

Seend Parish Neighbourhood Plan

2020 - 2030

Referendum Version

This document has been prepared by the Seend Parish Neighbourhood Plan Steering Group with support from their Plan consultants Place Studio.

Thank you to our Wiltshire Council link officer Vicky Burvill who has provided invaluable input.

This is the submission version of the Neighbourhood Plan and together with its associated documentation is to be used for its intended purpose only.

Photos by the Seend Parish Neighbourhood Plan Steering Group, B. Talmadge, Colin Waldeck and Place Studio.

Figure 9 adapted from Landscape Analysis work produced in 2015 by Liz Simes BA(hons) DipLA Dip UD CMLI

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Foreword

Welcome to the Seend Parish Neighbourhood Plan.

I was very pleased when, in 2015, the Seend Parish Council opted to benefit from the Localism Act, (2011), which introduced Neighbourhood Planning into the hierarchy of spatial planning in England, thereby giving local people and communities more say about the scale and nature of future development in their locality within the context of both strategic planning policy in the National Planning Policy Framework 2019 and local plans - in our case, the Wiltshire Core Strategy.

The Seend Parish Neighbourhood Plan relates to the whole of the Parish and includes a wide range of topics: housing, employment, community facilities, the value of the unique historic built environment and its conservation, highways, green spaces and infrastructure and the protection of our natural surroundings. This reflects community-wide comments, observations and concerns about its future, bringing them together with census information, strategic and statistical evidence that mirrors the community's overwhelming desire to make Seend Parish an even better place to live and work, both now and for future generations.

The plan has been produced by a Neighbourhood Planning Steering Group (which includes some Parish Council members and community volunteers who have worked with our consultants Place Studio), following extensive community consultation and engagement over the past 5 years. It is hoped our Neighbourhood Development Plan along with the Wiltshire Core Strategy, will become the starting point for deciding where and if development should take place, together with the type and quality of that development.

I was not Chair at the time of its inception, but as a Council Member I have been supportive of this initiative throughout and think our NDP is a document that the Parishioners can rely on. I believe that the Neighbourhood Plan represents a broad consensus of local opinion.

Terry James

Chairman Seend Parish Council.

Contents

Section 1	**Introduction and Background**	**5**
Section 2	**Seend Parish: A Summary Description**	**8**
Section 3	**The Planning Context**	**14**
Section 4	**Vision and Objectives**	**16**
Section 5	**Policies**	**18**
5.1	**Conserving the Distinctive Qualities of our Built and Natural Environment**	**21**
SP1	Locally Distinctive, High Quality Design	
SP2	Seend Conservation Area	
SP3	Locally Valued Non-designated Heritage Assets	
5.2	**Landscape and Green Infrastructure**	**29**
SP4	Landscape and Local Key Views	
SP5	Parish Green Infrastructure and Biodiversity	
SP6	Local Green Space Designations	
SP7	Kennet & Avon Canal	
5.3	**Community Facilities**	**42**
SP8	Community Facilities	
5.4	**Supporting Appropriate Future Development**	**45**
SP9	Pre-application Community Engagement	
SP10	Community Led Affordable Housing Delivery	
SP11	Sustainable Development in Seend Parish	
SP12	Custom and Self-build Housing	
SP13	Climate Change and Sustainable Design	
5.5	**Highways and Traffic**	**53**
SP14	Impact of Development on Highways and Traffic	
Section 6	**Plan Review**	**55**
Section 7	**Future Projects: Priorities and Aspirations**	**56**

Appendices

Appendix 1: Pre-Application Community Engagement Protocol	61
Appendix 2: Evidence Base Summary	64

List of Figures

1	Seend Parish Designated Neighbourhood Plan Area
2	Wider Context Map
3	The Parish and its Settlements
4	Conservation Area and Listed Buildings
5	Settlements and Conservation Area in the Parish from the current Wiltshire Core Strategy
6	The Ten Characteristics of Well-designed Places - extracted from the National Design Guide 2019
7	Conservation Area Statement Map showing Listed Buildings and Significant Unlisted Heritage Assets
8	Locally Valued Non-designated Heritage Assets in the Parish
9	Landscape Character Map
10	Local Key Views
11	Existing Green Infrastructure
12	Green Infrastructure Priorities
13	Local Green Space Designations
14	Key Features and Character Areas of the Kennet & Avon Canal
15	Community Facilities

1 Introduction and Background

1.1 What is a Neighbourhood Plan?

The Localism Act 2011[1] introduced new rights and powers to allow local communities to shape development and promote better land use in their communities by preparing Neighbourhood Development Plans. The aim of the legislation is to empower local communities to use the planning system to promote appropriate and sustainable development in their areas.

A Neighbourhood Development Plan (hereinafter the Neighbourhood Plan) can set out a vision for an area and planning policies for the use and development of land. The plan must be in conformity with the Government's National Planning Policy Framework (NPPF), as well as the Local Development Plan and must also satisfy the legally required Basic Conditions.

The Neighbourhood Planning Regulations set out a number of formal steps that must be taken into account when preparing a Neighbourhood Plan, including formal consultation, examination and a Parish referendum to approve it. Adopted (known as "Made") Neighbourhood Plans become part of the local statutory development plan and form the basis for determining planning applications in the Parish area they cover.

1.2 Why produce a Neighbourhood Plan for Seend Parish?

The overarching aim of preparing a Neighbourhood Plan for Seend Parish is to involve the local residents, through consultation, in decisions about how our village develops over the next ten years and beyond. After an open consultation in June 2015 it was decided that a Neighbourhood Plan was the preferred option for future planning in the Parish due to the statutory status it offers.

The Neighbourhood Plan provides a significant opportunity for local people to influence planning decisions, as planning applications are determined *'in accordance with the Development Plan unless material considerations indicate otherwise'*[2].

1.3 Process of Plan Preparation

This Neighbourhood Plan has been drawn up in accordance with the NPPF and the local development plan, Wiltshire Council's Core Strategy[3], which is the local statutory development plan setting out strategic development plan policy for the County until 2026.

Through discussions with Wiltshire Council representatives and planning consultants, together with community engagement and input during the plan's preparation, the Neighbourhood Plan Steering Group has developed the content for the Plan which includes both planning policies together with practical projects* to help realise the vision and objectives.

The draft version of this Neighbourhood Plan was shared for formal consultation (known as Regulation 14 stage) with local people and many others, including those on a list of statutory consultees in accordance with the Neighbourhood Planning (General) Regulations 2012 as amended. Comments made during Regulation 14 were considered by the Parish Council and incorporated into the next draft of the Plan which then underwent a further stage of formal consultation (known as Regulation 16). Subsequently, an independent Examiner was appointed to examine the

[1] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/5959/1896534.pdf
[2] Compulsory Purchase Act 2004 Section 38 (6).
[3] http https://www.wiltshire.gov.uk/media/372/Wiltshire-Core-Strategy-adopted-2015/pdf/Wcs.pdf?m=637099399373530000

Plan. The Plan successfully passed examination in February 2021. This is therefore the referendum version of the Neighbourhood Plan which incorporates the Examiner's recommendations.

As part of the process of preparing the Plan, Strategic environmental assessment (SEA) and Habitat Regulations Assessment (HRA) screening has been undertaken by Wiltshire Council, and established that HRA and SEA assessments were not needed for this Neighbourhood Plan.

If the referendum demonstrates community support, and more than 50% of those voting in the referendum vote 'yes', the Plan is then 'made', giving it the force of law and it becomes a part of Wiltshire Council's Statutory Development Plan, and will be used as part of the process of assessing planning applications in the Parish.

* It is the intention of the Parish Council, to support and implement projects proposed in this Neighbourhood Plan. The Parish Council will use the Plan to access sources of grants and other financing, such as Community Infrastructure Levy to support the implementation of the projects. See section 7 for more detail.

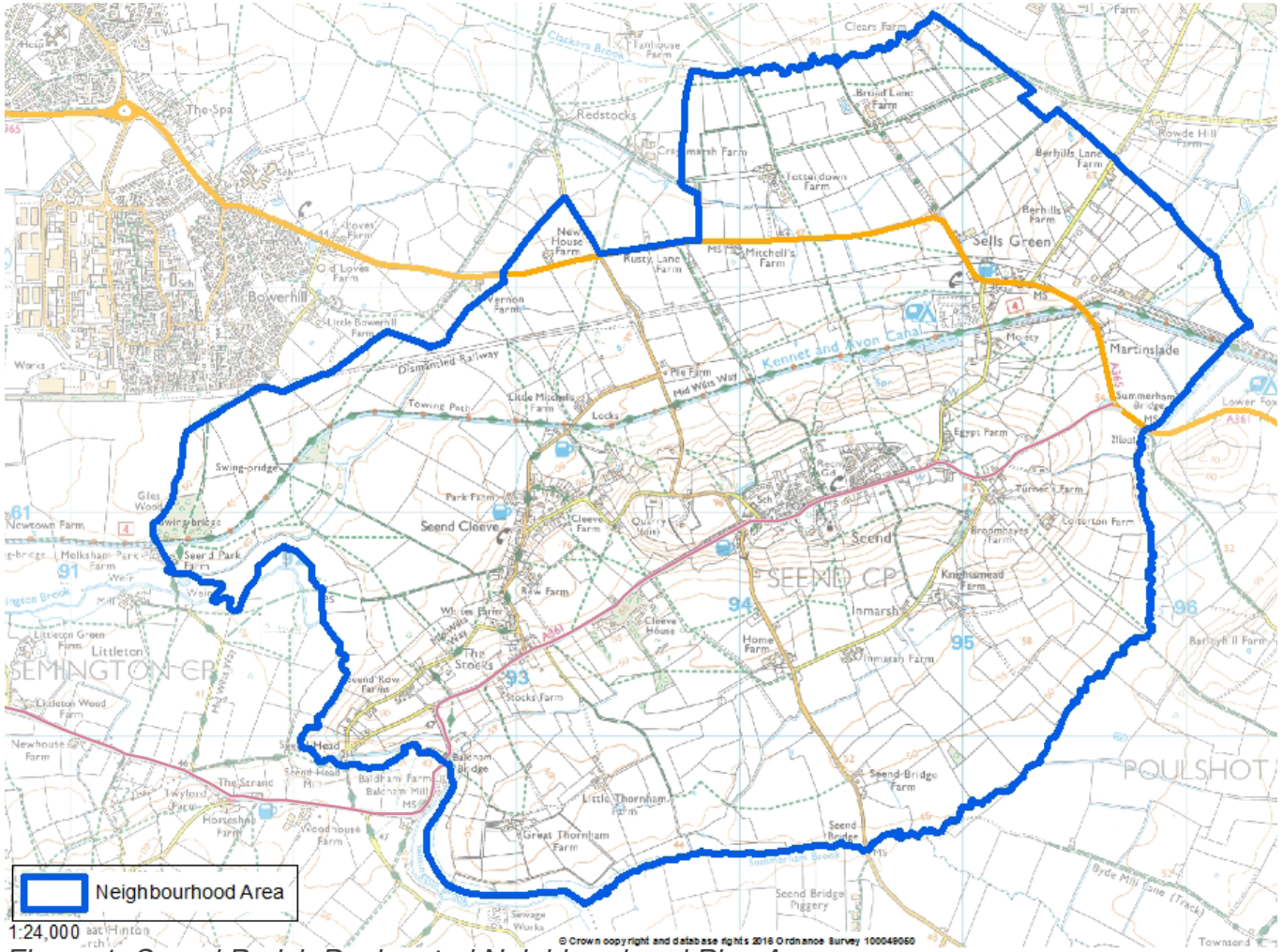


Figure 1: Seend Parish Designated Neighbourhood Plan Area

1.4 Neighbourhood Plan Area

Seend Parish was designated as a Neighbourhood Area, for the purposes of creating a Neighbourhood Plan (by Wiltshire Council), on 29th July 2016 under the Localism Act 2011. The Neighbourhood Plan area follows the Parish Council boundary as shown on Figure 1.

1.5 Consultation and Approach to Plan Preparation

Planning empowers *"communities to develop a shared vision for their area"* [4] through Neighbourhood Plans, which are shaped by and produced by and for the local community. In the autumn of 2015, a member of the Parish Council circulated an invitation to Parishioners to become members of a Steering Group with the aim of creating a Neighbourhood Plan for Seend Parish. It was felt important that the Group's membership should consist mainly of members from the community who were not already Parish Councillors, in order to encourage diversity of membership. Therefore the Constitution stipulates a 6:4 balance or a variation of that if the numbers changed. Seend Parish Council, as the qualifying body, has the legal responsibility for the Neighbourhood Plan.

The role of the Steering Group was to act as facilitators in enabling local residents, businesses and community groups to determine the focus of their Neighbourhood Plan and devise policies to tackle local issues.

Full details of the consultations and the evidence gathered during the development of the plan are contained within the Consultation Statement and the various evidence base reports (available on the Neighbourhood Plan website: **www.seendparishplan.org**). Where evidence base documents are referenced in this document, the bold text links to this website for ease of reference.

The Steering Group engaged a range of people in the community in the process of preparing the Plan through a variety of events and activities. Most were specifically arranged to focus on the Neighbourhood Plan development, and through attending other events in the Parish such as the annual Seend Fete and Flower Show. Parishioners also engaged in evidence collection tasks for the Plan, in areas such as highways and landscape. The Parish newsletter, Spotlight, which is delivered to every house on a monthly basis, was a key way to inform and consult people as the preparation process progressed.

A Neighbourhood Plan website (**www.seendparishplan.org**) has been another important element of the approach to engage and inform people during the Plan's preparation process.

A key part of the preparation of our Plan was Regulation 14 consultation. A launch event was held on 15th February 2020. Posters and a banner together with an article in Spotlight, notified those who live, work or carry out business in the Parish about the consultation, which would remain open for comments for 6 weeks until 28th March.

Hard copies of the Plan were made available around the Parish and at local libraries. A total of 23 responses were received from Parishioners and statutory consultees.

Comments were generally supportive of the content of the Plan and in many cases added useful local detail, and constructive input for the final drafting of this, the submission version of the Seend Parish Neighbourhood Plan.

[4] National Planning Policy Framework 2019 para 24

2 Seend Parish: A Summary Description

2.1 Seend Parish

Seend is a Civil Parish. It is located in the western part of the former Kennet District about 5 km (3 miles) southeast of the market town of Melksham. For goverance purposes it is currently within the Melksham Community Area of Wiltshire. It lies about 6 km (3.5 miles) west of Devizes and 9 km (5.5 miles) northeast of the county town of Trowbridge. The main route through the village (the A361) runs east-west and there are secondary links (C20) north-west to Melksham and south to Bulkington, Worton and beyond.

The Parish contains three distinct settlements, Seend Village, Seend Cleeve and Sells Green, and also contains the hamlets of Martinslade, Seend Head, and The Stocks (the latter being contiguous with Seend Cleeve) as shown on Figure 3.

The Kennet & Avon Canal runs through the Parish for a length of almost 5 kilometres. This is an important recreational routeway by water, foot or bicycle as well as providing moorings.

Transport today is along two main roads, the A365 and A361. The A361 is served by a bus route between Trowbridge and Swindon via Devizes. The A365 has bus routes between Frome and London via Heathrow and between Bath and Devizes.

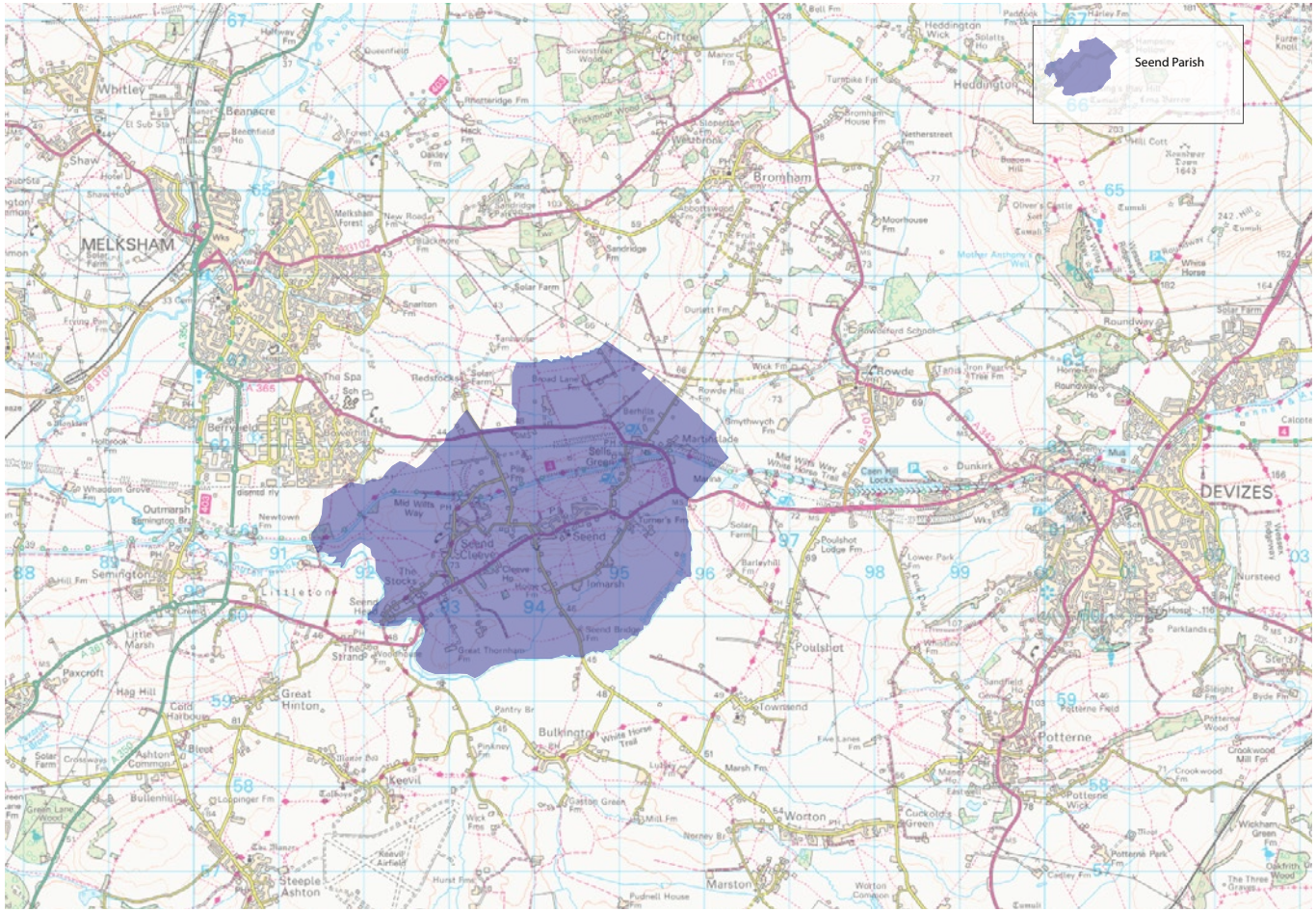


Figure 2: Wider Context Map

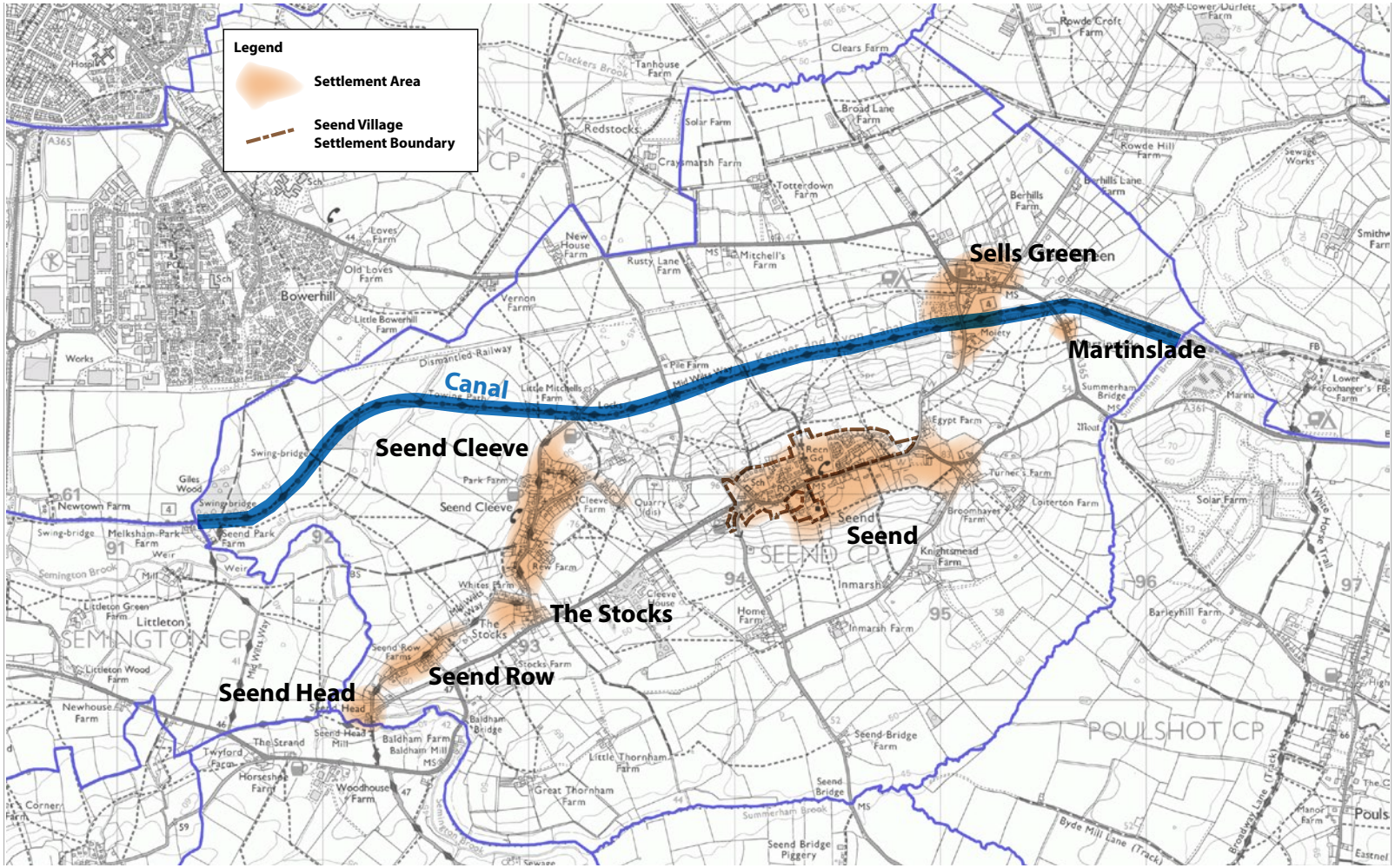


Figure 3: The Parish and its Settlements

A special feature of the Parish is the ridge-top position of the Conservation Area (comprising most of Seend Village), as shown on Figure 4, bounded by footpaths to the north and south with extensive rural views. No higher ground interposes between the footpath at the south of the church and the escarpment of Salisbury Plain some 5 miles away. From the footpath on the north side the view is over the Avon Vale to Melksham, Sandridge, and Roundway Hill.

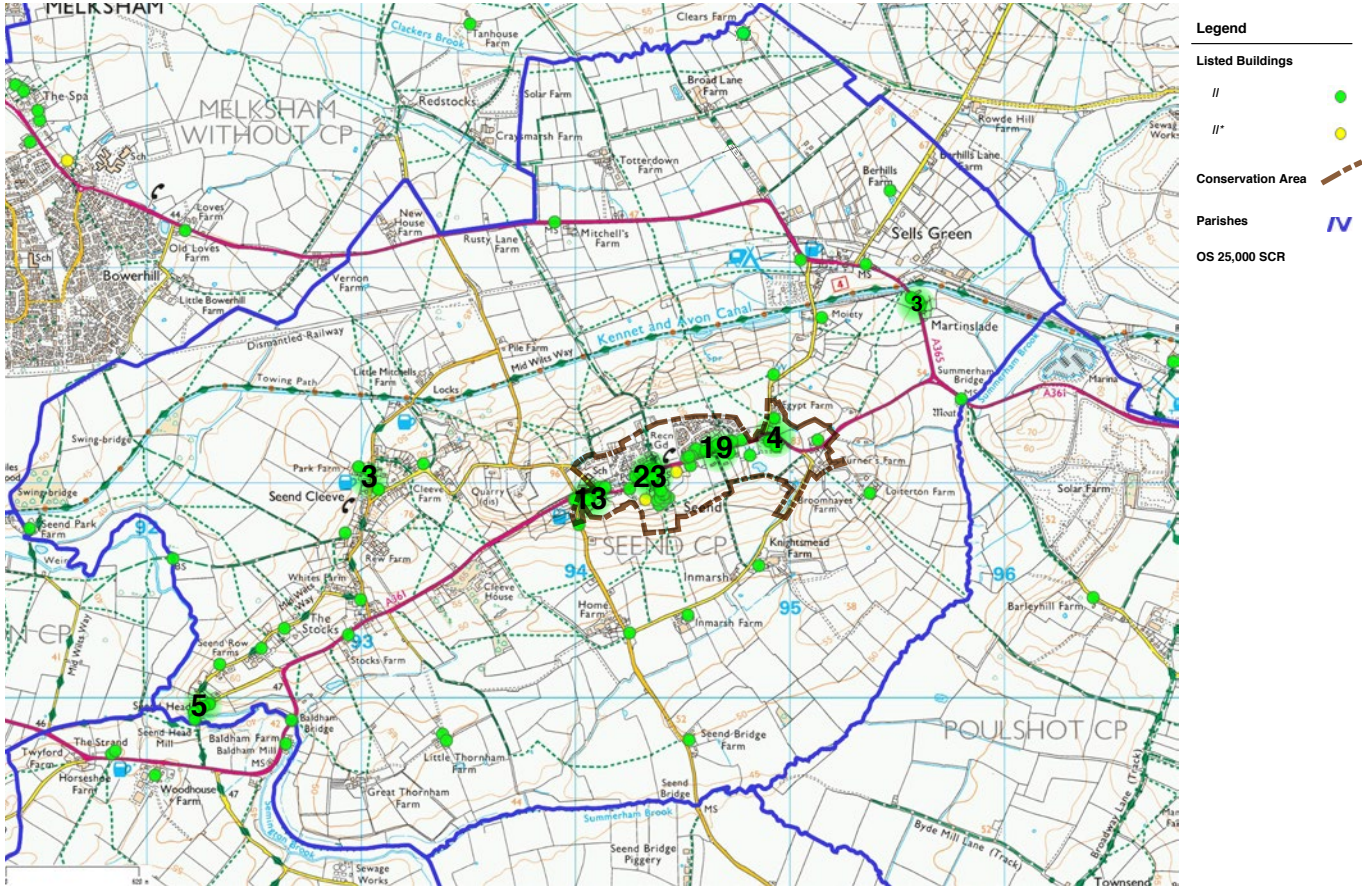


Figure 4: Conservation Area and Listed Buildings

2.2 Brief History of Seend Parish

The history of Seend Parish covers many centuries, and is inexorably linked to its environment. Over centuries some of the activities that helped to forge its identity have ceased but the legacy of their success remains in buildings. House, field and place names also offer evidence of associated activities. The earliest records from Seend relate to several Neolithic flint tools discovered to the north and south of the village. In addition, two Romano-British coins have been uncovered in the garden of Beech House. The village itself has Medieval origins, being first recorded as Sinda in 1190, meaning a 'sandy place'. To the north of the village, crop marks noted on aerial photographs relate to a probable late Iron Age/Romano-British settlement site overlain with Medieval ridge and furrow.

Early water supplies were taken from wells located on either side of the High Street (several houses on both sides of the High Street have internal wells). An adequate supply of water would have been important in the decision to locate a settlement on the ridge.

The Parish was mainly a rural, farming community and remains so to a significant extent. In the early 19c many of the houses along the High Street were in fact farmhouses, although few now retain the old names.

In the Middle Ages it was wool that brought Seend its wealth and with it our fine church, and some of the larger houses. This trade was made possible by the abundance of water to turn the mills. There were a number of skills associated with the wool trade; fuller, tucker, shearman, clothier and weaver. Weavers' Cottages is a terrace of homes at the west end of the Conservation Area.



Bridge near the Barge Inn, with the ironworks. © Wiltshire Museum, Devizes

In 1857 Seend railway station opened and was located where the road down Bollands Hill crossed the line. It was used primarily to transport the iron ore that was mined in the Parish and the coal required for the smelting process. The railway closed in 1966 and the line was dismantled. The site of the station yard now has a commercial use. Seend Cleeve Quarry was a source of brown haematite. The site was an iron ore quarry and Iron Works, with the coal being delivered via the Kennet & Avon Canal. None of these facilities has been preserved; the site is now pasture, and designated as a Site of Special Scientific Interest (SSSI). There were two local brickworks, one in Seend Cleeve between The Barge and The Brewery Inns which closed in about 1850, and Sainsbury's brickworks at Sells Green (later the Devizes Brick and Pottery Company) that closed in 1915.

A more detailed overview of our Parish history can be found in the Locally Valued Heritage Assets Report (2020) in the Neighbourhood Plan evidence base on the Plan website.



Above: The Millennium Window, 2000, in the Church of the Holy Cross, Seend. Designed by Andrew Taylor, Littleton Panell, Devizes.

2.3 The Parish Today

Seend Parish consists of three distinct built areas with smaller hamlets in between, together with outlying farmsteads. The setting for all these built areas is rural, and it is farmland that divides them. The character of the three main settlements is very different, with Seend Village being the largest and having a fair number of listed buildings, which warrant its designation as a Conservation Area. The Village occupies a 'ridge-top' position giving many houses fine views. This is the hub of the Parish with a church, licenced community centre, a Wesleyan chapel, shop and post office and large open playing field. A wide road (A361) with grass verges runs through the centre although it narrows as it enters and exits the Village.

Seend Cleeve lies on the north facing slopes of the major ridgeline, and the buildings run mainly along a rather narrow road down to the Canal, eventually joining the A365. A series of footpaths connect the village with the wider landscape and provide opportunities for a network of circular routes. Views from the perimeter footpaths are extensive over the surrounding valleys. In the mid 1800s the area had a busy iron works, of which almost nothing remains visible, except for the fact that homes and a school and chapel were built for in influx of workers. The Sites of Special Scientific Interest (SSSI) in the area are the worked out remains of the quarries. The Brewery Pub is a listed building, and serves as a social hub for the settlement. The other pub, The Barge Inn is very popular and has a fine setting next to the canal, used by the boating community as well as by visitors and locals.

Sells Green is the smallest of the settlements with a cluster of buildings adjacent to the canal and where the railway used to run. Transport is now by the A365, which connects Devizes and Melksham and passes through the



The Parish Beacon at sunset



The Lye Playing Field from Seend High Street

settlement. There are some small industrial businesses and also a caravan site, which is open all year and attracts tourists to the Parish. It has a pub, the Three Magpies, which is a listed building and is used by people from the caravan site, passing traffic and local people.

The resident population of Seend in 2017 was 1,075 which represents 0.2% of the total Wiltshire unitary resident population of 498,064. The Seend Parish 2017 total was comprised of 556 (51.5%) female and 519 (48.5%) male.

Seend Parish Neighbourhood Plan area has 479 households. 48 households have dependent children aged 0 to 4, which represents 10.02% of the neighbourhood plan area's households. 121 households in the Neighbourhood Plan area have dependent children of all ages. That represents 25.26% of the Neighbourhood Plan area's households.

The predominant age band in Seend Parish in 2017 was 'all persons aged 55 to 59' with 119 people out of the total population of 1,075[5].



The Brewery Inn, Seend Cleeve

[5] LGA Basic Facts about Seend Neighbourhood Plan Area

3 The Planning Context

The Plan has been prepared with regard to the National Planning Policy Framework (NPPF) 2019 and guidance set out in the National Planning Practice Guidance[6]. The purpose of the planning system is to contribute to the achievement of 'sustainable development'. The objective of sustainable development is summarised in the National Planning Policy Framework as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs' and that translates into three 'overarching' objectives in the planning system: economic, social and environmental.

As well as having regard to national policies and guidance, the Neighbourhood Plan must be in general conformity with strategic policies in the Development Plan. At the time of this draft Plan being consulted on, the Wiltshire Core Strategy (2006-2026) is the main Development Plan document. Wiltshire Council is reviewing the Wiltshire Core Strategy adopted in January 2015 (to be recast as the Wiltshire Local Plan). A review is required as the Government encourages local planning authorities to revisit their Local Plans every five years. Once the Wiltshire Local Plan is adopted, the policies in this plan will be reviewed to ensure that the Neighbourhood Plan policies remain in 'general conformity' with the strategic policies of the Wiltshire Local Plan, and to consider whether any updates to the Neighbourhood Plan are needed.

The neighbourhood plan period is 2020 to 2030. The Parish Council intends to review the neighbourhood plan as soon as the Local Plan has reached an advanced stage, at which point the plan period can be extended if necessary to align with the Local Plan and its evidence base. Review of Neighbourhood Plans can range from minor (non material amendments), to material amendments, such as updating a plan to include a site allocation which may require examination and further referendum.

3.1 Wiltshire Policy Context

The Wiltshire Development Plan documents set the foundations for how 'sustainable development' is defined and applied within Wiltshire. The current 2006 – 2026 Core Strategy identifies different kinds of settlements and their roles, as well as defining where the most sustainable locations for development are in Wiltshire. 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.

Wiltshire Council identifies Seend Village as a 'Large Village' with a settlement boundary, and Seend Cleeve as a 'Small Village' with no settlement boundary. The other settlements in the Parish are outside the defined limits of development are therefore considered to be 'open countryside' for the purposes of planning in Wiltshire.

Core Policies 1 and 2 of the Wiltshire Core Strategy support in principle, proposals for sustainable development within the existing settlement boundaries and built area of 'Small Villages'.

The Core Strategy states that proposals for new development outside the defined limits of development will not be supported unless included in community-led planning documents, such as a Neighbourhood Plan.

A revised Settlement Boundary has recently been adopted (February 2020), through the Wiltshire Housing Site Allocations Plan and is shown on Figure 5.

[6] http://planningguidance.communities.gov.uk/

In rural areas, the Wiltshire Core Strategy supports the delivery of 'rural exception sites' to meet a demonstrable local housing need, subject to suitable sites being identified which meet their criteria in terms of their environmental impact. These are usually sites which are outside of a settlement boundary or existing built area, but which are 'well related' to them.

The current development context is that the indicative remaining housing requirement for new homes in the Melksham Community Area, within which Seend is located, is shown as 0 in appendix 6 of the Wiltshire Council Housing Land Supply Statement (2019) and demonstrates that the indicative housing requirement for the community area has been exceeded for this plan period (to 2026). As outlined above, the Wiltshire Local Plan review is underway, which will look at housing requirements over the next plan period up to 2036.

By setting out Seend Parish specific policies in the Plan, we add a set of locally specified and evidenced policies that will be used together with the strategic polices within the Wiltshire Council Local Development Plan Documents.

3.2 Neighbourhood Plan Evidence Base

The Neighbourhood Plan is based on robust information and analysis of the local area; the 'Evidence Base' is available in full on the Seend Parish Neighbourhood Plan website (**www.seendparishplan.org**). The evidence base was prepared by members of the community and the Steering Group together with Plan consultants, Place Studio. A full list of the evidence can be found in Appendix 2.

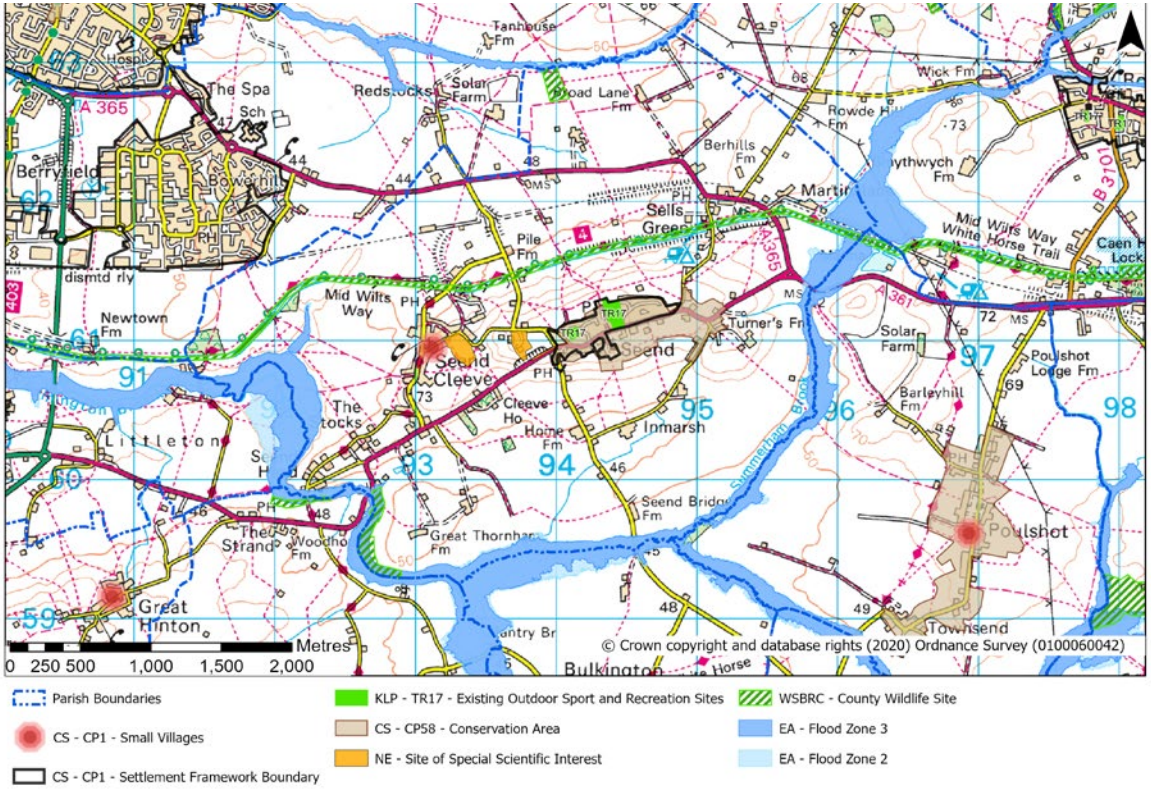


Figure 5: Wiltshire Core Strategy policy map for the Seend Parish area (including saved policies of the Kennet Local Plan (KLP)

4 Vision and Objectives

The Vision and Objectives below were derived directly from the views expressed by residents in the Parish through the consultations and surveys held as part of the evidence gathered for the Plan.

4.1 Vision

Our Parish, with its three distinct settlements of Seend Village, Seend Cleeve and Sells Green, set within a distinctive and rural landscape, will see sustainable and sensitive development through the plan period to 2030 that is responsive to the environmental, economic and social needs of our Parish and its inhabitants.

Each settlement has a point of social interaction: two with thriving pubs and the third with the licenced Community Centre, which is the main social hub and is used for a great variety of events including the annual Flower Show. Adjacent to the Centre, at the heart of the Village, the Lye Field will remain as a wonderful large open space valued by all and used for many sporting events, the Summer Fete, or just providing a sense of green space. The excellent community spirit within the Parish will continue and be something of which we will remain proud.

In 2030, our Primary School will have retained its pivotal importance in encouraging young families to the Parish. New housing will have been built for local people based on established, evidenced criteria of need, which will have enabled our community to remain healthy. These new houses will have been sensitively integrated into the Parish, taking account of local characteristics and settlement patterns, strengthening and reinforcing the positive character of our Parish settlements and landscape.

Our distinctive landscape setting will continue to be very important with the key views both north towards Sandridge and Roundway Hill, and south towards Salisbury Plain from the ridge of Seend Village. There are also fine rural views from Seend Cleeve across the Avon Vale towards Melksham. The plan will identify those which we consider to be important views, and will help us as a Parish, to comment on any development proposals that may interfere with those views.

The Kennet & Avon canal, which has long provided recreational activities for inhabitants and visitors and a sanctuary for a great variety of wildlife, will remain an important asset to our Parish. Its setting will have been protected and, in places, improved. The footpaths that crisscross our Parish will also have been retained and improved by better and increased stewardship.

By 2030, this Plan will have enabled some practical projects to be addressed, concerning several key local issues. For instance, the A361 and the A365 both pass through our Parish providing essential communication routes, and by 2030 the balance between traffic and the safety and civility of our rural roads will have been improved. The impact of heavy traffic will be tackled through 'working partnerships' and practical projects. Better parking facilities could be one of the practical projects we will have addressed, well before 2030.

4.2 Objectives

The objectives of this Plan look towards endorsing and underpinning a balance between conserving the distinctive qualities of our built and natural environments and of supporting appropriate development.

1 **To conserve and enhance the sensitive and distinctive landscape of Seend Parish.**

2 **To keep the settlements of Seend Village, Seend Cleeve and Sells Green distinct and separate, and protect their character.**

3 **To identify and conserve locally valued views.**

4 **To protect green spaces within, outside and between the settlements.**

5 **To identify, protect and enhance individual green features together with the wider network.**

6 **To protect existing Parish amenities and facilities and support their future enhancement.**

7 **To enable the delivery of new housing, which provides a range of housing tenures and types, some of which should meet evidence based local needs in the Parish.**

8 **To enable early involvement with our community by developers/any applicants proposing development in the Parish.**

9 **To improve traffic management through the Parish with particular focus on safety, volume and speed.**

10 **To identify and support the conservation of the Parish heritage, including identified locally valued heritage assets.**

11 **To support development that sensitively responds to the environment and the context of climate change.**

12 **To enable practical projects to be delivered alongside planning policies.**

5 Policies

The planning policies included in the Plan will be used to help determine planning applications within Seend Parish (the Neighbourhood Area). Government guidance sets out that a policy in Neighbourhood Plans should be: *"clear and unambiguous. It should be drafted with sufficient clarity that a decision maker can apply it consistently and with confidence when determining planning applications. It should be concise, precise and supported by appropriate evidence. It should be distinct to reflect and respond to the unique characteristics and planning context of the specific neighbourhood area for which it has been prepared"* (Neighbourhood Planning Guidance Note 2014[7]).

Each planning policy has a unique reference number which can be quoted when comments are made on planning applications, and which will be referred to by planning officers. Policies set out requirements for any development in the Parish and they will be used by planning officers in Wiltshire Council to inform and guide planning decisions.

Planning law requires that applications for planning permission are determined in 'accordance with the development plan unless material considerations indicate otherwise' and the Seend Parish Neighbourhood Plan, together with the National Planning Policy Framework and Wiltshire Council's Core Strategy and saved policies of the Kennet Local Plan, are the key parts of the current development plan for Seend Parish.

Planning policies are shown within a box in bold text, to clearly distinguish them from supporting text.

[7] https://www.gov.uk/guidance/neighbourhood-planning--2

There are 14 individual policies presented under five sections:

- Conserving the Distinctive Qualities of our Built and Natural Environment
- Landscape and Green Infrastructure
- Community Facilities
- Supporting Appropriate Future Development
- Highways and Traffic

Themes are set out on a common structure:

- Introduction to the section
- The specific Policy title and number
- The Policy context and guiding evidence
- The Policy statement itself

The table on page 20 illustrates how the policies flow from our vision and meet the objectives of our Neighbourhood Plan.



Holy Cross Church, Seend

List of Policies

SP1 **Locally Distinctive, High Quality Design**

SP2 **Seend Conservation Area**

SP3 **Locally Valued Non-designated Heritage Assets**

SP4 **Landscape and Local Key Views**

SP5 **Parish Green Infrastructure and Biodiversity**

SP6 **Local Green Space Designations**

SP7 **Kennet & Avon Canal**

SP8 **Community Facilities**

SP9 **Pre-application Community Engagement**

SP10 **Community Led Affordable Housing Delivery**

SP11 **Sustainable Development in Seend Parish**

SP12 **Custom and Self-build Housing**

SP13 **Climate Change and Sustainable Design**

SP14 **Impact of Development on Highways and Traffic**

	Objectives	Linked Policies
1	To conserve and enhance the sensitive and distinctive landscape of Seend Parish.	SP1, SP4, SP5, SP7
2	To keep the settlements of Seend Village, Seend Cleeve and Sells Green distinct and separate, and protect their character.	SP1, SP11
3	To identify and conserve locally valued views.	SP4, SP7
4	To protect green spaces within, outside and between the settlements.	SP5, SP6, SP7, SP11
5	To identify, protect and enhance individual green features together with the wider network.	SP5, SP7
6	To protect existing Parish amenities and facilities and support their future enhancement.	SP8
7	To enable the delivery of new housing, which provides a range of housing tenures and types, some of which should meet evidence based local needs in the Parish.	SP10, SP11, SP12
8	To enable early involvement with our community by developers/any applicants proposing development in the Parish.	SP9
9	To improve traffic management through the Parish with particular focus on safety, volume and speed.	SP14
10	To identify and support the conservation of the Parish heritage, including identified locally valued heritage assets.	SP2, SP3, SP7
11	To support development that sensitively responds to the environment and the context of climate change.	SP13
12	To enable practical projects to be delivered alongside planning policies.	Section 7 Future Projects

5.1 Conserving the Distinctive Qualities of our Built and Natural Environment

Seend Parish consists of three distinct built areas with smaller hamlets in between, together with outlying farmsteads. The setting for all these built areas is rural, and it is farmland that divides them.

Our Parish has a rich historic environment, which plays an important role in our community's collected sense of place and history. Throughout the Parish there are a number of local buildings or features such as canal bridges, cobbled paths and traditional phone boxes, which are not formally designated (as Grade I or Grade II etc.), but are distinctive elements of our very local Parish historic environment. Of particular note, are the unlisted heritage assets identified along the whole route of the Kennet & Avon Canal in our Parish; the locks, the stone bridges, the metal swing bridges, Anti-tank Cylinders, Pill boxes and buildings adjacent to the canal, such as The Barge Inn. Seend's heritage includes archeological interest such as 'ridge and furrow' land management, and the industrial archeology of the Kennet & Avon Canal, the railway and the Iron Works.

The three main settlements are Seend Village, Seend Cleeve and Sells Green; all are distinctly different in their character.

Seend Village
Seend Village is contained within the flat land at the top of the ridge and is compact with clear edges. Almost all the village is a Conservation Area and the historic core of the village is linear with houses built either side of the ridge top High Street, along which many fine individual buildings are situated, which are noted as collectively being especially attractive. Open spaces, such as the gardens of large houses south of the High Street, and The Lye are part of a distinctive 'open grain' to the built environment of Seend Village. Brick is the predominant building material in Seend, used in buildings from the 15th century to the present day and there is also significant use of stone,


Seend Manor, High Street, Seend


Aerial view of Seend Village


The Barge Inn by the K & A Canal, Seend Cleeve

both as a main material and for details such as quoins. Though the historic High Street is the focus of the village, there are other distinct character areas, including various areas of housing and another which contains a concentration of community facilities – the 'Parish Hub'.

Seend Cleeve
This small settlement lies predominantly on the north and west facing slopes of the major ridgeline, where dwellings, rooflines and trees form a skyline element in views from the north. The settlement is linear in form and compactly arranged, but the organic nature of the grain affords glimpsed views between houses over the Avon Vale towards Melksham and lends a rural informality to its character. There is a mixture of building materials, but the most usual is brick and there is a common theme of stone quoin detailing. Buildings are mainly residential. There are two public houses in Seend Cleeve: The Barge Inn on the Kennet & Avon Canal and the listed Brewery Inn, which are patronized by local people as well as people from the boating community and the surrounding area.

Sells Green
This small linear settlement is built mainly close to the canal and along the A365, with housing clustered around the roads. It is connected with Seend Village via the narrow Spout Lane with its hump back bridge over the canal. The Three Magpies Pub is a listed building and is used by people from the caravan site, passing traffic and local people.

The buildings across the three settlements cover a wide age range and a mixture of styles. But there are some shared features, such as the frequent use of a mixture of brick and stone, they are mainly no higher than two storeys, and have good-sized gardens. New development should reflect and reinforce the sense of place in it's immediate Character Area drawing on identified cues such as settlement pattern, architectural details and relationship to the landscape. More detail is included in the Seend Parish Character Statement which is a key part of our evidence base to enable delivery of policies in this section.

The following planning policies are specific to Seend Parish and are the result of consultations with parishioners as to which features and aspects of our Parish are significant to them. Those features, and the policies that have been developed to reflect and protect those aspects, are listed ahead of descriptions of the type of development appropriate for the Parish, in order that parishioners and any prospective developers are clear about the parameters in which they need to work.


Moiety, Spout Lane, Sells Green

Locally Distinctive and High Quality Design

Objectives: 1, 2

Policy SP1: Locally Distinctive, High Quality Design

All new development within Seend Parish must demonstrate locally distinctive, high quality design. This means responding to and integrating with the locally distinctive characteristics of the natural and built environment as set out in the Seend Parish Character Statement.

Any development requiring planning permission within the Neighbourhood Plan area will be expected to demonstrate how the proposal has responded to the character area within which it is located or adjacent to; in particular it should illustrate how the building forms, materials, boundary treatments and landscape take account of the guidance contained as detailed in the Seend Parish Character Statement.

Applicants are encouraged to demonstrate how the ten characteristics of 'good design', as set out in the National Design Guide (2019), are addressed.

Explanation

An in-depth survey and analysis of the locally distinctive character and design of the Parish is contained in the **Seend Parish Character Statement (2020)**, which forms a key part of the evidence base for our Neighbourhood Plan. It has been produced by the Steering Group with guidance from their consultants and was shared with the Parish community for their comments during the summer of 2019.

Part 12 of the NPPF sets out the importance of design in the planning and development process and explains the role of communities in achieving 'good design': "Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development" (NPPF, Para 125).



Seend High Street with the Post Office and shop

The Parish Character Statement complements and informs our Neighbourhood Plan. It reflects local aspirations and sets out how the identified special qualities and locally distinctive characteristics should be reflected in development proposals. The combination of Seend Parish's distinctive rural setting and its diverse settlement pattern, as well as a rich variety of building forms and architectural styles contribute to a local distinctiveness that require development proposals to demonstrate a refined response to the overarching settlement characteristics, together with the immediate character area both in terms of the built environment and the landscape context.

Planning Practice Guidance (PPG) on Design (MHCLG 2019) also reinforces the importance of design, and the value of guidance such as the Seend Parish Character Statement and the role of communities in ensuring good design.

In parallel with the new PPG, the government also published a 'National Design Guide' which places great emphasis on the importance of understanding and responding to local character (in many senses) and on community engagement - see figure 6 which illustrates the 10 components of good design as set out in the National Design Guide.

It is recognised that any design guidance should strike a balance between promoting and reinforcing local distinctiveness and allowing for innovation and originality.

Policy SP1 links directly to Wiltshire's Core Policy 57 which aims to ensure High Quality Design and Place Making, by providing Parish level detail on character and locally valued features, in line with updated government guidance released in 2019 to enable policy delivery. Developers are encouraged to use the Parish Design Statement to demonstrate how the proposal delivers locally sensitive design.

Delivering locally sensitive design is best achieved by adopting the approach outlined in the Community Engagement Protocol (see Policy SP9).

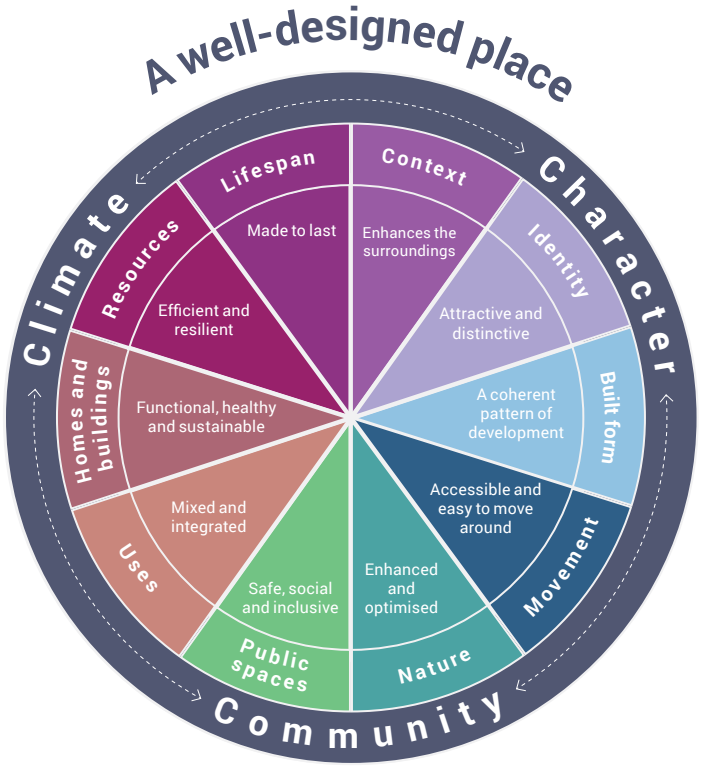


Figure 6: Ten characteristics of a 'well designed' place.

Seend Conservation Area

Objective: 10

Policy SP2: Seend Conservation Area

Development within the Seend Conservation Area, as shown on Figure 7 and its setting, including alterations and extensions to existing buildings will be expected to demonstrate within any Design and Access Statement that it has had regard to the Seend Conservation Area Statement and the Seend Parish Character Statement. The following key principles are a central part of achieving high quality that respects the character and appearance of the Conservation Area:

i. existing open green space, including private gardens, should be protected from unsympathetic development where this would have an adverse impact on the spacious character and distinct open grain to the pattern of Seend Village;
ii. the significant collective view presented by the High Street should be preserved and enhanced;
iii. property boundary treatments should reflect locally distinctive designs and materials. Red brick and stone walls are a particularly significant feature of parts of the Conservation Area, together with indigenous tree and hedge planting;
iv. materials used should be sensitive to the heritage of the area, and development should use a common palette of locally distinctive vernacular building forms and materials, including:

- **a. red brick (size, colour, texture, bond and mortar mix are all important details)**
- **b. combinations of red brick and natural stone, including ashlar stone details**
- **c. clay roof tiles and natural slate**
- **d. chimney stacks should be integral to the building and could also serve a functional purpose such as concealing vents or ducts;**

v. extension of an existing building should complement the existing and be designed in keeping. Particular care should be taken to identify the character and scale of the original building, and the importance of the spaces between buildings;
vi. the setting of all heritage assets should be respected, including local heritage assets identified in Figure 7; and,
vii. the proposal should be sensitive to the distinct character context as identified in the Seend Parish Character Statement.



Figure 7: Seend Conservation Area (taken from Seend Conservation Area Statement 2005)

Explanation

A Conservation Area is, in law, an area of special architectural and historic interest. The Planning (Listed Buildings and Conservation Areas) Act 1990 requires Planning Authorities to pay special attention to the 'preserving or enhancing the character or appearance' of a Conservation Area.

Any proposed development which conflicts with these objectives should usually expect to be refused.

This policy reinforces and strengthens the status of the detailed assessments that have been undertaken and draw out key principles which should inform any development proposals in the Conservation Area.

Policy SP2 links to Wiltshire Core Strategy Core Policies 57 (Ensuring High Quality Design and Place Shaping) and 58 (Ensuring the Conservation of the Historic Environment).

Locally Valued Non-designated Heritage Assets

Objective: 10

Policy SP3: Locally Valued Non-designated Heritage Assets

The Neighbourhood Plan identifies the buildings and structures listed below and shown on Figure 8 as Locally Valued Non-designated Heritage Assets.

Any development proposals that would affect the character, setting or integrity of the identified Locally Valued Non-designated Heritage Asset(s) should:

i. be accompanied by a description of the Asset's significance in sufficient detail to allow the scale of any harm or loss to be adequately assessed against the significance of the asset;
ii. be sympathetic to the building or structure concerned and propose its creative reuse and adaptation; and
iii. ensure that recording and interpretation is undertaken to document and understand the asset's archaeological, architectural, artistic or historic significance.

Locally Valued Non-designated Heritage Assets are:
• All 26 of the Significant Non-designated Heritage Assets identified in the Conservation Area Statement 2005; and

- **Parish wide Locally Valued Non-designated Heritage Assets identified in the Locally Valued Non-designated Heritage Assets Report (2020) and listed below:**

A	**Old Farm Barn, Dial Close**
B	**Ferrum House, Seend Cleeve**
C	**New Buildings**
D	**Oriel House**
E	**Victorian Post Box**
F	**Phone Boxes**
G	**Post Box (Spout Lane)**
H	**Original Pavements, from the Methodist Chapel to Bell Hill, the garden path at View Rosa, the old Post Office at 1 High Street, 3 High Street, entrance to drive to Dial House and the drive to The Laurels**
I	**Seend Cleeve Slag Stone Walls at 13 Seend Cleeve, 17 Seend Cleeve and Ferrum House**
J	**The Barge Inn Canal-side pub**
K	**Five Seend Canal Locks**
L	**Canal Swing Bridges**
M	**Canal Pill Boxes**
N	**Five Canal Bridges (Spout Lane, Bollands Hill, Seend Cleeve, Sells Green / Martinslade, Packhorse Bridge)**
O	**Scott's Wharf**

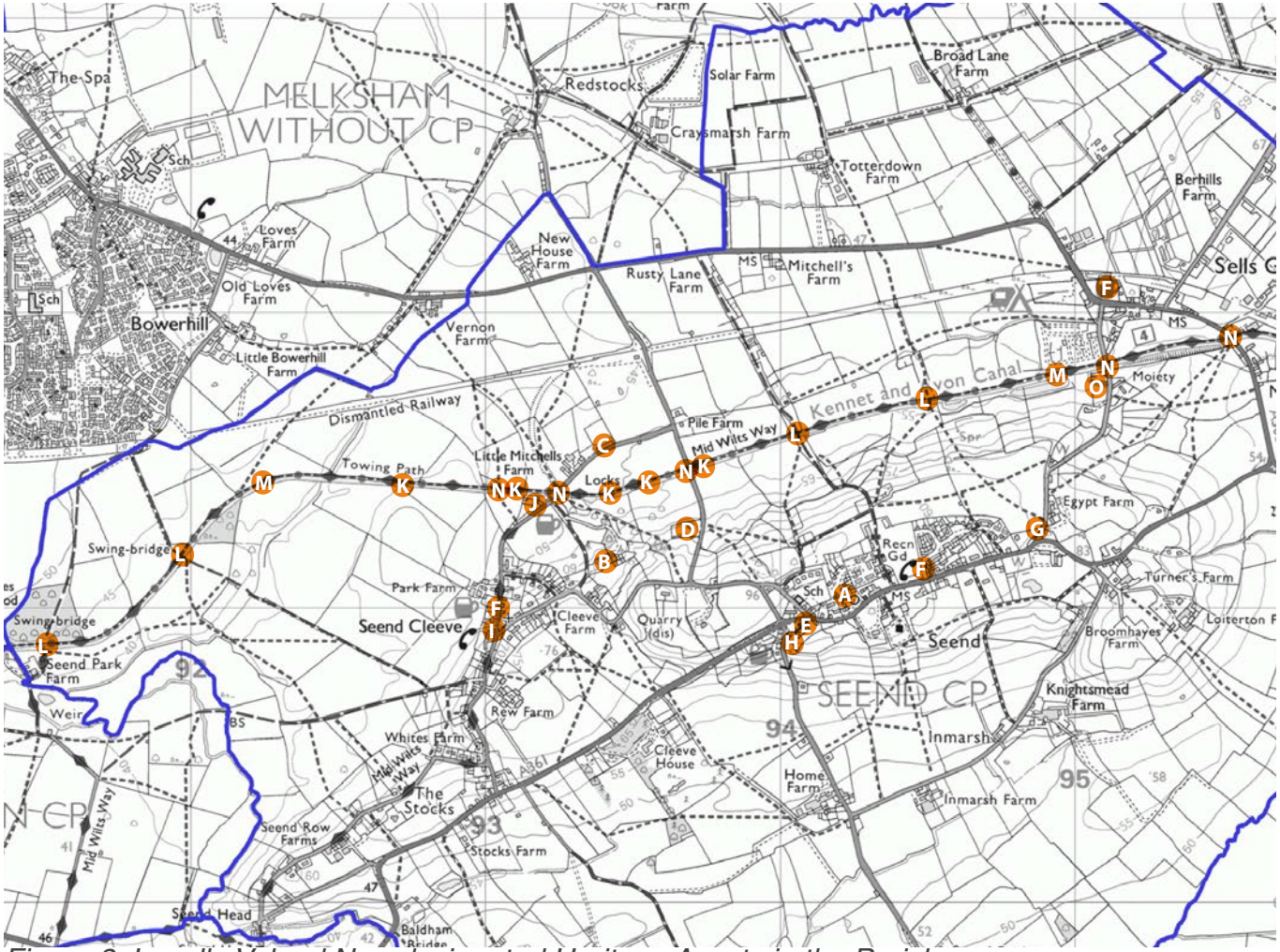


Figure 8: Locally Valued Non-designated Heritage Assets in the Parish

Explanation

Non-designated, but locally valued and distinctive elements of Seend Parish contribute to a sense of local character and identity, which should be conserved and where possible, enhanced.

This policy identifies features that make 'positive contributions' to the historic character of the Seend Conservation Area and the wider Parish, and are valued locally.

The **Locally Valued Non-designated Heritage Assets Report (2020)** that forms part of the evidence base to this Plan, sets out how local buildings or features such as canal bridges and even traditional phone boxes, which are not formally designated (as Grade I or Grade II etc.), but are distinctive elements of our very local Parish historic environment. These non-designated heritage assets are important and valued as part of our community's collected sense of place and history.

Policy SP3 links to Wiltshire Core Strategy Core Policies 57 (Ensuring High Quality Design and Place Shaping) and 58 (Ensuring the Conservation of the Historic Environment).

5.2 Landscape and Green Infrastructure

A special feature of Seend Parish is the ridge-top position of Seend Village Conservation Area, set amongst trees and bounded by footpaths to the north and south with extensive rural views. The ridge landform itself is a prominent feature in the local vale landscape to the north, south and east. No higher ground interposes between the footpath at the south of the Church and the escarpment of Salisbury Plain some 5 miles away. From the footpath to the north side the view is over the Avon Vale to Melksham, Sandridge and Roundway Hill.

On the north approach you see the settlement of Seend Cleeve and green pastures with hedges and trees. The only visible signs of Seend Village are a few rooftops and the end of the Community Centre. These, however, do not break the skyline.

Seend Cleeve is an organic settlement form located within a rural setting, which has many fine views looking out over meadows and the Kennet & Avon Canal towards Melksham and Sandridge. The green setting of Seend Cleeve provides extensive views giving visual amenity and a sense of space for residents of both Seend Parish and Melksham Without Parish.

The hamlets of Sells Green and Martinslade are nestled in the vale to the north-east of the Parish and are separated from Seend Village by north-



Southern view from Holy Cross Churchyard towards Salisbury Plain



View of Roundway Hill from fields behind The Lye

east facing valley sides and are predominantly enclosed by trees.

Together with the canal, the network of walking routes afford good connections with all parts of the Parish. The canal serves as a recreational green space, which promotes physical and mental well-being. It forms part of a Sustrans cycle path and the West Wiltshire Way. Protection of this asset is an essential component of the Neighbourhood Plan. The canal extends to the western edge of our Parish boundary, and walking east along the towpath there are long views across the meadows up to Seend Cleeve.

Melksham By-Pass
Since Regulation 14 Consultation on this Plan, Government funding has been awarded for the development of proposals for a Melksham By-Pass. There are a number of routes proposed and being investigated further. Construction of a By-Pass is estimated to begin within the Plan period (subject to any approval) of the Seend Neighbourhood Plan. Two of the proposed routes (Options C and D) will come within Seend Parish to the north of the canal and south of Bowerhill. Large Local Major Improvement Schemes such as the Melksham By-pass are outside the remit of a Neighbourhood Plan; however this would impact on the landscape and the rural qualities of the Parish, in particular the Canal and its setting, which is a major concern to the Parish. The canal and its setting, as important assets to Wiltshire, must be key considerations in any decision on routes and delivery of the road.

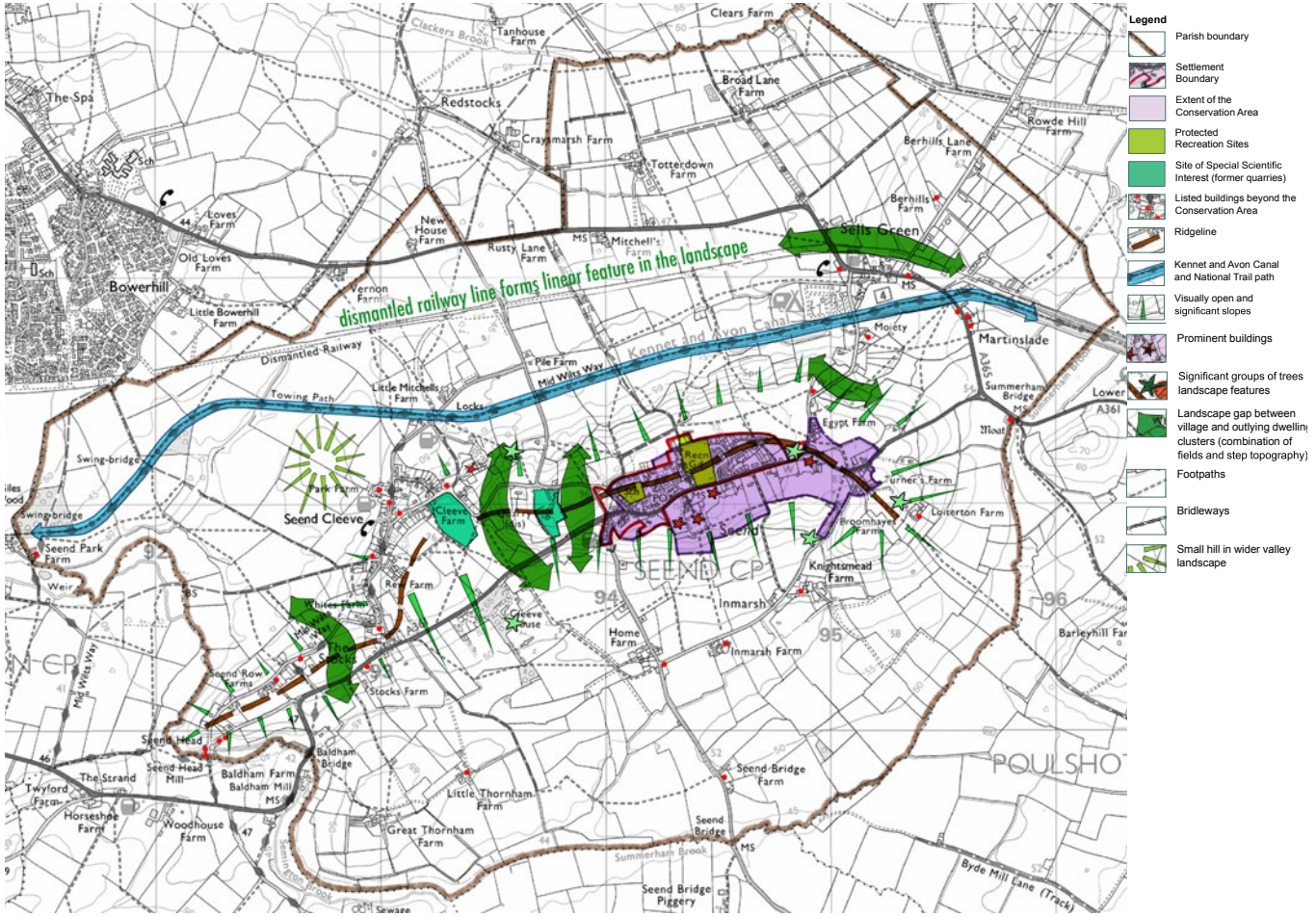


Figure 9: Landscape Character Analysis Map

Landscape and Locally Valued Views

Objectives: 1, 3

Policy SP4: Landscape and Local Key Views

Planning applications proposing development and infrastructure schemes which are of a scale that could impact on the Parish landscape, must demonstrate how the proposal responds sensitively to the Parish landscape character including key features identified on Figure 9.

Development proposals that are likely to affect any of the local key views shown on Figure 10, and described in the Seend Local Key Views report, should assess the effect of the proposals on the view(s) and demonstrate how any adverse effects have been addressed.

Explanation

Proposals for new development, infrastructure or landscape management within the Parish should demonstrate how they contribute to the conservation or enhancement of the character and local distinctiveness of the Parish landscape.

The settlements of the Parish sit within a distinctive, diverse, historic and rural environment. Key characteristics of the landscape are identified on Figure 9. Analysis is also contained in the Natural England National Character Area Profile 117, Avon Vales, the Wiltshire Landscape Character Assessment (2005). These, together with the Seend Parish Character Statement, highlight features of the Parish landscape that contribute to a sense of place and the role its individuality plays for different communities from agriculture and leisure to wildlife and biodiversity.



View from gateway off Bradley Lane adjacent to footpath 27 looking North West towards Melksham

A valuable and significant characteristic of the Seend Parish landscape is tranquility. CPRE highlights that tranquility 'is aspired to, as it induces or increases feelings of calm and well being and therefore has positive effects on health and quality of life. This has both benefits to the individual and to the economics of the country'.

The valued qualities of our distinct and sensitive landscape must be protected and enhanced.

The **Seend Parish Local Key Views Report (2020)** has been prepared as part of the evidence base for the Neighbourhood Plan, identifying locally valued views from publicly accessible locations towards significant landmarks such as Olivers Castle, Roundway Hill and Beacon Hill, Caen Hill Locks, and the Kennet & Avon Canal. The Local Key Views Report (2020) will be a useful tool for recording and managing landscape change.

Other key considerations include maintaining views of prominent buildings on the Seend ridge from the valley to the south; maintaining the visual amenity and character of the Kennet & Avon Canal corridor and maintaining views back towards the ridgeline from within the Parish boundaries.

The policy links to Wiltshire Core Strategy Core Policies 51 (Landscape) and 57 (Ensuring High Quality Design and Place Shaping).



View southwest towards Steeple Ashton from footpath



Figure 10: Local Key Views

Parish Green Infrastructure

Objectives: 1, 4, 5

Policy SP5: Parish Green Infrastructure and Biodiversity

Development that will result in the creation of new Green Infrastructure (GI) and/or contribute to the protection, management, enhancement and connecting of existing GI and individual GI assets and priorities as highlighted on figures 11 and 12 will be supported.

Proposals for developments will, where relevant to the proposed development, demonstrate:
i. information demonstrating how GI within and around the development site has been incorporated into the scheme in order to increase function and improve connectivity of GI through the site and beyond to identified priorities and assets; and,
ii. a Biodiversity Enhancement Plan to demonstrate the protection and enhancement of existing habitats, accompanied by biodiversity calculations obtained using Natural England's most up to date version of the Biodiversity Metric in order to quantitatively demonstrate the minimum biodiversity net gain of 10% within, and where appropriate, beyond the site.

Planning applications should refer to the Seend Parish Green Infrastructure Report (2020) where appropriate and relevant to the proposal. Any local GI projects such as those identified in the Parish GI report requiring planning permission will be supported.

If significant harm to biodiversity or GI resulting from a development cannot be avoided (for example through locating on an alternative site with less harmful impacts), adequately mitigated, or as a last resort, compensated for, then planning permission will not be supported.



Looking west along the Sustrans National Cycle Route by the K & A Canal

Explanation

Over 50 footpaths and bridleways cross our Parish, many of which have been linking local villages, settlements, farms and workplaces for hundreds of years. The network includes a section of The Mid Wiltshire Way, which is part of the Long Distance Path, that runs mostly along the towpath.

Footpaths, bridleways, a national cycle route, the canal, woodlands such as Giles Wood and recreation space such as the Brag Picnic Area are valuable assets and key elements in our Parish green infrastructure enabling access to the countryside and opportunities to enjoy proximity to nature throughout the seasons, whilst promoting good health and wellbeing. Within the settlements, green infrastructure also plays a particularly important role in the character and distinctive characteristic of place, with green verges a prominent feature especially in Seend Village and Seend Cleeve.

Detail and analysis of the Landscape Characteristics and GI of Seend Parish is found in the **Landscape Character Analysis (2015)** and **Seend Parish Green Infrastructure Report (2020)**. The latter also includes information about the ways in which the GI network could be enhanced.

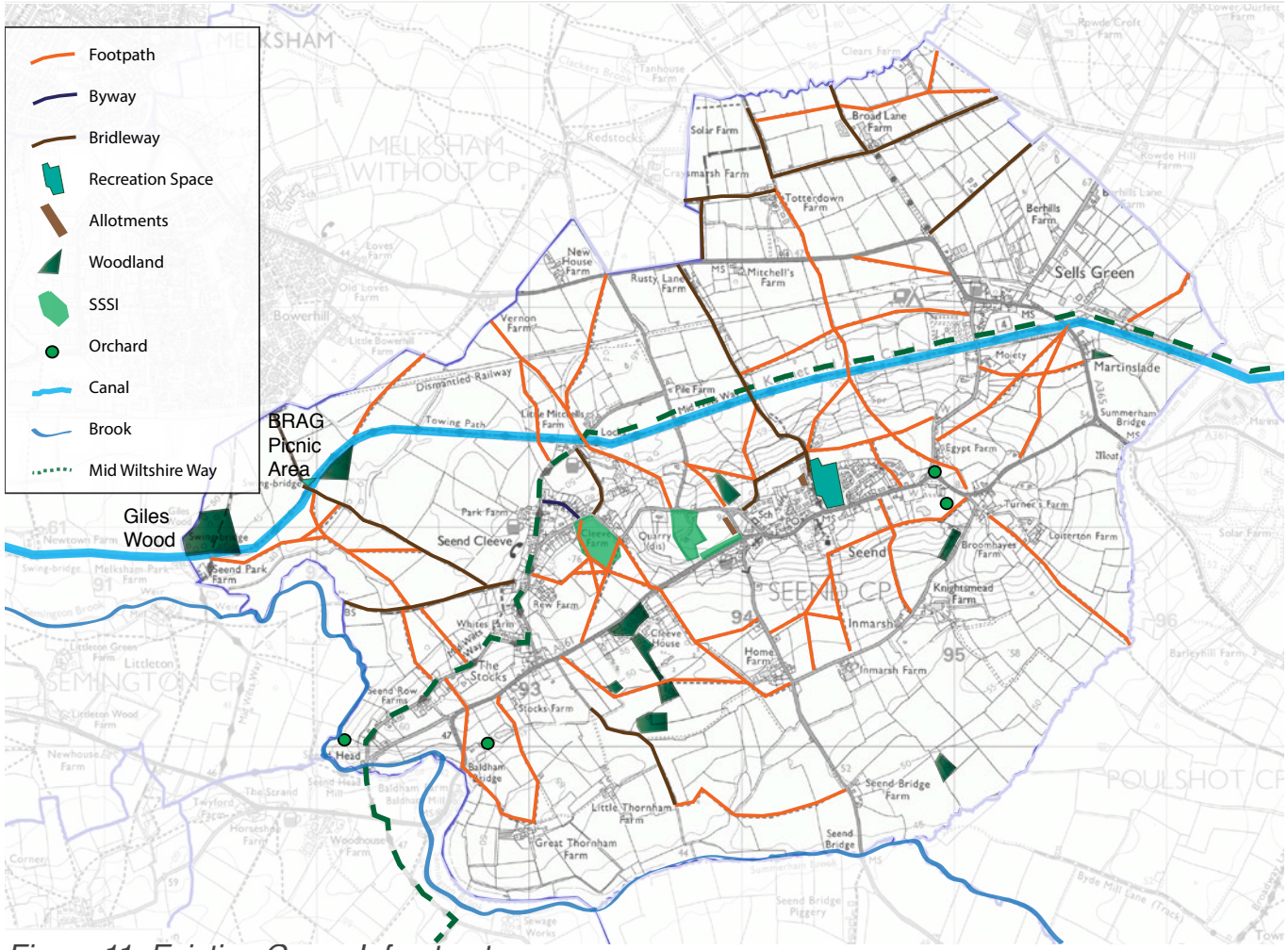


Figure 11: Existing Green Infrastructure

This policy seeks to reflect at the Plan level, the NPPF (paragraph 174) and revised legislation in the forthcoming Environment Bill which looks set to include a duty for developers to include 10% net biodiversity gain in new schemes.

The policy aims to positively preserve and protect habitats and biodiversity in the Parish. Biodiversity net gain follows on from the Government's aim in its 25 Year Environment Plan to "leave the environment in a better state than we found it". The NPPF already requires local planning authorities to encourage developers to incorporate biodiversity improvements in and around developments, "especially where this can secure measurable net gains for biodiversity". Policy SP5 is in line with the forthcoming Environment Bill (expected to gain royal assent in Autumn 2021) which will require new developments to improve a site's biodiversity value by at least 10 per cent to gain planning consent. Biodiversity value must be calculated using the Government's biodiversity calculator otherwise known as the "Defra metric" expected to be ready for use in Spring 2021.

Policy SP5 links to Wiltshire Core Strategy Core Policies 50 (Biodiversity and Geodiversity), 52 (Green Infrastructure) and 53 (Wiltshire's Canals).

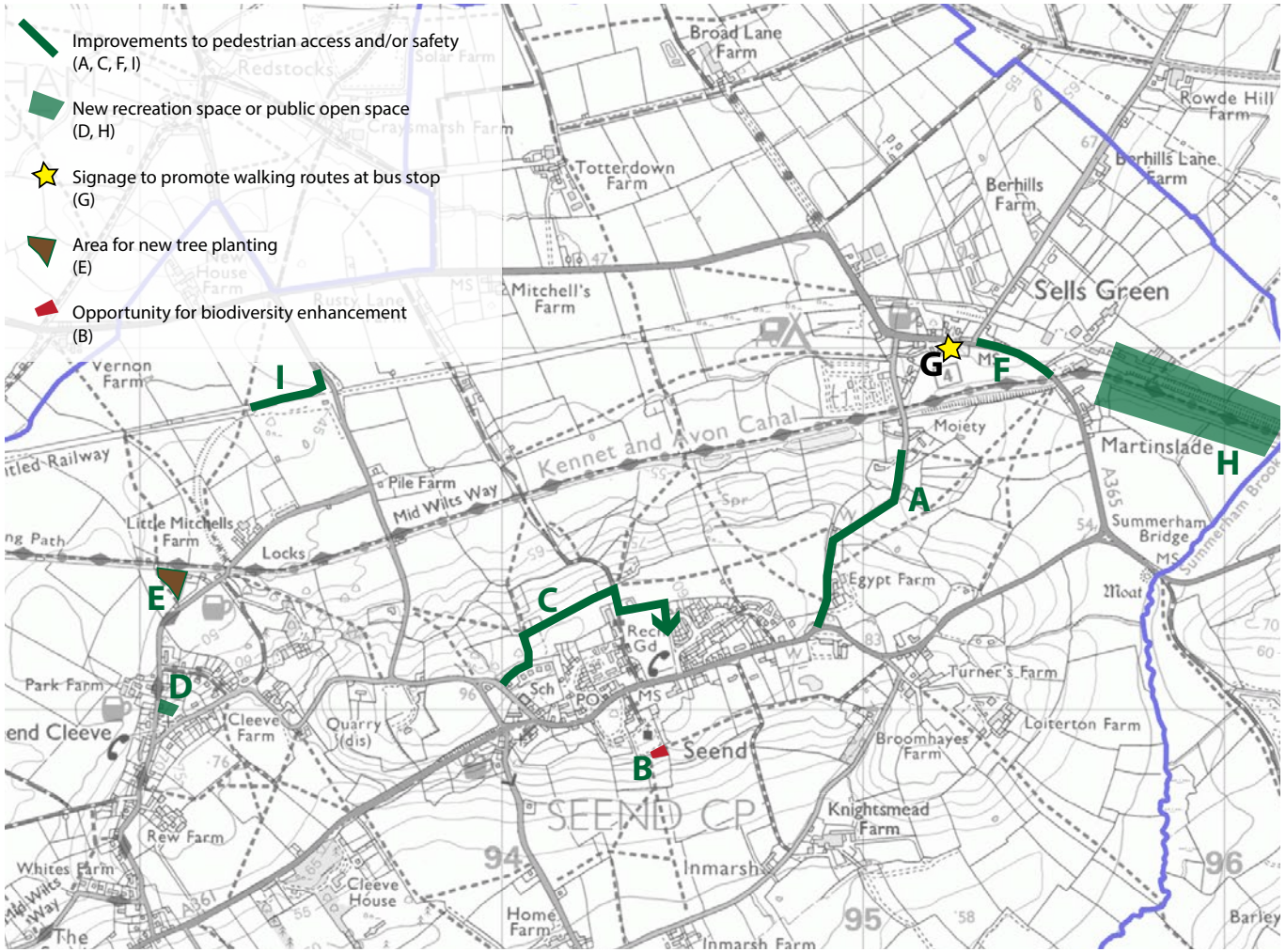


Figure 12: Green Infrastructure Priorities

Local Green Space Designations

Objective: 4

Policy SP6: Local Green Space Designations

The green spaces shown on Figure 13, and listed below, are proposed for designation as Local Green Spaces in accordance with the provisions of paragraph 99 of the National Planning Policy Framework 2019 which rules out development except in exceptional circumstances.

1. **Parish Council Allotments**
2. **Bowerhill Residents Action Group Picnic Area**
3. **WI Allotments**
4. **Entrance to Love Walk**
5. **The Horse Pond**
6. **The Lye Green Area A**
7. **The Lye Green Area B**
8. **Entrance to Dial Close**
9. **Giles Wood**

Explanation

For a Local Green Space to be eligible for designation, it must be:

- in reasonable proximity to the community which it serves;
- demonstrably special to a local community and hold a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquility or richness of its wildlife, and
- local in character and not an extensive tract of land.

The range of areas proposed as Local Green Space are varied. We have The Horse Pond for its historical significance. The entrance to Love Walk and Dial Close are proposed for their recreational use as a place to sit and rest along the High Street and for the contribution they make to the street scene.

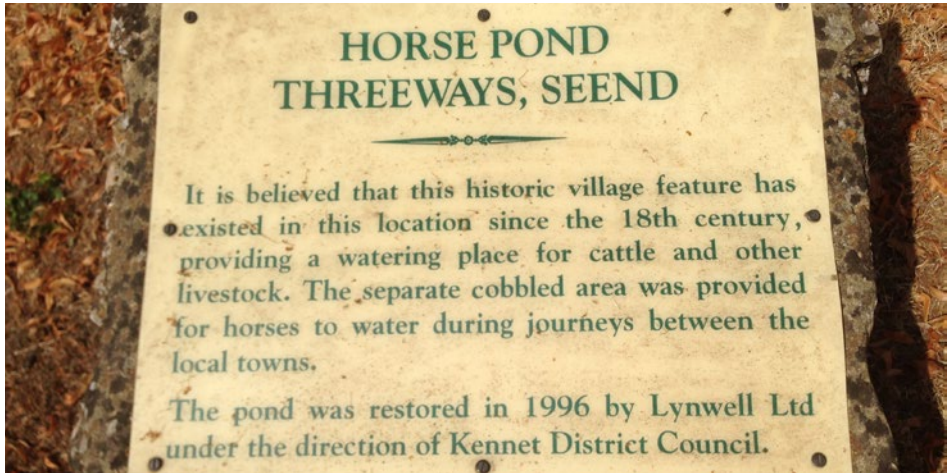


Photo opposite: Plaque at Horsepond, Threeways, Seend High Street

Love Walk serves as an important point of access to a field on the southern side of the ridge.

The two allotment areas are proposed for their tranquility and recreational use which helps promote well-being. The green areas in The Lye are where children play and neighbours chat.

The BRAG Picnic Area and Giles Wood are places of tranquility alongside the canal, and recreational spaces for those from both Seend Parish and Melksham Without Parish, and for the many visitors to the Kennet & Avon Canal.

The **Seend Parish Local Green Space Report (2020)** reports the evidence gathered and the decision-making process undertaken to propose the designation of the Local Green Spaces, which are considered to meet the criteria above.

This policy links to Wiltshire Core Strategy Core Policies 49 (Ensuring the Protection of Rural Services and Community Facilities) and 52 (Green Infrastructure).



Figure 13: Local Green Space Designations (not to scale)

Kennet & Avon Canal

Objectives: 1, 3, 4, 5, 10

Policy SP7: Kennet & Avon Canal

Along the route of the Kennet & Avon Canal and its setting, as indicated on Figure 13 and summarised in the Seend Parish Character Statement (2020), development will only be supported where it:

i. protects and enhances the Canal's setting, character, biodiversity and historic value;
ii. maintains or improves access to and along the Canal which encourages use for sport, leisure and recreational purposes;
iii. does not result in the loss of any buildings, locks or other structures originally associated with the Canal.

In the event that a Melksham Bypass is proposed to pass in part through the Parish, the effect of the infrastructure proposal on the following elements of the canal's setting will be expected to demonstrate how they will be mitigated:

iv. tranquillity
v. light pollution
vi. biodiversity assets in recognition of its status as a County Wildlife Site
vii. heritage assets, including archaeology
viii. access to the Canal.

Explanation

The people of Seend Parish highly value the stretch of the Kennet & Avon Canal which passes through their Parish. It is a popular recreational route, and brings visitors and tourists who support the public houses and caravan park in the Parish. The canal itself hosts a number of visitor moorings and there are some basic facilities provided for boaters.



K & A Canal from the swing- bridge; north end of Rusty Lane

The landscape, biodiversity and heritage assets associated with the Kennet & Avon Canal are highly valued in the Parish and are underpinned by four Neighbourhood Plan evidence base reports: **Seend Parish Character Statement (2020)**, the **Seend Parish Green Infrastructure Report (2020)**, **Seend Parish Local Key Views Report (2020)** and the **Locally Valued Non-designated Heritage Assets Report (2020)**.

Any developments affecting the canal must protect and reinforce its distinct character and enhance its setting and surroundings. Topography is a key consideration when contemplating the setting of the canal in our Parish: the canal sits in a low lying part of the Parish (between 60 and 50m contour lines; to the south the ridge of Seend rises up steeply to over the 90m line; to the north the land is relatively flat and low lying). As such the 'setting' of the canal can be considered to extend as far as high ground of the Seend ridge to the south and to the dismantled railway line to the north. The setting of the canal will be taken into account when the decision maker considers the nature and scale of any development proposals.

The Canal & River Trust encourage early discussions on any aspirations affecting the infrastructure and / or land adjacent to the canal. A free pre-application consultation service for

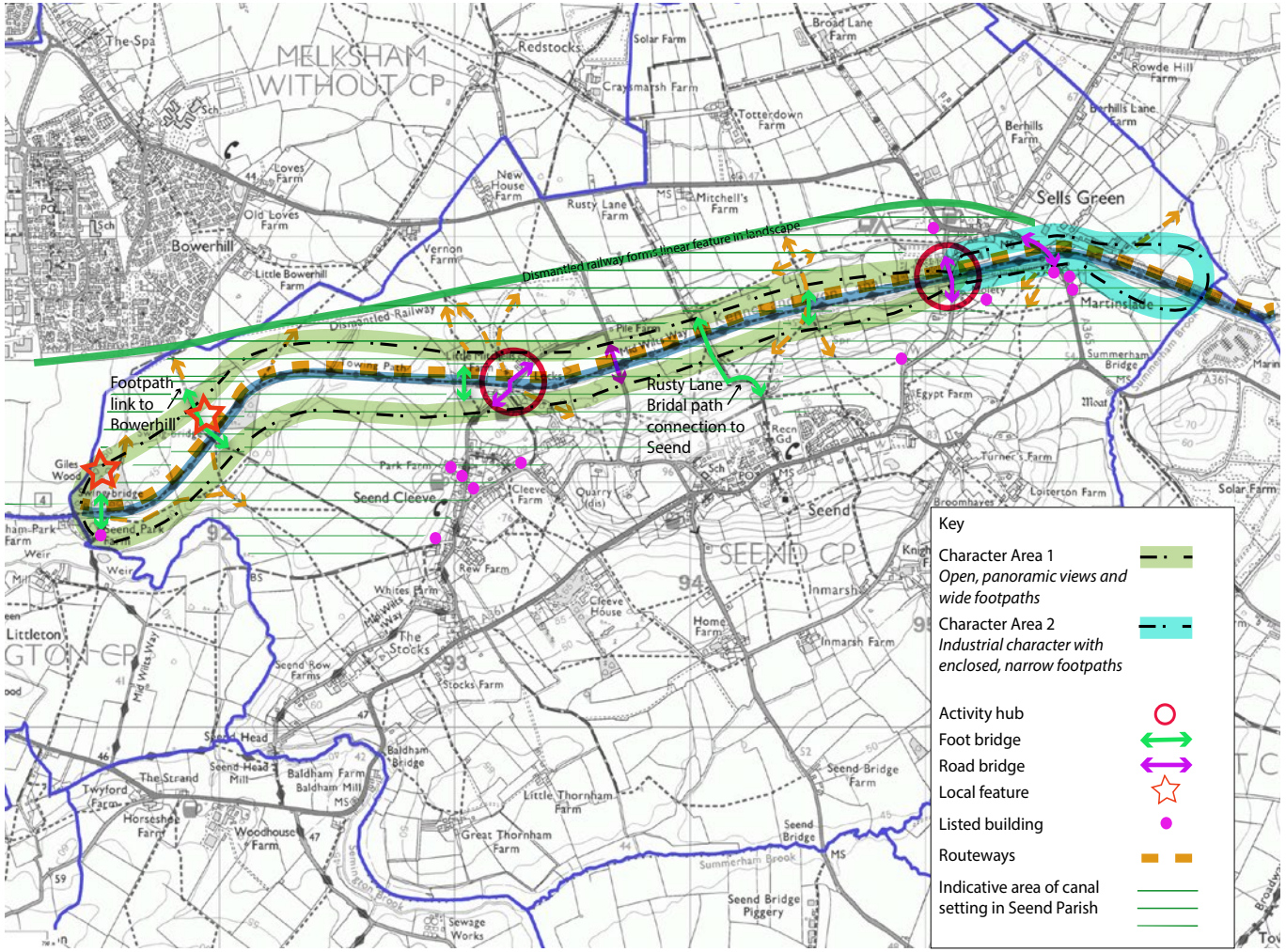


Figure 14: Key Features and Character Areas of the Kennet & Avon Canal in Seend Parish. See Seend Parish Character Statement (2020) for information on Character Areas.

development near to the canal is offered by the Trust which should be contacted to discuss any proposed development affecting the canal. Any project impacting the canal will need to conform to the technical guidance contained within the Trust's 'Code of Practice for works affecting the Canal & River Trust' as well as meet the Trust's design standards, reflecting the character of the area, and contributing positively to the waterway environment.

This policy links to Wiltshire Core Strategy Core Policies 50 (Biodiversity and Geodiversity), 51 (Landscape), 52 (Green Infrastructure), and 58 (Ensuring the Conservation of the Historic Environment).

It also links to saved policy TR2 (Facilities for boat users along the Kennet & Avon Canal) from the Kennet Local Plan.



Biodiversity and heritage assets punctuate the length of the canal

5.3 Community Facilities

The ‘Parish Hub’ in Seend Village is the location for many of the community facilities in the Parish. The Lye Field is a treasured open space for recreation that includes tennis courts and a play area and is the location for Parish events such as the annual Seend Fete together with the Irene Usher Memorial Hall: both have been funded and are maintained by the community. The licenced Seend Community Centre hosts meetings, the Annual Flower Show, as well as activities that draw people together throughout the year. The W.I allotments are located in the ‘Hub’ and accessed off Rusty Lane.

The Church of the Holy Cross and the Methodist Chapel have a wealth of history and Christian worship, although the latter has recently ceased to function for worship.

Facilities which have a particular focus on providing for life in our community include the village shop and Post Office, the Seend Primary School, three public houses, two in Seend Cleeve and one at Sells Green. These pubs draw locals as well as visitors into our Parish and support the economy.

The ‘hub’, in Seend Village, has a broad range of facilities which link to the wider Parish via the footpath network. This grouping of facilities in the ‘hub’ along Rusty Lane together with the green space of the Lye Field form an important focal point for the Parish. A building known locally as the WI Hall, exists between the Community Centre and the Irene Usher Memorial Pavilion on Rusty Lane. It was a WW1 army hut and now appears to be in a state of disrepair externally. Previously the Hall played an important role in village life, with many events being held there but it is no longer suitable for public use. The future of this building in the Parish hub presents an opportunity to consider how this area should develop.

Photos clockwise from top left: Seend C of E School / Annual Flower Show held in the Seend Community Centre / Notice Board on The Lye Field, Seend High Street / Devizes Camping & Caravanning Site, Sells Green.









Community Facilities

Objective: 6

Policy SP8: Community Facilities

Proposals that could result in loss of any community facility as identified on Figure 15 will only be supported where it can be demonstrated that the facility is no longer needed, fit for purpose or viable, or where an equivalent facility is available in the Parish.

Proposals for new community facilities in the Parish will be supported where the applicant can demonstrate the need and benefits of the proposed facility, or where a replacement or enhanced facilities are proposed.

Existing community facilities (shown on Figure 15):
1. Boater Facilities
2. Seend Primary School
3. Shop within Devizes Camping and Caravan Site
4. Cleeve House
5. Tennis Courts
6. Post Office / Shop
7. Holy Cross Church
8. Seend Methodist Chapel
9. The Lye Field
10. Cemetery at Holy Cross
11. Playground
12. Communtiy Centre
13. Irene Usher Memorial Pavillion
14. WI Hall
15. The Brewery Inn
16. The Barge Inn
17. The Three Magpies



B.R.A.G. picnic site beside K& A Canal near Bowerhill

Explanation

In rural areas, Wiltshire Council defines facilities and services as things that benefit the local community such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship. Seend Parish has an excellent variety of community facilities which are valued by residents. These facilities are an essential element in the sense of being part of a vibrant connected community, and they enhance the residents' quality of life.

The **Seend Parish Community Facilities Report 2020** sets out more detailed information about community facilities in Seend. This policy links to Wiltshire Core Policy 49 (Protection of Rural Services and Community Facilities).

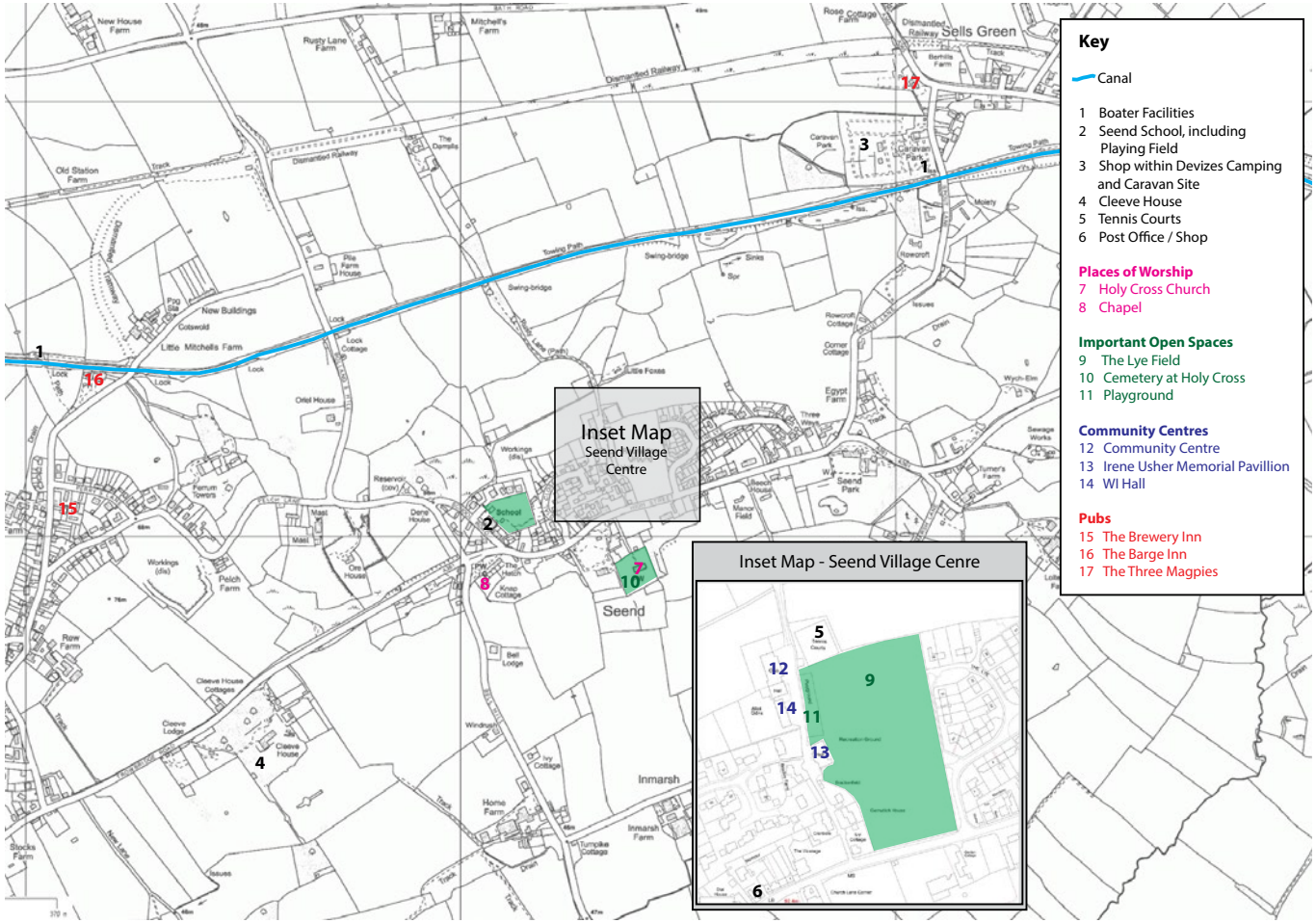


Figure 15: Community Facilities (not to scale)

5.4 Supporting Appropriate Future Development

The following sections refer to the possibilities and limitations of development in Seend Parish, with regard to respect for the character of our environment, whilst benefitting from technological developments to support sustainable design.

Any development in the Parish in this plan period should be in accordance with the most recent Housing Needs Survey. The focus of our Plan is on protecting and enhancing the environmental qualities of Seend Parish and informing and underpinning the delivery of development over the plan period to contribute towards 'sustainable development' that meets the needs of our current and future generations. The Parish community has aspirations to deliver on evidenced affordable housing need in the Parish, and is actively pursuing this through the Seend Community Land and Asset Trust.

An initial Seend Rural Housing Needs Survey (RHNS) was conducted in 2016 and this indicated that there was a small housing need in the Parish. Subsequently, by 2019, Seend Parish Council agreed to update the Seend housing need requirement, as the Seend Community Land and Asset Trust had been formed and were actively looking to deliver affordable housing in the Parish. The 2019 RHNS was carried out by Wiltshire Council (April 2019) and had a good response rate of 33% of the Parish population. The aim of carrying out the survey was to investigate the affordable housing needs of local people in Seend Parish, or those connected to Seend Parish.

The survey results established a need for new housing and indicated the minimum need over the next three years for new affordable housing development in the Parish. The Survey demonstrated a need for 9 affordable homes (more detail is set out in the Seend Parish Housing Needs Survey Report). If developed as part of a mixed development, that would require a total of around 30 houses. The figure could, however, be delivered on a single, small, rural exception site.

The recommendations describe a snapshot of the need for affordable housing at the time the survey was conducted and does not take account of future changes in need, which may include a plateau or downturn in need.

Whilst there is currently no requirement from Wiltshire Council for Seend Parish to allocate any housing development sites within this Plan Period, the Neighbourhood Plan Steering Group sought to establish if any of the currently available sites in the Parish would be considered suitable for allocation for housing within this Plan's period. We know that there is some housing need and that people locally would support some new housing (numbers of up to 20 were shown to be most popularly supported in the Seend Parish Housing Need Survey 2019).

The **Seend Parish Site Assessment Report 2020** is available in the Neighbourhood Plan evidence base. The currently available sites in the Parish assessed were varied in terms of location and constraints, and there were no sites located within the settlement boundary of Seend Village or within the existing built area of Seend Cleeve.

Following the extensive work of closely assessing the available sites, and building on consultations with the community, which take into account the current housing requirement for the community area, and the Local Plan review that Wiltshire are currrently undertaking, the Steering Group decided that no site allocations for housing will be made within this Neighbourhood Plan. Once the new Wiltshire Local Plan replaces the Core Strategy, we will need to review this Neighbourhood Plan.

Pre-application Community Engagement

Objective: 8

Policy SP9: Pre-application Community Engagement

Applications that can demonstrate early, proactive and effective engagement with the community will be looked on more favourably than applications that have not, in line with National Planning Policy. Pre-app community engagement is also expected for Reserved Matters Applications as well as Outline or Full.

Potential applicants are therefore strongly encouraged to follow the procedure set out in the Seend Parish Community Engagement Protocol and the Wiltshire Council Statement of Community Involvement.

Explanation

The NPPF strongly encourages all developers/applicants to undertake Pre-application Community Engagement. This is aimed mainly at design issues, but also at aspects of potential developments as covered in other policies in this plan such as uses, density and access. The 2019 NPPF states that: *"Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."* (para. 128).

The Planning Practice Guidance Note on Design (October 2019) also emphasises the importance of community engagement: "Engagement activities offer an opportunity to work collaboratively with communities to shape better places for local people. They consider how to embed empowerment, capacity building and employment opportunities for local people and organisations throughout the design process…It is important that local planning authorities or applicants demonstrate how all views are listened to and considered."

Although applicants cannot legally be required to undertake early stage community involvement, putting in place a coherent and consistent approach in the form of the Protocol is a key way to deliver this mutual benefit. When introduced at an early stage, community involvement can change the form and nature of a development for the better – it affects land use. In the same way that engaging early through formal pre-application discussions with planning officers can change a development for the better, community engagement undertaken early in the process can improve developments in many ways. This approach is also reflected in Wiltshire Council's Statement of Community Involvement (2015).

Seend Parish Council recognises that establishing early, open and mutual discussions with potential applicants is key to maximising the achievement of developments that add to the distinctiveness and sustainability of the Parish. The Parish Council therefore adopted a 'Community Engagement Protocol' in 2018, which potential applicants can access and should use when preparing development proposals in the Parish. This is included in Appendix 1.

This policy draws directly on the National Planning Policy Framework wording and addresses how a planning application should be considered. It must, however, be noted here that the absence of pre-application engagement would not render an acceptable development unacceptable.

Community Led Affordable Housing Delivery

Objective: 7

Policy SP10: Community Led Affordable Housing Delivery

Applications for residential development in Seend Parish that are proposed in accordance with the Rural Exception Sites policy of Wiltshire Core Strategy will be supported in principle, in the following circumstances:

i. where it clearly meets the properly evidenced eligible need as demonstrated by the Seend Parish Rural Housing Needs Survey (2019), or successive Housing Needs Assessments;
ii. where the proposed scheme is led by the community through a community interest group (e.g. the Seend Community Land and Asset Trust) or where the applicant is working in partnership with a registered housing provider and supported by the community;
iii. where the proposal is within, adjoining or well related to settlements in the Parish;
iv. where a site is located at the edge of a settlement, and it demonstrates a sensitive settlement edge between the built environment and the surrounding landscape as set out in the Seend Parish Character Statement (2020);
v. where the residential amenity of nearby properties is not significantly adversely affected; and,

vi. where use of sustainable transport modes, including walking and cycling are facilitated. Links to the Seend Parish 'Community Hub' and the Parish Primary School via the existing footpath network should be made where possible.

Appropriate account of other environmental constraints should be taken including biodiversity and archaeology.

Explanation

The housing needs in rural communities are specific and unique to that community. The Localism Act 2011 and the Housing and Regeneration Act 2008 provides community organisations with opportunities to determine how their community is managed and developed.

Rural exception sites offer an opportunity for the Seend Community Land and Asset Trust, or another organisation to deliver affordable housing to meet local need in our rural Parish which has been evidenced in the Seend Parish Housing Needs Assessment 2019. The Wiltshire Core Policy (44) for Rural Exception Sites sets out detailed expectations such as "affordable housing provided under this policy will always be available for defined local needs, both initially and on subsequent change of occupant." Our policy adds Seend Parish specific detail to this policy.

In some parts of the Parish it is recognised that more development might enable the settlements to become more sustainable and the status of areas such as Sells Green or Martinslade might change to that of 'small village' as a result in subsequent reviews of the Wiltshire Council settlement strategy.

Where an affordable housing development is being undertaken with or by the Seend Community Land and Asset Trust (SCLAT), (or another organisation) the housing need of our Parishioners, and those with a Parish connection will inform who lives in the homes. It is intended that the SCLAT partner registered housing provider, currently White Horse Housing Association (WHHA) will administer the housing tenancies, and the homes will remain affordable in perpetuity and exempt from Voluntary Right to Buy. More detail on the approach to providing affordable housing to those with local connections is available on the SCLAT website **www.seendclt.org**.

A development proposal for a Community Led Affordable Housing scheme is currently being progressed with the intention to submit a planning application for development of the site as a 'rural exception site' by the Seend Community Land and Asset Trust together with the White Horse Housing Association. More detail can be found on page 56 in the Future Projects section.

Seend Community Land and Asset Trust (SCLAT) was formed in July 2018 as a community interest company (CIC) with the objective of delivering high quality sustainable homes to meet local needs. The global aims of climate change mitigation are core to SCLAT, the formation of which is supported by Seend Parish Council.

Parish residents who are members of the Trust in the Parish have voting rights in relation to any specific proposal.

The SCLAT is planning to build affordable homes for Parish people, and is partnered with the White Horse Housing Association (WHHA) in order to do so.

The SCLAT has been consulted and informed during the preparation of this Plan.

www.seendclt.org

Sustainable Development

Objectives: 2, 4, 7

Policy SP11: Sustainable Development in Seend Parish

Proposals for improved local employment opportunities, housing developments for up to and including 9 units, and / or new services and facilities that contribute to the continued and sustainable growth of the Parish will be supported in principle provided that development:

i. accords with the limits of development provisions of Wiltshire Core Strategy Core Policy 2;
ii. is to be delivered as a rural exception site in line with Neighbourhood Plan policy SP10 and Wiltshire Core Policy 44; or,
iii. is a re-use of brownfield land within the rest of the Parish area.
iv. is not located in the open spaces and large gardens identified in the Seend Conservation Area Strategy which would detract from the distinct open grain of Seend Village.

Explanation

Core Policies 1 and 2 of the Wiltshire Core Strategy support in principle proposals for sustainable development within existing settlement boundaries. The Melksham Community Area, within which Seend is located, has already exceeded the indicative housing requirements set out for it by the Wiltshire Core Strategy. The Neighbourhood Plan supports sustainable development in appropriate locations, in order to underpin the continued vitality of rural life in our Parish for current and future generations. Development proposals that are responsive and sensitive to this balance, are supported in principle and will be considered on their individual merits against national policy and the local development plan (Wiltshire planning policy and Seend Parish Neighbourhood Plan).

Any proposals for development should be guided by the **Seend Parish Character Statement (2020)** and be subject to the controls and restrictions of national planning guidance as well as Local Plans and considerations of access and road safety submitted by the Wiltshire Council Highways Department. The restrictions which apply to the Conservation Area of Seend will also need to be met.

Not much land within the existing settlement boundary of Seend Village or the built area of Seend Cleeve will be appropriate for development. Substantial new residential development took place in Seend Village in the latter half of the 20th century and this has reduced the potential for additional development because there are no significant spaces within the ‘grain’ or framework of Seend Village for this to occur. The open spaces and large gardens (illustrated in the Seend Conservation Area Statement and the Seend Parish Character Statement) are important characteristics

to protect in the Conservation Area. There could be limited opportunities for redevelopment but many of the older buildings are either listed or of historic interest where retention is a priority.

Infill development is defined as the filling of a small gap within the village that is only large enough for not more than a few dwellings, generally only one dwelling by paragraph 4.34 of the Wiltshire Core Strategy 2015. Brownfield land is defined by the NPPF as land that has been 'previously developed'; this definition excludes agricultural or forestry buildings and gardens. Local planning authorities, including Wiltshire Council, are required to publish a brownfield land register for their area which sets out previously developed land that a local planning authority considers suitable for residential development. Whether a brownfield is considered 'suitable' will be decided by Wiltshire Planning officers taking into account considerations such as biodiversity, highways and identified local needs.







Photos opposite from the top down: Dial Close, Seend Village / Bungalows in The Lye Estate / Cooks Close, neighbouring The Lye Estate.

Custom and Self-build Housing

Objective: 7

Policy SP12: Custom and Self-build Housing

In principle, support will be given to proposals for custom or self-build projects in locations where new residential development is acceptable.

Innovative proposals that demonstrate a site specific response and the sustainable use of resources and high energy efficiency levels will be supported.

Explanation

There is a growing interest and demand for sites for self-build (in the sense that a site owner personally builds their home) or custom-build (in the sense that a designer and builder are commissioned to construct the house for the eventual owner).

The government introduced the Self-build and Custom Housebuilding Act 2015 (as amended by the Housing and Planning Act 2016) to support the delivery of self-build and custom-build housing and define it in planning terms. In accordance with this Act, Wiltshire Council has responsibility for keeping a self and custom-build housebuilding register.

Respondents to the Parish Housing Needs Survey (2019) indicated support for and an interest in encouraging self and custom-build housing in Seend Parish. Aspects of location, content, scale and design will be required to meet all other standards in this plan and Wiltshire Council policy.

By encouraging diverse means of providing new homes in the Parish, the policy also contributes to the housing delivery objectives outlined in Wiltshire Core Strategy's spatial vision, and Core Policy 45 (Meeting Wiltshire's Housing Needs).

[8] (see next page for reference) IPCC, 2018: Summary for Policymakers. In: Global Warming of 1.5°C. An IPCC Special Report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty

Climate Change and Sustainable Design

Objective: 11

Policy SP13: Climate Change and Sustainable Design

Seend Parish will support development and infrastructure proposals that contribute to the Wiltshire wide target of becoming carbon neutral by 2030 and encourages developers to positively address issues relating to the climate.

The design and standard of any new development in the Parish are encouraged to meet a high level of sustainable design and construction and be optimised for energy efficiency, targeting zero carbon emissions. Key considerations that can be demonstrated in a planning application include (but are not limited to):

i. how green infrastructure is maximised to sequester carbon such as through the planting of trees and habitat enhancement;
ii. how the location, layout, or connections to sustainable transport and active travel opportunities, minimises the need to travel by private vehicle;
iii. how renewable energy generated on-site is maximised taking into account local amenity, character and, where relevant, historic character;
iv. how on-plot parking spaces and/or garages can provide appropriately located charging technology for low emission vehicles, such as an electric car charging point.
v. appropriate mitigation and adaptation to increasingly extreme weather events, such as surface water flooding.

The retrofit of heritage properties/assets is encouraged to reduce energy demand and to generate renewable energy where appropriate, providing it safeguards historic characteristics and development is done with engagement and permission of relevant organisations.

Explanation

The scientific evidence of climate change is overwhelming and the most recent reports[8] illustrate how urgent it is that action is taken.

As a result, the UK government is beginning to take more ambitious action; in the summer of 2019, the 2008 Climate Change Act was amended, committing the UK to net zero carbon emissions by 2050.

Whilst it is recognised that we can anticipate new regulations and standards as a result of the urgent need to address climate change, this policy seeks to reinforce the importance of the need to act at the Neighbourhood Plan level to contribute to the Wiltshire Council commitment to make the county carbon neutral by 2030.

[8] see previous page

5.5 Highways and Traffic

There are two 'A' classified roads that run through Seend Parish; the A365 connects Melksham and Devizes via Sells Green, and the A361 connects Trowbridge and Devizes, which runs through the centre of the Seend Village (the High Street). They join at Seend fork on the eastern edge of the Village and carry traffic on towards Devizes. The A365 is designated as the local lorry route to try and minimise the impact of HGV on Seend High Street, in the Conservation Area. The only road travelling in the north-south orientation is the C20, which runs from the Redstocks junction on the Bath Road to Market Lavington.

Highways and traffic were key areas of concern raised during the preparation of this plan by parishioners. The six main traffic and highways concerns are detailed in the Seend Road Safety Initiative Report (2017) and summarised below:

- Excessive traffic speed in the settlements
- Lack of safe pedestrian routes
- Parking issues associated with canal use and narrow historic residential lanes
- Dangerous junctions
- Poor signage
- Increased use of the roads by HGVs.

Any future development planning in Seend Parish must ensure that the problems are not exacerbated. All of these problems should be considered when any improvements are suggested for Seend Parish.



Above: The pinch point at the Westerly end of Seend High Street

Impact of Development on Highways Traffic

Objective: 9

Policy SP14: Impact of Development on Highways and Traffic

Where appropriate, development proposals should be supported by a Transport Statement or Assessment which sets out details of the transport issues relating to the development, including the measures that will be taken to mitigate any road safety or any significant traffic impact of the scheme and offer opportunities to improve the pedestrian and cycle connectivity.

Explanation

Planning policies within a Neighbourhood Development Plan need to relate to topics which are controlled through the planning system and planning applications. This topic is regulated instead by the Highways Authority (Wiltshire Council) and Highways England, and so cannot be controlled through planning. As such a series of action projects are included within this Neighbourhood Plan to seek to tackle these known issues.

However, the local issues related to traffic and highways (as detailed in the **Seend Road Safety Initiative Report (2017)** and **Seend Parish Neighbourhood Plan Traffic Review Report (2020)**, Seend Conservation Area Statement (Kennet District Council, 2005) and the **Seend Parish Character Statement (2020)** all illustrate the impact on the Conservation Area in Seend Village and the safety and civility of our roads throughout the Parish. New development in the Parish must therefore demonstrate how these have been considered.

The impact of new development on road safety should be given appropriate consideration with reference to the Seend Road Safety Initiative Report (2017) and the Seend Parish Neighbourhood Plan Traffic Report Review (2020) which identify issues of concern to the community. Key road safety concerns include:

a. A lack of safe road crossing points / refuges.
b. Traffic speed and volume.
c. Lack of safe pedestrian and cycle routeways.

This policy links to Wiltshire Core Strategy Core Policies 60 (Sustainable Transport) and 61 (Transport and New Development).

6 Plan Review

Responsibility for providing the leadership in the future for the Seend Parish Neighbourhood Plan will rest with Seend Parish Council.

Seend Parish Council will monitor this plan during the current plan period, bearing in mind in particular the review of the Wiltshire Local Plan. Once the reviewed Local Plan is adopted, this Neighbourhood Plan will almost certainly require a review to ensure that our policies remain in conformity. Any new development will be monitored closely through the planning process to ensure that policies are adhered to.

After the Plan is made, each Annual Parish Council Meeting will include an update to monitor the use of the Plan in the previous year by both the Parish Council and Wiltshire Council in terms of planning applications and environmental projects, together with the likely implementation and impact of the Plan for the forthcoming year.

The Parish Council website will carry the annual reports on the Plan's use during its lifetime.

A Neighbourhood Plan must set out the period for which it is to have effect (section 38B(1)(a) of the Planning and Compulsory Purchase Act 2004) – for Seend Parish this is 2020 - 2030. Neighbourhood Plan policies remain in force until the plan policy is replaced. There is no requirement to review or update a Neighbourhood Plan. However, policies in a Neighbourhood Plan may become out of date, for example if they conflict with policies in a local plan covering the neighbourhood area that is adopted after the making of the Neighbourhood Plan. A Neighbourhood Plan can be updated in whole or in part.



Seend Cleeve, looking north



Looking south towards Poulshot from SEEN1 adjacent to Loiterton Farm

7 Future Projects: Priorities and Aspirations

During the creation of this Plan the community have continued to pursue and have achieved several major projects, which will be of benefit. Following consultations held during the evidence collection stages of this plan, the community aspirations and future infrastructure priorities have been identified and are detailed in this section.

CIL is a levy on new development to contribute towards the cost of local infrastructure. The levy is charged according to the floor area of the development at a rate set by Wiltshire Council. Wiltshire Council also sets out the infrastructure types or projects that the Council may fund through CIL (Regulation 123 list September 2016).

Contributions towards the provision of local infrastructure to mitigate the impact of development proposals in order to make them acceptable in planning terms, are made in accordance with National and Core Strategy policy and Wiltshire Council's Planning obligations SPD (Revised Wiltshire Planning Obligations Supplementary Planning Document October 2016). This does not extend to the development of affordable housing. The contributions may include both Community Infrastructure Levy (CIL) contributions and those made by section 106 agreement.

The Wiltshire Council Obligations Supplementary Planning Document (SPD) sets out how the Council will use section 106 planning obligations alongside other mechanisms for securing developer contributions towards infrastructure.

When CIL is charged, those Parish Councils with a 'made' Neighbourhood Plan will receive 25% of the money paid. The neighbourhood portion can be spent on things other than infrastructure (as defined in the Community Infrastructure Levy regulations) provided it is concerned with addressing the demands that development places on the Parish's area.

Where appropriate, developments will be expected to make a contribution towards local infrastructure. Infrastructure requirements will be made in proportion to their scale and in accordance with Wiltshire Council planning policy and guidance and charged through the Community Infrastructure Levy.

Key local priorities in terms of facilities to which CIL contributions would be directed are summarised below and detailed in the following section - Projects List:

- **Environmental Enhancement**
- **Community Facilities**
- **Highway & Pedestrian Safety**
- **Green Infrastructure.**



Signage in Rusty Lane

7.1 Projects List

Following consultations held during the evidence collection stages of this plan, the following list of community aspirations was compiled.

Environmental Enhancement

Consultation events have recorded numerous requests for more trees to be planted. The Parish is fortunate that a local resident had the foresight and opportunity to plant a wood, called Giles Wood after the owner. The public have been given access from the PRoW to this wonderful place, by the owner.

Opportunities should to be taken to plant trees wherever appropriate, either by taking the offer of grants or by gifts from private residents.

A potential area for tree planting has been identified for a new wooded area in the field by The Barge.

Community Facilities

During the development of this plan, three major projects have been completed by the community in respect of Community Facilities:

- extension to the Seend Community Centre in the area behind the stage;
- Seend Church have fitted water and basic kitchen facilities within the Church and have repurposed an outbuilding to create toilet facilities, and
- The Lye Field has replaced the play equipment for younger children in the play area.

Future projects have also been identified:

- addressing the future of the WI Hall;
- the creation of a recreation space in Seend Cleeve;
- the creation of a canal side Adventure Area for children in Sells Green;
- the creation of an astroturf surface in the community hub area of Seend Village for multiple sports in all weather;
- improvements to allow ‘access for all’ including those with reduced mobility to all facilities in the Parish;
- the creation of some electric car charging facilities, probably somewhere near the Village Hub, and
- bicycle racks to be installed in the Village Hub.



Lye Field play area, Seend Village

Highway and Pedestrian Safety

The consultation has confirmed that traffic management is a major concern for residents in all areas of the Parish. A Highways sub group researched and wrote up the Seend Road Safety Initiative Report (2017 V2.1). Reviewed in 2020.

The Parish Council has used this report to establish priorities and initiate a programme of work to improve road safety.

Work completed so far has included the installation of an activation sign at the pinchpoint on the High Street to warn of oncoming vehicles in the middle of the road. A comprehensive review and alterations at the Bell Hill crossroads was carried out, which included a change to the road layout and the extension of the 30mph zones on two of the roads approaching this junction. A much needed pedestrian crossing on the A361 by Church Walk has also been created.

Seend Road Safety initiative report highlighted several aims, some of which are described below. These will be developed into future projects.

- provision of appropriate pedestrian protection, improved pavements and crossings, in areas identified in the report,:
    - Seend High Street (A361)
    - the A361 between Inmarsh Lane and Seend Park
    - A365 at Sells Green
    - Seend Cleeve at Mitchells Farm and New Buildings;
- traffic calming and speed control measures (such as gateways / coloured patches with speed limit roundels etc) subject to highways consultation and approval;
- road sign appraisal;
- create more space for pedestrians, cyclist and riders to create a safer environment;
- footpath, byway, bridleway, pavement maintenance;
- measures to encourage freight/HGV to use designated route;
- noise and traffic pollution reduction, and
- vehicle parking review.



Beware: traffic mounting the pavement on the High Street, Seend


Canal bridge at Lock Cottage with cars parked in the lay-by

Green Infrastructure

The Neighbourhood Plan Green Infrastructure report also identifies route ways and improvement aims:

- Aspirations to address traffic speed and cyclist and pedestrian safety on Spout Lane between the east of Seend Village and Sells Green.
- Improve the quality of access and route along Bradley Lane bridleway and PRoW to the north of The Lye Field along the settlement boundary of the village to better connect The Lye housing estate to Bollands Hill / School Lane.
- Aspiration to improve pedestrian safety for people walking north from the Barge Inn over the humpback bridge to the other side of the canal.
- The creation of a pavement or road signage to protect pedestrians between New Buildings and the Canal.
- Aspiration to explore improvement of the pedestrian access between Sells Green, Martinslade and the Canal. The bus stops here are key arrival points for people visiting Seend Parish as well as nearby Caen Hill Flight. Wayfinding signs here will be a good resource for visitors to the Parish.
- The creation of a canal side public open space, in close consultation with the Canal & River Trust.
- An ambitious plan as yet just an idea in early stages, to create a circular walk, taking users from one side of the ridge to the other, and back. To achieve this considerable work would be needed and the agreement of farmers to allow the establishment of new footpaths across their land.



Sign at the junction of the Pelch and Bollands Hill.



Water supply stand, K & A Canal opposite Scott's Wharf, Sells Green



Courting swans in Love Walk

Community Led Affordable Housing: Delivery on a potential 'Rural Exceptions Site'.

The Park Farm site, on the edge of Seend Cleeve, was assessed by the Seend Parish Sites Assessment Report 2019 and is considered to be a potential rural exception site which could deliver affordable housing in Seend Parish.

The Seend Sites Assessment Report (2019) demonstrated that this site was considered to have a number of constraints, most notably the setting of the canal and its associated heritage assets, together with potential biodiversity assets linked to the brook that flows to the north of the site. The distance away from most of the facilities in the Parish was also noted as a constraint. However, the report also noted that development of the site could offer an opportunity to shape an entrance point into Seend Cleeve that respects the rural vernacular of the Parish. Its location on the edge of this small village with its limited facilities makes it one of the more sustainable locations of available and potentially suitable land for housing development, although it is not within the built area of Seend Cleeve, but located on the edge adjoining it.

The environmental impact of developing the site for affordable housing to meet local needs should be balanced against the positive contribution that this housing would make to the community. A sensitive and careful rural exception site proposal that reflected its landscape setting and was responsive to the canal setting would be considered on its merits in terms of criteria that include scale, visual impact, impact on the character of the site setting (assessed in relation to criteria in the Character Statement), access and compliance with other policies in the development plan.

A development proposal for this site is currently being progressed. A planning application for development of the site as a 'rural exception site' by the Seend Community Land and Asset Trust (SCLAT) together with the White Horse Housing Association has been submitted. Delivery as a rural exception site will be judged against policies in the Wiltshire Core Strategy.

It should be noted that an application for development on the site may proceed to determination in advance of this Neighbourhood Plan being made; however, if the Neighbourhood Plan has reached a draft stage when an application is submitted, some weight can be given to policy SP10.

Appendix 1 Pre-application Community Engagement Protocol

This Protocol is part of the suite of documents that together will form the Seend Parish Neighbourhood Development Plan. The aim of the Protocol is to ensure that planning applications accord with this plan and with those of any higher level plans, notably that of Wiltshire Council, as well as all national policy. One particularly effective way of achieving this is through early, planned engagement with the Seend community via the Parish Council.

Use of this Protocol is without prejudice to the eventual judgement of Seend Parish Council on the merits of any final application, even if a good engagement process has been agreed and followed.

Context

The revised National Planning Policy Framework (2019) makes several mentions of the considerable value of pre-application involvement, for example in paragraph 39:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

(All the relevant extracts from the revised NPPF follow.)

The "10 Commitments for Effective Pre-application Engagement" published by a group representing planning, industry and community groups[1] states that:

"Early, collaborative discussions between developers, public sector agencies and the communities affected by a new development can help to shape better quality, more accepted schemes and ensure improved outcomes for the community. These discussions also avoid wasted effort and costs."

It is the view of Seend Parish Council that, for this community, the above should also apply to smaller developments because these can have as much impact as larger ones.

Seend Parish Council fully support and endorse all of the above and will play their appropriate role in delivering high quality pre-application engagement with themselves and the wider Seend community as proposals come forward.

Process and Principles are set out below.

Process and Principles

Drawing from the 10 Commitments and other guidance on best practice, potential applicants should work with Seend Parish Council to fulfil the following principles:

- **'Day One' contact:** By far the best results for all emerge when contact is made with our Parish Council, and through us with our local community, at the very start of any process; consulting people late with already prepared schemes is not productive.
- **Agreed Process:** A key aim of this early contact is to discuss and agree the nature, scope, timetable, information and so forth of the engagement – i.e. the process to be followed.*

[1]https://www.local.gov.uk/sites/default/files/documents/10-commitments-effective--927.pdf

- **Applicant Leadership but Shared Responsibility:** Although it is the applicant's role to lead and fund engagement, the Parish Council will offer as much support as possible to any agreed process; for example by providing local information, contact details for local groups, advice on meeting places, access to newsletters and so forth.
- **Openness and Transparency:** Building trust between all and ensuring an agreed outcome depends heavily on having a process that is as open as possible on all sides, though the Parish Council will respect any issues of clear commercial confidentiality.
- **Agreed Community:** A project may have an impact on a limited number of people or on all of the Parish. The details of those to be involved will need to be discussed and agreed for any project, as will the potential ways to contact and engage them.
- **Agreed Scope:** There will need to be agreement about the scope of the engagement, i.e. what is and is not open to change (e.g. layout, quantum of development, design etc.).
- **Proportionality:** The nature and scale of engagement will be balanced in appropriate proportion to the scale and likely impact of any proposals.
- **Final Reporting:** The applicant should submit, with any final application, a thorough report – a full 'audit trail' - describing and summarising the outcomes of the engagement, showing how the proposals have (or have not) responded to results. If they have not, a short note should be included to explain this. If the process has been followed fully, the Parish Council will endorse this report; if not they may submit their own evaluation of it**.

* There is considerable benefit for applicants in also sharing any process with Wiltshire Council as the planning authority, and securing their agreement to it.

** As per the opening proviso, endorsement of an engagement process and results does not necessarily mean support for the resulting proposals. Initial contact should be made at the very outset with the Parish Council via the Parish Clerk. The Parish Council commits to doing all possible to arrange an initial meeting as soon as possible following this contact.

National Planning Policy Framework 2019 Extracts

Para 39: *"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."*

Para 40: *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any preapplication services they do offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*

Para 42: *"The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not*

experience unnecessary delays and costs."

Para 128: *"Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."*



Fallen tree on footpath SEEN7

Appendix 2 Evidence Base Summary

Parish level evidence (available at www.seendparishplan.org):

- **Local Green Spaces Report (2020):** Produced by the plan consultants, drawing from several stages of evidence collection and decision-making, resulting in the sites shown in the plan.
- **Green Infrastructure Report (2020):** Produced by the Neighbourhood Plan Steering Group and Plan Consultants.
- **Seend Parish Character Statement (2020):** Produced by the Neighbourhood Plan Steering Group and Plan Consultants Place Studio.
- **Seend Local Key Views Report (2020):** Produced by the Neighbourhood Plan Steering Group with specific evidence produced by community members.
- **Community Facilities Report (2020):** Produced by the Neighbourhood Plan Steering Group with specific evidence produced by community members.
- **Site Assessment Report (2020):** This considers all the Seend Parish sites submitted in the Wiltshire SHEELA process and others submitted since, outlines options for which to take forward and draws conclusions. Produced by the Neighbourhood Plan Steering Group and Plan Consultants.
- **Locally Valued Non-designated Heritage Assets Report (2020):** Produced by the Neighbourhood Plan Steering Group and Plan Consultants.
- **Seend Conservation Area Statement (2005) 2020 Addendum and Update Note:** Produced by the Neighbourhood Plan Steering Group and Plan Consultants. This document outlines key updates and additions to the 2005 Conservation Area Statement.
- **Seend Housing Needs Survey (Wiltshire Council, 2019):** Produced by Wiltshire Council.
- **Seend Business Survey Questionnaire conducted October 2016 / Report on findings February (2017):** Produced by the Neighbourhood Plan Steering Group.
- **Seend Road Safety Initiative Report (SPNPSG Sub-Committee, Feb 2017):** Produced by the Traffic Sub-Committee (TSC) of the Neighbourhood Plan Steering Group with specific evidence produced by community members.
- **Seend Parish Neighbourhood Plan Traffic Report Review 2020.** Produced by the Neighbourhood Plan Steering Group. This document outlines key updates to the 2017 Road Safety Initiative Report.

Relevant Wiltshire Council (and others) evidence:

- **Wiltshire Core Strategy:** https://www.wiltshire.gov.uk/media/372/Wiltshire-Core-Strategy-adopted-2015/pdf/Wcs.pdf?m=637099399373530000
- **Saved policies of the Kennet Local Plan:** https://pages.wiltshire.gov.uk/kennetlocalplan.htm
- **Wiltshire Housing Site Allocations Plan (2020):** https://www.wiltshire.gov.uk/planning-whsap
- **Wiltshire CIL Charging Schedule (2015):** https://www.wiltshire.gov.uk/dmcommunityinfrastructurelevy
- **Wiltshire Infrastructure Delivery Plan 3 – Appendix 1:** Melksham Community Area (2016): http://www.wiltshire.gov.uk/wiltshireidp3december2016app1melkshamca.pdf
- **Wiltshire SHELAA - Appendix 5.9:** The Melksham Community Area (2017): https://www.wiltshire.gov.uk/media/708/Wiltshire-SHELAA-Appendix-5-9-Melksham-Community-Area/pdf/shelaa-2017-appendix-5.9-melksham.pdf?m=637103740258630000

- **Wiltshire Green Infrastructure Strategy Update (2012):** http://www.wiltshire.gov.uk/wiltshire-green-infrastructure-update-2012-january.pdf
- **Seend Conservation Area Statement (Kennet District Council, 2005):** https://cms.wiltshire.gov.uk/Data/Planning%20Policies%20Executive%20Committee%20(KDC)/20050303/Agenda/$SEEND%20-%20Committee%20Draft.doc.pdf
- **Seend Parish Historic Environment Record (Wiltshire and Swindon Historic Environment Record, 2019):** www.seendparishplan.org
- **Wiltshire Landscape Character Assessment (2005):** http://www.wiltshire.gov.uk/planning-landscape-conservation
- **Natural England National Landscape Character Area (2014):** http://publications.naturalengland.org.uk/publication/4822288767647744?category=587130
- **National Design Guide (Ministry of Housing, Communities & Local Government, 2019):** https://www.gov.uk/government/publications/national-design-guide

To view our evidence base documents, please visit **www.seendparishplan.org**

Back Page

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