development strategy for the Borough and is linked to many policies and strategies listed in the evidence base. Effective management of development will be achieved through the application of this policy, the Swindon Central Area Action Plan and through:
- Swindon Central Area Action Plan Implementation Plan;
 - The work of Forward Swindon Ltd;
 - Swindon Town Centre Masterplan; and

Policy SC2: Swindon's Existing Urban Communities

- a. In Swindon's existing urban communities, the priorities are:
 - the regeneration of Swindon Central Area;
 - the protection and enhancement of existing built, semi-natural and natural assets of economic, social and / or environmental value to residents, employees and visitors; and,
 - regeneration at targeted areas in need of renewal and investment, particularly at the Local Centres.
- b. These priorities will be implemented through application of the adopted Swindon Central Area Action Plan and other policies of this Plan, in particular:
 - the protection and delivery of green infrastructure and open space in accordance with Policy EN1 and EN3;
 - the provision of educational facilities in accordance with Policy CM1;
 - the provision of sports facilities in accordance with Policy CM2;
 - the provision of emergency service facilities in accordance with Policy CM3;
 - the provision of a district heating network in accordance with Policy IN4; and
 - improvements to the transport network in accordance with Policy TR1.

- 5.26 Alongside other policies in Part 5 which identify the spatial strategy for the new communities and rural areas, policy SC2 confirms the spatial priorities for Swindon Borough's existing urban communities. Many of these priorities have already been articulated and justified in Parts 3 and 4 of this Plan and are drawn together in spatial terms in SC2.
- 5.27 At the heart of the successful implementation of sustainable growth and change in Swindon's existing urban communities will be a need to ensure that:
- current levels of economic activity are maintained, from which recovery and growth can be developed;
 - the Borough's existing built, semi-natural and natural assets are protected and enhanced; and,
 - the socially, economically and environmentally poorer areas are a focus for neighbourhood renewal and change, including where appropriate, deliverable large or small scale physical regeneration.

- 5.28 Whilst Swindon Borough is relatively prosperous overall, this picture masks inequality between different communities. There are concentrations of families with worklessness, poor health and low skills and the challenge is to improve their opportunities to gain employment and improved life chances.
- 5.29 The centre of Swindon already benefits from an adopted Central Area Action Plan, where the focus is on the enhancement of the centre through regeneration and high quality design. Swindon Central Area has unique characteristics, which indicate a need for a different approach to the Borough's other existing communities. Central Swindon is not homogenous. There is a concentration of social housing at the Railway Village but other parts of central Swindon have a more equal tenure mix.
- 5.30 Outside of the Central Area, the Borough's other existing communities and urban areas should also benefit from improvement and enhancement where necessary, of the built, semi-natural and natural environment, raising the quality of living in social, economic and environmental terms.
- 5.31 There is a particular need for this in the wards identified as having high levels of deprivation. Seven areas in the Borough, outside of the Central Area, are amongst the 10% most deprived in the country and a further ten are amongst the 20% most deprived²⁴. These communities include; Penhill, Parks, Pinehurst, Walcot East, Meadowcroft and parts of Moredon and Toothill. They show similar characteristics and problems regardless of tenure, with a concentration of social housing (although far from exclusively so) and issues relating to income, skills, employment and health. However, residents of these communities have good access to services, facilities and transport and have a resilient sense of belonging. In these wards in particular, there is a case for physical and social regeneration in targeted areas through a programme of neighbourhood renewal and management.
- 5.32 Policy SC2 gives the spatial representation of the Themes within Part 2 of the existing Swindon Urban Area. The evidence base is listed at each Theme.

Key Evidence Base

- 5.33 Key evidence base documents include:
- Swindon Sustainable Neighbourhood Study (2009)
 - Shaping your Community Report (2011)

Delivery and Links with Other Key Policies and Strategies

- 5.34 The spatial strategy for Swindon's existing urban communities will be delivered through a combination of:
- the adopted Swindon Central Area Action Plan;
 - Neighbourhood Plans (where developed by Neighbourhood Forums);
 - further work undertaken by the Borough Council on specific development sites;
 - the development management process; and
 - developer contributions and 'locality working' associated with the locality cluster groups.

²⁴ IMD2008

- 5.35 This work is likely to be augmented by other community plans. Policy LN1 provides further direction on how this will be achieved.

New Communities

Policy NC1: Wichelstowe

- a. Land at Wichelstowe, as defined on the Proposals Map, is allocated for a mixed-use development.
- b. The development at Wichelstowe shall provide:
 - a total of 4,500 homes (including those already completed) at an average density of 40 dwellings per hectare and a mix and percentage of affordable homes in accordance with Policy HA2;
 - 12.5 hectares of employment land within Use Class B1 and B2;
 - a total of 4 local centres, one of which includes a food store with 2,000 – 2,500m² floorspace in the central neighbourhood;
 - a total of 3 (2-forms of entry) primary schools (or an additional 6 forms-of-entry);
 - a secondary school (or contributions towards the delivery of 6 forms of entry off-site);
 - public open space in accordance with the Borough Council's Open Space Standards and extending the River Ray green corridor to the wider countryside;
 - high quality public realm
 - community facilities as follows:
 - o a leisure centre associated with the secondary school; or a combination of on-site leisure facilities and increased capacity and improvements at Croft and Ridgeway; and
 - o buildings for use by the community, service providers and for worship, including dual-use facilities at all schools;
 - o police / emergency services point; and
 - o health care facilities including GP surgery, dentist and pharmacy in the central neighbourhood.
 - a community wide approach to renewable energy, preferably with a district heating system.
- c. Development at Wichelstowe shall protect, enhance and integrate with existing environmental assets, including:
 - the historic environment including the Scheduled Monument of Westleaze Medieval Village;
 - biodiversity, including Old Town Railway Path County Wildlife Site, the river corridors and natural springs;
 - the North Wessex Downs AONB landscape and views from it; and
 - off-site landscape and biodiversity mitigation south of the M4.

- d. The development at Wichelstowe shall provide sustainable transport links that integrate with Swindon including:**
 - a rapid transit link to Swindon Town Centre and additional public transport links within the site;
 - walking and cycle links to Swindon's existing communities and the wider countryside;
 - a link to Junction 16 of the M4;
 - a link from Croft Road to Hay Lane; and
 - a Park and Ride site.
- e. The risk of flooding shall be minimised, both within the development and adjacent properties, in accordance with Policy EN6.**
- f. The route for the Wilts & Berks Canal, as set out on the Proposals Map, shall be safeguarded and protected from development.**
- g. The character and identity of Wroughton will be protected by a principle of non-coalescence between the settlements. The land between Wichelstowe and the village shall remain part of the countryside. However, small scale development within this area, as defined on the Proposals Map, will be permitted where it retains or enhances the existing character of the countryside and:**
 - involves the re-use, conversion or extension of existing buildings at a scale appropriate to their location, in accordance with the criteria specified in Policy DE1; or
 - is an essential requirement directly related to the economic or social needs of the rural community.

5.36 Wichelstowe covers a gross area of around 310 hectares between the London to Bristol railway line, the former railway line between Rushey Platt and Old Town and the M4 to the south of the town. Wichelstowe was identified in the Swindon Development Appraisal Study 1998. Outline planning permission for the 4,500 dwelling, mixed-use development was granted in May 2005 and construction started in Spring 2007. Although development is underway, economic conditions have delayed delivery and created uncertainty over the implementation of the existing consent. Even though Wichelstowe has outline planning permission, future uncertainty over the implementation of the scheme in its current format necessitates its allocation in this Local Plan. Any amendments to the existing scheme or future alternative application will be considered in light of this policy.

5.37 The Croft Road to Hay Lane Link is a necessary part of the Wichelstowe Development, to provide access to the development. Although the alignment of the road takes it to the south of the M4 and therefore beyond the Urban Area boundary, this shall not establish a precedent for development south of the M4. It will link Wichelstowe to the A4361 at Pipers Way in the east and the B4005 in the west.

Key Evidence Base

5.38 Key evidence base documents include:

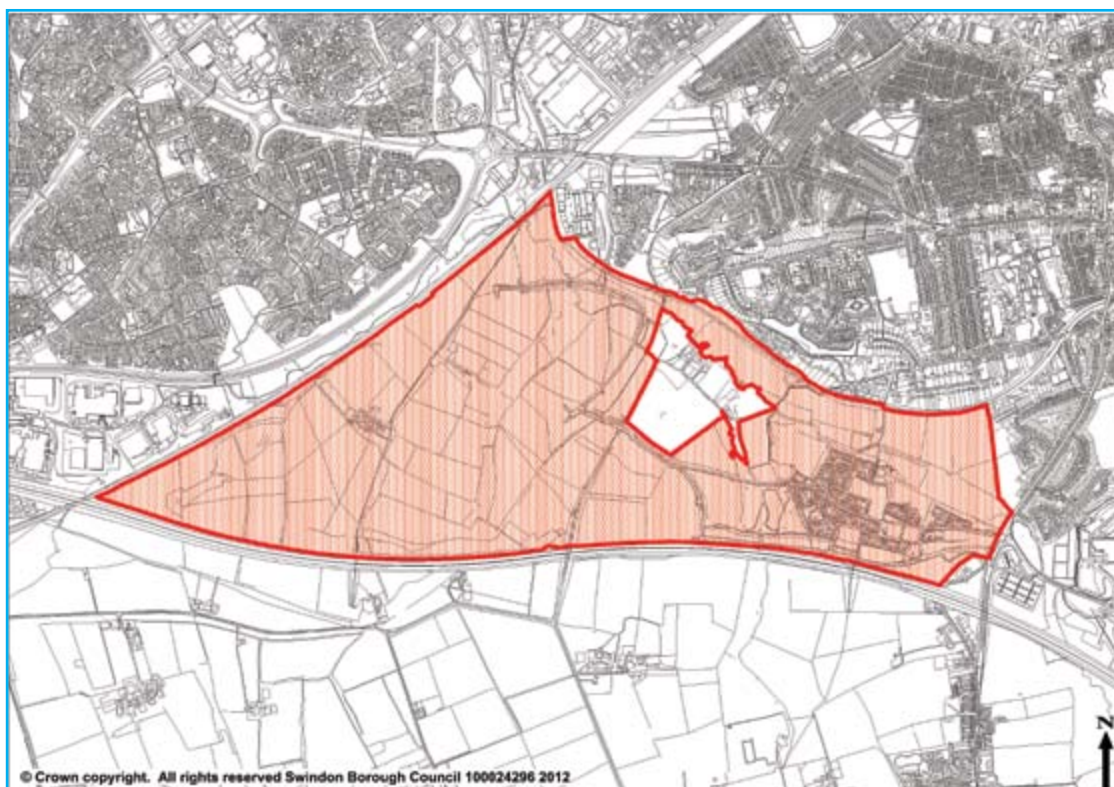
- Swindon Development Area Study (1998)
- Southern Development Planning Masterplan Document (2003)
- Agricultural Management Plan (GWCF & SBC, 2010)

Delivery and Links with Other Key Policies and Strategies

5.39 Wichelstowe is a key component of the development strategy for the Borough and is linked to many policies and strategies listed in the evidence base. Effective management of development will be achieved through the application of this policy and through:

- alignment of proposals with other related (but non-planning) strategies identified in the "Evidence Base" above;
- implementation of the Infrastructure Delivery Plan;
- a Developer Contributions Supplementary Planning Document;
- development Framework Plan, design codes and masterplan;
- continuing dialogue between the Borough Council, local community and developers; and
- the development management process.

Figure 8: Wichelstowe Inset Diagram

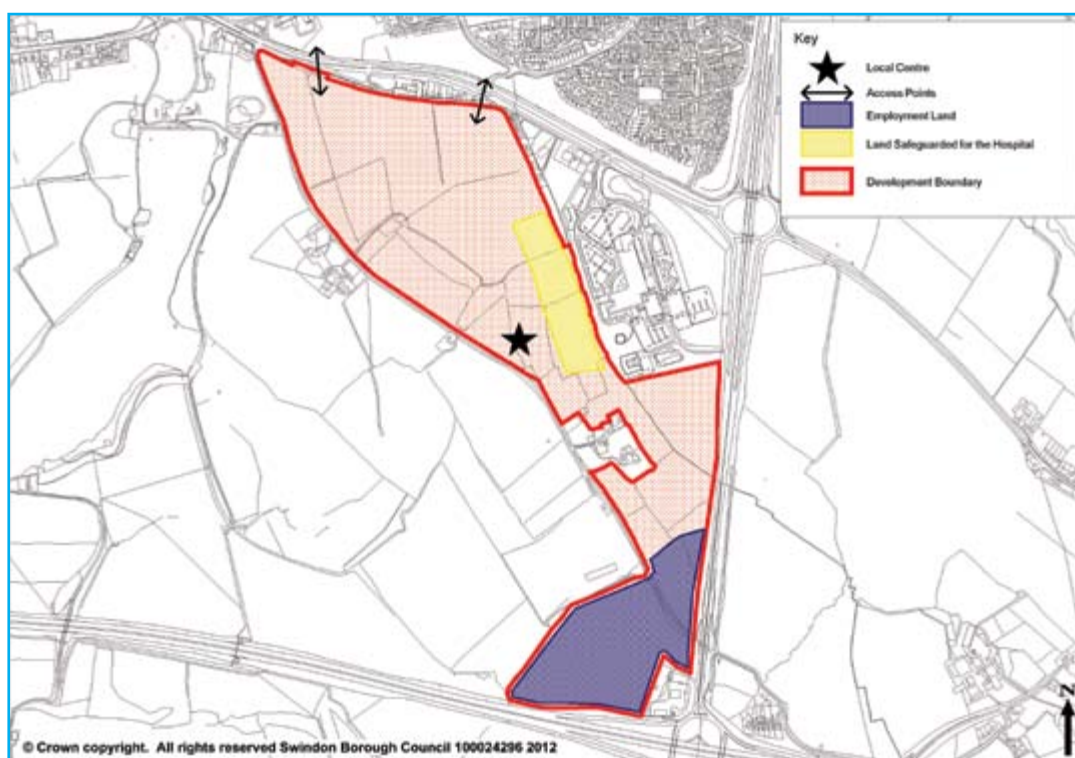


Policy NC2: Commonhead

- a. Land at Commonhead, as defined on the Proposals Map, is allocated for a mixed-use development.
- b. The development at Commonhead shall provide:
 - a total of 890 dwellings at an average density of 30 dwellings per hectare;
 - affordable homes in accordance with Policy HA2;
 - 15 hectares of employment land within Use Class B1 and/or B2
 - a local centre of a maximum of 1000m² retail floorspace ;
 - a primary school (or 1 form-of-entry) incorporating community facilities;
 - contributions towards the delivery of 1 form of entry secondary school places off-site;
 - temporary accommodation to manage the demographic peak at primary, and contributions as such at secondary schools;
 - Green Infrastructure in accordance with Policy EN1 and which connects to the urban area and wider countryside ;
 - sport, leisure and community facilities in accordance with Policy CM2;
 - high quality public realm;
 - a community wide approach to renewable energy; and
 - 5.5 hectares of land safeguarded for future expansion of the Great Western Hospital, incorporating provision for emergency services if required.
- c. Development at Commonhead shall provide sustainable transport links that integrate with Swindon including:
 - public transport links to Swindon Town Centre;
 - walking and cycle links to Swindon's existing communities, Coate Water Country Park and Great Western Hospital; and
 - access to the site from Marlborough Road.
- d. Development at Commonhead shall protect, enhance and integrate with existing environmental assets including:
 - Coate Water Country Park and Day House Copse;
 - views to and from the North Wessex Downs AONB and Coate Water Country Park;
 - protection of the existing historic environment, including the setting of listed buildings and on-site archaeological features; and
 - habitat connectivity and enhanced biodiversity.

- e. The area between Coate Water and the new development will be protected from development, and the function of Day House Lane as a green corridor will be safeguarded.
- f. The route for the Wilts & Berks Canal as set out on the Proposals Map will be safeguarded and protected from development.

Figure 9: Commonhead Inset Diagram



- 5.40 The Adopted Swindon Borough Local Plan 2011 contained an allocation for a mixed-use urban extension incorporating a university campus on land at Commonhead. The scale of residential development associated with the development was required to enable the development of the university and employment land. The rationale behind this allocation related to a specific campus model, which can no longer be implemented. The residential element of the allocation (without the presence of a university campus) and the economic and social benefits associated with it was re-assessed through the Small Scale Urban Extensions Study. Consequently Commonhead is now re-allocated for a reduced scale of development.
- 5.41 In April 2012, following an Appeal in December 2011 outline permission was granted for 890 dwellings at Commonhead with employment land and land safeguarded for future expansion of the Great Western Hospital. It is considered necessary to maintain a policy in this Local Plan to guide reserved matter applications or in the event of a revised outline planning application.
- 5.42 The Swindon and Marlborough NHS Trust and Great Western Hospital have identified that there is a need for land adjacent to the hospital to be safeguarded to accommodate future growth needs.

- 5.43 Given its status, there is a requirement to protect the Day House Copse County Wildlife Site. It is important that the setting and role of Coate Water County Park is protected over the long-term and therefore the land between it and the Commonhead allocation is safeguarded from development. This area may also aid the local interpretation of the literary associations of the area.
- 5.44 Commonhead will be a sustainable community in terms of design, transport, construction, energy and waste management in accordance with other policies in this Local Plan.
- 5.45 Key Design Principles include:
- To protect Coate Water Country Park and the landscape context of the North Wessex Downs Area of Outstanding Natural Beauty
 - To ensure that the employment offer complements Swindon town centre

Key Evidence Base

- 5.46 Key evidence base documents include:
- Swindon Principal Urban Area Study (2003)
 - Swindon Small Scale Urban Extension Study (2008)

Delivery and Links with Other Key Policies and Strategies

- 5.47 Commonhead is a key component of the development strategy for Swindon Borough and is linked to many policies and strategies listed in the evidence base. Effective management of development will be achieved through the application of this policy and through:
- alignment of proposals with other related (but non-planning) strategies identified in the "Evidence Base" above;
 - implementation of the Infrastructure Delivery Plan;
 - a Developer Contributions Supplementary Planning Document;
 - development Framework Plan, design codes and masterplan;
 - continuing dialogue between the Borough Council, the local community and developers; and
 - the development management process.

Policy NC3: New Eastern Villages - including Rowborough and South Marston Village Expansion

- a. Land to the East of the A419, as defined on the Proposals Map, is allocated for a mixed-use development. The form of the development shall comprise a series of new distinct villages and an expanded South Marston village.
- b. The development shall provide:
 - an overall average density of 40 dwellings per hectare; comprising:
 - about 6,000 dwellings at the New Eastern Villages (south of the A420);
 - about 1,500 dwellings at Rowborough (north of the A420), and
 - 500 dwellings at South Marston.
 - high quality public realm including outdoor civic public space;
 - sustainable transport links including:
 - a rapid transit link to Swindon Town Centre from the Eastern Villages serving and through the district centre as part of phase 1 of the development;
 - additional public transport services to connect with Swindon and internally within the development;
 - an improved gateway junction at White Hart to manage additional demand and deliver high quality public realm;
 - improvements to the Oxford Road/Drakes Way and Covingham Road/Dorcan Way transport corridors;
 - a green bridge across the A419 near Covingham Drive to provide for walking, cycling and public transport;
 - a new road link to the Commonhead Roundabout;
 - a new road link under or across the Bristol to London railway line connecting the development north and south, and new and/or improved accesses to the A420 for proposed residential and employment uses;
 - a 1000 (3ha.) space Park and Ride site; and
 - measures to minimise rat-running through existing adjacent villages and east Swindon.
 - an extensive green infrastructure network that maximises opportunities for habitat connectivity and enhanced biodiversity including a parkland extending the River Cole green infrastructure corridor and connecting with Nightingale Wood;
 - sports and leisure facilities, including playing pitches a leisure centre and a 25m swimming pool;

- about 40 hectares of employment land in total (B Class Uses) to be located south and east of the A420 and A419 respectively adjacent to the White Hart Junction, in a form that complements the mixed-use District Centre, and safeguards its connection with the wider residential development in the Eastern Villages and distributed as follows:
 - o 2.5 hectares within B1a use-class to be located at and/or adjacent to the District Centre;
 - o 7.5 hectares. within B1b/c or B2 use-class; and
 - o 30 hectares within B8 use-class.
- a maximum of 12,000m² (gross) of retail and complementary uses, of which no more than 20% will be comparison goods. This will comprise a maximum 10,000m² (gross) anchor food store as well as 1,000m² of other small scale retail and complementary uses within the District Centre. The remaining 1,000m² of retail floor space will be distributed across the three new Local Centres and within the expanded South Marston;
- a new learning campus, comprising an 8-form entry secondary school, a 2-form entry primary school, a special school for children with profound, multiple and severe learning difficulties for ages 0-19, and a Children's Centre;
- 3 new 2-form entry primary schools with early years facilities as well as a 1-form entry extension to the existing primary school at South Marston;
- capacity to manage the demographic peak at primary and secondary schools (for up to 4 forms of entry);
- community facilities by the means of safeguarded land and/or developer contributions, including flexible, multi-purpose buildings for use by the community, the public sector and for worship at the district centre, local centres and the learning campus;
- a health care facility with GP, dentist and pharmacy at the District Centre;
- safeguarded land for a fire station towards the southern part of the site, and
- a sewage treatment works if required.

c. The development will ensure:

- the landscape context and views to and from the North Wessex Downs AONB are respected, including potential off-site mitigation;
- the risk of flooding from the development is minimised, both within the development and at existing neighbouring communities in accordance with Policy EN6;

- biodiversity including the River Cole Corridor and River Cole Meadow County Wildlife Sites is protected, integrated and enhanced; and
 - the historic environment, including the Scheduled Monument, Earls Court Manor, Great Moorleaze Farm and other Listed Buildings are protected, acknowledged and enhanced.
- d. The route for the Wilts & Berks Canal as set out on the Proposals Map will be safeguarded and protected from development.
- e. The character and identity of Wanborough, Bishopstone and Bourton will be protected by a principle of non-coalescence between the settlements. The land between the Eastern Village site boundary and the existing villages shall remain part of the countryside. However, small scale development within this area, as defined on the Proposals Map, will be permitted where it retains or enhances the existing character of the countryside and:
- involves the re-use, conversion or extension of existing buildings at a scale appropriate to their location, in accordance with the criteria specified in Policy DE1; or
 - is an essential requirement directly related to the economic or social needs of the rural community.
- f. The character and identity of South Marston will be protected as set out in Policy RA3.

- 5.48 Previous drafts of the Local Plan (which took the form of a developing Core Strategy) identified the Eastern Development Area (EDA) for up to 12,000 homes to comply with the draft Regional Spatial Strategy for the South West. This area was identified through the Swindon Joint Study (2005), and the evidence remains in place for this area to be identified as the most sustainable location for a large scale mixed-use development. In line with the overall reduction in the housing requirement in the Borough as a whole, a lower level of housing development is now proposed in this area which is more deliverable and which also better reflects local views gathered during consultation.
- 5.49 However the proposed development is of a sufficient scale to provide the large-scale infrastructure to mitigate the impact of development and provide facilities within the development such as District Centre and secondary school.
- 5.50 A secondary school will be important in establishing a sense of community within the proposed New Eastern Villages and reducing the impact on existing secondary schools in east Swindon. If there is no secondary school within the area, the traffic impact on east Swindon will be amplified. Additionally to deliver other infrastructure items such as a new access to east Swindon at White Hart, and at the Green Bridge, development must be of sufficient critical mass to enable this.

- 5.51 The impact on existing communities, particularly in east Swindon and South Marston is a key consideration. The aim is to maximise the benefits and minimise the negative impacts of the proposed development. The most significant potential impact on existing communities in east Swindon is the traffic impact of journeys from the proposed New Eastern Villages towards Swindon Town Centre. To alleviate potential traffic impact on Oxford Road, Covingham Drive and Greenbridge Roundabout there should be more than one access point towards Swindon Town Centre.
- 5.52 The vision for the New Eastern Villages is to create sustainable well-designed places where people want to live, work and spend time. Flood risk zones and archaeology within the site prevent development in certain areas, but they also provide the opportunity to provide strong green links through the new community. A series of new villages will be created structured around these green links, which connect the communities together and provide a focus of activity for residents.
- 5.53 The New Eastern Villages will be well integrated with east Swindon and well connected to Swindon Town Centre. They should deliver a variety of character and design, including innovative and contemporary design that represents an exemplar in sustainable living.
- 5.54 In total, the scale of development will be capitalised upon to deliver strategic infrastructure that could not be achieved by smaller developments. However, development must not compete with the Town Centre or undermine its regeneration. The identity and character of South Marston, Wanborough and Bourton will also be protected and retained.

Design and Development Form

- 5.55 The site boundary, as shown on the Proposals Map, has been drawn on the basis of it being a sustainable location, particularly in regard to access to the existing urban area and town centre. Consultation in previous drafts of the Local Plan during the Core Strategy process highlighted the concern over impacts on existing nearby rural settlements. The revised site boundary and scale of development seeks to ensure villages near to the proposed development retain their rural character and identity, and the impact upon them is now reduced. The specific details of land use and landscape requirements in and around the Eastern Villages development will be established through more detailed masterplanning work to ensure a graduated transition between the new communities and the countryside beyond.
- 5.56 The design concept for the development is based on individual “villages” each with its own separate identity, whilst integrating with each other and the existing urban area. The green infrastructure corridors between these settlements is the principal defining site feature and the village concept works well within these existing constraints.

Homes

- 5.57 A design led approach to development is being promoted for the Eastern Villages at an average density of 40 dwellings per hectare. The New Eastern Villages development will:
- Respond to the landscape and existing site conditions;
 - Deliver the range of infrastructure needed to support a new community of around 18,000 residents, including a learning campus based around a secondary school; and
 - Meet Swindon's long term housing demand and need.
- 5.58 Policy DE1 and HA1 promote a design-led approach to density, which reflects the character of the surrounding area. A variety of area characters and a range of urban forms will be expected within the new villages. This will extend from more concentrated development around the centres to support local shops, leisure and community facilities and public transport to more dispersed lower densities towards the rural edge. An average of 40 homes per hectare will be established as a target across the Proposed Villages as a whole, in order to define the site boundary and minimise unnecessary additional greenfield development. However, this should be flexibly applied to ensure that the density reflects the design objectives and not the other way round.

Employment

- 5.59 To support long term economic and job growth at Swindon, employment provision is made as part of the development to:
- Deliver jobs and employment land to support growth in Swindon's key economic sectors;
 - Create vibrancy within the development;
 - Provide opportunities for people to live and work in the area; and
 - Create an eastern gateway to Swindon.
- 5.60 There is strong potential in the east of Swindon to deliver an advanced manufacturing hub associated with existing business, particularly Honda and BMW. Proximity to such large-scale employment and opportunities to develop synergies with them was a key aspect in identifying the area to the east of Swindon for development. Access to the strategic transport network is also a key opportunity to further develop the distribution and logistics sector. These sectors are less appropriate in the town centre and will be important in delivering a balanced and diverse economy across Swindon.

- 5.61 Office development will be an important component of a vibrant mixed-use district centre. The office floorspace at the new district centre should be marketed primarily towards office users less appropriate to the town centre. As the development strategy is delivered, the population increase of Swindon should support the delivery of complementary office sites that do not undermine the role of the town centre.
- 5.62 Office development (Use Class B1a) should be concentrated within the design and built form of the district centre supported by small-scale office premises above shops within the local centres. Land adjacent to the A419/A420, should provide opportunities for the development of advanced manufacturing and distribution and logistics activities (Use Classes B1b-c / B2 / B8).

Centres

- 5.63 The district centre must be large enough and provide a wide enough range of activities to create a strong identity for east Swindon, which will anchor and provide a focus for new and existing communities. However it must not undermine the regeneration or role of Swindon town centre or provide a counter-weight to the town centre.
- 5.64 To achieve this, retail units (excluding an anchor foodstore) will be limited in size, scale and massing, and the district centre should be designed in a permeable 'high street' layout. Retail floorspace in addition to the existing Sainsbury's store will also be limited to 4550m² convenience floorspace with 20% complementary comparison floorspace. The district centre should also provide civic public space to host outdoor events and activities, community facilities and high quality public realm, innovative and contemporary buildings to signal its role as the heart of east Swindon and gateway to the town.
- 5.65 In addition to the district centre, three local centres will be provided as focal points for the villages, serving smaller catchments. These will be small groups of shops that meet the day-to-day shopping needs of the community and which are easily accessible easily by walking or cycling. There will also be provision for small-scale employment and the local centres will also contain multi-use facilities for worship, public sector use and leisure, community and cultural uses, especially in the evenings.
- 5.66 Each local centre should also provide a smaller scale public realm feature, such as a small square, widened street or managed green space to help create community identity, a sense of place and to signal its location as a community focal point. The design should maximise opportunities to co-locate local centres with primary schools, to generate a scale or activity and to share facilities.

Health and Emergency Services

- 5.67 The scale of development will generate the need for a new health care facility. The Swindon Primary Care Trust has identified that a GP can serve a population of around 1,750 residents, therefore a 11 GP surgery or two smaller surgeries, will be needed, which should be located at the district centre. To support health and social care objectives set out in Policy CM2, the GP surgery(ies) should be co-located with a dentist and pharmacy and be fit for integrated public sector use (see Policy CM3).

- 5.68 The Wiltshire Fire and Rescue service will not be able to maintain current operational effectiveness and response times with the proposed development without a reorganisation of assets. A new fire station will be required to the southeast of Swindon to serve the New Eastern Villages and existing south and eastern areas of the Borough. The preferred site of the Fire Service is land adjacent to Great Western Hospital. However if that site proves to be undeliverable then land at the southern end of the Proposed Eastern Villages area in the employment area should be safeguarded for a new fire station.

Schools

- 5.69 The New Eastern Villages will generate a need for additional secondary and primary education facilities. This will be provided by a new secondary school and three new 2-form entry primary schools as well as the expansion of the existing primary school at South Marston. These schools should be at the heart of each village. Initially, secondary school places needs will be met by existing education infrastructure. As development is built out, a new 8-form entry secondary school will be provided on-site. One of the new primary schools will be co-located with the secondary school as part of the learning campus, and this will incorporate a specialist leisure and sports centre to form a learning campus.
- 5.70 In order to manage the projected peak in pupil numbers, each primary school will be capable of expanding to temporarily accommodate an additional form of entry. To manage the projected peak in secondary pupil numbers the new secondary school will be capable of expansion of up to 4-forms of entry. Prior to this physical improvements and capacity may also be required at existing schools.

Green Infrastructure

- 5.71 The development form at the New Eastern Villages will be structured around green spaces, particularly associated with the River Cole corridor and its tributaries. Development will protect and enhance existing green infrastructure, defined in policy EN1, and provide new green infrastructure in accordance with that policy.
- 5.72 There is a range of existing heritage and biodiversity assets within and near to the proposed development. These will be protected, enhanced and integrated within the development. The site will demonstrate net biodiversity gain, through the creation of new habitats on-site as well as the protection and enhancement of the existing biodiversity present. The impact on views to and from the North Wessex Downs Area of Outstanding Natural Beauty will be mitigated through the landscape assessment and considered in the context of Swindon's existing position in relation to the North Wessex Downs, accepting that development will be visible.
- 5.73 Proposals for development must integrate and connect with the wider Swindon green infrastructure network extending the River Cole Corridor through the site to Nightingale Wood and the wider countryside.

- 5.74 The Green Infrastructure network will provide leisure routes and perform flood alleviation and water storage functions, but not exclusively. Public open space and allotment facilities will be provided in accordance with the Council's standards (as set out in Appendix 5).

Transport

- 5.75 The scale of the development facilitates the provision of a rapid transit system between the new development and Swindon Town Centre. Such a system should be fast, frequent, safe, reliable and cost-effective. Above all it should be attractive to those who have a choice of transport means. Opportunities to walk and cycle should be maximised, particularly along the green corridors.
- 5.76 The Green Bridge will provide an additional walking and cycling link across the A419 and public transport route. It will create an attractive and safe route to connect the new development and the existing communities.
- 5.77 The White Hart Junction has a critical role in high quality urban design and should provide a gateway to the town. Its reconfiguration should not only facilitate vehicular access to the development but should also facilitate enhanced pedestrian and cycling access. It is important that a second access to the A419 is provided to disperse traffic from the development. Therefore a link to Commonhead roundabout should be provided from the southern part of the development.
- 5.78 North-South routes under the railway line will be provided to strengthen walking and cycling links. New vehicular access should be the primary route to the new Rowborough Village, and to avoid rat-running through South Marston. Transport measures should also seek to avoid rat-running through Wanborough and the existing communities of East Swindon, Stratton and Covingham.
- 5.79 In alignment with the Swindon Transport Strategy a Park and Ride should be provided as part of the development to help reduce the volume of traffic entering Swindon.
- 5.80 Impacts on the A419 and Junction 15 of the M4 must be considered in terms of journey time reliability and safety.

Canal

- 5.81 In order to not prejudice the long-term ambition of linking the Wilts & Berks Canal to the River Thames a route should be safeguarded between Commonhead and Acorn Bridge.

Existing Communities

- 5.82 The development to the east of Swindon could benefit existing communities in East Swindon. These include direct benefits by providing of new facilities nearby such as;

- upgrades and improvements to east Swindon secondary school(s);

- health, retail and community facilities at the district centre at the north west of the site to provide a focal point for the whole of east Swindon; and
 - new physical links to deliver good quality walking, cycling and public transport links between new and existing communities.
- 5.83 Indirect benefits include access to new transport links into Swindon town centre, the creation of new jobs within the development and potential energy benefits associated with new energy infrastructure, and developer contributions in general.
- 5.84 The maintenance of the separate identity of the villages adjacent to the proposed development is an important consideration, which has been emphasised through consultation and community engagement. The land between the development and the villages shall remain part of the countryside with the policy restrictions that apply to development in the countryside in place. It is recognised that there is some development which is appropriate in countryside locations and the policy makes allowances for such development to come forward as appropriate.

Design Principles

- 5.85 The Design Principles include:
- To create new distinct villages with individual identities linked together by green spaces, which integrate with the existing urban area;
 - To create a new district centre and focus of activity in the north west of the site to serve new and existing communities at east Swindon;
 - To deliver innovative, sustainable, diverse and contemporary development and strategic enabling infrastructure that benefits Swindon as a whole;
 - To respect the landscape context, natural and historic environmental features and the identity of the surrounding villages; and
 - To create a new eastern approach to Swindon and help redefine and improve the image of Swindon.

Key Evidence Base

- 5.86 Key evidence base documents include:
- Swindon Joint Study 2026 (2005)
 - East of Swindon Evidence Base Update (2011)
 - Eastern Villages Transport Study (2011)
 - Eastern Villages Transport Study Update (2012)
 - Swindon Eastern Development Area Framework (2009)
 - Swindon Transport Strategy (2009)
 - A Consultation Draft Green Infrastructure Strategy for Swindon (SBC, 2009)
 - A Green Infrastructure Strategy for Swindon 2010-2026: Revised Consultation Document (SBC, 2011)

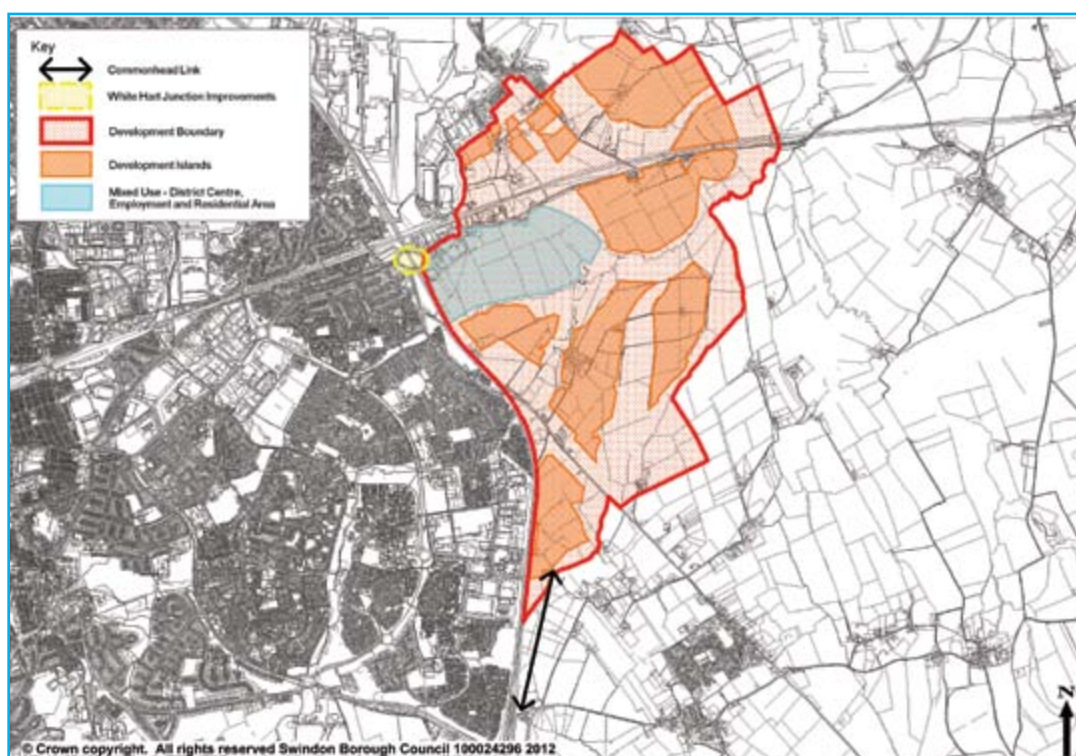
- Draft EDA Supplementary Planning Document (2009) and comments received
- Swindon Strategic Flood Risk Assessment Level 1 (2008)
- Strategy for Major Sports Facilities Provision 2009-2026 (2009)
- Swindon Retail Capacity Update (2009)
- Swindon School Place Planning Study Update (SBC, 2011)
- Swindon School Place Planning Study: Future Demand to 2026 (2009)
- Swindon Eastern Development Area WBCT Preferred Canal Route (2012)

Delivery and Links with Other Key Policies and Strategies

5.87 The Eastern Villages, Rowborough and South Marston are a key component of the development strategy for the Borough and is linked to many policies and strategies listed in the evidence base. Effective management of development will be achieved through the application of this policy and through:

- alignment of proposals with other related (but non-planning) strategies identified in the "Evidence Base" above;
- implementation of the Infrastructure Delivery Plan;
- an Eastern Villages Supplementary Planning Document;
- a South Marston Village Supplementary Planning Document;
- a Developer Contributions Supplementary Planning Document;
- development Framework Plan, design codes and masterplan;
- continuing dialogue between the Council, the local community and developers; and
- the development management process.

Figure 10: New Eastern Villages Inset Diagram

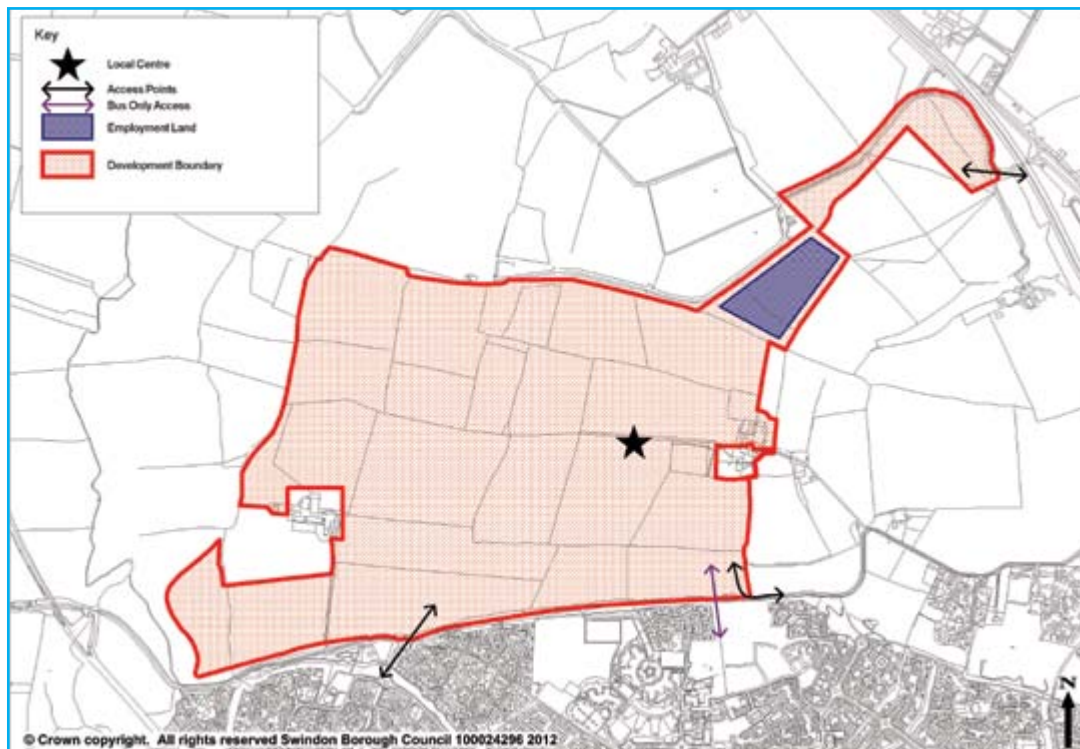


Policy NC4: Tadpole Farm

- a. Land at Tadpole Farm is allocated for a new mixed-use development as defined on the Proposals Map.
- b. The development shall provide:
 - a total of 1,695 dwellings;
 - 5 hectares of employment land (B1 and or B2 Class uses);
 - a mixed use local centre of no more than 1000m² retail floorspace
 - a 2 forms of entry primary school (or 2 forms of entry);
 - contributions towards the delivery of 2 forms of entry secondary school places off-site;
 - temporary accommodation to manage the demographic peak at primary and contributions as such for secondary schools;
 - green Infrastructure in accordance with Policy EN1 which connects with the urban area and countryside, particularly the Cricklade Country Way;
 - a wildlife corridor associated with the River Ray;
 - sport, leisure, and community facilities in accordance with Policy CM2 , including off-site contributions towards indoor leisure facilities; and
 - a community wide approach to renewable energy.
- c. Development at Tadpole Farm shall provide sustainable transport links that integrate with Swindon including:
 - a Rapid Transit link between Tadpole Farm and Swindon Town Centre and other public transport links;
 - contributions towards mitigation on the highway network;
 - vehicular access routes from Tadpole Lane and a new route north to connect to Swindon via the former A419;
 - measures to avoid through traffic from Thamesdown Drive to Blunsdon via Tadpole Lane;
 - additional pedestrian and cycle connections between the development and North Swindon;
 - walking and cycling links to North Swindon;
 - a link to the National Cycle Route 45 at the Cricklade Country Way; and
 - Development at Tadpole Farm shall protect, integrate and enhance existing assets including habitat connectivity and biodiversity, particularly at the River Ray Corridor.

- d. The development shall include mitigation to reduce the impact of development upon:
- the strategic landscape of Blunsdon Hill;
 - the rural area to the north of the site; and
 - the risk of flooding at new and existing communities and avoid development in the area of flood risk associated with the River Ray.

Figure 11 Tadpole Farm Inset Diagram



- 5.88 Outline planning permission was recently granted for a mixed use development comprising 1695 dwellings, 5 hectares of employment land, a primary school and local centre at Tadpole Farm in accordance with the draft Policy NC5 in the Revised Proposed Submission Document Core Strategy (2011). This Local Plan retains Tadpole Farm as an allocation to guide detailed applications and in the event of a new outline application being submitted in the future.
- 5.89 The South West Regional Spatial Strategy identified an area of search to the north-west of Swindon, to accommodate 2,000 dwellings as urban extension(s) to the town. The Small Scale Urban Extensions Study concluded that Tadpole Farm is the most sustainable location to accommodate development in this area. Tadpole Farm was identified in large part due to the absence of any major environmental constraints and that an urban extension in this location can be accommodated discretely within the strategic landscape with limited impact upon the character and identity of any surrounding settlements.

- 5.90 The need to ensure a delivery of housing supply on a range of urban extensions to meet economic and demographic needs means Tadpole Farm remains as a location for major development. However, to reflect a move towards lower densities, a reduced scale of development is now allocated in this Plan.
- 5.91 The Small Scale Urban Extensions Study and Swindon Green Infrastructure Strategy highlight the importance of the Cricklade Country Way as a key strategic green infrastructure route. Development proposals must support this role and integration with wider green infrastructure objectives, including a landscape strategy, which addresses strategic impact to the north of the site and the relationship between Tadpole Farm and Blunsdon Hill.
- 5.92 Access to Tadpole Farm will be primarily from Oakhurst Way and a new northern access road to the former A419 to Blunsdon. Vehicular access will also be from Tadpole Lane. Measures such as signalling and road design should be implemented to discourage trips from Thamesdown Drive to Blunsdon via the new development and Tadpole Lane. The primary route for construction traffic will be from the north.
- 5.93 The Swindon Transport Strategy identifies the requirement for a new rapid transit link and transport route linking north and west Swindon with the Town Centre. A rapid transit route is critical to deliver the smaller scale urban extensions in a sustainable manner and should be phased in the early part of the development. A cohesive approach to transport and highways infrastructure will be required involving developer contributions from all sites to deliver a transport solution for north Swindon. A bus only access route is also identified from north Swindon.
- 5.94 The purpose of this is to mitigate the impacts of development upon the existing road network at north and west Swindon alongside the localised transport infrastructure. Impact during the construction phase on existing communities will need to be considered.
- 5.95 There is a considerable area of high flood risk to the west of the proposed site associated with the River Ray. Development will not be permitted in this high flood risk area, and measures should be introduced to reduce existing flood problems at Tadpole Bridge.

Key Evidence Base

- 5.96 Key evidence base documents include:
- Swindon Small Scale Urban Extensions Study (2008)
 - Swindon Transport Strategy (2009)
 - A Consultation Draft Green Infrastructure Strategy for Swindon (2009)
 - A Green Infrastructure Strategy for Swindon 2010-2026: Revised Consultation Document (2011)

Delivery and Links with Other Key Policies and Strategies

5.97 Tadpole Farm is a key component of the development strategy for the Borough and is linked to many policies and strategies listed in the evidence base. Effective management of development will be achieved through the application of this policy and through:

- alignment of proposals with other related (but non-planning) strategies identified in the "Evidence Base" above;
- implementation of the Infrastructure Delivery Plan;
- a Developer Contributions Supplementary Planning Document;
- development Framework Plan, design codes and masterplan;
- continuing dialogue between the Borough Council, the local community and developers; and
- the development management process.

Policy NC5: Kingsdown

- a. Land at Kingsdown is allocated for a new mixed-use development, as defined on the Proposals Map.
- b. The development shall provide:
 - a total of 1,650 dwellings;
 - a mixed use local centre of not more than 1000m² retail floorspace with no more than 20% of that as comparison goods;
 - a 2 forms of entry primary school and a children's centre;
 - contributions towards the delivery of 2 forms of entry secondary school places off-site;
 - temporary accommodation to manage the demographic peak at the primary school and contributions as such for secondary schools;
 - green infrastructure in accordance with Policy EN1 which connects with Broad Blunsdon and the wider countryside;
 - landscape mitigation to reduce the visual impact of development to the north and east of the site;
 - sport, leisure, and community facilities in accordance with the objectives of Policy CM2;
 - high quality public realm; and
 - a community wide approach to renewable energy in accord with Policy DE2.

- c. Development at Kingsdown shall provide sustainable transport links that integrate with Swindon including:
 - a new all vehicular bridge across the A419 to connect to the Swindon urban area;
 - public transport links from the first phase of development;
 - mitigation contributions for the highway network;
 - vehicular access routes from Cold harbour Junction, the B4109 east of Broad Blunsdon;
 - measures to minimise rat running through Broad Blunsdon village and from Cold Harbour Junction; and
 - connections for walking and cycling to Swindon and Broad Blunsdon.
- d. Development at Kingsdown will protect, integrate and enhance existing assets including:
 - Bydemill Brook and its tributaries; and
 - Stratton Wood.
- e. Development at Kingsdown shall include mitigation to reduce the impact of development upon:
 - existing biodiversity and geodiversity assets in accordance with Policy EN4;
 - the risk of flooding at new and existing communities in accordance with Policy EN7;
 - the historic environment, including listed buildings and any archaeological features in accordance with Policy EN10; and
 - the context and character of Broad Blunsdon at the northern edge of the site, through the design of the development.
- f. The character and identity of Broad Blunsdon shall be protected by a principle of non-coalescence between the settlements. The land between the Kingsdown development and the village shall remain part of the countryside. However, small scale development within this area, as defined on the Proposals Map, will be permitted where it retains or enhances the existing character of the countryside and:
 - involves the re-use, conversion or extension of existing buildings at a scale appropriate to their location, in accordance with the criteria specified in Policy DE1; or
 - is an essential requirement directly related to the economic or social needs of the rural community.

- 5.98 In order to provide an adequate supply of housing to meet the overall requirement and satisfy the 5-year housing land requirement an additional smaller scale urban extension it has been necessary to identify another smaller-scale urban extension to Swindon.
- 5.99 In the Preferred Options draft of the Core Strategy (2008), land at Kingsdown was allocated for 500 dwellings to meet the requirement within that Plan to be in accord with the draft RSS. However in the Small Scale Urban Extension Study (2008) land at Kingsdown was assessed as being less sustainable than Tadpole Farm. In the subsequent draft of the Core Strategy it was identified as a potential reserve site subject to delivery on other sites with the allocation being assigned to a larger Tadpole Farm allocation. Subsequent capacity work has limited Tadpole Farm to less than 1700 dwellings. With the additional housing requirement land at Kingsdown has been assessed using the evidence of the small-scale urban extension study for its potential contribution to supply of housing.
- 5.100 The Small Scale Urban Extension Study concluded that it is accessible to employment opportunities in NE Swindon and retail and leisure facilities also in NE Swindon. However such accessibility is subject to direct access the A419, particularly by walking and cycling. In landscape terms development south of Kingsdown Lane is more appropriate than north of it.
- 5.101 In order to provide for the essential infrastructure, particularly crossing the A419, a larger development is required than the initially identified 500 dwellings. Also, to provide for an on-site primary school of 2 forms of entry a residential development of between 1,600 and 2,000 dwellings is required. In consideration of the landscape north of Kingsdown Lane lower density housing is proposed in that area reducing the overall capacity.
- 5.102 Access to Kingsdown shall be by more than one point. The primary access will be via a new bridge over the A419 linking into the Swindon urban area including walking and cycling.
- 5.103 In order to deliver a sustainable development it is vital that the vehicular bridge is delivered early in the development. This may be secured through conditions relating to occupancy of residential units.
- 5.104 It is important that any impact on Broad Blunsdon is minimised and mitigated for. The policy includes measures to reduce 'rat-running' and for the development to respect the context and character of the village. The area between the proposed development and Broad Blunsdon shall remain part of the countryside to maintain the separate identity of the village.

Key Evidence Base

- 5.105 Key evidence base documents include:
- Swindon Small Scale Urban Extensions Study (2008)
 - Swindon Transport Strategy (2009)

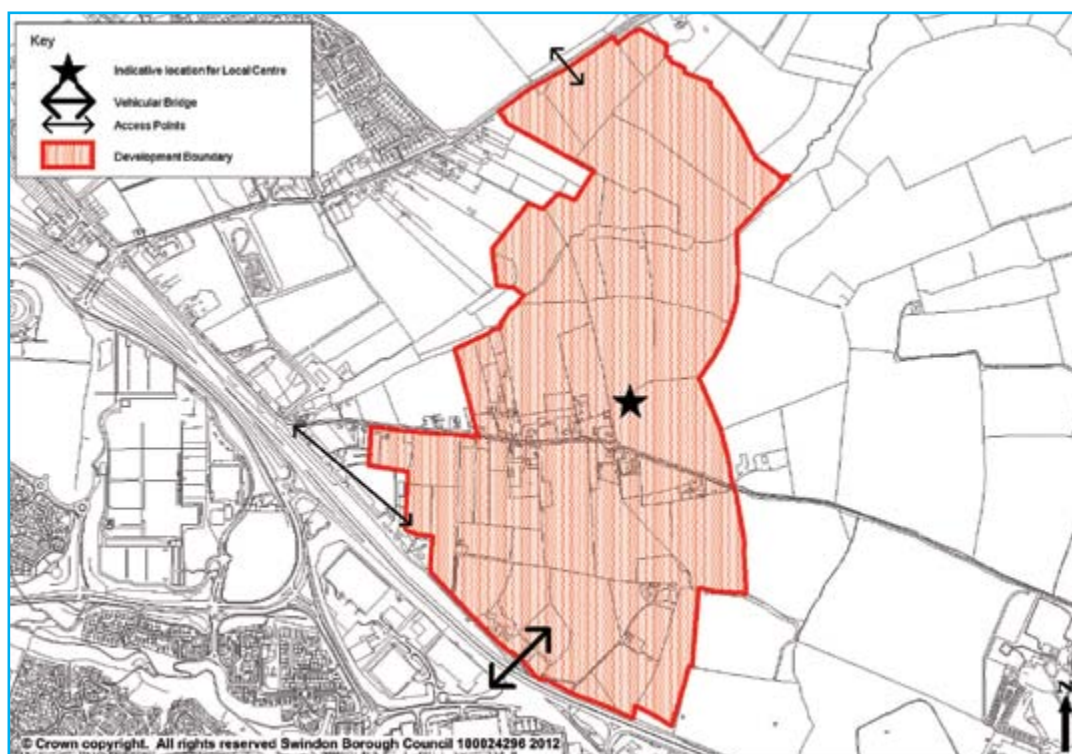
- A Consultation Draft Green Infrastructure Strategy for Swindon (2009)
- A Green Infrastructure Strategy for Swindon 2010-2026: Revised Consultation Document (2011)

Delivery and Links with Other Key Policies and Strategies

5.106 Kingsdown is a key component of the development strategy for the Borough and is linked to many policies and strategies listed in the evidence base. Effective management of development will be achieved through the application of this policy and through:

- alignment of proposals with other related (but non-planning) strategies identified in the "Evidence Base" above;
- implementation of the Infrastructure Delivery Plan;
- a Developer Contributions Supplementary Planning Document;
- development Framework Plan, design codes and masterplan;
- continuing dialogue between the Borough Council, the local community and developers; and
- the development management process.

Figure 12: Kingsdown



Rural Settlements

- 5.107 The rural area comprises about three-quarters of the Borough's area, within which are a range of small settlements comprising well-defined communities. The rural areas of the Borough have their own specific requirements in terms of accessibility, economy and community facilities that in general are under greater pressure than in the Swindon Urban Area. These have to be provided in the context of the character and landscape of the surrounding areas. However the growth of Swindon will also impact upon these communities. The decline in employment in rural settlements and the increase in migration of commuters means they have increasingly become dormitory settlements.

New Housing Developments

- 5.108 Policy SD2 makes provision for at least 450 new dwellings in the rural part of Swindon Borough between 2011 and 2026. The Strategic Housing Land Availability Assessment (2008) confirmed that this level can be delivered but will require a comparison of available sites in consultation with the local communities. Neighbourhood Plans and/or further site specific allocations work undertaken by the Borough Council will allocate specific development sites in accordance with the Local Plan, and in doing so will review settlement boundaries. Such allocations should be in the context of the existing character and size of the settlement. Whilst most development will occur in the primary settlements, the spatial strategy needs to be flexible enough to enable necessary development in the secondary settlements and smaller villages without setting rigid criteria about the level of existing facilities that is needed in individual settlements to make new housing acceptable.
- 5.109 Sustainable small-scale developments that are necessary to maintain the function of rural life in villages will be acceptable but must come forward in a planned way with support from local communities. Proposals that introduce new uses to existing buildings can sometimes protect or make an important visual contribution to the rural scene as well as a practical contribution to the local stock of facilities or accommodation. Similarly, the removal of unsightly buildings can have a useful and important visual impact and might introduce additional environmental benefits.
- 5.110 In order to protect the individual characters of the countryside and small villages, unsustainable developments that are not of appropriate scale, design, or function should be prevented. The joint principles of sustainability and the need to keep rural communities vibrant would also be served by improving public transport, for example by encouraging community-based transport.

Employment

- 5.111 The national indications are that in the rural areas the key areas for future job growth are home working, teleworking and small businesses. These types of employment generate less of a need to identify and release land for economic development, and instead require a strategy which enables small businesses by, for example, increasing the provision of live-work space in rural communities. The Borough Council will be supportive of planning applications for workspace extensions to homes (subject to criteria related to scale, noise and disturbance). The local rural economy would also be boosted by encouraging job growth in leisure, education, and tourism (e.g. rural crafts), particularly in the more attractive villages and countryside.

Accessibility and Village Services

- 5.112 Commercial facilities in rural areas, such as shops, post offices, and public houses, increasingly struggle to be economically viable. Services can be brought into the rural area, a principle that the spatial strategy for rural areas supports. In doing so, it is hoped that the sustainability of rural areas will be improved by reducing the need to travel into Swindon. Whilst the Borough Council has an aspiration to encourage a range of services in small settlements, it is not something it can directly control.
- 5.113 For rural settlements to thrive resident's local accessibility to services needs to be improved. Opportunities to improve fixed route bus services are limited because often such services are not economically viable and funds are only available to support a few routes. The future is therefore in, demand responsive transport and in community-based schemes, which will be encouraged and supported by the Borough Council through successive reviews of the Local Transport Plan. There may also be a need for subsidised transport. If sustainable transport schemes are to be successful, Rural Transport Partnerships need to be developed through the Local Transport Plan, including local communities so that local needs can be identified. Coordination of schemes across administrative areas will require a joint approach with adjacent local authorities. Accessible funding mechanisms are needed, with targets applicable to rural areas.

Key Evidence Base

- 5.114 Key evidence base documents include:

- Swindon Core Strategy Rural Issues Paper (2009)

Policy RA1: Highworth

- a. Development at Highworth shall be in accordance with Policies SD1 and SD2 and should support the following local priorities:**
- **maintain the separate identity of Highworth as a hill top market town and respect its landscape setting;**
 - **rejuvenation of Highworth Town Centre to create a lively, thriving and attractive focus for the town by:**
 - o **maintaining and enhancing the character and function of Highworth town centre;**
 - o **seeking that appropriate development contributes towards the improvement and unification of Highworth Town Centre and points of access to it;**
 - o **preventing the loss of existing shops, services and facilities from Highworth Town Centre;**
 - o **focusing shops, services and facilities at Highworth town centre in accordance with Policy D; and**
 - o **improving the accessibility of Highworth by means of public transport, walking and cycling.**

- **Support a sustainable market town economy for Highworth by:**
 - **supporting the expansion of existing business and encouraging economic development opportunities in accordance with Policy EC1;**
 - **realising tourist potential, in the form of appropriate attractions and accommodation, as a historic market town and gateway to the Cotswolds; and**
 - **improving the visual and physical appearance of the key points of access into the town.**
 - **Prevention of significant adverse environmental impact;**
 - **Provision of a range of social and recreational facilities;**
 - **Protection and enhancement of the role of Pentylands Park, as defined on the Proposals Map, as a place to visit for recreational purposes and related activities; and**
- b. Land north of Blackworth Industrial Estate, as shown on the Proposals Map, is allocated for B-Class employment use, with no more than 50% of it being used for B8-use.**

5.115 Highworth is a freestanding settlement seven miles from Swindon and retains a market town function within its catchment area. The town has a well-defined historic centre with a range of services and is surrounded by attractive countryside. In addition, Highworth has a broad employment base that includes a business park at Blackworth Industrial Estate.

5.116 The vision for Highworth (Our Future Is In Our Hands) prepared by the Highworth Community Partnership Group in 2008, suggests that the economic development strategy for Highworth should seek to achieve "an appropriate balance between self-containment and openness to achieve economic viability". To provide for future local employment opportunities approx. 5ha. of land north of the existing Blackworth Industrial Estate is identified to provide opportunities to provide an appropriate balance. To ensure that a range of job opportunities are provided for, the amount of B8 uses is limited to no more than 50% of the allocation.

5.117 The vision also gives support to the development of sustainable tourism – particularly cultural tourism that would prevent Highworth becoming a 'tourist trap'.

5.118 New housing development should be at a scale to support the identity of Highworth as a hill-top settlement, and does not increase the level of out-commuting, particularly by private car. However, a limited amount of additional housing is accepted to maintain the viability and vitality of Highworth, particularly the Town Centre. Highworth Town Centre is a small centre that suffers from a lack of 'critical mass' of shops sufficient to attract shoppers in significant numbers. New housing provision will increase the number of households in Highworth, which will help maintain the viability of shops. There is a pressing need to improve the pedestrian linkage between the Co-op store and Highworth Town Centre. The street frontage of the High Street should remain primarily for A1 (retail) use-class in line with Policy EC3.

- 5.119 Pentylands Park is an important and cherished local amenity, with ambitions to designate it as a Country Park. It is therefore vital that it is safeguarded from development that would compromise its role and function.
- 5.120 Opportunities should be sought from any future development to improve the key gateways to the Town Centre, particularly the Fox Roundabout.

Local Priorities

- 5.121 Local priorities for Highworth have been identified through community planning participation events.

Additional Evidence Base

- 5.122 Additional information includes:

- Shaping Your Community Report (2010)
- Highworth: The Vision (2008)

Delivery and Links with Other Key Policies and Strategies

- 5.123 Effective management of development at Highworth will be achieved through the application of this policy and through:
- Highworth Neighbourhood Plan

Policy RA2: Wroughton

- a. **Development at Wroughton shall be in accordance with Policies SD1 and SD2 and should support the following local priorities at Wroughton:**
- **retain Wroughton's independent identity from Swindon by maintaining separation between Wichelstowe and the village;**
 - **strengthen links, particularly by public transport, between Wroughton and Swindon including to:**
 - o **Swindon's southern employment areas;**
 - o **the Great Western Hospital; and**
 - o **West Swindon.**
 - **strengthen the role of Wroughton village centre as a focus for the village by:**
 - o **strengthening links between Wroughton High Street and the Ellendune Centre;**
 - o **preventing the loss of existing shops and facilities;**
 - o **focusing shops and facilities at Wroughton Village Centre in accordance with Policy EC3; and**
 - o **maintaining and enhancing the character of Wroughton High Street.**

- **maximise opportunities associated with the Science Museum and Wichelstowe to benefit Wroughton and the Borough through:**
 - **realising tourism benefits associated with the Science Museum;**
 - **allowing expansion of museum activities providing the benefits are delivered sustainably and do not conflict with other policies in the Local Plan; and**
 - **access to new services, jobs and facilities.**
- **the provision of further sports and play facilities.**

5.124 Wroughton is almost adjacent to Swindon and any extension to the north would bring about coalescence. The proximity to a wide range of services in Swindon has meant that a market town function has not developed, and there is a narrow range of services within the settlement. Wroughton also has a limited employment base. Some new employment in the service sector might be acceptable, but no land allocations are required. The vision for Wroughton (The Community Strategic Action Plan for Wroughton 2007-2017), prepared by V4W (Vision for Wroughton Group) has as an aspiration "to maintain its strong village feel, while at the same time ensuring that there is provision for business and economic activity to ensure prosperity and sustainability". Opportunities were seen at Wichelstowe, encouraging new business start-ups, and developing the sectors of agriculture, tourism and retail, creative and scientific sectors (based on the Science Museum), and potentially people care industries.

5.125 There are two major environmental constraints to significant development. Firstly, it remains important that the gap between Wroughton and Swindon is retained to preserve the separate physical and community identity of Wroughton. Secondly, Wroughton adjoins the North Wessex Downs Area of Outstanding Beauty and any development proposals will need to take this into account.

5.126 Wroughton Village Centre functions well and contains most of the main services that a village of this size requires. However the Ellendune Centre is in need of rejuvenation.

Local Priorities

5.127 Local priorities for Wroughton have been identified through community planning participation events.

Additional Evidence Base

5.128 Additional information includes:

- Shaping Your Community Report (2010)
- Vision for Wroughton – The Community Strategy Action Plan for Wroughton 2007-2017 (2007)

Delivery and Links with Other Key Policies and Strategies

5.129 Effective management of development at Wroughton will be achieved through the application of this policy and through:

- Wroughton Neighbourhood Plan (if commenced)
- a Site Allocations DPD

Policy RA3: South Marston

- a. Development at South Marston shall be in accordance with Policies SD1 and SD2 and must contribute towards the creation of an integrated village with a distinct rural and separate identity from Swindon and other settlements. Expansion of the village will be as part of the New Eastern Villages strategic allocation and through allocated brownfield opportunities, as shown on the Proposals Map.
- b. Development at South Marston shall:
 - ensure it respects the character of the existing village by:
 - o providing housing at an average of 30 dwellings per hectare; and
 - o providing affordable housing in accordance with Policy HA2, but at a proportion of no more than 20%.
 - provide community, recreation facilities and retail provision of an appropriate scale, as part of a village centre;
 - provide green infrastructure in accordance with Policy EN1 proportionate to the scale of expansion;
 - provide an extended recreation ground to include the field to the south-west of the current recreation ground with recreational facilities of an appropriate type and scale;
 - protect historical landscape features, archaeological assets and existing green-infrastructure;
 - deliver primary school places within the village to meet the needs of an expanded South Marston; and
 - provide a new road connection between Thornhill Road and Old Vicarage Lane, within the limits of the expanded village and designed so that it does not form a bypass to South Marston;

- provide traffic management and sustainable transport measures to minimise the volume of traffic, including traffic passing through the village, and to reduce the impact on the village, in particular at Pound Corner;
 - ensure other development/redevelopment opportunities on existing (brownfield) sites in the west and north of the village provide strong links with the village and make the appropriate infrastructure contributions to mitigate their impact in broad accordance with the South Marston Village SPD;
 - provide mitigation measures to protect the village from flood risk; and
 - realise opportunities to facilitate main drainage and utilities supply to existing properties that currently lack connections where possible.
- c. To ensure non-coalescence of South Marston with Swindon and the other proposed Eastern Villages the land between the expanded village and the railway to the south shall remain part of the countryside. Development within this area, as defined on the Proposals Map, shall only be permitted where it retains or enhances the existing character of the countryside and:
- involves the re-use, conversion or extension of existing buildings at a scale appropriate to their location, in accordance with the criteria specified in Policy DE1; or
 - is an essential requirement directly related to the economic or social needs of the rural community.

- 5.130 An expanded South Marston forms one of the New Eastern Villages in Policy NC4. South Marston Parish Council conducted a village survey in 2005 (85% household response rate) which demonstrated the importance to South Marston that it retains its independence and identity and that it does not coalesce with Swindon or other developments. To achieve this, an extension to the existing village is proposed, which must retain a gap between South Marston and other Eastern Villages development including Rowborough. This approach to South Marston meets identified housing needs to the east of Swindon, whilst protecting the identity and character of the village. There are brownfield sites, which provide additional opportunities, which must be incorporated as part of the village.
- 5.131 This development of South Marston will retain a strong and definitive sense of place and provide the opportunity to deliver new local services and facilities within South Marston as a consequence of its increase in size and therefore allow existing residents of the village to benefit from growth. This will enable South Marston to thrive and promote greater self-containment within the village. In 2006, South Marston Parish Council initiated the preparation of a Village Strategy by local residents, which identified the principles of potential development. Any additional development opportunities must demonstrate that they contribute towards the wider plans and objectives for South Marston and fully integrate with the village.

- 5.132 The Village Strategy outlined opportunities for development of the existing industrial sites to the west of the village; the re-routing of traffic through the village away from Pound Corner; and the importance of creating a strong centre to the village around the Recreation Ground and adjacent green space. The proposals for development of the village as a consequence of the Proposed Eastern Villages provide an opportunity to deliver some of these objectives in a way that does not prejudice the strategic objectives for the whole area.
- 5.133 The Borough Council is now engaging with South Marston Parish Council, and in consultation with village residents, in preparing a South Marston Village SPD. This will help support an integrated approach to the development of the village and will benefit the current and future community of South Marston. Developer contributions will be required from all developments identified through the South Marston Village SPD.
- 5.134 Development should seek to improve the provision of utilities, such as broadband, for existing residents of the village.

Additional Evidence Base

- 5.135 Additional information includes:

- South Marston Village Strategy (2007)
- On-going joint work with South Marston Parish Council on the South Marston Village Supplementary Planning Document
- Shaping Your Community Report (2011)

Delivery and Links with Other Key Policies and Strategies

- 5.136 Effective management of development at South Marston will be achieved through the application of this policy and through:
- integrate with the character of the existing village and its landscape setting and this will be controlled through the preparation of a Village Supplementary Planning Document and Village Design Code;
 - New Eastern Villages Supplementary Planning Document;
 - engagement with the community of South Marston through the Parish Council;
 - Village Design Codes; and
 - Developer Contributions Supplementary Planning Document.

Local and Neighbourhood Policies

Strategic Objectives

The Local and Neighbourhood Policies will help to meet all Strategic Objectives set out in Part 2 of this Plan, in the local context.

- 5.137 The Local and Neighbourhood Policy sets out the approach that will be taken to planning for local communities and neighbourhoods in the Borough. The introduction of the Localism Act 2011 makes new statutory provisions for local communities to play an enhanced role in planning for new development in their local area. This Part and its policies will help to guide those processes.

Key Issues

- 5.138 The involvement of the local community goes to the heart of successfully planning for and implementing sustainable and inclusive growth and change. Without the input of the community, plans would mean less on the ground and development less responsive to local needs. Proactive engagement with the local community will be key to ensuring that the impact of new development is a positive one and reflects the locality within which it sits. This engagement will need to take place throughout the planning for and delivery of development and there are several stages during which the community's views and input can be sought. However, it does not stop at just engaging: it will be important that the views of the community are taken into account as planning discussions move forward and reasoned justification is given in the consideration of views. It is important that the Borough Council continues to encourage engagement between the private sector (for example, developers) and the local community when planning for new development, but also that the reasons the Borough Council, as Local Planning Authority, makes decisions either in supporting or opposing development proposals are transparent and communicated effectively.
- 5.139 In order to deliver sustainable development at the appropriate scale for the local communities, this Plan sets out a spatial strategy to deliver the right quantum and quality of growth at the right time. These 'strategic' policies provide the framework for delivery in the Borough. In some of the places identified for growth, be it large or small scale, it may be appropriate for there to be more growth than is indicated in this plan. The Neighbourhood Planning process allows for this to take place, where the local community want that to happen.
- 5.140 Traditionally, Parish Plans have been the key document through which local communities could express their aims, objectives and priorities. These plans may continue to be the most suitable vehicle for local communities to express their priorities for the delivery of any number of things such as facilities, services and development. However whilst informative, and sometimes the best and most up-to-date evidence of what a community wishes to see happen in their area, as non-statutory plans they are not always seen to have any real traction in the planning process.

- 5.141 The Localism Act 2011 and changes to national planning policy introduced in 2012 through the National Planning Policy Framework provide the opportunity for local communities to have more control over planning strategy and the delivery of development in their area, where those communities support an increase in the amount of development over that identified in the Local Plan and where their plans are in conformity with the Local Plan. Neighbourhood Plans, which form part of the statutory development plan once adopted by the Borough Council, and Neighbourhood Development Order, which can give permission to development without the need for planning permission to be granted by the Local Planning Authority, can be drawn up by properly constituted Neighbourhood Forums. They provide two additional mechanisms open to local communities to bring forward development (in addition to existing ways of securing development) over which the local community can have a say in their location and specification.
- 5.142 Notwithstanding any desire to produce a community plan, a key issue relevant to their preparation, whether statutory or non-statutory, will be the amount of resource needed to commit to producing such a document given that such plans should be driven by the community rather than by the Borough Council.

Addressing the Key Issues

- 5.143 Planning has a key role to play in helping communities to deliver growth and change in the way they want to deliver it, particularly so with the introduction of the new planning system. Whilst it cannot guarantee the delivery of all facilities and services a community may wish for, it can help to protect and enhance existing assets and provide a positive framework to help shape and guide development with the involvement of the community at its heart. Key to effective delivery will be this Plan, as well as more detailed planning work which could be done involving the community such as masterplanning, Neighbourhood Plans (or Development Orders) or further work on specific site allocations.
- 5.144 The Borough Council's Localities have a key role in facilitating Neighbourhood Forums, and in some cases through the Locality Forum may choose to initiate Neighbourhood Plans.
- 5.145 To provide a positive framework to enable communities to have a say in the future planning of Swindon, this Part sets out policies which:
- provide a commitment to effective communication between the Council and local communities through both plan making and development management processes;
 - support the production of Parish and other community plans which help to provide locally driven evidence and views about need and aspirations;
 - provide advice and support for communities undertaking a Neighbourhood Plan or Development Order process; and,
 - set out a process which will ensure that local scale development required by this Plan is delivered, if not through the development of communities' Neighbourhood Plans, then through further work on the Local Plan.

- 5.146 In addition, the Borough Council has adopted a Neighbourhood Planning Protocol to help local communities choose the most appropriate vehicle to affect change in their area and advise on the process and support available to them if they choose to develop a Neighbourhood Plan.

Policy LN1: Local and Neighbourhood Planning

- a. **In order to maximise opportunities for Swindon's community to comment on and influence growth and change in the Borough, good communication between the Borough Council, local community, and developers will be maintained through:**
 - engagement and consultation in the preparation of Development Plans, Masterplans, Supplementary Planning Documents and in determining Planning Applications;
 - encouraging pre-application discussions between developers and the local community; and,
 - ensuring that the Borough Council's decision making process is transparent and with reasons for decisions communicated effectively.
- b. **The production of non-statutory community plans by Parish Councils and other recognised organisations representative of the local community will be supported where possible to help ensure objectives, priorities and policies are broadly aligned with those of this Plan.**
- c. **The preparation of statutory Neighbourhood Plans and Neighbourhood Development Orders by designated Neighbourhood Forums will be supported in accordance with the Council's Neighbourhood Planning Protocol and the requirements of local planning authorities set by the Localism Act 2011 and accompanying Regulations.**
- d. **Should Neighbourhood Plans and / or Neighbourhood Development Orders not be commenced to bring forward sufficient allocations of local housing development in conformity with this Plan, or sufficient developer proposals for such housing development not have been approved within the first five years of the plan period, the Borough Council will seek to identify such sites through further separate site specific development plan allocations.**

- 5.147 There are 14 parishes, 13 with an elected Parish Council and one with an annual parish meeting and Highworth Town Council, within the Borough, which have a local democratic role and also provide and manage a number of local facilities. The Parish and Town Councils provide a focus for engagement within their communities. There are also a large number of Community and Resident Groups.

- 5.148 It is important to take account of the needs and aspirations of those diverse communities that cross administrative boundaries.
- 5.149 The Borough Council and its partners are also promoting new ways of working. This is about providing the best and most cost effective service possible for our communities by changing how we work, where we work and how we use technology.
- 5.150 Localities, Parish and Town Councils, and Community Groups will be encouraged to prepare community-led plans to establish, prioritise and help deliver the improvements needed in their area. Where the community or neighbourhood action plans are founded on full local consultation and engagement and where they do not conflict with the Local Development Framework, these Plans will be accorded weight as a material consideration in the determination of planning applications.
- 5.151 Through the Community Participation events, the need for better communication in relation to planning applications and decisions was highlighted.
- 5.152 In line with the Statement of Community Involvement, developers shall be encouraged to undertake public consultation on development proposals.
- 5.153 Neighbourhood governance arrangements shall be encouraged to provide a focus for community action.

Key Evidence Base

- 5.154 Key evidence base documents include:

- Shaping Your Community Report (2011)
- Swindon Borough Statement of Community Involvement (2007)
- Swindon Sustainable Neighbourhoods Study (2009)

Delivery and Links with Other Key Policies and Strategies

- 5.155 Effective management of development will be achieved through the applications of the policy and through:
- Neighbourhood Plans; and
 - Site Allocations DPD.

Appendices



Appendix 1: Saved Policies of Swindon Borough Local Plan 2011 proposed to be superseded by the Swindon Borough Local Plan 2026 Pre-Submission Draft

The Town & Country Planning (Local Development) (England) Regulations 2004 states that where a Development Plan Document contains a policy that is intended to supersede another policy, it must state the fact and identify the superseded policy.

Saved Local Plan Policies Proposed to be Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
Development Strategy				
DS1	Urban Concentration of Development	DS1 Development Strategy	SD2: Sustainable Development Strategy	Policy framework superseded
DS1A	The Regeneration of Swindon's Central Area	CT1 Swindon: A Destination of Choice SC1 Swindon's Central Area	SD1: Sustainable Development Principles SC1: Swindon's Central Area	Policy framework superseded
DS2	Strategic Development Areas	NC2 Wichelstowe	NC1: Wichelstowe SD2: The Sustainable Development Strategy	Designation and policy framework superseded
DS3	Commonhead	NC3 Commonhead	NC2: Commonhead	Policy framework superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
DS4	Master Plan/Framework Plans	NC1 New Communities	NC1: Wichelstowe NC2: Commonhead NC3: Eastern Villages NC4: Tadpole Farm NC5: Kingsdown	Policy framework superseded
DS5	Hierarchy of Rural Settlements	DS1 Development Strategy RA1 Highworth and Wroughton	SD2: The Sustainable Development Strategy RA1: Highworth RA2: Wroughton RA3: South Marston	Designation and policy framework superseded
DS6	Standards of Design and Amenity	DMP1 High Quality Design DMP2 Energy & Sustainable Construction	DE1: High Quality Design DE2: Sustainable Construction	Superseded
DS7	Urban Design	DMP1 High Quality Design	DE1: High Quality Design SD1: Sustainable development Principles	Superseded
DS8	Infrastructure Needs Resulting from Development	DMP4 Infrastructure needs arising from development	IN1: Infrastructure Provision	Superseded
DS9	Density of Development	CT2 Benefiting from Economic Growth	HA1: Mix, Types and Density DE1: high quality design	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
The Built and Natural Environment				
ENV1	Development affecting Conservation Areas	CT3 Safeguarding our Environment DMP14 Heritage Assets	EN1: Green Infrastructure Network EN2: Community Forest EN3: Open Space EN5: Landscape EN10: Heritage Assets	Superseded
ENV2	Development affecting Listed Buildings	CT3 Safeguarding our environment DMP14 Heritage Assets	EN10: Heritage Assets EC4: Conversion of Buildings to Employment in the Countryside	Superseded
ENV3	Preservation of Buildings of Significant Local Interest	CT3 Safeguarding our Environment DMP14 Heritage Assets	EN5: Landscape Character and Historical Landscape EN10: Heritage Assets	Superseded
ENV4	Protection of Historic Parks and Gardens	CT3 Safeguarding our Environment DMP14 Heritage Assets	EN3: Open Space EN5: Landscape Character and Historical Landscape EN10: Heritage Assets	Superseded
ENV5	Development Affecting the Borough's Most Significant Archaeological Remains	CT3 Safeguarding our Environment DMP14 Heritage Assets	EN5: Landscape Character and Historical Landscape EN10: Heritage Assets EN11: Canals	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
ENV6	Archaeological Remains of Lesser Importance	CT3 Safeguarding our environment DMP14 Heritage Assets	EN5: Landscape Character and Historic Landscape EN10: Heritage Assets	Superseded
ENV7	Public Art	DMP4 Infrastructure Needs Arising from Development	CM4: Maintaining and Enhancing Community Facilities	Superseded
ENV8	Access for All	DMP1 High Quality Design	DE1: High Quality Design SC1: Swindon's Central area	Superseded
ENV9	Development in the Countryside	RA3 Small Settlements and the Countryside	LN1: Neighbourhood Planning RA1: Highworth RA2: Wroughton RA3: South Marston	Superseded
ENV10	Landscape Character Protection	CT3 Safeguarding our Environment RA3 Small Settlements and the Countryside DMP11 Green Infrastructure	LN1: Neighbourhood Planning EN1: Green Infrastructure Network EN5: Landscape Character and Historical Landscape	Superseded
ENV11	North Wessex Downs Area of Outstanding Natural beauty	DMP11 Green Infrastructure	EN1: Green Infrastructure Network EN5: Landscape character and Historical Landscape	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
ENV12	Landscape Setting to Highworth	CT3 Safeguarding our Environment, RA1 Highworth & Wroughton DMP11 Green Infrastructure	SC1: Swindon's Existing Urban Communities RA1: Highworth	Superseded
ENV17	Biodiversity – Local Sites	DMP11 Green Infrastructure	EN1: Green Infrastructure Network EN4: Biodiversity and Geodiversity	Superseded
ENV18	Habitat and Species Protection	DMP11 Green Infrastructure	EN4: Biodiversity and Geodiversity	Superseded
ENV19	Community Forest	DMP11 Green Infrastructure	EN2: Community Forest	Superseded
ENV20	Existing Strategic Green Corridors	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded
ENV21	Potential Strategic Green Corridors	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded
ENV22	Ground and Surface Water Protection	DMP3 Flood Risk DMP11 Green Infrastructure	EN6: Flood Risk EN1: Green Infrastructure Network IN2: Water Supply and Waste Water	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
ENV24	Riparian and Other Buffer Zones	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded
Employment				
E1	A Sequential Approach to Office Development	CT2 Benefiting from Economic Growth DMP6 Employment Development	EC1: Economic Growth through Existing Business and Inward Investment EC2: Employment Land and Premises classes	Superseded
E2	Large Inward Investment Proposals	CT2 Benefiting from Economic growth	EC1: Economic Growth through Existing Business and Inward Investment	Superseded
E3	Employment Land Supply	CT2 Benefiting from Economic Growth	EC1; Economic Growth through Existing Business and Inward Investment EC2: Employment Land and Premises classes	Designation and policy framework superseded
E4	Key Employment Areas	DMP5 Key Employment Sites	EC2: Employment Land and Premises classes	Designation and policy framework superseded
E5	Urban Area Sites	CT2 All Swindon People Benefit from our Growing Economy	SD2: The Sustainable Development Strategy	Designation and policy framework superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
E6	Keypoint	DMP5 Key Employment Sites	EC1: Economic Growth through Existing Business and Inward Investment EC2: Employment Land and Premises	Designation and policy framework superseded
E7	Employment - Land at Southern Development Area and Land at	NC2 Wichelstowe NC3 Commonhead	NC1: Wichelstowe NC2: Commonhead	Designation and policy framework
E8	Triangle Site	DMP5 Key Employment Sites	EC2: Employment Land and Premises	Designation and policy framework
E9	Land to the east of the A419 and south of the A420	NC4 Eastern Villages	NC3: Eastern Villages	Designation and policy framework
E10	Pipers Way & Groundwell	DMP5 Key Employment Sites	EC2: Employment Land and Premises	Designation and policy framework
E11	Employment at rural settlements	RA3 Small Settlements and the Countryside	EC4: Conversions of Buildings to Employment Use in the	Superseded
E12	Conversion of Buildings to Employment use in	RA3 Small Settlements and the Countryside	EC4: Conversions of Buildings to Employment Use in the	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
E13	Farm Diversification	RA3 Small Settlements and the Countryside	EC5: Farm Diversification	Superseded
Housing				
H1	Housing Land Provision	CT2 Benefiting from Economic Growth	HA2: Affordable Housing SD2:The Sustainable Development Strategy	Superseded
H2	Urban Non-Strategic Housing Sites	CT2 All Swindon People Benefit from our Growing Economy	SD1: Sustainable Development Principles SD2: The Sustainable Development Strategy	Designation and policy framework superseded
H3	Strategic Housing Allocation and Land at Commonhead	CT2 Benefiting from Economic Growth	HA2: Affordable Housing SD2:The Sustainable Development Strategy NC2: Commonhead	Designation and policy framework superseded
H4	Residential Development – Phasing and Monitoring	DS1 Development Strategy	HA1: Mix, Types and Density SD2:The Sustainable Development Strategy NC2: Commonhead	Policy framework superseded
H5	Residential Development in Swindon and the Primary Rural Settlements	CT2 Benefiting from Economic Growth DMP1 High Quality Design	SC1: Swindon's Central Area SC2: Swindon's Existing Urban Communities RA1: Highworth RA2: Wroughton RA3: South Marston	Policy framework superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
H6	Residential Development in the Secondary Rural Settlements	CT2 Benefiting from Economic Growth RA3 Small Settlements and the Countryside	HA5: Rural Exception Sites SD2: Sustainable Development Strategy	Policy framework superseded
H7	Agricultural Workers Dwellings	RA3 Small Settlements in the Countryside	HA7: Conversion of Buildings to Residential Use in the Countryside HA6: Agricultural Workers Dwellings	Policy framework superseded
H8	Conversions to Residential Use in the Countryside	RA3 Small Settlements in the Countryside	HA7: Conversion of Buildings to Residential Use in the Countryside	Policy framework superseded
H9	Rural Housing Exceptions	RA3 Small Settlements in the Countryside	HA5: Rural Exception Sites	Policy framework superseded
H10	The Provision of Affordable Housing in Larger Development Sites	CT2 Benefiting from Economic Growth DMP7 Affordable Homes and Wheelchair Accessible Housing	HA2: Affordable Housing HA3: Wheelchair Accessible Housing	Superseded
H11	Provision for Disabled People in New Housing Developments	DMP7 Affordable Homes and Wheelchair Accessible Housing	HA3: Wheelchair Accessible Housing	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
H12	Subdivision of Dwellings	DMP8 Subdivision and Houses in Multiple Occupation	HA4: Subdivision of Housing/ Housing in Multiple Occupation	Superseded
H13	Conversion of Upper Floors to Residential Accommodation	DMP1 High Quality Design	DE1: High Quality Design	Superseded
H14	Conversion or Redevelopment of Office Space to Residential Accommodation	DMP1 High Quality Design	DE1: High Quality Design	Superseded
H15	Residential Extensions	DMP1 High Quality Design	DE1: High Quality Design	Superseded
H16	Sites for Gypsies	CT2 Benefiting from Economic Growth DMP1 High Quality Design	HA8: Gypsies, Travellers, and Travelling Showpeople Pitches and Sites	Policy framework superseded
Shopping and Associated Uses				
S1	New Retail Floorspace	SC1 Swindon's Central Area DMP13 Centres	SC1: Swindon's Central Areas EC3: The Role of the Centres and Non Main Town Centre Uses	Policy framework superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
S4	Cavendish Square	SC4 East Swindon Communities DMP13 Centres	SC2: Swindon`s Existing Urban Communities	Policy framework superseded
S5	Gorse Hill Core Area	SC7 North Central Swindon Communities DMP13 Centres	SC2: Swindon`s Existing Urban Communities SC1: Swindon`s Central Areas	Policy framework superseded
S6	Gorse Hill Fringe Area	SC7 North Central Swindon Communities DMP13 Centres	SC2: Swindon`s Existing Urban Communities SC1: Swindon`s Central Areas	Policy framework superseded
S7	West Swindon	SC9 West Swindon Communities DMP13 Centres	SC2: Swindon`s Existing Urban Communities	Policy framework superseded
S8	Northern Orbital Centre	SC6 North Swindon Communities DMP13 Centres	EC3: The Role of the Centres and Non Main Town Centre Uses SC2: Swindon's Existing Urban Communities	Policy framework superseded
S9	Southern Development Area Retail	NC2 Wichelstowe DMP13 Centres	NC1: Wichelstowe SC1: Swindon`s Central Areas	Policy framework superseded
S10	Highworth	RA1 Highworth and Wroughton DMP13 Centres	RA1: Highworth RA2: Wroughton SC1: Swindon`s Central Areas	Policy framework superseded
S11	Wroughton	RA1 Highworth and Wroughton DMP13 Centres	RA1: Highworth RA2: Wroughton SC1: Swindon`s Central Areas	Policy framework superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
S12	Major Local Centres	DMP13 Centres	SC1: Swindon's Central Area EC3: The Role of the Centres and Non Main Town Centre Uses	Designation and policy framework superseded
S13	Minor Local Centres	DMP13 Centres	SC1: Swindon's Central Area EC3: The Role of the Centres and Non Main Town Centre Uses	Designation and policy framework superseded
S14	Single Small Shops	DMP13 Centres	SC1: Swindon's Central Area EC3: The Role of the Centres and Non Main Town Centre Uses	Superseded
S15	Temporary Retail Development	DMP13 Centres	SC1: Swindon's Central Area EC3: The Role of the Centres and Non Main Town Centre Uses	Superseded
S16	Hot Food Vending Vehicles	DMP1 High Quality Design DMP10 Transport Requirements	EC3: The Role of the Centres and Non Main Town Centre Uses	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
Sport, Recreation Leisure and Tourism				
R1	New or Improved Recreation, Sport and Leisure Facilities	CT4 Healthy, Safe and Supportive Communities DS1 Development Strategy	CM2: Active & Healthy Lifestyles CM4: Maintaining and Enhancing Community facilities	Designation and policy framework superseded
R2	Visitor Attractions	DS1 Development Strategy RA3 Small Settlements in the Countryside	CM2: Active and Healthy Lifestyles EC3: The Role of the Centres and Non Main Town Centre Uses	Designation and policy framework superseded
R3	Science Museum	RA1 Highworth and Wroughton	RA2: Wroughton	Designation and policy framework superseded
R4	Protection of Recreational Open Space	DMP11 Green Infrastructure	EN3: Open Space	Superseded
R5	Provision of Open Space in Strategic Development Areas and at Commonhead	NC2 Wichelstowe NC3 Commonhead NC4 Proposed Eastern Villages NC5 Tadpole Farm DMP11 Green Infrastructure	NC1:Wichelstowe NC2 Commonhead NC3:Eastern Villages NC4: Tadpole Farm EN1: Green Infrastructure Network	Superseded
R6	Provision of Open Space Outside the Strategic Development Areas	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
R7	Open Space Provision in Blunsdon and Chiseldon	CT3 Safeguarding our Environment for Future Generations	LN1: Neighbourhood Planning	Designation and policy framework superseded
R8	Land Safeguarded for Leisure Uses	CT4 Healthy, Caring, Safe and Supportive Communities	CM2: Active, Healthy and Safe Lifestyles	Designation and policy framework superseded
R9	Outdoor Recreation and Holiday Accommodation	RA3 Small Settlements in the Countryside DMP1 High Quality Design DMP10 Transport Requirements	CM2: Active and Healthy Lifestyle. SD2: The Sustainable Development Strategy.	Superseded
R10	Country Parks	CT3 Safeguarding our Environment for Future Generations	EN3: Open Space RA1: Highworth	Designation and policy framework superseded
R11	Canals	SC1 Swindon's Central Area NC2 Wichelstowe NC4 Proposed Eastern Village	SC1: Swindon's Central Area NC1: Wichelstowe NC3: Eastern Villages EN11: Canal	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
Community Facilities and Utilities Provision				
CF1	Local Health Services	CT4 Healthy, Safe and Supportive Communities DMP12: Community Facilities	CM2: Active & Healthy Lifestyles CM4: Maintaining and Enhancing Community Facilities	Superseded
CF2	Premises for Community, Ethnic and Religious Needs	CT4 Healthy, Safe and Supportive Communities DMP12: Community Facilities	CM3 Integrating Facilities and Delivering Services CM4: Maintaining and Enhancing Community Facilities	Superseded
CF3	Premises for Criminal Justice Agencies	CT4 Healthy, Safe and Supportive Communities	SD2: The Sustainable Development Strategy	Policy Framework Superseded
CF4	Land Reservations for Educational Uses	SC4 East Swindon Communities DMP12: Community Facilities DMP13 Centres	CM4: Maintaining and Enhancing Community Facilities SC1: Swindon's Central Area	Superseded
CF5	Cavendish Square	CT5 High Aspirations Supported by Superb Education Provision	CM1: Education	Designation and policy framework superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
CF6	Loss of Established Community Facilities	CT4 Healthy, Safe and Supportive Communities DMP12: Community Facilities	CM2: Active & Healthy Lifestyles CM4: Maintaining and Enhancing Community Facilities	Superseded
CF8	Power Lines and Overhead Cables	DMP1 High Quality Design	DE1: High Quality Design	Superseded
CF9	High Voltage Power Lines	DMP1 High Quality Design	DE1: High Quality Design	Superseded
CF10	Telecommunications	DMP1 High Quality Design	DE1: High Quality Design IN3: ICT and Telecommunications	Superseded
CF11	Renewable Energy Development	DMP1 High Quality Design DMP2 Energy and Sustainable Construction	DE1: High Quality Design IN4: Low Carbon and Renewable Energy	Superseded
CF12	Wind Turbine Development	DMP1 High Quality Design DMP2 Energy and Sustainable Construction	DE1: High Quality Design IN4: Low Carbon and Renewable Energy	Superseded
CF13	Water Supply and Sewerage Infrastructure	CT3 Safeguarding our Environment DMP1 High Quality Design	IN2: Water Supply and Waste Water	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
Transport				
T1	Transport Requirements of Development	DMP1 High Quality Design DMP10 Transport Requirements	DE1: High Quality Design TR1: Sustainable Transport Networks TR2: Transport and Development	Superseded
T2	Provision of Bus Travel	CT7 Keeping Swindon Moving DMP4 Infrastructure Needs Arising from Development DMP10 Transport Requirements	TR1: Sustainable Transport Networks TR2: Transport and Development	Superseded
T3	Protection of Proposed Bus Lanes or Other Priority Measures	DMP1 High Quality Design DMP10 Transport Requirements	DE1: High Quality Design TR1: Sustainable Transport Networks	Superseded
T4	Park and Ride	CT7 Keeping Swindon Moving NC2 Wichelstowe NC4 Eastern Villages	TR1: Sustainable Transport Networks	Superseded
T5	Access by Foot and Cycle	DMP1 High Quality Design DMP10 Transport Requirements	DE1: High Quality Design TR1: Sustainable Transport Networks	Superseded
T6	Protection of Existing and Proposed Cycle Network	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded

Local Plan Policy	Issue	Core Strategy Policy (Revised Proposed Submission, 2011)	Local Plan Policy (Pre-Submission Draft, 2012)	Comment
T7	National Trails	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded
T8	Protection of Rights of Way	DMP11 Green Infrastructure	EN1: Green Infrastructure Network	Superseded
T9	Protection of Rail Freight Provision	CT7 Keeping Swindon Moving	T9: Protection of Rail Freight Provision	Designation and policy framework superseded
T12	Other Road Schemes	CT7 Keeping Swindon Moving NC2 Wichelstowe	TR1: Sustainable Transport Networks NC1: Wichelstowe	Superseded