



# Purton Neighbourhood Plan

## Statement of Consultation

### January 2017

The Statement of Consultation details the consultation undertaken during 2013 for the Purton Neighbourhood Plan and the subsequent analysis and considerations leading to the determination of the policies for the Neighbourhood Plan



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## 1 Introduction

1. During the autumn of 2011, Wiltshire Council obtained funding from the Government's "*Vanguard*" scheme subsequently renamed "*Front Runners*" to trial the neighbourhood planning process in four different geographical areas across the county. These comprised Malmesbury, Sherston, Warminster and the Royal Wootton Bassett and Cricklade Community Area (RWB & C).
2. For the RWB & C community area it was proposed that the neighbourhood plan include all the twelve parishes which made up the Royal Wootton Bassett and Cricklade Community Area which includes the parish of Purton. However some parishes within the community area declined to take part or, as with both Cricklade and Royal Wootton Bassett, withdrew from the arrangement at an early stage. The seven rural parishes that stayed in the arrangement formed the North Eastern Wiltshire Villages (NEW-V) which was approved by Wiltshire Council in May 2013. Those parishes were Broad Town, Clyffe Pypard, Lydiard Millicent, Lydiard Tregoze, Lyneham and Bradenstoke, Purton and Tockenham. They have worked during the last three years to prepare their individual plans to be incorporated in the overall NEW-V Area Plan.
3. In 2012 Common Places of Chagford in Devon was appointed as the project manager for the Neighbourhood Plan but in 2014 Wiltshire Council took over to provide the ongoing support to NEW-V. The early consultation across all the seven parishes was managed by Common Places during the winter of 2012-2013 and this included the parish of Purton.
4. In January 2016, due to the different stages of progress within the NEW-V grouping, Purton Parish Council elected to leave NEW-V and continue to develop its own neighbourhood plan expeditiously. Up until 2016, all consultation on the neighbourhood plan had been a collective effort within the NEW-V grouping with the aim of the consultation being to:
  - Describe the people and organisations who were consulted about the proposed neighbourhood development plan;
  - Explain how they were consulted;
  - Summarise the main issues and concerns raised by those consulted; and
  - Describe how these issues and concerns have been addressed.
5. This Statement of Consultation extracts the sections of consultation relevant to the parish of Purton into one document out of the total consultation undertaken NEW-V up to January 2016. Its findings are also informed by the results from the two previous consultations:
  - Purton Housing Needs Survey January 2012 (Wiltshire Council); and
  - Purton Parish Plan (2014) (Purton Parish Council and Parish Plan Group).

## 2. Who has been consulted

6. All those who have an interest in the community were invited to participate. Comments were received from local residents, Wiltshire Council, landowner interests, the Environment Agency, English Heritage, Natural England and other statutory bodies.

## 3. How was consultation undertaken

7. A number of consultation events for the Neighbourhood Plan were undertaken during 2013. It started with a drop-in workshop held on Saturday 23 February at Purton Village Hall. It provided information and discussion on the neighbourhood plan with residents culminating in an exercise to explore how residents would like to see their community develop in the future, see *Appendix A Purton Postcards from the Future*.
8. Following the initial consultation, an online survey was undertaken starting in May 2013 and which ran for 12 weeks up until September 2013. Paper copies were made available from the Parish Offices to those residents who did not have access to the online survey or did not like responding online. The survey was publicised through the former NEW-V web site and in the village magazine.
9. The survey culminated with a feedback event held jointly with the Parish Plan group on Saturday the 19 October 2013 at the Village Hall at which there was a presentation of the findings and a question and answer feedback session, see *Appendix B Purton Issues Report October 2013*.
10. Although the absolute numbers of the consultation response for the Neighbourhood Plan were low, the findings are generally considered to be robust since they align with the more comprehensive surveys and findings of the *Purton Parish Plan (2014)* with a 20% response from households and with those of the earlier *Purton Housing Needs Survey January 2012* with a 34% response. Both of these involved mailshots to all the houses in the parish together with feedback sessions held at the village hall.

## 4. Issues and Concerns Raised

11. All the issues and concerns raised residents by during the consultation process irrespective of whether they related to land use or other village issues were collated in the report "*Purton Issues Report October 2013*" in Appendix B. The report arranges the issues under the following headings:

- Facilities, schools, shops, cafés and pubs
- Design and Housing
- Employment
- Open Space
- Getting Around
- Sense of Place
- Flooding

12. Under each topic heading, the report summarises the comments and views received and also sets out the relevant policies, plans and evidence, to guide the Neighbourhood Planning process in terms of the framework within which it will operate.

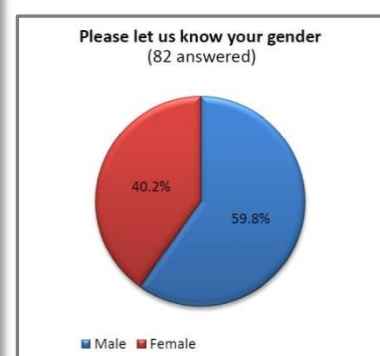
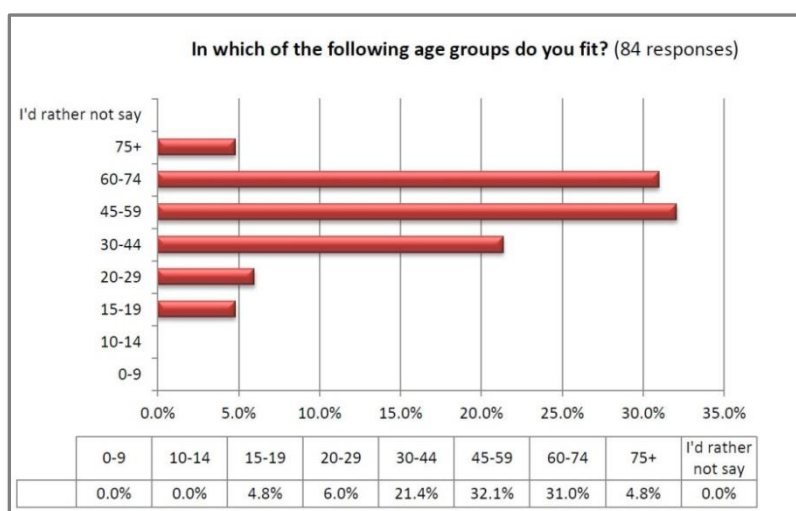
The Plans, policies and evidence underpin Neighbourhood Planning in Purton include:

- National Planning Policy Framework (March 2012)
- Neighbourhood Planning (General) Regulations (2012)
- Wiltshire Core Strategy January 2015
- Purton Housing Needs Survey January 2012
- Wiltshire Local Transport Plan 2011-2026 (March 2011)
- Strategic Housing Land Availability Assessment (SHLAA 2012 and draft SHLAA 2015)
- Purton Parish Plan 2014

13. The *Purton Issues Report* in Appendix B, in the context of the surrounding policy framework, was the basis for developing options for testing and ultimately determining the policies in the Purton Neighbourhood Plan.

## 5. Age and Gender

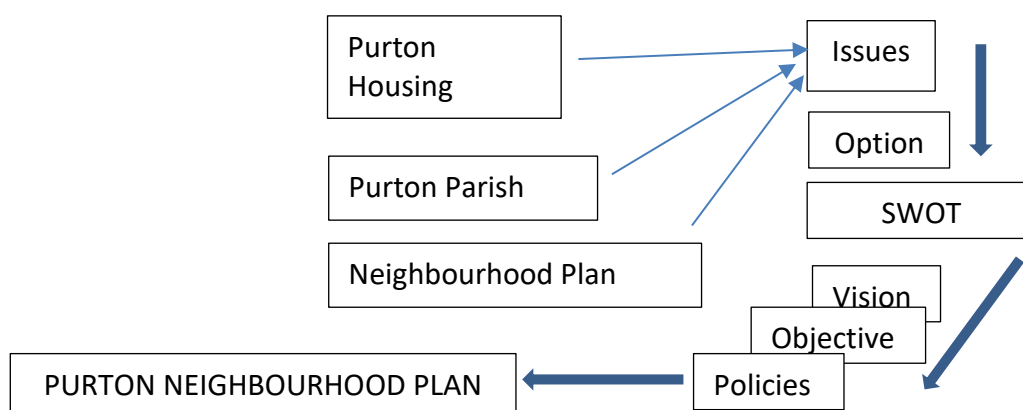
Most of the responders were between 30 and 74 years of age, and about 40% to 60% female to male.



## 6. How have issues and concerns been addressed?

14. The overall way in which the neighbourhood plan has been informed is indicated in Fig. 1. The neighbourhood plan survey results informed the *Purton Issues Report* which was then tested in a *SWOT Analysis* the outcomes of which informed the *Options Report*.

**Figure 1** *Process indicating how the neighbourhood plan was informed and developed*



15. The issues gathered from the consultation process were collated and analysed and a list of Options was produced. Each Option was tested in a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) which enabled these to be refined allowing the stronger Options taken forward to inform the basis of the Visions, Objectives and Policies of the Neighbourhood Plan.

16. The list of Options are collated under the following headings and the details are to be found in *Appendix C Purton Options SWOT Analysis 2013*:

- Employment
- Traffic, Transport, Parking, Pavements, Paths and Roads
- Open Space
- Facilities, Shops, School, Cafés and Pubs
- Design, Development and Housing

17. For a full treatment of the SWOT evaluation see *Appendix C Purton Options SWOT Analysis 2013*.

## 7. Vision, Objectives and Policies

18. The Vision, Objectives and Policies for the Neighbourhood Plan were formed from discussions points and issues raised during the extensive consultation that took place during 2013 together with the recommendation from the Purton Housing Needs Survey January 2012 and the Purton Parish Plan 2014. These form the foundation of the Purton Parish Neighbourhood Plan and bring together what the plan aims to achieve:

19. The vision is to protect:

- The distinct character and identity of the historic rural settlements of both Purton and Purton Stoke together with the hamlets of the Fox and Hayes Knoll within the plan area;

- The beauty and intrinsic value of the surrounding countryside and resist the gradual and persistent erosion between the settlements and with the urban area of Swindon and development should be managed and located to avoid coalescence; and
- The health, safety and wellbeing of these rural communities whilst maintaining the quality of life.

20. The respective objectives and issues identified from the consultation are defined within the five sections for policy sections comprising: Employment, Transport, Environment, Facilities and Development and Housing:

## 7.1 Employment

21. Feedback from the consultation suggests that there is support for additional employment opportunities within the village to reduce the impact of out-commuting and to maintain vibrancy of the village whilst safeguarding the local quality of life.

22. These considerations support the following:

Goals	Objective
<i>To enhance the prospects for local employment</i>	<ul style="list-style-type: none"> <li>• To provide new employment opportunities within the parish</li> <li>• To reduce out-commuting to larger settlements outside of the parish</li> </ul>

23. Mopes Lane Industrial Site (identified in the WCS as Purton Brickworks BD1) is the main employment location in the parish and serves a valuable local function. The site is allocated in the WCS, though not protected as employment land (through Core Policy 35) and its expansion is not supported by Core Policy 34 which relates only to principal settlements, market towns and local service centres but the site is not fully built out and can be used to provide further development opportunities.

24. Propose a policy to allow further development of the allocated land the Mopes Lane Industrial Site (Purton Brickworks BD1) to provide specifically for local, small industrial, business units and incubator units for start-up enterprises covering such activities as communication technologies, knowledge based and creative industries, environment, rural enterprises, accounting and financial services or similar.

## 7.2 Transport

25. Feedback from the consultation suggests there is considerable concern with the village and across the parish with the volume of traffic using the roads in the parish, the main issues being:

- Local concerns regarding the growing impact of traffic through Purton Village and on the surrounding rural roads through the parish resulting from development

both within Purton Village and neighbouring parishes and particularly arising from the growth in and around Swindon;

- Redevelopment of the road junction at Lower Square required to address the issues of parking and pedestrian safety;
- The absence of a pedestrian footpath at the bridge crossing the main Swindon to Gloucester railway line should be addressed;
- Pavements, paths and dedicated cycle-ways within the settlement should be improved to encourage more people to walk and cycle safely both between village amenities and between villages;
- The extensive network of footpaths and bridle ways that crisscross Purton Parish should be maintained and protected since they are considerably valued by residents and walkers; and
- The delivery of the Cricklade Country Way including the restoration of the North Wiltshire canal and the existing Swindon and Cricklade Heritage Railway along eastern side of the parish between Swindon and Cricklade should be encouraged (in line with WCS Core Policy 52).

26. These considerations support the following:

Goals	Objective
<i>To reduce the need for travel by car and shorten the length and duration of journeys</i>	<ul style="list-style-type: none"> <li>• To position development within easy walking distance of bus stops, the schools, the health centre, a shop and other village facilities</li> <li>• To link all developments to the village centre with footpaths, where appropriate</li> </ul>
<i>To reduce road traffic congestion resulting from new development</i>	<ul style="list-style-type: none"> <li>• To position new development such that current problems with congestion, parking and road safety are not exacerbated and, if possible, reduced</li> <li>• To ensure potential traffic/transport implications from new developments are identified and steps taken to mitigate negative impacts, through improvements to roads, footpaths and traffic management</li> </ul>

27. Whilst these are not land use related, the Parish Council has a policy to allocate Community Infrastructure Levy (CIL) resources towards traffic related issues which include:

- A feasibility study to address the significant traffic related to the two schools to reduce congestion and improve safety;
- A feasibility study to determine the best location for a pedestrian footpath across the railway line to serve the needs of the village; and
- The redevelopment of the road junction at Lower Square at the junction of the High Street, Station Road and Church Street to make more effective use of the land for parking and to improve traffic flow and the safety of both road users and pedestrians.



28. Propose a policy to maintain and improve pedestrian and cycle networks within the parish, to ensure that new developments do not sever these and where possible that new developments should seek to respond to opportunities to provide new and safe and convenient pedestrian and cycle routes.

### 7.3 Environment

29. Feedback from the consultation suggests that environmental issues have a high priority for residents of the parish, these include:

- Locally important views both to and from the escarpments to the north of the village, around Francombe Hill (known locally as High Hills), along the western side of the village up to and including the vista leading up to and around the ancient monument known as Ringsbury Camp and the large open space east of Hoggs Lane, north of the High Street down towards Vasterne Hill/Close and behind Jewels Ash/Witts Lane should be reserved;
- Several County Wildlife Sites, Nature Conservation Sites of National Importance, Sites of Special Scientific Interest and parts of Braydon Forest within the parish should be protected from inappropriate development;
- Highly valued and distinctive heritage sites which include Ringsbury Camp, Bury Hill Camp, St Mary's Church, Manor House and the Tithe Barn, Workmen's Institute, and The Mineral Spa should be protected from inappropriate development;
- The separation between Swindon and the village Purton and hamlets of the Fox and Hayes Knoll as open countryside should be preserved and not lead to coalescence to preserve the unique character and identity of these settlements in accord with WCS Core Policy 51; and
- New development on land which is prone to flood would not be supported and which includes land at the bottom of Purton, on either side of the Swindon to Gloucester Railway Line which is prone to flood in extreme weather conditions though is not identified as a Flood Zone by the Environment Agency.

30. These considerations are reflected by:

Goals	Objective
<i>To seek opportunities for landscape, recreational and ecological gain whilst minimising the environmental impact of new development</i>	<ul style="list-style-type: none"> <li>• To protect and enhance the historical environment and landscape setting of the villages and of the parish</li> <li>• To protect and conserve the key sensitive landscape and views around the village</li> <li>• To maintain, protect and enhance existing open and recreation spaces in the villages and to provide more safe places to play to support new development</li> <li>• To retain and protect the existing green infrastructure from inappropriate development</li> <li>• Development proposals to demonstrate how they</li> </ul>

	<p>protect features of nature conservation and geological value of the villages and the parish</p> <ul style="list-style-type: none"> <li>• To retain and protect the green, open undeveloped space around the villages and to prevent coalescence with the major urban area of Swindon</li> </ul>
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31. The County Wildlife Sites, Nature Conservation Sites of National Importance, Sites of Special Scientific Interest and parts of Braydon Forest within the parish are protected from inappropriate development both by national policies and the WCS Core Policy 50. Similarly the highly valued and distinctive heritage sites which include Ringsbury Camp, Bury Hill Camp, St Mary's Church, Manor House and the Tithe Barn, Workmen's Institute, and The Mineral Spa are protected from inappropriate development by the appropriate national policies and the WCS Core Policy 57.
32. Though Core Policy 51 Landscapes deals with distinctive landscapes it does not specifically deal the escarpments that run along the north and west sides of the hill village of Purton which have distinctive views both from and to the village adding greatly to the natural character of the village. It is proposed that there should be a policy to protect these locally important views both to and from the escarpments to the north of the village, around Francombe Hill (known locally as High Hills), along the western side of the village up to and including the vista leading up to and around the ancient monument known as Ringsbury Camp and the large open space east of Hoggs Lane, north of the High Street down towards Vasterne Hill/Close and behind Jewels Ash/Witts Lane from inappropriate development.
33. Purton lies very close to the principle urban area (PUA) of Swindon and its continued expansion causes concern that Swindon will engulf Purton and its surrounding hamlets extinguishing the unique and distinctive natures of these settlements. Recently new developments of almost a 1000 houses in the east of the parish bordering with Swindon have brought the effective boundary of Swindon closer leading potentially to coalescences with Purton. It is propose that the land between the western edge of the Swindon urban area and the eastern boundaries of Purton and the hamlets of The Fox and Hayes Knoll to be retained as open countryside, primarily for agricultural use, and that development should not be permitted at the expense of the rural quality and value of these settlements.
34. As Purton lies on a hill, the rain runs off to the north toward the Swindon to Gloucester Railway line and in extreme weather results in flooding to houses on either side of the railway line. Though this is not identified by the Environment Agency as a flood zone, development at the bottom of the village next to the railway line should be discouraged.

## 7.4 Facilities

35. Feedback from the consultation on the facilities within the village suggests:

- Local shops, specifically food shops, healthcare including the doctor's surgery, dentists and chemists, schools, library, the vets, places of worship, public houses and clubs, the Village Hall and Silver Threads Hall, the Parish Council office, should be maintained including public transport and accesses to the main roads;
- Retain residential nursing/ care facilities/day care in Purton for the elderly at The Cedars in Purton and retirement/sheltered housing at Hooks Hill for the residents of Purton;
- The existing Pavenhill Shopping Parade needs to be rejuvenated with better parking to improve the retail offering for local residents of the parish;
- Purton cemetery which serves the community of the parish will become full during next few years and the Parish Council has a policy to allocate CIL resources towards extending the cemetery to meet the future needs of the Parish; and
- Allotments at Pavenhill, Poor Street (Restrop Road) and off Church Path should be maintained because these are an important and much valued resource to the residents of Purton.

36. These considerations are reflected by:

Goals	Objective
<i>To maintain and enhance the village facilities available to the community so that they meet local community needs</i>	<ul style="list-style-type: none"><li>• To protect and, where possible, to enhance the facilities for elderly people who wish to remain in the village</li><li>• To seek to improve the retail offering to enable residents to shop locally without having to commute out of the parish</li><li>• To provide an extension to the cemetery to meet future needs of the residents of the parish</li><li>• To protect play areas and allotments which are of special importance to the community and designated for their recreational value</li></ul>

37. Many residents when reaching the time when they are no longer able to care for themselves and need to go into care want to remain in the village near to family and the friends that they have built up over a lifetime. It is proposed that residential nursing/ care facilities/day care in Purton for the elderly at The Cedars in Purton and retirement/sheltered housing at Hooks Hill should be retained for the residents of Purton.

38. A policy for the redevelopment of the Pavenhill Shopping Parade to improve the retail offering should be considered provided there is adequate provision for parking and deliveries and does not adversely affect nearby residential amenity or adversely affects traffic flows and safety. It should consider possibility of including residential use above to make redevelopment more attractive. The Parish Council has a policy to allocate CIL

resources for a feasibility study into the re-development of the Pavenhill Shopping Parade;

39. The Purton cemetery which serves the community of the parish will become full during next few years and the Parish Council will need to be extended to continue to meet the needs of the parish and the extra housing. Include a policy to extend the cemetery to the west on the other side of Church Path. The Parish Council has a policy to allocate CIL resources towards extending the cemetery.
40. The allotments at Pavenhill, Poor Street (Restrop Road) and off Church Path are a much valued resource to the residents of Purton and there should be policy to protect from possible development and retain these for the use of the local community.

## 7.5 Development and Housing

41. Housing and development raise mixed views amongst residents in the parish however there is a general recognition that some housing development is required to meet local needs. Feedback from the consultation suggests these include:

- There should be a supply of housing that enables young people and older people to secure housing appropriate to their needs so that they can continue to live in the Parish;
- The Parish has a disproportionate mix of dwellings with a far higher percentage of larger houses than across Wiltshire as a whole or nationally across the country (2011 Census). Both the *Purton Housing Needs Survey 2012* and the *Purton Parish Plan 2014* identified a clear need for affordable housing, houses for first-time buyers, smaller properties for those who wish to down size and also properties suited to older persons including bungalows. Development outside the settlement boundary that is appropriate in terms of scale and location and adds functional value to the village would be considered to meet this specific need subject to the requirement to minimise the impact of such new development on the existing infrastructure, the surrounding countryside, landscape, and ecology;
- New housing developments of more than 40 houses in the Parish would not be supported (from the Purton Parish Housing Needs Survey January 2012 and further substantiated in the Purton Parish Plan 2014);
- Housing development required to meet the identified needs of the Parish to be principally provided within the settlement boundary of the Large Village of Purton;
- New housing development should respond to the local distinctiveness, and be in context the size, proportion and style of the existing housing around the such a development;
- Land that is prone to flooding (as defined in the Purton Flood Management Report 2013) should not be allocated for housing (which includes land to the north of Purton Village on either side of the Swindon to Gloucester Railway Line which is prone to flood in extreme weather conditions though it is not identified by the Environment Agency as being within a Flood Zone); and

- Location of new housing and its closeness/relationship to the facilities and amenities in the village are considered important in assessing its resilience. These include the local shops, specifically food shops, healthcare including the doctor's surgery, dentists and chemists, schools, library, the vets, places of worship, public houses and clubs, the Village Hall and Silver Threads Hall, the Parish Council office, public transport and access to the main roads.

42. These considerations are reflected by:

Goals	Objective
<i>To provide existing and future residents with the opportunity to live in a decent home and that meets their needs</i>	<ul style="list-style-type: none"> <li>• To provide a limited amount of new housing to meet local needs; including a greater range of affordable housing for Purton residents</li> <li>• To keep all new developments smaller than 40 homes</li> <li>• To provide a mix of housing types including smaller homes for elderly villagers wishing to downsize and for young singles, couples or families needing their first home</li> <li>• To introduce new dwellings that are of a type and size that respond to the needs of individual villages</li> <li>• To ensure development is located in areas which are well-related to the core of the village and that brownfield sites well related to the villages are prioritised over greenfield development</li> <li>• To ensure that new development is of high quality design, is to Lifetime Home standards and is built to a high sustainability standard and reinforces local distinctiveness</li> <li>• To encourage infill where it is in keeping with the surrounding housing and the character of the villages, and is of equivalent density or less than surrounding areas</li> <li>• To ensure that the design and location of new development is resilient to the effects of climate change and flooding</li> </ul>
<i>To retain the rural and historic character of the villages</i>	<ul style="list-style-type: none"> <li>• To promote and maintain the rural nature and the distinct character and vitality of the villages</li> <li>• To promote good rural design which reflects the key characteristics of the historic settlements in the plan area to retain and enhance their individual identity. Key characteristics relate to both the relationship between buildings and the material used</li> <li>• New development should respect the existing character and form of the settlement and should not impose development in sensitive areas.</li> </ul>

Goals	Objective
	<ul style="list-style-type: none"> <li>To support development in the Conservation Area where it respects local character and promotes the distinctiveness of the village through the use of appropriate scale, design and materials</li> </ul>

43. The WCS Core Policy 19 identifies a requirement for 1,455 homes to be built in the Royal Wootton Bassett and Cricklade Community Area (RWB & CCA) by 2026. Of these, 1,070 are allocated to be provided in Royal Wootton Bassett with the remaining 385 new homes to be built in the rural parts of the community area. Of this requirement, at the time the WCS was published, sites to provide 113 new homes within the community area have as yet to be identified. As at 2015, the Wiltshire's Housing Land Supply Statement identifies that only a further 63 new homes still need to be identified against the original target of 385. New homes built in Purton will go toward meeting this requirement though there is no specific set in the WCS for how many new homes in total should be provided within Purton Parish.
44. In 2012 Wiltshire Council in conjunction with Purton Parish Council undertook a Housing Needs survey of the parish (Purton Housing Needs Survey January 2012) which identified a minimum need over the following three years for a total of 24 houses, either for rent or shared/low cost housing in the parish. It does not identify the number of houses required for purchase.
45. Subsequently in 2015, the Parish Council undertook a desktop study to forecast likely level of population growth in the parish up to end on the plan period in 2026 (Purton ~ Planning for the Future August 2015). The study was based on national census and historical data for the parish. From a population of 4,271 persons at the 2011 census it projected a growth of 371 persons by the plan end in 2026, or a further 259 people from now. Based on an average occupancy rate of about 2.5 persons per household (2011 census) it would suggest that up to an additional 103 houses will be need in the parish by the end of plan.
46. Purton is identified in the WCS as a Large Village with a defined settlement boundary within which small housing sites involving less than 10 dwellings (i.e. not a major application) and stipulates that new development should be within the settlement boundary of the village. Wiltshire's Strategic Housing Land Assessment Analysis (SHLAA) for 2012 and as modified by the draft SHLAA 2015 identifies seven sites within the settlement boundary together with a further three that have been identified though are not in the SHLAA. These sites are:

• Part Site 66 - Derelict Cottage Farm	0.64 ha	16 houses
• Site 82 – Mardrea	0.60 ha	14 houses
• Part Site 88 - Corner Site (Peartree Close)	Part 0.29 ha	4 houses
• Site 89 - Blake House	0.66 ha	16 houses
• Site 91 - Land at Northcote	0.62 ha	15 houses

• Site 3316 - three sites in Dogridge	0.24 ha	7 houses <sup>1</sup>
• Site 3318 - Hooks Hill	0.53 ha	14 houses <sup>2</sup>
• Land at North View	0.36 ha	10 houses
• Former Youth Centre and adjoining green space	0.27 ha	7 houses

47. These nine sites together with potential windfall sites have the potential to satisfy the additional housing numbers required for Purton though this is not guaranteed. It is proposed that a policy should be included in the Neighbourhood plan to bring these forward for development before any land outside the settlement boundary.

48. However all these are relatively small sites and past history has shown that such sites do not yield the size and type of housing needed such as affordable housing, properties for first time buyers, smaller properties for those wishing to downsize and properties suitable for older people including bungalows (*Purton ~ Planning for the Future August 2015*). Both the “Purton Housing Needs Survey” and the “Purton Parish Plan identified” there was a clear need for such housing in the parish.

49. Given as this need cannot realistically be met though development of small infill sites within the village, the Neighbourhood Plan has the potential to propose one or more sites outside the settlement boundary to provide a range of housing that could meet this need. Consultation for both the “Purton Housing Needs Survey” and the “Purton Parish Plan” suggest that residents be amenable to a development of up to but not exceeding 40 houses which should be of sufficient size to provide the range of houses required.

50. The study “*Purton ~ Planning for the Future 2015*” looked at all the available sites identified by the SHLAA 2012 and draft 2015 SHLAA to identify which are the most resilience for development. Twenty two criteria were used to make the evaluation and these are:

<i>Within the settlement framework boundary</i>	<i>Distance to church</i>
<i>Distance to post office</i>	<i>Distance to chapel</i>
<i>Distance to schools</i>	<i>Distance to the Silver Threads</i>
<i>Distance to surgery</i>	<i>Distance to library</i>
<i>Distance to Village Hall and Parish Council</i>	<i>Distance to The Angel</i>
<i>Distance to vet</i>	<i>Proximity to allotments</i>
<i>Distance to The Village Centre (Red House etc)</i>	<i>Potential flooding</i>
<i>Distance to The Royal George</i>	<i>Potential to affect character.... heritage assets</i>
<i>Potential to impact view</i>	<i>Within, or in close proximity to, a designated conservation site</i>
<i>Potential added value</i>	<i>Known, or likely, to have badgers, great-crested newts, bats or deer</i>
<i>Distance to shops</i>	<i>Good access</i>
<i>Distance to bus stop</i>	<i>‘</i>

<sup>1</sup> Representative for the Dogridge site has suggested 10 units on the site.

<sup>2</sup> Representative for the Hooks Hill site has suggested 20 units on the site.

51. Rating of Potential Housing Locations both inside and outside the settlement boundary

LOCATIONS	SHLAA Ref.	Rating	LOCATIONS	SHLAA Ref.	Rating
Resilient (> 7)					
Marginal (4 – 7)					
Land at Northcote	91	4.6	Land at Restrop	470	4.1
Former Youth Club	-	4.4	Land off Willis Way	440	4.1
Land at Mardove	82	4.3	"Land at Dogridge"	3316	4.0
Blake House	89	4.3	"Hooks Hill"	3318	4.0
Land at North View	-	4.3			
Not Resilient (<4)					
Land to Rear of Purton Court No 3	443	3.9	Land around Locks Lane"	86	3.0
Corner of Pear Tree-Witts Lane	88	3.9	Widham Farm	442	2.7
Land off Station Road	448	3.7	"Land off Mopes Lane"	447	2.7
Derelict Cottage Farm	66	3.4	Land at Hansells Farm 2	446	2.7
"Land behind Ringsbury"	3469	3.1	"Land around Witts Lane"	3194	2.7
Land North of Pavenhill	436	3.1	Land Rear of Jewels Ash	1120	2.7
Land at Hansells Farm	450	3.0	"Land at Mopes Lane"	109	2.7
Land at Locks Lane	2046	3.0	Land North West of Purton	3165	2.4
Sites outside the Settlement Boundary are highlighted in yellow					

52. Of those sites which lie outside the settlement boundary, the site considered most resilience is Land at Restrop Road (site 470). It has few constraints and has the potential to provide a development of sufficient size to encourage a range of dwellings, though it can only accommodate up to 35 houses. Adjoining site 440 Land of Willis Way is larger and capable of providing up to 80 though the site extends significantly south of the natural line of the village into open countryside.

53. However some of this site could be used to augment the preferred Site 470 provided that the southern boundary of the joined sites was limited to a line extended across from Battlewell. It would be sufficient space for a development of up to 40 houses without having too great an impact on the natural line of the village or the nearby heritage sites at Restrop House, Mud Lane or Ringsbury Camp.

54. So it is proposed a policy is included that this area of land is reserved to provide a range of houses but specifically (and mainly) to include properties for first-time buyers, smaller properties for those wishing to downsize and also properties suitable for older people including bungalows.



## ANNEXES

- A Postcards from the Future
- B Purton Issues Report October 2013
- C Options SWOT Analysis 2013

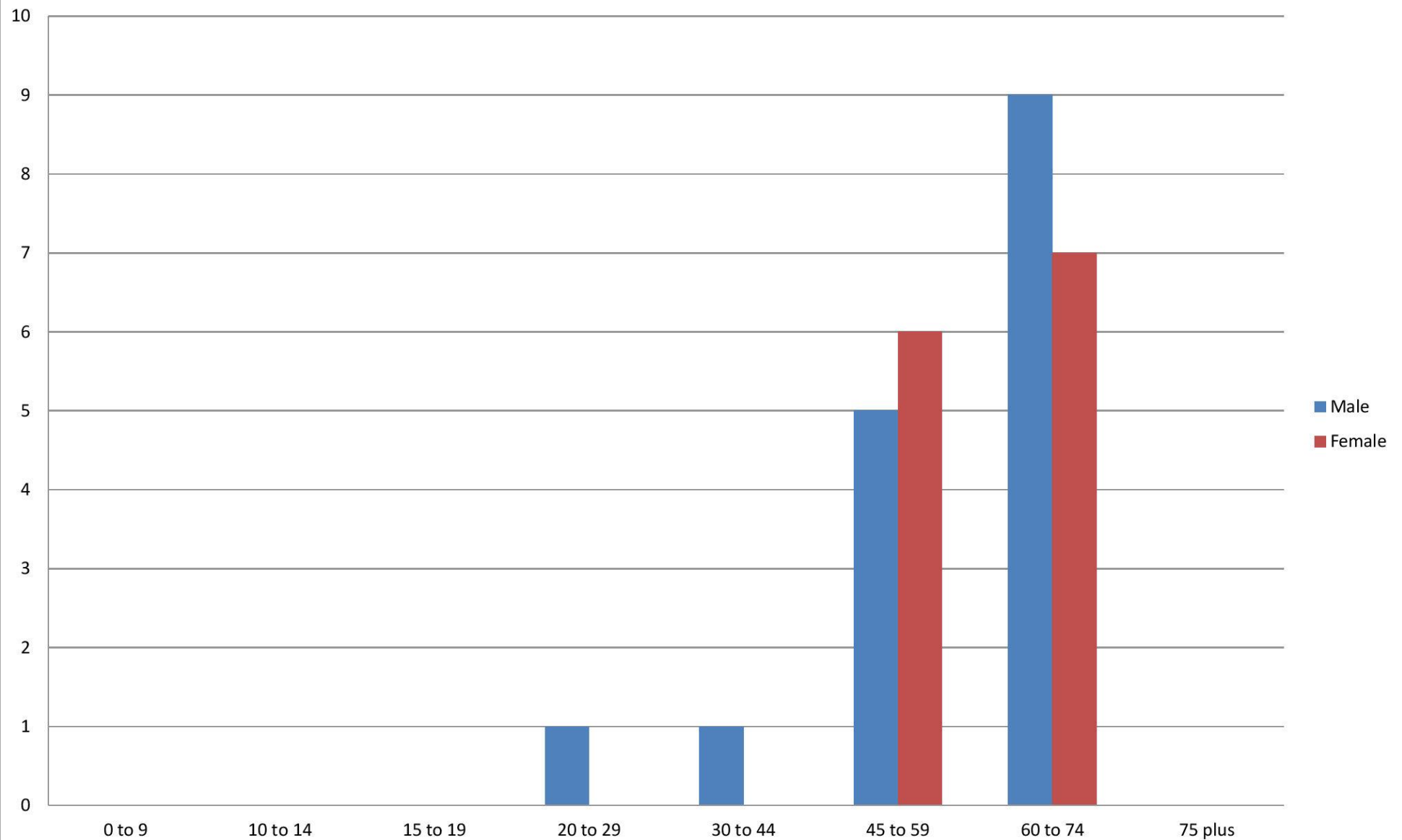


# Annex A: Purton Postcards from the Future

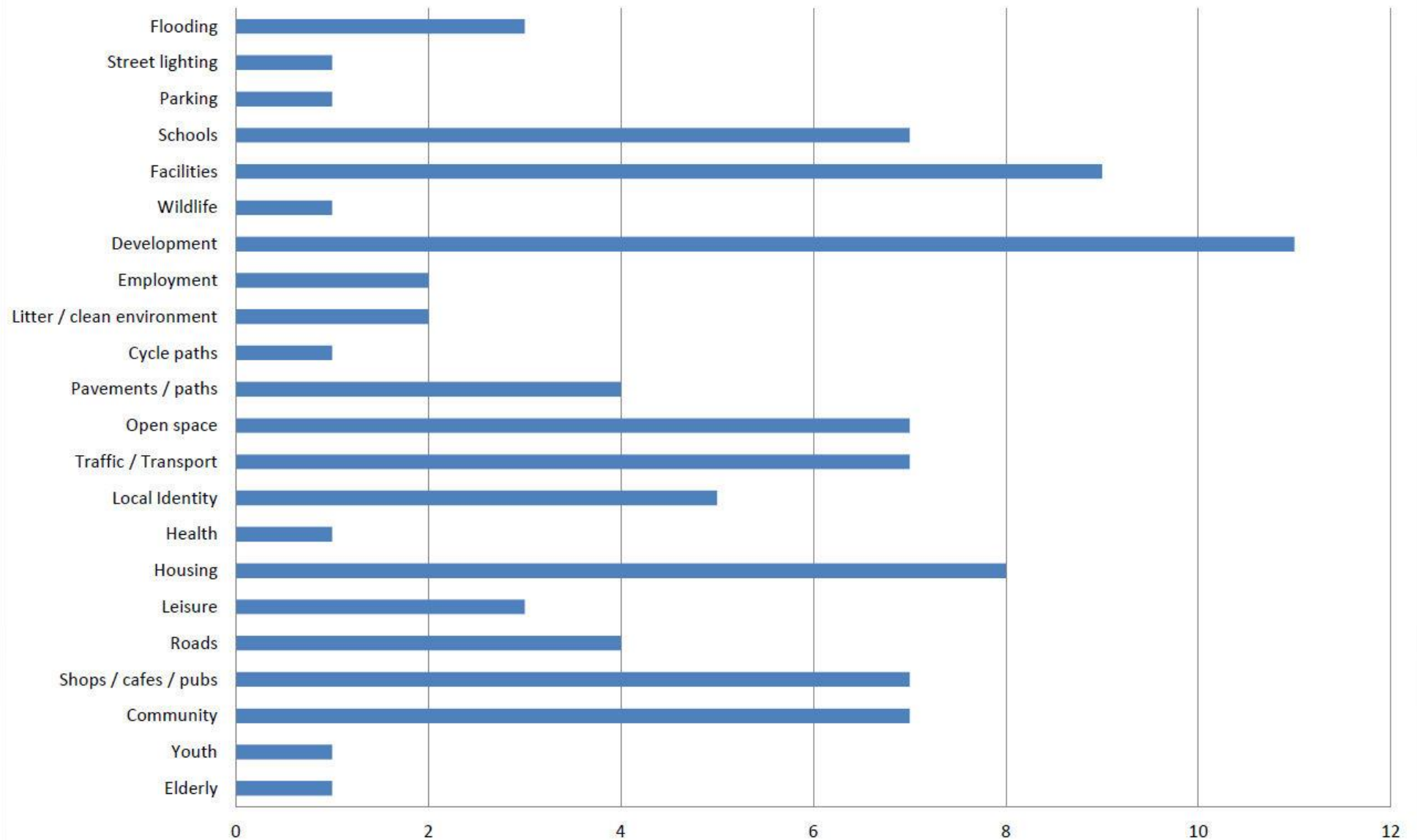
Preliminary data analysis of consultation undertaken in Purton on 23 February 2013 extracted from the report produced by Common Places on the 13 March 2013 for the then North Eastern Wiltshire Villages (NEW-V) neighbourhood plan.



## Purton Event - 23rd February 2013 - Demographics



## Subjects included in Purton Postcards



- I have just come to this wonderful little village outside Swindon. I walked out here across some fields, it's nice to get out of town and into the country. It's quite well served with a few shops, library and even a doctor's surgery and a vet. I'll be okay if I trip up on one of these footpaths. Getting across the roads is a doddle with all the traffic calming, much better than it was with all the rat run cars haring through, I may even cycle here.
- I am here in Purton. Where hopefully building development has come to a standstill. There is a mixed variety of homes, small, large, catering for all ages. Recreation facilities are good. All the houses seem well cared for and street lighting is good. The local (original) school has been converted to a community centre and is well used.
- Good to have starter homes for local people that have not been allowed to develop thus retaining the village atmosphere. People becoming involved in the local community and able to afford to live in the village. It has prevented Purton becoming a commuter village with no soul.
- Greetings from Purton. I am sitting in the beautiful courtyard area by College Farmhouse. There is a delightful fountain in the centre and the local school is playing in the bandstand. The buildings have been beautifully restored and I am enjoying a coffee from the Bohemian coffee shop. There is an art/crafts shop for local talent. I see a selection of shops and some local artist's workshops. This morning I cycled around the inter-connecting routes from the village. The one to Wootton Bassett is greatly improved. The shops are now looking more in keeping with the village. The organic shop is thriving.
- Retain green space. Keep separation from Swindon. Small controlled developments. Affordable housing.
- Important to retain rural feel and character of the village. Maintain robust defence of village development boundary. Protection of wildlife in surrounding areas, deer, badgers, wild birds, foxes etc. Redevelopment of Bradon Forest School and nasty shops. Any development allowed within the village development boundary should be sensitively designed to reflect the local building scale, vernacular of detailing and use of natural local materials to maintain village identity. Important to create residential properties with adequate site area (rather than tightly packed rabbit hutches with no character prevalent in the rest of the UK). Careful attention to design which may be in some cases result in additional cost, but it is worth it. People feel better if they are in a beautiful environment. Good design can really affect how people feel and it is something which was given very low priority in 2013 as would be seen by the disastrous

development allowed by the local authority at that time. Develop brownfield sites before Greenfield.

- I see a village which values its people young and old and in between. A village which has retained its green spaces and countryside but has allowed some development which complements the existing. A village which has better local shops, some more employment especially for knowledge based and similar industry to help reduce the need for travelling. A village with a sustainable and friendly community.
- We now have a community leisure centre which is well attended and supported. The new road structure has improved traffic bottlenecks through the village and no bottlenecks through the village and no parking issues. The new small developments are in keeping with the village style and enhance the local street scene and community feel. We fortunately have avoided unnecessary back garden and overcrowded development by careful design.
- I am glad to see that the parking issues outside the One Stop have been sorted, nobody blocking the crossing point. It is nice to walk around the village and not dodge dog fouling. So nice not to see school buses coming through the village, now that they have access to Bradon Forest School from Restrop Road.
- Here we are in 2026 and it's so good to see that our views have been taken into account. For once we have a well-balanced community where development issues have been taken into account. For once we have controlled development within the village and as such we have a vibrant community, at least two further shops have been established along with good community facilities. Traffic issues have also been addressed with sensible road schemes to deter through traffic.
- Transport and road infrastructure must be good between the large developments on the outskirts of the parish (too late to prevent Ridgeway). Development for housing should be on land adjacent to the framework boundary no isolated. Mixture of housing types, schools and sports hall, swimming pool, leisure etc must be adequate for the whole community. Some small industry should be encouraged on designated sites. Local crafts etc. Shops, surgery, vets, playgroup etc must be viable.
- It's great to see our close has not been targeted by Ashgrove House after several attempts to extend within our residence. New senior school, better sporting facilities for the village
- It's fantastic to see our close has remained the same and the several planning applications from Ashgrove House have been?

- It is lovely to see that Willowbrook has remained the same from the day I moved there in 2008. The new secondary school/sixth form is pretty impressive. Great to have so many open spaces, fields with open views.
- Ashgrove House to expand. Willowbrook left alone and looking fantastic. New Bradon Forest School. Plenty of greenery around, i.e. new trees. Pavenhill shops looking much better. Nice to see Widham never developed.
- Purton is still a rural community, I am still able to walk over green fields. We still have flooding issues at the bottom of the village. Network Rail did not take the opportunity to increase the capacity of various culverts when they doubled the line. The centre of the village is more vibrant. College Farm is now a shopping mall.
- I would like to see an improved shopping area. Sensible development on land, smaller developments of no more than thirty dwellings. Improved access to the schools. Retention of care homes but not too many. We need to retain a mix of age groups.
- The community spirit gone. Houses built outside the development boundary. Traffic a problem. The village that we know will be a small town without the facilities to go with it. The library closed. We will be very much reliant on Swindon. We will lose our identity.
- Important to retain village identity, hopefully to remain surrounded by green fields. Primary school design for Ridgeway. Farm development resembles a factory unit, surely we can do better?
- Purton future developments should concentrate on keeping the essential feel of the village. Expansion is a necessity but not to over extend the capacity of the village.
- Still possible to walk safely and pleasantly around the village. Problem of too much traffic and HGVs through village not being used to avoid traffic from new estates on the periphery of Swindon, not driving through their own estates or clogging up Purton. Avoid infilling of village with town density and poor architectural housing e.g. type development present throughout N Swindon development. Absolute priority given to prevention of flooding around the village.
- I live in a delightful community which has retained its separate identity from the horrid mass of houses in Swindon. We have a wonderful community, helping each other and places to visit which recognise the rural surroundings of the countryside all around the village. I love working from the village and being able to walk or cycle safely as cars no

go another way. We have so many fields and footpaths plus community open spaces. I think you too would love to visit us to be able to look out at the night into the darkness of the woodlands at Braydon Forest and the beautiful vistas. We have lots of historic interesting places such as the Ringsbury Camp and a Roman villa discovered when they started to build Ridgeway Farm. So we never did get those 700 houses. Wish you were here.

- I want all brownfield sites to have been used before we have built on green sites. I want to see adequate drainage and sewage and flood protection for all property. I want Purton to still be a rural village and not attached to Swindon. I hope we are not going to get too much noise from the proposed dual carriageway for traffic coming from all the new housing through the village.



# **Annex B ~ Purton Neighbourhood Plan**

## **Issues Report**

**October 2013**



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## Context

The aim of this Issues Report is to bring together all the information gathered over the past 9 months of consultation and engagement, and to examine what it says about the aspirations of the people of Purton for the future of their parish. Information and views have been sought by means of a facilitated community event, work with Royal Wootton Bassett Academy and an online survey. As a result it is hoped that people of all ages have been made aware of the Neighbourhood Plan and have been given the opportunity to make their voice heard in the process.

The community engagement event attracted 35 individuals, who considered their aspirations for the future of Purton and looked at how the village could be shaped by Neighbourhood Planning in the future. The follow up online survey was available between May and September and received 86 responses.

The information received has been collated into the following theme headings;

- Facilities, schools, shops, cafes and pubs
- Design and Housing
- Employment
- Open Space
- Getting Around
- Sense of Place
- Flooding

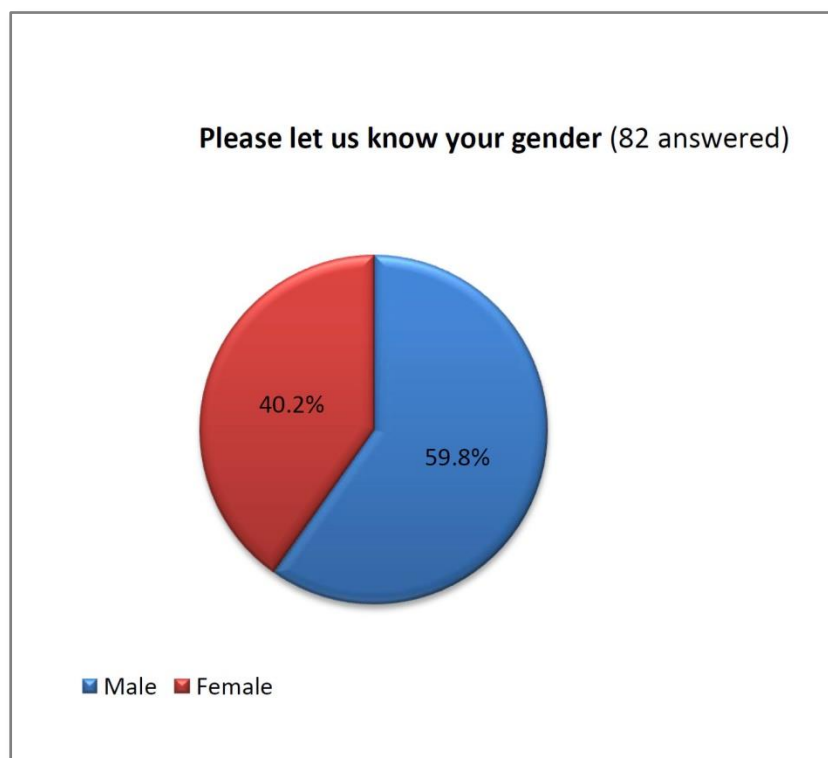
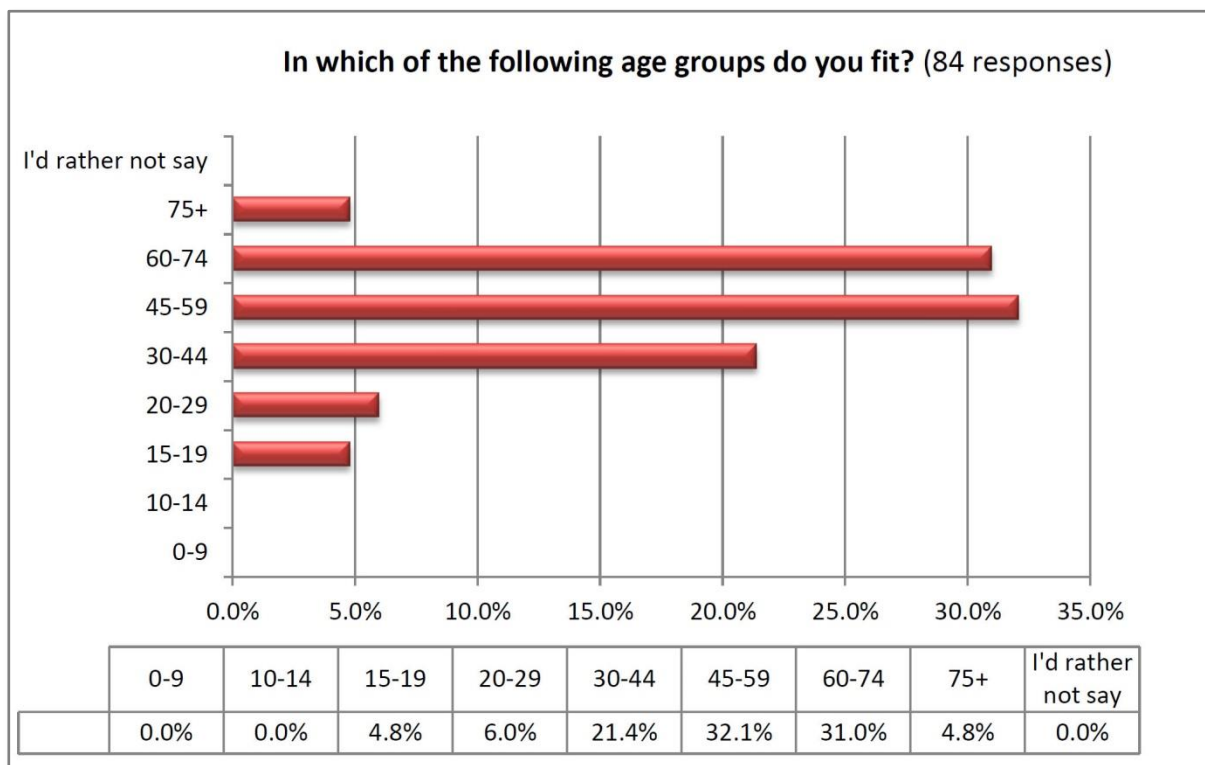
Under each topic heading, the report summarises the comments and views received and also sets out the relevant policies, plans and evidence, to guide the Neighbourhood Planning process in terms of the framework within which it will operate.

The plans, policies and evidence underpin Neighbourhood Planning in Purton include

- National Planning Policy Framework
- Neighbourhood Planning regulations
- Wiltshire Core Strategy
- Housing Needs Survey
- Local Transport Plan
- Strategic Housing Land Availability Assessment (SHLAA)
- Purton Parish Plan 2013

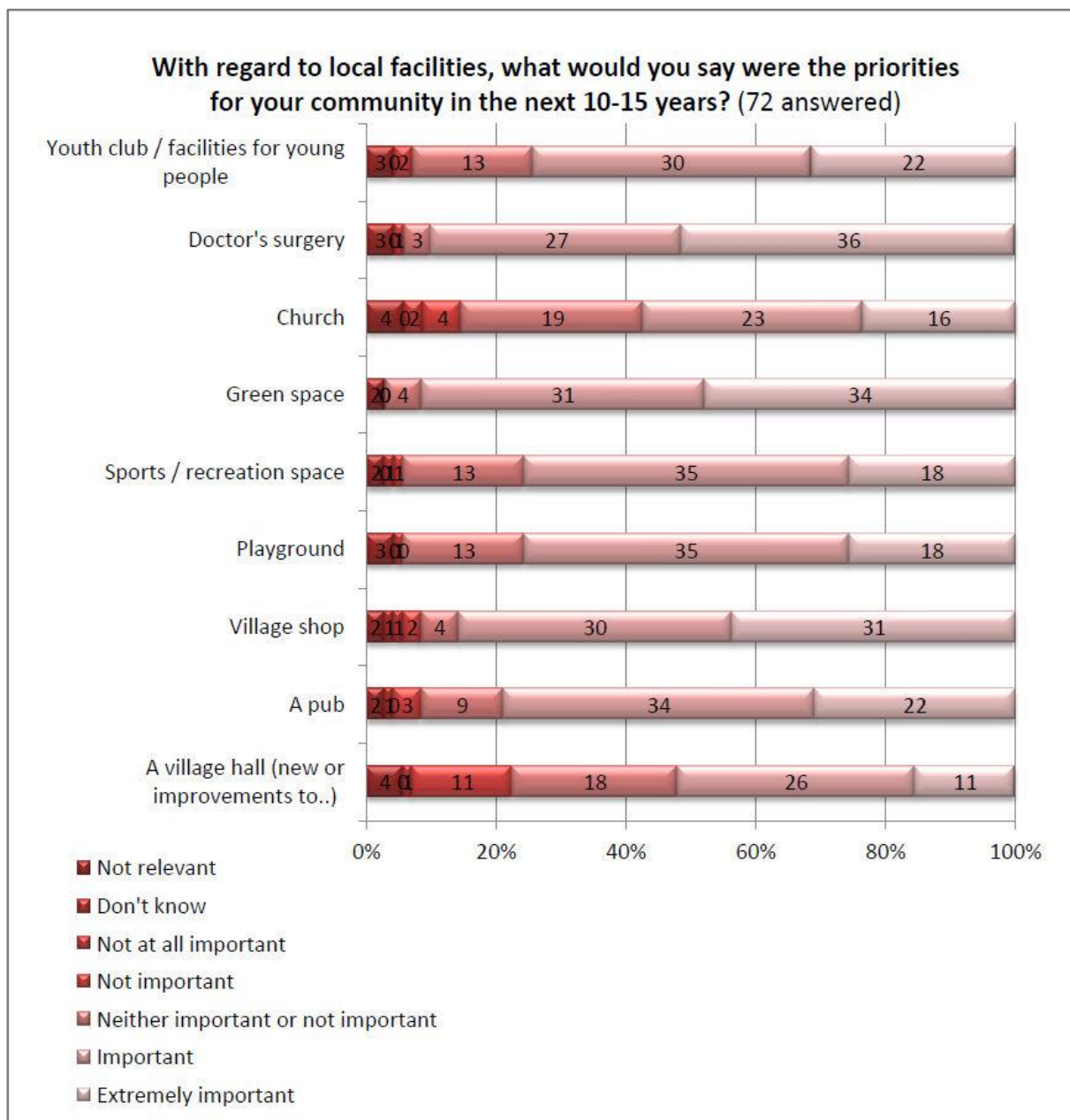
The Issues Report, in the context of the surrounding policy framework, is the basis for developing options for testing and ultimately policies in the Purton section of the NEW V Neighbourhood Plan.

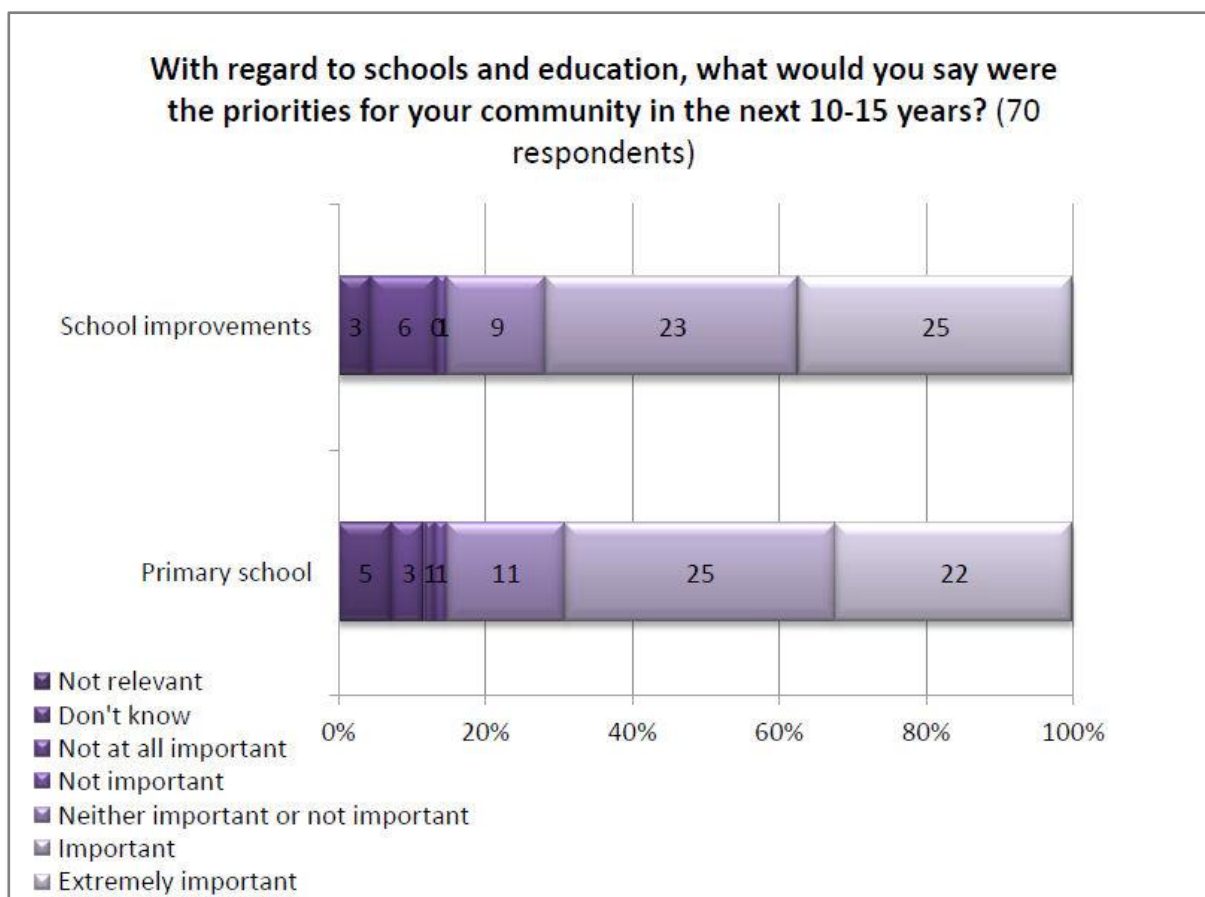
## Online Survey – Background questions





## Issue 1: Facilities, school, shops, cafes and pubs





## Key Findings

- Purton residents appreciate the retail facilities in the village and would like to see these expanded and the appearance of the shopping parade at Pavenhill improved to include specialist retailers and a post office. Parking in this area also requires attention.
- There is strong support for pubs, cafes and restaurants and a demand for an increase in this provision in Purton. A community-run café was suggested by a number of residents to help foster community spirit.
- The existing medical facilities in Purton are supported by residents, who wish to see them retained and enhanced to accommodate the needs of all.
- There is demand amongst residents for increased/improved sports and community facilities and an interest in exploring the use of school facilities for wider community use.
- Improving and enhancing the environment of the village is important to the people of Purton who would welcome an increase in allotments and outdoor recreation space for residents of all ages.
- Schools in Purton are valued but residents would like to see improved provision for secondary school children, in particular at Sixth Form level. Road safety and parking at schools was highlighted by many as an issue.

## Plans and policies which relate to the issue of facilities

**Core Strategy Policy CP 48:** Supporting Rural Life supports community ownership and management of local shops, pubs and other services. Small scale new shops and farm shops in villages are also supported by this policy.

**Core Strategy Policy CP49:** Protection of Services and Community Facilities supports rural services by restricting the conversion of their premises to other non-community uses.

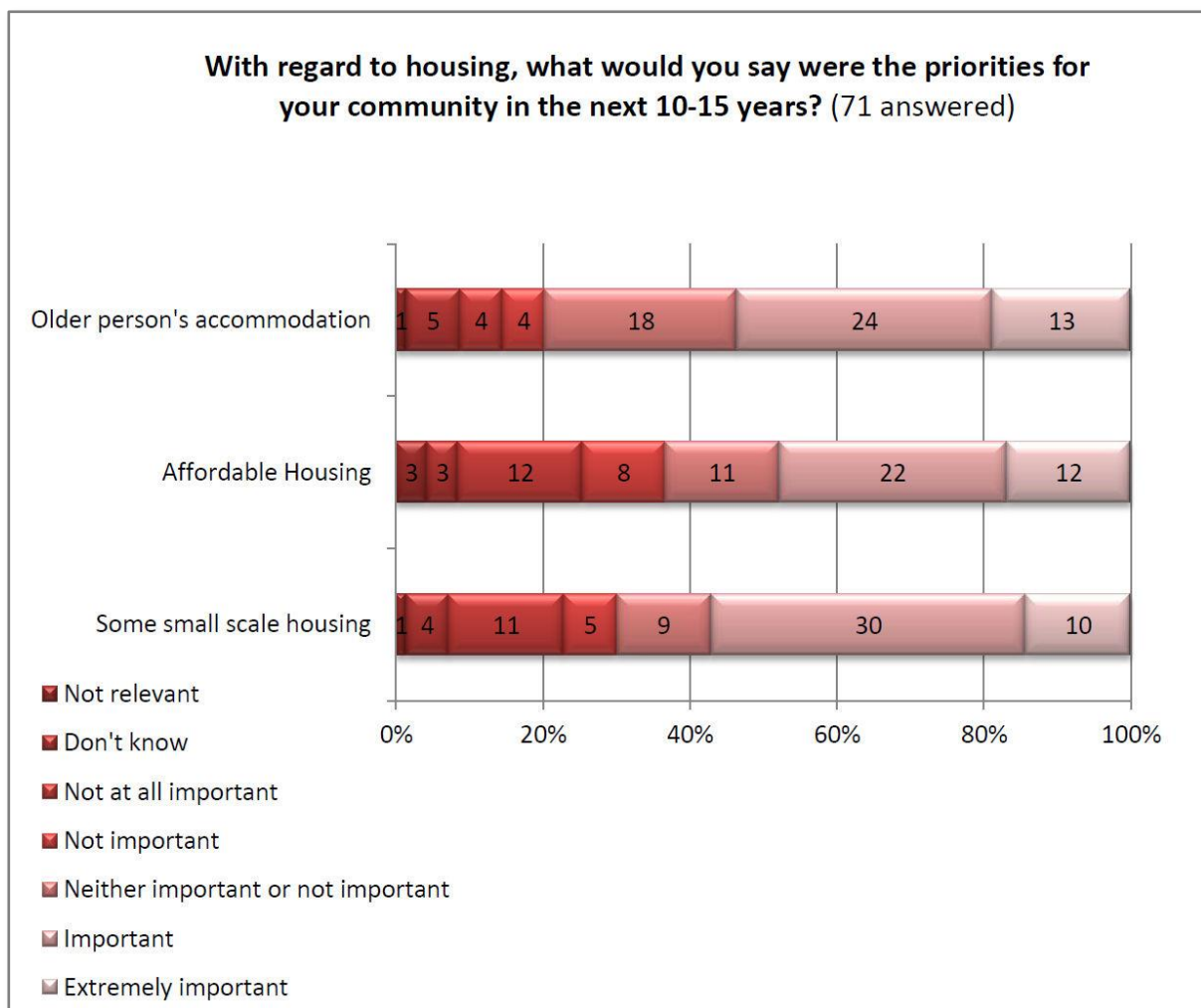
**Core Strategy Policy CP58** relates to the historic environment, and aims to “ensure that Wiltshire’s important monuments, sites and landscapes and areas of historic and built heritage significance are protected and enhanced in order that they continue to make an important contribution to Wiltshire’s environment and quality of life.”

**Purton Parish Plan** promotes the redevelopment of Pavenhill shops to use land better and provide apartments above.

**Core strategy Core Policy CP3** deals with planning contributions as a whole. It details education as essential infrastructure which will need to be delivered directly by the developer and / or through an appropriate financial contribution prior to, or in conjunction with, new development. The broad prioritisation of infrastructure provision is to ensure that development addresses essential requirements first and then place shaping items next. See Core Policy 3 for full list of infrastructure.



## Issue 2: Design and housing



### Key Findings

- Residents value the green space between the village and Swindon and wish to see it remain as a high priority. There is a strong preference for Purton to retain its character as a village and to avoid becoming a suburb of Swindon.
- The public engagement has revealed a preference for smaller scale, lower density development with priority given to gardens and adequate parking space.
- Residents wished to see all development designed to be sympathetic and in keeping to the village in terms of scale, volume and materials, especially on sites within the Conservation Area.
- Many people expressed a wish for bungalows, sheltered/supported housing for older/less physically residents to be able to remain in the village.
- There is some demand in Purton for affordable housing for younger individuals and families to help them remain in the village, preferably located close to the service and facilities they will need.

## Plans and policies which relate to the issues of development and housing

**Purton Parish Plan** makes a number of recommendations for the Neighbourhood Plan in relation to this topic:

- Adequate gardens are important and should be promoted through the Neighbourhood Plan
- A policy in the Neighbourhood Plan on green energy and water efficiency measures is requested
- New homes should be built to Lifetime Homes Standards
- There are a number of sites to be considered for development, and the Parish Plan considers those within the settlement boundary to be preferable for meeting Purton's housing needs.

The **Core Strategy**: There are no Strategic Housing Allocations in Purton, and it is designated as a "large village" in the Core Strategy. The Neighbourhood Plan can therefore propose modest development to serve the needs of the village, provided it does not conflict with the other policies of the Core Strategy. Purton Stoke is defined in the Core Strategy as a "small village" and has no settlement boundary.

**Core Policy 1:** Settlement Strategy states, "Large Villages are defined as settlements with a limited range of employment, services and facilities. Small Villages have a low level of services and facilities, and few employment opportunities. Development at Large and Small Villages will be limited to that needed to help meet the housing needs of settlements and to improve employment opportunities, services and facilities."

**The Purton Housing Needs Survey, January 2012** recommends that over the next three years provision should be made for the following to meet the needs of the village:

### *Affordable rented housing:*

- 4 x 1 bed homes for singles/couples
- 6 x 2 bed homes for families (1x with support with personal care, 1 x single-level accommodation)
- 6 x 3 bed homes for families

### *Shared/low cost housing to buy:*

- 1 x 1 bed home for single/couple (with wheelchair access and emergency support system)
- 3 x 2 bed homes for families (1 x support with personal care)
- 3 x 3 bed homes for families

*Sheltered housing:* None

### *Supported housing*

- 1 x supported/shared ownership for a single/couple

## Strategic Housing Land Availability Assessment (SHLAA)

The **SHLAA** reveals 18 sites which the landowners have proposed for development. These are:

Site Reference/ Site Address	Developable Size (hectares)	Number of dwellings	Constraints	Ownership	Time period in which deliverable
Site 91: Land at Northcote	0.49	15		Multiple/ unknown	6-15 years
Site 66: Derelict College Farm	0.73	22	Within/adjacent to a Minerals Safeguarding Area. Contains a listed building	Multiple/ unknown	6-15 years
Site 438: Ridgeway Farm	14.33	700		Single ownership	5 years
Site 88: Corner Site	0.26	8	Within/adjacent to a Minerals Safeguarding Area.	Not available at present as in multiple or unknown ownership	6-15 years
Site 440: Land off Willis Way	1.06	36		Single ownership	5 years
Site 436: Land north of Pavenhill	1.05	30	Within/adjacent to a Minerals Safeguarding Area		5 years
Site 439: The Pry	56.81	2000	Within/adjacent to a County Wildlife Site. Contains a listed building	Multiple / unknown ownership	6-15 years
Site 470: Land at Restrop Road	1.15	34		Multiple / Unknown	6-15 years
Site 89: Blake House	0.52	16		Multiple/ unknown	6-15 years
Site 82: Land at	0.48	14		Multiple / unknown	6-15 years
Site 1120: Land rear of Jewels Ash	3.11	93	Within/adjacent to a Minerals Safeguarding Area	Multiple/ unknown	6-15 years
Site 2001: Land North of Moredon Bridge	2.81	200	Within/adjacent to a County Wildlife Site	Multiple/ Unknown	6-15 years

Site 2046: Land at Locks Lane	0.59	18	Within/adjacent to a Minerals Safeguarding Area	Multiple/ unknown	6-15 years
Site 442: Widham Farm	4.31	129	Within/adjacent to a Minerals Safeguarding Area. Contains a listed building	Single ownership	5 years
Site 443: Land rear of Purton Court Number 3	0.46	14	Within/adjacent to a Minerals Safeguarding Area.	Multiple/ unknown	6-15 years
Site 446: Land at Hansells Farm 2	5.51	90	Within/adjacent to a Minerals Safeguarding Area	Single ownership	5 years
Site 448 Land off Station Road	3.18	95	Within/adjacent to a Minerals Safeguarding Area	Multiple owners in agreement for development	5 years
Site 450: Land at Hansells Farm	2.40	200	Within/adjacent to a Minerals Safeguarding Area	Single ownership	5 years

## Issue 3: Employment

### Key Findings

- Residents showed an interest in supporting additional employment opportunities within the village to reduce the impact of out-commuting and maintain vibrancy.

### Plans and policies which relate to the issue of employment

**Purton Parish Plan** proposes a small industrial/commercial park at Mopes Lane if land could be made available. Concern is expressed in the Parish Plan about traffic through the village resulting from employment development.

#### **Core Strategy: Core Policy 34 Additional Employment Land:**

“Outside the Principal Settlements, Market Towns and Local Service Centres, developments that:

- seek to retain or expand businesses currently located within or adjacent to the settlements identified in Core Policy 1
- support sustainable farming and food production through allowing development required to
- adapt to modern agricultural practices and diversification
- are for new rural based businesses within or adjacent to Large and Small Villages
- are considered essential to the wider strategic interest of the economic development of Wiltshire, as determined by the council will be supported where they:
- meet sustainable development objectives as set out in the policies of this Core Strategy
- are consistent in scale with their location, do not adversely affect nearby buildings and the surrounding area or detract from residential amenity
- are supported by evidence that they are required to benefit the local economic and social needs
- would not undermine the delivery of strategic employment allocations
- are supported by adequate infrastructure.

#### **Core Policy 40: Hotels, Bed and Breakfasts, guest houses and conference facilities:**

“Proposals for new hotels, bed and breakfasts and guesthouses within Local Service Centres, and Large and Small Villages will be supported where the proposals are of an appropriate scale and character within the context of the immediate surroundings and the settlement as a whole.”

## Issue 4: Open Space

### Key Findings

- There is strong support amongst residents for the retention of green spaces both within and outside the village. Purton residents prize the open countryside for its aesthetic and amenity value and are keen to retain a rural “village feel”. Protection of the open space between Purton and West Swindon is particularly important for many residents.

### Plans and policies which relate to this open space

**Purton Parish Plan** includes recommendations on distinctive landscapes and proposes that the green space around the escarpments of Francome Hill (North of Pavenhil) and South Pavenhill Farm around to Ringsbury Camp are offered protection in the Neighbourhood Plan from development which would affect the skyline.

**Core Policy CP52** relates to Green Infrastructure, which includes parks, open spaces, recreation areas, paths and playgrounds. The policy supports the retention and improvement of such areas. Wiltshire Council is currently preparing a Green Infrastructure Strategy to support the protection and enhancement of these spaces.

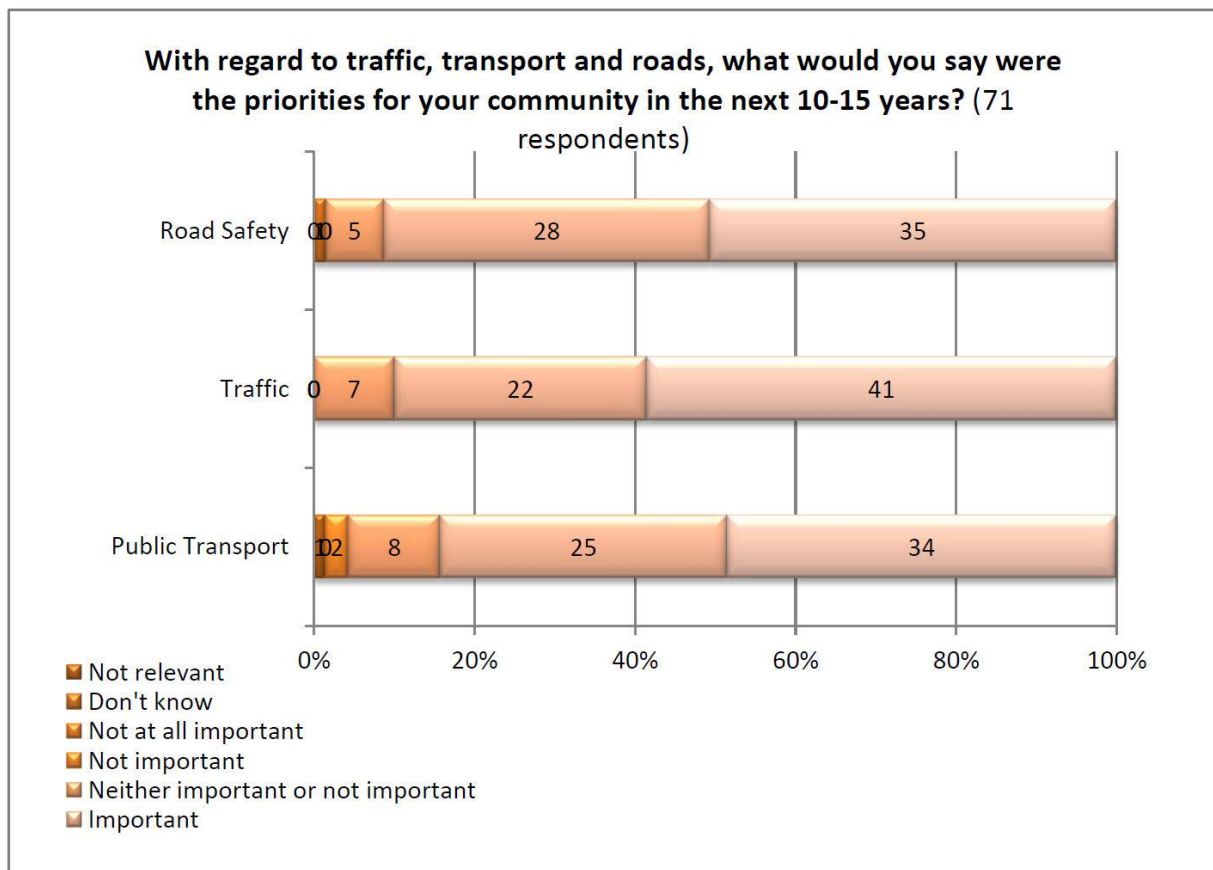
**North Wiltshire Local Plan Policy CF3** will continue to be saved after the adoption of the Core Strategy.

‘Proposals for new housing development will be required to make provision for open space on site, to provide 15m<sup>2</sup> for Local Parks and 3m<sup>2</sup> for play areas per person. The Council will accept in the appropriate circumstances, financial payments from developers for provision of open space according to the following order of preference:

- i) Provision of open space elsewhere which is appropriately located in relation to the development;
- ii) Contributions towards the upgrading of existing nearby open spaces.

Development will be required to make contributions to remedy local deficiencies in the quantity and/or quality of open space and the future maintenance of open space provided to meet needs arising from the new development as set out in North Wiltshire’s Open Spaces Study.’

## Issue 5: Getting Around (Traffic /transport /roads /pavements /cycleways /parking)



### Key Findings

- Parking issues and traffic congestion were raised by many residents as a problem, especially around schools and shops.
- Residents expressed concern over the potential for traffic increase as a result of recently permitted development. It was also felt by many that Purton roads are used as a short cut by commuters which exacerbates traffic and congestion problems particularly at peak times.
- Road safety was cited by a large number of residents as a major concern, with speed, volume and nature of traffic (HGVs) seen as a problem. Various potential solutions were suggested, including traffic calming, safe crossing points, lower speed limits and improved footpaths and cycleways.
- A regular, reliable and affordable bus service which runs during the evenings and weekends was considered desirable.

## Plans and policies which relate to getting around

**Purton Parish Plan** makes a number of recommendations for Wiltshire Council, the Parish Council and other bodies in relation to traffic and transport. The recommendations and issues raised in the Parish Plan will be considered in developing the Neighbourhood Plan policies.

**Core Strategy Policies CP60:** Sustainable Transport and **CP61:** Transport and Development set the broad context for traffic and road issues, aiming to reduce the need to travel, reduce dependence on the private car and make other transport options such as walking, cycling and public transport more viable.

The third **Wiltshire Local Transport Plan** was published in March 2011 and sets transport policy alongside the Core Strategy.

A speed limit review of A and B class roads in Wiltshire was completed in 2010, and a review of speed limits on C class and Unclassified roads is now due.

**Core Strategy Policy CP52:** Green Infrastructure (P196) is supportive of the retention and improvement of existing paths. Developer contributions can help to secure these improvements, and the creation of new paths.



## Issue 6: Sense of Place

This issue covers village identity, sense of community, cultural issues, population make-up, design in the built environment and community safety. Although not all of these matters are directly connected to land use planning, they remain relevant in the process of Neighbourhood Planning in helping people shape the future of their community and therefore do relate to planning.

### Key Findings

- Residents of Purton are proud of their village and value its character and rural setting. They expressed a desire to maintain a vibrant and thriving village which welcomes people of all ages. Community events and activities are supported and residents enjoy being part of a friendly community.

### Plans and policies relating to sense of place

The Royal Wootton Bassett and Cricklade Area Strategy section of the Core Strategy states,

“the long established policy of protecting the distinct character and identity of the villages and settlements remains a priority for local communities. This applies particularly to the parts of the community area which adjoin the administrative area of Swindon Borough Council where there may be unplanned development pressure. The open countryside should be maintained to protect the character and identity of the area in accordance with Core Policy 51. The local community may also wish to consider this matter further in any future community-led neighbourhood planning work”

## Issue 7: Flooding

### Key Findings

- Residents expressed concern about future development within the village and the possible impacts on local flooding, and also wished to resolve existing flooding problems. It was recognised that development in areas known to flood is not advisable.

### Plans and Policies relating to flooding

**Purton Parish Plan** makes reference to flooding and sets out measures to help prevent it, with bodies such as Wiltshire Council, landowners and the Parish Council being recommended to take action.

**Core Policy 67: Flood Risk** states that,

“Development proposed in Flood Zones 2 and 3 as identified within the Strategic Flood Risk Assessment will need to refer to the Strategic Housing Land Availability Assessment when providing evidence to the local planning authority in order to apply the Sequential Test in line with the requirements of national policy and established best practice.

All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage) unless site or environmental conditions make these measures unsuitable.”

This policy is in place to cover flood protection resulting from new development, but does not address existing flooding issues.

## Appendix 1: What do you like best about Purton?

- Small, friendly good community spirit. Within beautiful countryside and wildlife
- Variety of people/ backgrounds. Except for clothes, could manage well with the shops we have without having to go into town
- People feel like it is a community - not just a place to live
- I like the community feel about the village and that it has kept its identity. I feel this is very important. I like the rural aspect of it and the friendliness of the residents. There is a sense of valuing our surroundings and protecting it
- the countryside
- Friendly attitudes of folk and its 'close-knittedness' so to speak
- "Green space
- Local amenities - pub, shops post office etc within walking distance"
- Local services for local people. Voluntary groups - i.e. brownies and rainbows who work so hard for the community
- Proximity to local amenities, and local inhabitants
- Friendliness
- Rural, quite location with fields surrounding and within village
- The range of amenities available in the village, wide range of clubs and activities and vibrant community spirit
- We have all that is needed in the village. Shops, post office, library, pubs, facilities for the children and for the elderly. Many events/activities within the halls and most of all the spirit of the village
- The friendliness of the people & the surrounding greenery
- The quiet location and access to countryside walks. Although I have lived here for 10 years I don't feel there is anything special or unique about Purton
- That it IS a community. There is enough evidence available, in Purton magazine for example, of a rich variety of local activities and support for those in need. Thankfully it seems just large enough to sustain a wide range of local shops and suppliers
- A good sense of community. Close enough to Swindon without being too close. Good amenities
- Rural nature of the environment
- The Community Spirit generally, the Village facilities that are not spoilt by overcapacity. The ability to engage with the local surgery who offers a splendid service that is not equalled in many other areas through over capacity
- The fact that is still a smaller community far enough away from Swindon and still has a village feel to it
- Friendly
- We care about our neighbour
- Small village
- Community spirit
- Plenty of accessible open spaces to walk our dogs and great local shops
- Friendly and underlying care for village and residents
- People, essential shops

- Lots of things going on for young children
- How it maintains a friendly rural village feel yet is close to all the amenities I need/enjoy
- The quietness and the rural feel it has (at the moment)
- Its village like atmosphere
- Peace, rural location
- Community , friendly
- Rural views across undeveloped open countryside
- People care about each other. We are a community because we have not been enveloped by Swindon...yet
- Small community, friendly, safe, rural
- Purton has the benefit of being just large enough to support the basic shops and services (doctors, dentists etc) but still remains surrounded by beautiful countryside. The church and tithe barn area give a great sense of continuity and the village has a thriving community with many clubs and societies. It has a good mix of age groups and is close enough to Swindon to benefit from the additional facilities (cinema, ice-rink etc) there
- The people
- potential to get some land for eventing horses
- Being an Individual and treated as part of the village and not some stranger
- I have family there who tell me it is really friendly and a good place to retire to
- everyone willing to help when they can. know people in the street and can talk to people and feel safe
- school and friendships
- not a town, not developed too much, green spaces.
- It has a small village feel
- The Parish is set in beautiful countryside and has many pleasant features and amenities
- The friendliness
- The fact that there is a community in the best sense of the word
- The village atmosphere and not being part of Swindon or Royal Wootton Bassett
- The care of the elderly
- not a town not loads of people still have my family nearby
- "Not a pretty village but love all the footpaths that circumnavigate the village. The local shop, most important"
- Rural feel, shops, pub, active Church, walkers group, amateur dramatics, rock music community events for Charity
- wide range of facilities
- The views, fields and trees
- It is a village with countryside surrounding it
- Reasonably rural
- The combined community spirit
- the look and the friendliness of its villagers
- All amenities are within walking distance and the people are generally very welcoming
- traditional village community with many old families

- it is not stagnant but suitable development is allowed, while retaining the overall shape and feel
- The friendly people
- The community spirit
- The people
- It is my home and has all that I need. It has good community facilities, shops, doctors, dentists, schools, nice places to walk and views to enjoy
- The community spirit, being in a rural location but not too far from amenities
- Rural, friendly community, Low on crime, and Anti-Social Behaviour. Easy access to the open countryside
- some good people mostly without prejudice

## Appendix 2: How could Purton be improved?

- Generally tidy-up unkempt properties and improve shops opposite One Stop
- Better public transport, including regular links to Cirencester- a bus that could get people to work in Cirencester for 9am, and a few buses on Sunday
- I think that speeding throughout the village by drivers is a concern and I would like to see speed restrictions and measures put in place. I would like to see new developments in terms of housing kept to a minimum and to ensure they are in keeping with the surroundings in size and appearance. The shops at the top of Purton village often look poor and i would like to see them have some kind of makeover. I would also like to see more floral displays in the village in the summer particularly the high street
- It's perfect as it is thank you!
- For distance to be kept between Swindon and itself - i.e., for Swindon to cease expanding towards the village
- For a green field barrier to remain. Repeater transmitter to be established in the area to improve the 'iffy' TV reception
- More dog waste bins - on my usual route there are none, but lots of poo
- More evening eating out choice within walking distance
- Better upkeep of smaller roads
- A lower speed limit in busy areas / attractive well-kept shops and cafe within a pedestrian area with adequate parking / no litter or dog's mess - achieved by means of fines and improved education on this subject in schools, less packaging (I think this is a national problem) / continuation of a good public transport system
- Ban dog mess, and put as much emphasis into catching the owners as we do to parking infringements
- Could be cleaner
- To deter any future development on a grand scale within village
- Reducing the amount of traffic through the village. Better quality Public Houses
- Top square shopping area to be improved/updated
- Some of the roads through the village do get used heavily, so some traffic calming measures and some more crossings would be great. The road Pavenhill is extremely busy and very narrow and to be honest a "nightmare"
- Reduce the speed of the through traffic by a mix of deterrents & education. Having travelled extensively I feel the speed of the traffic hurtling through the village is a disgrace. The local residents & passing motorists need to be educated & we as a village need to push for effective traffic calming measures and a high visibility police deterrent
- There is social engagement for young children and elderly people though nothing for the 'in-between age' people! More sports, social events, barn dances, community events to help others in the Village - these are probably already happening, so, perhaps the need is more around promotion
- Carefully measured development, approved only against identified local need and NOT as a dormitory for Swindon. The clear difference must be maintained to retain the community atmosphere.
- Less through traffic and development

- Slow traffic, make it safe for all to enjoy. Stand up for a village culture rather than give in to the City/town culture of incomers who walk rough shod over those who have lived here for years
- Establish a parish Council that works for the village rather than for a minority of well to do.
- By limiting the building of more properties that will stretch the facilities even further than they are now. Thames Water has, to my knowledge, in the past stated that the resources are close to the limit
- The traffic through the narrow parts of Purton needs to be controlled as there is a potential for danger when people are walking on the narrow pavement areas. Especially the elderly. A proposed development at Restrop Road gives cause for concern by way of the entry and exit into the development and for the room needed for larger vehicles entering and leaving. Also once people have had 'Extensions' built in later times, the whole parking issues become intolerable as they are with our estate at the rear of Reid's Piece
- I think our village is fine as it is
- More local shops, speed humps to slow down traffic speeds, more pubs and restaurants
- Stop having to fight the developers
- Support local businesses within the village
- More families
- Tougher sanctions on speeding drivers and more dog bins to encourage people to dispose of dog waste
- Better encouragement for local people to get involved with their community
- More 'student' friendly
- Slow traffic down coming through the village. Cafe
- By ensuring both schools are 'outstanding' in Ofsted inspections
- Better parking, with enforcement on the double yellow lines that there isn't currently
- Not being so built on that it just becomes a part of Swindon, keeping it a village
- Village square for gatherings
- Better quality village shops and pubs
- Traffic slowed
- I would like to see more planting in open areas
- That we have strong representatives that will fight our corner and not be bullied by Eric Pickles and co.
- Better sports area, less traffic, more small housing
- The biggest drawback to Purton is the increasing volume of traffic through the village and along the connecting roads, which are not suitable for the size and speed of the vehicles using them. The road to The Fox and the Pear Tree road are prime examples of roads which are carrying unsuitable types and volumes of traffic. This makes walking and cycling out of the village quite dangerous - a situation which will only get worse with more building in the surrounding area. I think cycle paths would be a great improvement and some roads should be closed for all but access, or traffic should be redirected along other roads
- Make it more like a "real" village. Purton is very strung out, with no real focal point - several hamlets rolled into one, really. The main road through is very busy, mainly with non-local traffic, which is off putting for walking around, especially for children

- Keep the rural feel. Swindon is close enough to be convenient. Need to keep the differences between the town and the village. Better roads surfaces (edges and cycle routes). Public transport - use the railway
- keep it the same but stop the fast traffic and the big lorries
- Might need transport if I cannot drive when I am older - but groceries get delivered nowadays. so long as I can have somewhere safe for my cats, get broadband and out visiting occasionally sounds great as it is
- keep it small and personal so we all know what we need when in times of trouble
- Keep it the same - great place to retire to
- Sort out the traffic and parking. Too many yellow lines
- Retain the village atmosphere
- By careful planning that avoids more housing being 'dumped' in the Parish by the needs of Swindon. There are opportunities for small housing sites that would enhance the village of Purton, in particular, the land stretching down from the High Street to the Jubilee estate
- To sort out the on-going parking problems around the shopping areas and in the High Street but more importantly the speeding traffic. Living in the High Street, I see some very dangerous situations on a regular basis
- By remaining a village and not being part of Swindon
- More conservation areas and a coffee shop
- For people to get involved rather than sit back and take
- not much - some more employment
- Must have a resident police force presence
- More trees, Refurbishing neglected and decaying area around village shops (At present lots of weeds and rusting railings) development of lay-by (nearest thing to village green here) with flower beds. Non sodium orange street lights
- protect the boundaries from Swindon and excessive development
- stop the traffic
- Not by being overrun buy property developments that are out of keeping with a country village
- However, on a positive, a park and centralised shops, possibly using land at Jewel's Ash, would be beneficial, we could then, perhaps, remove the eyesore that is the Pavenhill shopping parade
- Limit development, improve parking, and control speeding.
- Maintained as a village keeping things green and realistic
- Uniformity (a model village) keep house prices high, keep the standard high. a by-law to stop bonfires in the summer months e.g. 6 months of the year
- Funded community lead ""good will / community"" events... bring people together. help people get to know their neighbours again
- Better park for kids, slower traffic, better pubs.
- getting the middle-aged people to take part in community work
- Local development on the edges of the village, more shops
- It would be nice to have a local shop for people that have difficulty in getting out and about. Making sure the Cross keys public house remains open
- Improved pubs, more cycle paths



- Better pubs, housing for first time buyers, more community activities
- Fewer vehicles parking on the road, more considerate drivers
- Having a new access road to Bradon Forest School, to keep the buses and school traffic away from the village
- Less traffic, limit development, retain rural character. Better local employment to aid sustainability
- Need a much more responsive parish council, given they lead the parish they are virtually invisible and resist ideas

### Appendix 3: Full comments on facilities, schools, shops, cafes and pubs

- It is quite well served with a few shops, library and even a doctor's surgery and a vet.
- Recreation facilities are good. The local (original) school has been converted to a community centre and is well used
- I am sitting in a beautiful courtyard area by College Farmhouse. I see a selection of shops and some local artist's workshops. The shops are now looking more in keeping with the village. The organic shop is thriving
- A village which has better local shops
- We now have a community leisure centre which is well attended and supported
- At least two further shops have been established along with good community facilities.
- Schools and sports hall, swimming pool, leisure must be adequate for the whole community. Local crafts etc. Shops, surgery, vets, playgroup must be viable
- I would like to see an improved shopping area...improved access to the schools
- Coffee shop
- Pub with pub garden for children to play
- The Cross Key s public house is still going strong, more people are using this facility
- There is also a small post office in the local shop which opens one a week which is brilliant f or getting cash when needed. The police also drive around Church Park during the night to help keep us all safe from undesirables. It is nice to live here
- Local shops are thriving; the Pavenhill shops look great now they have been rebuilt. Bradon forest school has been rebuilt
- The sports hall at the new Bradon Forest School offers some useful facilities to the village too.
- Went and did all my shopping in Purton today. The fruit in the green grocer looked excellent and the baker was selling lovely fresh bread. It's nice to only have to shop online once in a while
- Visited the local swimming pool
- The allotments in Restrop Road have been thriving for some years now and there is a waiting list
- Good local shops and schools
- The Ofsted outstanding schools have nourished my children and set them up for successful lives
- Pub and shops within walking distance - don't need the car!
- Shops run by private owner offering jobs to villagers
- We've finally got a successfully run pub which has a nice welcoming atmosphere and serves great pub food
- Good community services for all age groups and local shops
- The Pavenhill shops have been brought up to date, or given a more traditional look from the tired 70s look they once had!
- There are more shops
- Upper Square shopping area has had a makeover
- Scout hall is now rebuilt. Post Office continues to serve the community
- Community café is the hub centre of activity, chatting and arts and crafts displayed

- The Angel is open for lunch and skittles in the evening
- Refreshments in thriving village pubs and coffee shops
- It's a great village with a strong community spirit and lovely local shops and traditions. Wish you were here
- Plenty to do to keep me occupied. Everything we need in the village
- There's a lovely locally run cafe that's open every day, even Sundays!
- They've sorted an area for parking near the shops on Pavenhill
- The sports centre is popular
- We have an efficient, patient friendly, doctor's surgery with an 'on call' service available in the locality at weekends. The primary and secondary schools continue to thrive. We have really good leisure facilities including thriving tennis, football and cricket teams etc. Purton has managed to keep some local shops and pubs. This has been achieved by the business owners diversifying and providing for the changing needs of society i.e. - good reasonably priced meals being served in welcoming pubs. The church and village halls are focal points for the community with a warm welcome for people of all ages
- There is a superb recreation ground on the edge of the village with football pitches for both junior and senior football teams, also an all-weather area for both tennis and football
- The schools in the village remain excellent places of learning. The shops are well supported and enable all residents to have a wide choice of goods. Purton is a great place to live.
- A vibrant community with a good range of shops, facilities & a local school providing our children with excellent education
- More evening/weekend eating out variety
- Banking facilities / post office
- Local schools more available for community activities
- cafe and post office
- "Town" shops, where you can actually get most of what you need at a fair price
- keep paths and bridleways open
- feel safe to walk the lanes
- library cafe more shops
- somewhere for teenagers who don't want to go to youth club
- swimming pool
- a swimming pool
- swimming pool
- lots of open space around the houses and well-kept verges
- Residential/Care Home facilities (new or improvements to) - Extremely important
- The annual carnival and carnival fete is the ultimate in village life and must be preserved
- Coffee/sandwich shop with space to sit
- New senior school
- Council Office could be improved with reception area. Farm shop should be supported
- All existing are adequate
- Concerned about building in gardens/ squeezing in houses And losing greenery
- All the above answers marked important/very important are catered for in the village and those marked neither important/unimportant can be catered for in nearby Swindon as has always been the case for us villagers

- Part of what drew us to the village was access to the local pub and shops, and the green space without need for the car. Maintaining this would be important
- Improvement of shopping area / parking facilities at the top of the village. Possibly shops moved to a different location
- Maintain current facilities and add flood lights to red house pitch
- THERE IS A NEED FOR A LARGE SPORTS FIELD ON THE EDGE OF THE VILLAGE WITH SPORTS PITCHES WHICH CATER FOR ALL AGE GROUPS
- The facilities are heavily used now and maintained wonderfully which proves they are appreciated
- All of these things play an important role to a Village, however, in 10-15 years' time we need to ensure that our currently-adequate facilities are kept up to date and not left to get tired and run-down
- We serve quite a large catchment area for school pupils but the sport facilities of the school are not up to scratch. A Sport Centre would be nice
- Much of the necessary changes or improvements are due to the willingness of the people. So many organisations in Purton are protectionist. Change comes about by people doing rather than discussing for ever- to the point where nothing ever happens I once sat in on a parish council meeting that had 23 agenda items and they spent 45 mins discussing who was to pay for the spring flowers. Help!!!
- By using those facilities in areas that do not present problems for residents. In the past Youth Leaders have come along with big ideas but have been seemingly unconcerned or unable to have control or initiate control over problem youths which has caused Residents to respond to control their environment with some help from our over stretched and seldom seen Police Force who worryingly cannot police the area on the regular basis similar to when we had our own Police Station. We do have some vandalism and obvious litter problems created by schoolchildren going to and from school
- Purton would benefit from a nice pub serving good food and would attract outside visitors many of the surrounding villages have lovely country pubs something which Purton lacks
- We need to keep the green space and not have any more development
- The church is a vital part of the community as is the doctors surgery, shops, playground and sports recreation space so that the village children have places to enjoy
- Green space saved from developers
- The village has these facilities but they need development, for example longer opening hours at doctors, especially out of usual working hours
- Have all the important facilities
- Pubs should be encouraged to welcome families as they are a great place to socialise
- All make the village a more inviting area for residents and others no matter the age
- All items are important. It would give all ages something to do/go
- It would be great if someone reliable and willing to take over the Royal George so that there could be at least 1 more of the traditional/original pubs up and running
- We use the playgrounds so would like to see them being kept in good order and tidy
- Green space is important as it's probably part of the reason people choose to live in Purton, I know some of it will get built on but it would be nice to know which areas these are likely to be/affect which parts of the village

- I thought there was already a youth club, but with the recent report of vandalism at the village centre it obviously needs improving
- Retain and improve existing facilities, allow change of use for existing buildings
- We have Playground, Pubs etc. It's important that they don't close down or reduce
- Better facilities for young people and good youth club
- Purton is fortunate to have all the facilities listed above, although making some of the surrounding green space more accessible might be good - particularly the land between The High Street and Vastern Hill, which seems to be largely unused
- Need the green space to keep people off private land. If you build on it all then they start to go into farmers' fields and cause problems with crops and livestock. Village shop and pub really important to keep the community alive
- keep the fields and paths
- Church needs to be looked after by everyone in the village. cafe would be good for young people to have somewhere to go to
- sport hall would be good
- Need more than one pub ( the other one is always shutting down) keep open green spaces and keep facilities for the young - keep them fit and healthy
- Replacing the existing Pavenhill shops
- If Purton expands, the Doctors Surgery will be far too small as it seems to be now
- Village hall should be affordable and available to all as the centre of activities A pub is the hub for evening and weekend activities. Shops are part of village life, without them it would be a much poorer place
- Keep the countryside views, historical sites and conservation areas and not blight them with too much development and unsympathetic building
- Need new shops with better parking
- Young people need to be encouraged to participate in all indoor activities/games
- Yes. Softer lighting more like that used in nearly all restaurants, pubs and theatres would make the village hall MUCH more useful. At present it is a most off putting venue during all hours of darkness and without the effort of bringing in alternative lighting the venue is unusable for many social occasions
- Village people should use village facilities which are offered at a sensible rate
- More shops are needed and better range and need to be in the centre of the village near to parking. Church is key to a community and we need to keep the two churches in good order paid by everyone and not just the congregation. Need to keep open spaces around houses, grass verges and trees. Good to have the common back
- Village shop/Green space - development in and around the Jewel's Ash area and College
- Farm would make an ideal central location for the whole village
- Re-develop Pavenhill shops
- Green space and new house with large gardens to keep the village green not concrete
- Village Pub, Village Shop, Village hall, Carnival all part of village life and very much needed
- Better pub/ outside space safe for children
- Bigger area for children to play
- The village has most and continuation of same is needed. general improvements to all is needed and is important, but not critical

- There is a pub, it would be nice for a shop, green spaces we already have if there is no building works. The doctor's surgery although it would be good have no idea how this would be able to happen
- All of these facilities are important to keep the village a vibrant community
- A decent pub or pubs, country pubs that would increase the status of the village. Pubs which attract people to the village but also make people want to stay local in the evening. The audience for good pubs is vast!
- Village Hall extension to allow for more storage and improve the area below the stage.
- Need to improve the Angel, it does have the potential but does need some money invested in it
- Village shops are good with improvements being made to Best One. Pavenhill shops do need to be improved and updated, the area of the shops looks run down and tired.
- Play Areas to be improved with the use of S106 money
- Church needs funds for its upkeep
- There are a range of facilities in the Village but improvements are required to maintain them otherwise local amenities could be lost. With development approved at Ridgeway Farm, traffic will increase and could encourage people to travel further afield for facilities
- The Angel needs to be taken over and rejuvenated ~ see The Bell in Stoke
- The Red House needs to be taken over, the present management got rid of and rejuvenated by professionals

### **Schools**

- Secondary school facilities have not been maintained in line with increasing number of children
- Primary school design for Ridgeway Farm development resembles a factory unit, surely we can do better?
- Expansion of Brandon forest school has been too rapid
- Danger with traffic / pedestrians in same area
- Traffic education
- The school has continued to improve
- Slow down the traffic. Give Bradon Forest a sports hall. How dare the County Council deny all these young people the rights that others have across the county. Why not build a new school. Too much talk not enough do!!
- Braden Forest School access is at times intolerable due to capacity and School Run motorists
- Stop Swindon and Cricklade using our schools
- Learn to keep Purton litter free
- Secondary School
- Dedicated sports hall, swimming pool
- Ensuring Bradon Forest serves the local children well, not just the wider area
- Cut out big coaches get children to walk when possible
- 6th form so don't have to go to new place outside of the village
- Too much traffic at school gates
- 6th form and college - cheap travel for students to get to Swindon colleges

- 6th form and job opportunity
- New access road for Bradon forest school and rebuild it
- Access improvements
- Rebuild Bradon forest school
- New senior school, better sporting facilities for our village
- The new secondary school/sixth form is pretty impressive
- New Bradon Forest School. Pavenhill shops looking much better
- Given this is a new school hopefully it will stay in good repair for a few years
- 6th form at Bradon Forest
- The primary school is new but Bradon Forest needs modernising but this can be accommodated on the existing land
- The secondary school building needs investment- not inspiring for pupils on the whole, despite some new building work in the past few years
- Enforcement of 'no parking' on pavements / yellow lines / reduced speed limit in surrounding area
- The primary school is relatively new so this should have been built with the above in mind. Both schools over a period of time will need minor improvements. The roads in and out of the schools are terrible
- Better sports facilities
- What is the point nothing will change/happen - this survey is possibly a sham just to pretend that something is being done and to placate the locals. Politics!!!!
- By bearing in mind that one cannot develop further if the access facilities are light years behind. The fault, I feel, lies with inadequate planning consideration in respect of Pupil/Class requirements by way of School Development/Extra Facilities
- The secondary school could benefit from refurbishment, it's an older building. The primary school is new build so not as important
- The secondary school is old and in need of modernization. In some buildings the windows do not even shut
- Keep what we have
- A local school allows children the opportunity to walk to School
- I would prefer to send my children (Now aged one and another due in 8 weeks) to the local schools in the village, but will only do so if they offer a high standard of education etc
- By building a strong local community
- The Primary School is good and it needs to stay like that
- With school changes need to be made for sport and swimming
- Bradon Forest School is the only secondary school locally that has not been rebuilt. The buildings are old and jumbled and the school would benefit from better sports facilities (e.g. all weather football pitch and lighting). Whether the current site is the best location for the school is debatable as the access is not good, but maybe this would offer the opportunity to locate the school in a more accessible part of the village
- The positive change has already happened for St Mary's, with the new school being built.
- Now the community and the school need to work together to ensure it stays up to date and giving the local children the best education they can get
- Need schools for all ages to keep families in the village

- Expensive going to Swindon to 6th form and not with friends from the village. takes too long to get home
- Bradon bit old and tatty
- Need 6th form at Bradon. Plus update school buildings, indoor sports hall, swimming pool
- Provide a new approach to Bradon Forest School to avoid buses travelling through the narrow streets of Purton.
- Some plan to improve the access to the schools that avoids bringing traffic into Reids Piece
- Upgrade Braydon Forest
- old school needs to be made better to match the primary school
- It is so important that children have a grounding for their future education.
- The school is the hub of the village
- secondary school needs to be updated to reflect the new primary school
- Access to the schools needs to be examined closely and the possible development to the south of Purton should only proceed if there is a commitment from the developer to provide a road that links to the schools, outside the village, thereby reducing the peak-hour traffic problems with buses to and from the school
- Introduce 6th form
- Maintaining current standards
- so that our children can walk to school
- Bradon forest building needs to be brought up to date to match St Mary's next door
- schools are good but again, keeping on top of standards is important
- The schools help to keep the village vibrant and helps to keep different age groups in the village otherwise it could be dominated by the elderly
- Schools raise the status of locations and have a positive impact upon the community. It also ensures there is an equal distribution of ages and Purton does not predominantly become an ageing population
- The Primary School is an important part of the village and helps to keep young families in the village
- Bradon Forest to have a new school building with better access
- Outdated facilities with no separate sports hall



## Appendix 4: Full Comments on Development and Housing

- Hopefully building development has come to a standstill. There is a mixed variety of homes, small and large catering for all ages.
- Good to have starter homes for local people that have not been allowed to be developed thus retaining the village atmosphere
- Small controlled developments. Affordable housing
- Maintain robust defence of village development boundary. Redevelopment of Bradon Forest School and nasty shops. Any development allowed within the village development boundary should be sensitively designed to reflect local building style, vernacular of detailing and use of natural local materials to maintain village identity. Important to create residential properties with adequate site area....careful attention to design. Develop brownfield sites before greenfield
- some development which complements the existing
- The new small developments are in keeping with the village style and enhance the local street scene and community feel. We fortunately have avoided unnecessary back garden and overcrowded development by careful design
- We have controlled development through the village
- Development for housing should be on land adjacent to the framework boundary not isolated. Mixture of housing types
- Sensible development on land, smaller developments of no more than thirty dwellings. Retention of care homes but not too many. We need to retain a mix of age groups
- Expansion is necessary but not to over extend the capacity of the village
- Avoid infilling of the village with town density and poor architectural housing
- I want all brownfield sites to have been used before we have built on green sites
- Clean and pretty Village, with a good sense of community, more uniformity (E.g. a theme for new developments and extensions to keep the Purton Stone feel alive, even down to black guttering... a model village if you will) new development to be large houses with realistic ample parking e.g. 4 bed = 4 parking spaces, and homes with large gardens not crammed in... yes it will have the houses more expensive but most of the larger properties in Purton are more expensive it... to off- set this we have a large amount of ex-council homes that are much cheaper for affordable housing
- mix of local affordable housing and quality development on the edge of the village where it cannot flood or change the character of the existing village except for suitable access
- What a wonderful village it is here, I have been able to afford my first home. With a nice mix between country side and beautiful housing the village is the perfect place to live
- There are some nice reasonable sized housing developments rounding the village off with a range of affordable houses for young people to buy and rent so they do not have to move away from the village. There is also a good range of elderly residents' accommodation
- new houses to be in Cotswold stone as part of the village is a conservation area, with large gardens to keep the green village feel (Not a Town) less houses per acre, keep prices house high, we have abbey means on our door step for affordable
- bungalows needed

- We need more houses, but we need them our way! They need to be detached, large 4 beds with parking for 4 cars (as that is now the reality), and built to inspire a community / a village with large gardens. Less houses per acre
- older person's accommodation at The Cedars and Hooks Hill is the ideal place and size
- not too much infill as it makes the village feel crowded open up developments on the edges of the village preferably away from the Swindon side
- There really isn't room for more houses unless you spoil the village and surrounding area which is why this place was chosen to live in
- Reasonable sized developments on some of the sites that have been put forward by local land owners close to or just outside the development line of the village. Mix of houses to cater for all. Not anywhere that is likely to flood
- Small groups of well-planned and attractive housing for first time buyers and those with young families. Not near sights that might flood
- There are smallish plots of land just outside the development line of the village that could be developed. Some sites have been promoted through the local plan process over a number of years and these should now be explored for development rather than looking at new sites that have not been identified before
- Affordable housing to be developed together and not within a mixed housing of a higher value
- Local elderly care is limited and affordable housing almost non-existent. There must not be large scale development that could harm the infrastructure, or destroy the village ethos
- I am so pleased to find that in 2026 Purton still remains a village and has not been amalgamated into Greater Swindon
- All the new houses built from natural rough stone and slate roofs
- Still feels like a village - thriving community, separate from Swindon
- The village is still a country village and no great sprawling housing estates have been allowed to be built in its surrounding fields
- The village still retains its identity as there have been no major housing developments for 10 years and none are planned for the future
- We are still fighting to keep development out of the village as we do not want to kill the community spirit. The village should remain the stunning LITTLE village as it has been for many years and for future generations. WE DO NOT WANT DEVELOPMENT!! Heavy development will ruin the village for us, the villagers
- A village not swamped with housing development
- Affordable housing to allow families/ younger people to stay in the village
- There is now a good supply of affordable housing with young families able to stay and support the schools
- Purton village is in North Wiltshire and not invaded by Swindon as foretold.
- Sending you a big "Hello" from our lovely Wiltshire village that has been completely unchanged by developers for the last 13 years
- Still rural, near Swindon but not in it
- A fair amount of development has taken place in outlying areas but Purton remains rural, unspoilt with only infill development

- We are lucky that someone saw sense and protected the great belt around Swindon and refused planning permission for any further soulless housing developments in North Swindon
- Small scale only and preferably brown field sites. Re-establish a definite green-belt policy for Swindon, and stick rigidly to it
- No large developments, no further development between Purton and Swindon.
- Infrastructure needs to be appropriate
- space for families to grow into houses and extend
- don't let houses get too big for the plot with extensions
- Need a garden and space
- pretty houses to keep village attractive
- more space between houses - new ones look into windows
- need better gardens for the newer houses and off road parking
- self-build
- Non high density housing well-spaced out and surrounded by plenty of greenery
- need family homes with large gardens
- new houses to be in Cotswold stone as part of the village is a conservation area, with large gardens to keep the green village feel (Not a Town) less houses per acre, keep prices high, we have abbey means on our door step for affordable
- bungalows needed
- Not at all important as hundreds of new houses have already been granted planning consent nearby. Presumably the Council has insisted on affordable housing within that provision
- Older persons accommodation needs to be within easy walking distance of the local amenities to maximize maintenance of independence/access for as long as possible. This will be an important consideration for myself as I get older
- Small developments on suitable land, preferably 'brown' sites
- Pavenhill/Dogridge
- More bungalows
- The area of land adjacent to the old Red Gables and to the west of the main road opposite The Battlewell entrance
- The development surrounding the village is ample for the next 15 years. The roads will not cope and accidents will happen
- Small scale developments add to the mix of properties within the Village as opposed to large scale developments which make areas look the same as everywhere else in the UK.
- The Cedars facility must be retained, especially as there is such an active local Age Concern organisation that already helps in the community up to the point of residential and nursing care for the elderly
- More low cost housing to enable younger members to the village to stay & live in the village.
- Too many young people leave the village because they cannot afford to rent or purchase property. Therefore the future life blood of the community disappears- thus you end up with an ageing population in the majority
- Affordable housing
- Build towards top end of the village close to facilities

- Expansion in housing cannot be avoided but if it can be kept to smaller bespoke type developments, that would be better and in keeping with our local environment
- Ensure that the young and the old have somewhere to live if they don't want to move out of the village
- I just think it's unrealistic to expect no houses at all to be built, so would rather there was a selection of small areas for planning that was then stuck to
- I would not object to some small scale housing on the edge of the village
- Small areas should be used for affordable housing
- With The Cedars soon to be closed I think that alternative housing for older people is required. Purton is a community well set up for older people - with all basic services available in the village and accessible on foot. The Cedars and Hooks Hill area could possibly be redeveloped for this purpose. Another idea might be to relocate Bradon Forest school to Restrop Road where it could have a better access for the buses and use the old school site for homes for a replacement for The Cedars and warden flats/houses for the elderly. I don't think that affordable housing is best placed in Purton since there is little opportunity for work unless you have transport
- Ensure that we not only keep the accommodation with have for older people in the village, but improve on it, too
- Need decent sized older peoples to get the bigger houses back for families
- Need big rooms as may be in a wheel chair plus outside space which is not overlooked.
- Would like a view so on the hill somewhere. Plus easy to get to shop and facilities
- do not cram in new houses need space for car and to extend if family grows need houses I can buy don't want to rent keep rented for village and not outsiders who don't want to be part of the village somewhere for older people to move to when theirs is too big or needs money spent on
- need to have good sized gardens and parking plus garages
- Use only brown field sites and infill
- By identifying suitable sites as part of a plan for housing needs
- That building within the village should be on a small scale and concentrate on affordable housing for local people and the older persons
- Older people accommodation in the centre of the village for easier access to doctors and shops
- Ensure any development accommodates the first time buyers
- What do you mean by affordable, to buy good but to rent we have enough
- Present accommodation totally inadequate, the one in station road encroaches on its neighbours and is too profit orientated
- More trees and greenery, with less harsh street lighting could significantly improve the feel of much of the village. Stricter controls over paving front gardens and turning them into car parks could also help considerably
- Any /All developments should be appropriate to the size of the village and not driven solely by external dictates
- Need to keep the families in the village and space so we are not all on top of each other like you get on the housing estates in Swindon. If I wanted to live in a housing estate I can go to Swindon

- The land currently occupied by The Cedars and the surrounding sites, including Silver Threads should be utilised to give a new all-encompassing retirement/residential care home for the parish, especially given the increasing size with all the approved developments. People want to stay in their locality, not be shipped off to Cricklade or Ridgeway Farm
- For Small Scale housing and ""affordable"" housing (where costs are no more than 35% of disposable income) infill is the best option as the demands for housing in the area are being hyped by developers, not actual demand
- Keep the Cedars or equivalent in Purton
- Maintaining the younger generation in affordable housing in the village to maintain the community spirit
- We need more houses, but we need them our way! They need to be detached, large 4 beds with parking for 4 cars (as that is now the reality), and built to inspire a community / a village with large gardens. less houses per acre
- older person's accommodation at The Cedars and Hooks Hill is the ideal place and size
- not too much infill as it makes the village feel crowded open up developments on the edges of the village preferably away from the Swindon side
- There really isn't room for more houses unless you spoil the village and surrounding area which is why this place was chosen to live in
- Reasonable sized developments on some of the sites that have been put forward by local land owners close to or just outside the development line of the village. Mix of houses to cater for all. Not anywhere that is likely to flood
- Small groups of well-planned and attractive housing for first time buyers and those with young families. Not near sights that might flood
- There are smallish plots of land just outside the development line of the village that could be developed. Some sites have been promoted through the local plan process over a number of years and these should now be explored for development rather than looking at new sites that have not been identified before
- Affordable housing to be developed together and not within a mixed housing of a higher value
- Local elderly care is limited and affordable housing almost non-existent. There must not be large scale development that could harm the infrastructure, or destroy the village ethos
- Again, Ps and Qs has issued a Foresight and Resilience Plan for Purton Parish ~ it did a complete housing site analysis, worth reading

## Appendix 5: Full comments on Employment

- Some more employment especially for knowledge based and similar industry to help reduce the need for travelling
- Some small industry should be encouraged on designated sites
- I love working from the village
- Work from home as broadband is super-fast
- ...they all have jobs at the new employment area. Mark runs his own business with a lock up for his tools next to Jason's office
- The new industrial estate gives local jobs to cut down on travel

## Appendix 6: Full comments on Open Space

- I walked out here across some fields; it's nice to get out of town and into the country.
- Retain green space
- Protection of wildlife in surrounding areas, deer, badgers, wild birds, foxes
- A village which has retained its green spaces and countryside
- Great to have so many open spaces, fields with open views
- Plenty of greenery around i.e. new trees
- I am still able to walk over green fields
- We have so many fields and footpaths plus community open spaces
- Views over the countryside
- Trees planted by the school kids back in 2015 around the village edge and on the old commons have all grown well
- The new bigger park is great for the kids
- Dump area no longer operating, and re-landscaped/restored as promised
- Can go for wonderful country walks from our road along the public footpath and straight into the fields at the back enabling us to walk for miles across country fields and enjoy the fresh air
- Green space is very important for all the community and development on green areas should be discouraged as this will encourage more people to enjoy the great outdoors and walks that are in the area
- Lovely views of field from front and back windows of house, sheep grazing, horses too
- Lovely walks from front door
- Lovely village surrounded by green fields
- There are many local walks over open farmland
- There's a still lot of green land for us to go on long walks with the dog
- Still surrounded by green fields and lovely walks, Purton is such a friendly and pretty place to live
- Able to go out for a walk and enjoy beautiful countryside
- Green open spaces

## Appendix 7: Full comments on Getting Around

- This morning I cycled around the inter-connecting routes from the village. The one to Wootton Bassett is greatly improved
- Getting across the roads is a doddle with all the traffic calming, much better than it was with all the rat run cars haring through, I may even cycle here
- The new road structure has improved traffic bottlenecks through the village...no parking issues
- I am glad to see that the parking issues outside the One Stop have been sorted, nobody blocking the crossing point. So nice not to see school buses coming through the village, now that they have access to Bradon Forest School from Restrop Road
- Traffic issues have also been addressed with sensible road schemes to deter through traffic.
- Transport and road infrastructure must be good between the large developments on the outskirts of the parish
- Problem of too much traffic and HGVs through the village
- Being able to walk or cycle safely as cars go another way
- No speed bumps nor red/ yellow tarmac to spoil the look of the village
- It's so much nicer now the traffic has been slowed down. It's much safer walking to school and I don't hear the cars being revved down the road seeing how fast they can go
- Bus links to other villages are good which is imperative if you can no longer drive to the doctors etc.
- The traffic is less than it was in 2013
- Having a new access road to Bradon Forest School, to keep the buses and school traffic away from the village
- More cycle paths
- Regular bus service to Cricklade and Wootton Bassett has been a great asset
- The bypass has reduced the through traffic
- 20mph speed limit past the school has made a huge difference to safety
- Cars are all now electric
- The High Street and traffic calming project completed. I feel much safer now when I leave my home to either walk or drive
- A good bus service and a railway station
- Glad the railway station has reopened to Swindon and Kemble
- So easy to get to London and Gloucester with the new railway station
- Still able to access the many rights of way around the village
- footpath to Lydiard park
- Traffic speed is well controlled.
- The village has remained a pleasant place to live due to the bypass taking the through traffic away from the village centre
- No HGVs thundering through the village when they think no one's looking! The Boy Racers have disappeared as a result of traffic calming measures that have been effectively implemented & the ""rat run"" to & from the M4 has ceased to exist
- Purton feels like a Village, no longer just a rat-run connecting North and West
- Safe for cyclists and pedestrians, 20 mph speed limit in the village

- Good public transportation
- The re-opened railway station means fewer cars on the roads and the cycle path is safer than the roads
- Very frequent buses every day of the week into Swindon town and towards north Swindon
- There is still an hourly bus service to Cirencester/Swindon
- Good bus service to Swindon and other areas
- Public transport is great since the rail line to Swindon reopened
- Traffic is not as bad as it used to be in the village
- Traffic from the recycling centre is an issue
- Road maintenance
- Speed limit, cycle ways, safe pathways- not the rubbish we have now which slant at 5 degrees. Try being elderly or infirm and walking down the high street!!!
- lower the miles to 20 mph
- Speed need to keep speed down on country roads
- Speed - too fast on Cricklade road
- Parking keep speeding controlled stop noise of stereos etc.
- Need path on little roads to walk to Swindon and cycle route
- Garage to get petrol
- Parking is difficult - too many yellow lines, too many people have cars and nowhere to keep them off the road
- Parking
- Min roundabouts at blind corners like that at the junction of Witts Lane. A mirror at the junction of Playclose and the High street would seem an essential
- too much rat running
- Parking on the road in particular some of the estate roads
- Poor drivers and careless parking, lack of enforcement
- Station Road and High Street are both very busy and it is dangerous to cross. The three-way junction visibility is also poor and traffic needs to be slowed by calming measures. Cars often speed round the corner and can't easily be seen (also a problem when leaving the Village Hall). Calming measures may also deter the 'rat-run' traffic. Regular bus service is also important and will become more so with increased fuel prices
- Concerned about heavy vehicles going through the village
- The increasing traffic and speeding through the village needs looking into. I would like to see a range of measures brought in to calm drivers driving through Purton. I believe it is becoming a significant problem which is only likely to get worse with more houses being planned in the area
- Again as I get older and possibly am unable to drive, public transport will be important. Currently it is not frequent enough for me to consider using
- A detailed professional assessment of traffic problems / pedestrian access to shop opposite village hall and shops at top of the village with the aim of improving safety for everyone involved
- Traffic speed and volume needs to be restricted as it travels through village



- Commuter traffic needs to be diverted away from the main road through the village as it is quite dangerous for pedestrians and school children walking up the High street due to the narrow path
- A new road bypassing the High Street would be necessary in a few years due to the increasing road traffic from the expansion of North Swindon
- With the increase of development surrounding the village I have noticed the traffic increasing. Some of the roads are narrow and due to the nature of the cottages parking is always an issue, even more so when the schools finish
- Traffic calming measures & effective high visibility policing
- Reopen station
- Purton is a rat run at rush hour and is often blocked along the High Street by one or two cars parked up and School Buses which causes major delays as the roads are so narrow. Frustrating to cause a delay as someone has parked to go to the Dentist, Indian Restaurant etc. Due to the levels of traffic from the North Swindon developments (and soon to be Tadpole Lane development) traffic and therefore road safety needs to be addressed. In the evenings people regularly drive along the High Street at 40+ MPH
- Traffic through Purton has continued to increase both in volume and speed in the last 20 years. With proposed developments such as Ridgeway Farm and Widham -- both of which have been vehemently opposed by this community -- I have substantial fears about the inevitable further increases in traffic volumes and have yet to see any effective speed reduction measured even being considered
- Less through commuter traffic
- Level pathway all along High Street, Pavenhill and on. Make the whole village 20 mph
- Allow cycling along Church Path, How about putting in pathways so that an individual can walk safely through the village. Transport- improve bus regularity, reinstate the rail station. Of course none of this will happen- no money- a broke village - a broke nation. So sad.
- Being a member of The Association of Industrial Road Safety Officers and Advanced Driving Organisations, I see the inability for motorists in general to acknowledge the Village dangers and drive accordingly is a problem, plus the failure to STOP at a STOP Sign situated at a Blind Junction needs to be addressed by the Police. I see dangers daily and the Police do not! Speed of Motorists through the village is not generally excessive for the posted limit but is
- 'Inappropriate' for the conditions
- The amount of traffic using Purton as a cut through is not acceptable we need measures in place to slow down these vehicles, particularly in rush hour. When children are walking up the high street to school because the roads are narrow often have seen cars/buses etc very close to the kerb where the children are walking
- We should have electronic speed restriction signs and sleeping policeman (like neighbouring Lydiard Millicent have)
- Lowering mph
- Currently no public transport on Sunday
- Roads are busy with limited places for pedestrians to safely cross the roads especially at peak times

- With regards to road safety and traffic, I would like to see more being done to combat speeding drivers and possibly better signage to discourage larger lorries from using the village as a short cut
- Need good transport access to places like Swindon, need to slow down the traffic through village
- Railway station
- Need more public transport as it is difficult to go in and out of the village and can't go anywhere via public transport on a Sunday
- There needs to be good links between Cricklade, Wootton Bassett and Swindon. Encouraging people to use public transport as an alternative to their cars. Slow traffic through the village so that it is safer to walk
- Traffic control in respect of speed, more parking spaces
- Don't create more traffic by building more houses
- More than one bus an hour would be good. Traffic still travels too fast through Purton; People ignore the double yellows around Pavenhill shops
- Narrow roads, poor public transport, heavy congestion
- The roads to and through Purton are narrow and windy with high hedges and no verges making them unsuitable for large vehicles and high speeds. It also makes them dangerous for walkers and cyclists. The ideal solution would be to redirect traffic away from the village, and to have more speed restrictions and signage on roads such as the Pear Tree road where traffic needs to give way. Cycle paths and walkways would be good. I would hate to see the solution just be widening all the roads as I think this would ruin the area and just lead to more traffic travelling at higher speeds
- The inevitable building of new houses is going to cause our busy roads to become very overcrowded. Creating a route for through traffic to avoid Purton at all would be ideal, but public car parks where people can park off road safely and legally when shopping in the village would help, as would a more regular bus service, perhaps using much smaller buses, more often, rather than a few almost empty giant ones
- Need good transport links poss. train station. drivers need to be aware of dangers of country roads with farm traffic and horse riders, cyclist, pedestrians etc. - signage and speed limits
- More buses -Sunday service
- Roads not good enough for loads of traffic - better surface needed
- Need to feel safe walking and riding on the roads
- Control speed with some sort of warning signs or road markings better public transport more police on patrol
- Need late night bus and more regular so don't have to hang around
- Need cheap bus to Swindon roads narrow and need footpaths
- Get reliable and regular buses. Train would be good. Traffic too much - traffic calming - flashing 30mph signs
- Reduce traffic throughput.
- Change road layout at the ""lower triangle"" to improve safety.
- Measures to cut down the speed of traffic on the B4453
- As I have stated previously the amount of traffic travelling through is worrying. There MUST

- Be more restrictions in this area to make Purton a safer place
- Railway station would decrease the amount of traffic on roads round the village. That decrease would increase road safety
- Reduce the speed limit in the middle of village put flashing signs to warn speeding traffic coming in and out of the village people going through the village just speed through as we have traffic calming or policing
- Improve bus service. Stop parking on double yellow lines
- More buses - train?
- Slow down traffic
- As a whole the High street has many natural self-calming features and it is commendable that intrusions like speed bumps and traffic lights have been avoided
- There should be more restrictions on through traffic, deliveries and stupid parking by villagers
- Ps and Qs did a thorough analysis of this and came up with more creative ways to deal with these issues
- Railway station would be key to get traffic off the road plus better bus service 7 days a week
- Public transport needs better advertising, some form of Sunday service, and a regular (daily) service to Wootton Bassett, one bus a week is not regular enough
- Re-develop triangle and enforce stop sign
- Slow traffic down through the village, maybe widen paths as in places there is very little space between pedestrian and car
- changes needed at top of Station Road where it meets High Street and Church Street. This junction can be very dangerous at times
- Cross Lanes is still a dangerous junction
- There are good bus links already, hopefully that will not change. Road safety, perhaps speed bumps could be installed
- New developments to have adequate parking on site. Parking enforcement
- Better bus routes and regularity
- "There is a need to retain and improve where possible public transport
- Opening the railway station in Royal Wootton Bassett would be good
- Inconsiderate drivers and lack of off road parking
- Road Safety is important as traffic is likely to increase, pedestrians do need to feel as safe as possible
- With regard to traffic it may be the case that in the years to come vehicle numbers will reduce due to the cost of fuel and those on the road will improve in terms of their environmental impact as advancements are made
- Reduce the amount of traffic coming through the village and reduce the speed.
- Public transport needs improving with better timetables and even re-open Railway Station. Traffic is ever increasing and steps need to be taken to control this. Road Safety is always paramount with traffic calming measures high on the list

## Appendix 8: Full Comments on Sense of Place

- I have just come to this wonderful little village outside Swindon
- People becoming involved in the local community and able to afford to live in the village. It has prevented Purton becoming a commuter village with no soul
- I am sitting in the beautiful courtyard area by College Farmhouse. There is a delightful fountain in the centre and the local school is playing in the bandstand. The buildings have been beautifully restored...there is an arts/crafts shop for local talent.
- Keep separation from Swindon
- Important to retain rural feel and character of the village
- Good design can really affect how people feel
- I see a village which values its people young and old and in between
- A vibrant community
- Purton is still a rural community
- The centre of the village is more vibrant
- Important to retain village identity, hopefully to remain surrounded by green fields
- Purton future developments should concentrate on keeping the essential feel of the village.
- Church was full to over spilling today, great to see so many come to the service. So much better since we have a full time vicar
- Still feels like a village. Plenty of local activities, clubs and shared celebrations. Strong sense of community
- There is still a strong sense of community in Purton
- Crime and vandalism rarely occurs and the village is clean and tidy
- This is a really lovely area; the streets and pavements are completely free of litter and dog mess
- I can still see the 3 deer from our back window in the each year and the young foxes playing each spring
- Purton has a lively community spirit, with a wide range of clubs and activities to suit all interests.
- I wouldn't change anything about the village. We have a good balance and a wonderful community
- Enjoying the tranquillity of village life
- A crime free & litter free haven that I am proud to live in
- There is a great community spirit and a variety of sports and events to get involved in.
- Plenty of civic space
- Tolerance of all levels of society- young people are the future of the village. Village culture and ethos
- Attended lots of community events in the village
- Open and flexible dialogue with council planners and local opinion being taken properly into account, extensive support for ageing community with incentives for local population to volunteer support
- No dog poo
- Things for families to do within the village
- Locals are friendly and inviting

- Safe area to bring up children
- Pleasant and tidy village
- It's great here in Purton - we are still a village with a great community spirit

#### Appendix 9: Full comments on flooding

- We still have flooding issues at the bottom of the village. Network Rail did not take the opportunity to increase the capacity of the various culverts when they doubled the line
- Absolute priority given to prevention of flooding around the village
- I want to see adequate drainage and sewage and flood protection for all property
- Reasonable sized developments on some of the sites that have been put forward by local land owners close to or just outside the development line of the village. Mix of houses to cater for all. Not anywhere that is likely to flood
- Small groups of well-planned and attractive housing for first time buyers and those with young families. Not near sites that might flood

## Annex c ~ Purton Neighbourhood Plan Policy Development Options SWOT Analysis 2013

The Options were derived from the Issues identified during the Consultation Process of 2013 and these are listed below in column 1 of the tables below. Each Option was tested in a SWOT Analysis (Strengths, Weakness, Opportunities and Threats) enabled these to be refined allowing the stronger Options taken forward to inform the basis of the Visions, Objectives and Policies of the Neighbourhood Plan.

A few notes about about a SWOT Analysis

**Strengths and Weaknesses are typically internal factors; things that can be controlled/influenced e.g.**

- Human resources - staff, volunteers, public, elected representatives, officers
- Physical resources - location, building, equipment
- Financial resources - grants, funding agencies, other sources of income
- Activities and processes – in the community/neighbourhood
- Past experiences - building blocks for learning and success, reputation in the community

**Opportunities and Threats are typically external factors; things that cannot be controlled/influenced e.g.**

- Future trends - in planning, climate change, EU policies
- Economy - local, national, or international
- Funding sources - government, area board, charities
- Demographics - changes in the age, race, gender, culture in our area
- Physical environment – how is it changing
- Legislation – Government, EU
- Local, national or international events

## SWOT Analysis

### Employment

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Policy to encourage small businesses/home working/live work units in Purton	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>• There are suitable locations for small business units</li> </ul>	<ul style="list-style-type: none"> <li>• Existing Mopes Lane businesses are not amenable to a wider vision</li> </ul>	Consider re—evaluating the potential at Mopes Lane for the longer term

### Getting Around (*Traffic, Transport, Parking, Pavements, Paths and Roads*)

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Policy to require development to take account of road safety, traffic and transport implications, mitigate negative impacts (through traffic calming or highway improvements) and promote the use of sustainable transport modes such as walking, cycling and public transport.	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Would promote good development integrated into the needs of the village as a whole</li> </ul>	<ul style="list-style-type: none"> <li>• Most modest developments that are likely to take place in the village would have little to offer in regard to this policy</li> </ul>	This policy is more about much larger developments such as that on the scale of Ridgeway Farm
Promoting safer cycling by means of dedicated cycle ways is a priority, and	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which</li> </ul>	<ul style="list-style-type: none"> <li>• Would promote good development</li> </ul>	<ul style="list-style-type: none"> <li>• Most modest developments that are likely to</li> </ul>	This policy is more about much larger developments such

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
traffic-generating development must show how it will support this objective through CIL contributions and a traffic/transport assessment	<ul style="list-style-type: none"> <li>Would have considerable participation and interest</li> </ul>	to engage	integrated into the needs of the village as a whole	take place in the village would have little to offer in regard to this policy	as that on the scale of Ridgeway Farm
Residential development in Purton must give consideration to pedestrian road safety and provide safe pedestrian/cycle routes and crossing points where appropriate.	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>Would promote good development integrated into the needs of the village as a whole</li> </ul>	<ul style="list-style-type: none"> <li>What does “give consideration to” mean?</li> </ul>	Probably needs to be a bit more prescriptive
Applications for traffic-generating development (including any potential school redevelopment) must be accompanied by a fully evidenced travel plan showing how traffic congestion and road safety effects of development will be mitigated.	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>Would promote good development integrated into the needs of the village as a whole</li> </ul>	<ul style="list-style-type: none"> <li>Most modest developments that are likely to take place in the village would have little to offer in regard to this policy</li> </ul>	This policy is more about much larger developments such as that on the scale of Ridgeway Farm
New development in Purton will be required to comply with the Wiltshire Council Parking Standards relevant to the particular	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>Would promote good development integrated into</li> </ul>	<ul style="list-style-type: none"> <li>In some places in Purton the parking-on-the-road issue is</li> </ul>	This policy has national implications



Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
type of development	considerable participation and interest		the needs of the village as a whole	almost out of control <ul style="list-style-type: none"> <li>• Parking standards are already inappropriate; are provided by Government</li> <li>• New legislation?</li> </ul>	
Policy to propose that any industrial/ commercial development ensures that its vehicle movements (in particular HGV) does not impact the character and amenity of Purton village.	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Would promote good development integrated into the needs of the village as a whole</li> </ul>	<ul style="list-style-type: none"> <li>• This is already a problem which existing planning controls and legislation seem unable to challenge</li> </ul>	This policy is more about much larger developments such as that on the scale of Ridgeway Farm

### Open Space (*Environment*)

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Policy to require the maintenance and enhancement of existing open spaces/recreation space in Purton	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Francombe Hill (known locally as High Hills) could benefit from this</li> </ul>	<ul style="list-style-type: none"> <li>• Would require legislation?</li> </ul>	From where would the funding come for the longer-term?
Policy to designate particular areas as open space or of special value to	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> </ul>	<ul style="list-style-type: none"> <li>• Apathy to this possibility due to the recent</li> </ul>	<ul style="list-style-type: none"> <li>• Several places within the parish would benefit</li> </ul>	<ul style="list-style-type: none"> <li>• Would need comprehensive guidance on</li> </ul>	Quite a complex proposition

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
the community (e.g. sites of open space value, sites of sports/recreation value, sites of nature conservation value)	<ul style="list-style-type: none"> <li>• Would have considerable participation and interest</li> </ul>	challenge over Bradley's Meadow at Morton bridge	from such designation e.g. The Dingle	what constitutes "special value to the community" to avoid challenge	
Policy on avoiding coalescence with Swindon, maintaining the rural gap between Purton/Swindon.	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Apathy to this possibility due to the recent decision at Ridgeway Farm</li> </ul>	<ul style="list-style-type: none"> <li>• This "policy" quote has been called for more than 20 years</li> </ul>	Would need comprehensive guidance on what constitutes "rural gap" to avoid challenge	Quite a complex proposition
Policy to designate particularly locally important views and vistas and to protect them.	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Several places within the parish would benefit from such designation e.g. the glimpse through the farmyard along High Street</li> </ul>	<ul style="list-style-type: none"> <li>• Would need comprehensive guidance on what constitutes "locally important views and vistas"</li> </ul>	Quite a complex proposition
Allotments within Purton will be protected from development and sites which seek to develop further allotments will be supported subject to criteria (to be worked up)	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Allotments will become increasingly desirable in the future</li> </ul>	<ul style="list-style-type: none"> <li>• Very risky to condition development on the basis of provision of allotments</li> </ul>	Conditioning should be on the base of several integrated factors rather than just one single one e.g. allotments

### Facilities, shops, cafes, restaurants, pubs

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Requirement for new development to assess likely impacts on facilities, including schools, medical and community facilities, and sports/leisure amenities, providing improvements where necessary in line with the latest Wiltshire Council CIL Charging Schedule.	<ul style="list-style-type: none"> <li>• Recognition of the importance of integrating future development into the village landscape</li> <li>• Available body of local knowledge and thinking that could inform such integration</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of engagement by the parish</li> <li>• Insufficient time to participate fully</li> <li>• Inability to fully engage</li> </ul>	<ul style="list-style-type: none"> <li>• To integrate fully new development into the existing village and facilities</li> <li>• To enhance existing facilities and infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Not sufficiently backed up by legislation or guidance</li> <li>• Potential insincerity of developers</li> <li>• Insufficient finance to make a difference</li> </ul>	<ul style="list-style-type: none"> <li>• Need to have clear guidance on what is achievable within the CIL Charging Schedule</li> <li>• Need to have clear guidance and rules to avoid appeals over detail</li> </ul>
Policy to support the redevelopment of Pavenhill shopping area to provide an improved street scene, incorporating off street parking and apartments above retail units	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> <li>• Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>• To rejuvenate a focal point of the village</li> <li>• To incorporate new retail propositions</li> <li>• To innovate</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturn continues</li> <li>• Existing property owners are not cooperative</li> <li>• Insufficient funding available</li> </ul>	This redevelopment proposition really needs to have a feasibility study first in order to determine whether it makes any sense at all economically etc
Policy to support the retention of/improvements to the village hall/facilities to hire via developer contributions	<ul style="list-style-type: none"> <li>• There is a good base of volunteer ship within the village</li> </ul>	<ul style="list-style-type: none"> <li>• The volunteer base comprises perhaps 200 persons which is becoming</li> </ul>	<ul style="list-style-type: none"> <li>• To re-think “The Red House” as a multifunctional, state-of-the-art, facility</li> </ul>	<ul style="list-style-type: none"> <li>• Insufficient funding available</li> </ul>	Touching the Red House is a near-taboo subject but has so much potential that is currently under-

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
where appropriate.	<ul style="list-style-type: none"> <li>There is a range of facilities for potential improvement</li> </ul>	increasingly older			explored
Policy to support the development/retention of restaurants /pubs/cafes within the village to promote local business opportunities and community cohesion.	<ul style="list-style-type: none"> <li>There is a range of facilities for potential improvement to serve multiple purposes (during the day and evening)</li> </ul>	<ul style="list-style-type: none"> <li>Lack of innovative thought</li> <li>May rely on just a few people</li> </ul>	<ul style="list-style-type: none"> <li>To incorporate new retail propositions</li> <li>To innovate</li> </ul>	<ul style="list-style-type: none"> <li>Existing property owners are not cooperative</li> <li>Insufficient funding available</li> </ul>	The Angel and the Istanbul Grill are seriously underperforming and could provide useful business opportunities
Policy to resist the conversion of pubs and shops to other uses, for example residential	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate opportunities through which to engage</li> <li>Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>To rejuvenate tiring businesses</li> <li>To incorporate new retail propositions</li> <li>To innovate</li> </ul>	<ul style="list-style-type: none"> <li>Economic downturn continues</li> <li>Existing property owners are not cooperative</li> <li>Insufficient funding available</li> </ul>	This policy needs to recognise that survival of pubs and shops and saw relies on local people buying locally and there is considerable resistance to this
Policy to support the development of community spaces to meet identified local need within Purton built up area	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>Lack of innovative thought</li> <li>May rely on just a few people</li> </ul>	<ul style="list-style-type: none"> <li>To do some really imaginative planning other than just a standard play area</li> </ul>	<ul style="list-style-type: none"> <li>Economic downturn continues</li> <li>Insufficient funding available</li> </ul>	Developers are currently moving faster than the neighbourhood plan and might well make this policy difficult to achieve

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Policy to support the development of additional play space/outdoor recreation/allotments in an accessible location	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of innovative thought</li> <li>• May rely on just a few people</li> </ul>	<ul style="list-style-type: none"> <li>• To do some really imaginative planning other than just a standard play area</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturn continues</li> <li>• Insufficient funding available</li> </ul>	Developers are currently moving faster than the neighbourhood plan and might well make this policy difficult to achieve
Policy to support the redevelopment of Bradon Forest School with improved access arrangements	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> <li>• Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>• To make some inroads into the current levels of traffic congestion which are only likely to become more aggravated in the future</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturn continues</li> <li>• Insufficient funding available</li> </ul>	Potential options would impact others not associated with the school, particularly those that might own homes currently backing on to open countryside
Policy to improve provision for secondary school children, in particular at Sixth Form level and also road safety and parking at schools	<ul style="list-style-type: none"> <li>• Would have considerable support locally</li> </ul>	<ul style="list-style-type: none"> <li>• Potentially increase volume of traffic into the school</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage young people in the village to stay in education</li> </ul>	<ul style="list-style-type: none"> <li>• Would capital funding be available to extend the existing school</li> </ul>	Extending the facilities at the school would likely attract more traffic along The Peak and Reids Piece

## Development and Housing

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Policy to restrict development and to encourage only infill in keeping with the character of the village	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> </ul>	<ul style="list-style-type: none"> <li>• Would have considerable participation and interest</li> <li>• May be unnecessarily restrictive</li> </ul>	<ul style="list-style-type: none"> <li>• To curb development excesses</li> </ul>	<ul style="list-style-type: none"> <li>• Would require legislation?</li> </ul>	This is generally recognised as being short-sighted since it is quite clear there would be insufficient infill space into the medium-term future
Policy to promote the development of low cost, smaller dwellings well related to the services and amenities of Purton to meet the needs of first time buyers and older people.	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> <li>• Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>• To make some inroads into the current levels of larger scale developments</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturn continues</li> <li>• Insufficient funding available</li> </ul>	It is generally recognised that the future housing for Purton should be of a mixed nature serving a variety of different needs not just first-time buyers and older people
A design policy to guide development in the village, describing local character and promoting distinctiveness. Policy could provide locally based guidance on issues such as gardens and parking (in line with Wiltshire Council Parking Standards)	Will help to promote good quality development (this is an Opportunity rather than a Strength)	May not be viable for all development to follow guidelines (this is a Threat rather than a Weakness)	<ul style="list-style-type: none"> <li>• To promote good design reflect local character and distinctiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Would require legislation?</li> </ul>	There is already a lot of design guidance available
Policy to promote that development within the	<ul style="list-style-type: none"> <li>• Would have considerable</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Wiltshire Council officers</li> </ul>	The been several examples over the

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Conservation Area is required to respect local character and promote the distinctiveness of Purton through the use of appropriate scale, design and materials.	<ul style="list-style-type: none"> <li>backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>through which to engage</li> <li>Inability to learn from the past and plan for the future</li> </ul>	development within the CA	are unable to enforce	years where Wiltshire Council offices were reluctant to enforce very clear planning conditions within the CA (e.g. the former Co-op)
Policy to promote high quality mixed development to ensure a range of house types is available to maintain a diverse population.	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate opportunities through which to engage</li> <li>Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>To ensure appropriate development, to meet all needs as a population increases and diversifies</li> </ul>	<ul style="list-style-type: none"> <li>Would require legislation?</li> <li>Current economic and investment requirements deter this</li> </ul>	The policy would have to be written very carefully to avoid the prospect of endless appeals by those not wishing to comply
Policy to promote high standards of development such as Lifetime Homes criteria, or promote at high environmental standards such as energy saving measures in all new development.	<ul style="list-style-type: none"> <li>Would have considerable backing locally</li> <li>Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate opportunities through which to engage</li> <li>Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>To optimise the application of sensible environmental standards such as energy-saving, renewable energies and resource efficient systems (e.g. rainwater harvesting and waste composting)</li> </ul>	<ul style="list-style-type: none"> <li>Would require legislation?</li> <li>Current economic and investment requirements deter this</li> </ul>	The policy would have to be written very carefully to avoid the prospect of endless appeals by those not wishing to comply

Option	Strengths	Weaknesses	Opportunities	Threats	Notes/information
Policy to prioritise brownfield sites well related to the village centre over greenfield development to avoid coalescence with Swindon.	<ul style="list-style-type: none"> <li>• Would have considerable backing locally</li> <li>• Would have considerable participation and interest</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate opportunities through which to engage</li> <li>• Inability to learn from the past and plan for the future</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure appropriate development, to meet all needs as a population increases and diversifies</li> </ul>	<ul style="list-style-type: none"> <li>• Would require legislation?</li> <li>• Current economic and investment requirements deter this</li> </ul>	The recent decision at Ridgeway Farm is an indicator of just how difficult this policy option is to avoid the appeal. To succeed the policy would need to be quite prescriptive
Policy to develop outside the settlement boundary	<ul style="list-style-type: none"> <li>• Up to 40 homes would have support from the community</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for adverse impact on the surrounding countryside</li> </ul>	<ul style="list-style-type: none"> <li>• Would enable the types of homes built to be specified</li> </ul>	<ul style="list-style-type: none"> <li>• Developers may force larger size of development</li> </ul>	Sites within settlement boundary too small to get the range of houses needed for the community
Policy to limit new development in areas known to flood and where such development may exacerbate flooding to existing housing	<ul style="list-style-type: none"> <li>• Would have considerable support from residents who live in and around areas known to flood</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to oppose in face of SUDS even though such schemes need extensive and long term maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that new developments are not subjected to flood damage</li> </ul>	<ul style="list-style-type: none"> <li>• Pressure from developers to build regardless of local pooling/flood conditions</li> </ul>	Though Widham Farm appeal was rejected, the planning inspectors did not consider flooding as a reason to reject