

Calne Community Neighbourhood Plan



BLACKLAND | BROADS GREEN | CALNE | CALSTONE | DERRY HILL | HIGH PENN | LOWER COMPTON | MILE ELM | RATFORD | SANDY LANE | STOCKLEY | STUDLEY

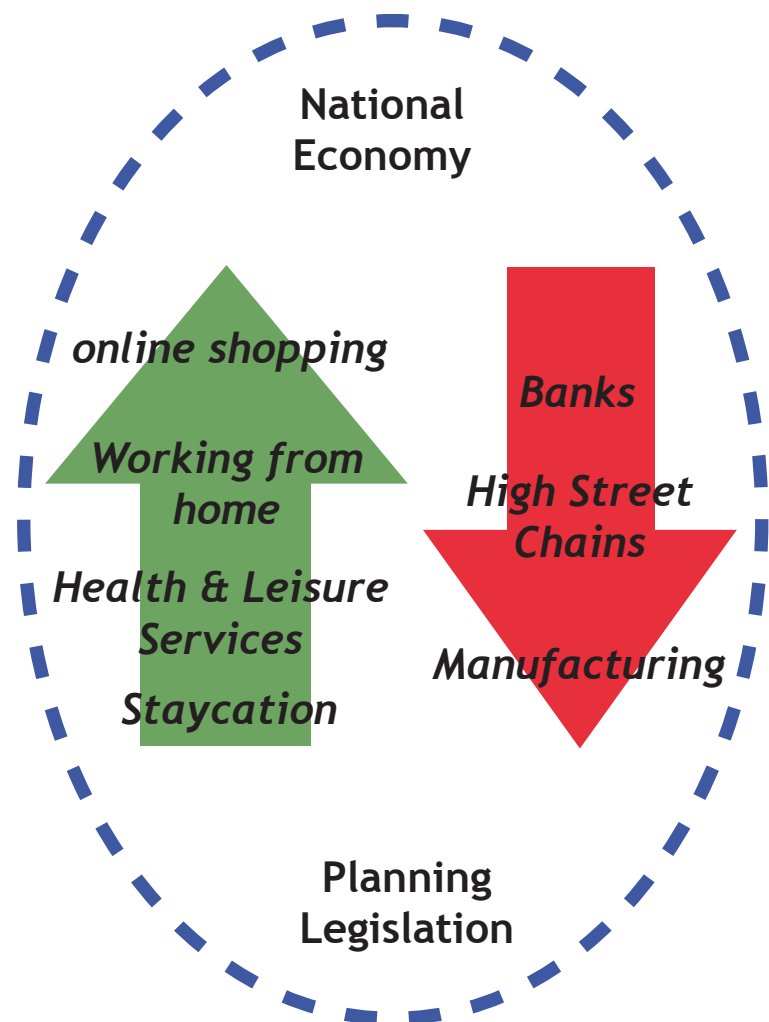
Working and Shopping Chapter Summary

Working and shopping patterns have changed substantially since the making of the first plan in 2018 due national economic changes and the lasting impacts of Covid-19 but the traffic impact of out commuting remains an issue.

Recent changes to the planning system increase the flexibility to change between retail, business, and residential uses without the need for planning permission which could impact our town centre.

Education remains a major employment sector in Calne and individual employers such as Hills Waste Management and Bowood Estate continue to play a significant role in the local economy. The Porte Marsh Industrial Estate provides important space for a wide range of businesses, while farm diversification and the visitor economy provide important employment opportunities in the rural areas.

The priorities for Calne Town Centre are identified and neighbourhood convenience shops protected.



The revised policies for the Plan seek to address the priorities and opportunities to increase employment provision and safeguard the vitality of the town centre.

Key issues and priorities

- Predicted continuing decline in manufacturing sector.
- Impact on the town centre vitality of the loss of Co-op and expansion in retail to north of town.
- Protection of sustainable employment sites and uses, encouraging business investment and providing opportunities for rewarding work close to home.
- Supporting and acknowledging the importance of the Bowood Estate to our home-grown visitor economy with policy to enable sensitive growth of local attractions and accommodation.
- Supporting long term viability and rural employment opportunities within local farms through supporting appropriate farm diversification
- Encouraging inward-investment in existing employment land at Porte-Marsh and rural business accommodation in Studley and Derry Hill and within the Bowood Estate.
- Encouraging investment in low carbon and renewable energy technology that will help our economy build towards carbon neutrality by 2030.
- Working within a significantly more permissive national policy framework to guide and manage town centre developments.
- Protecting existing local convenience shopping within Calne's local centres at Harrier Close, William Street, Newcroft Road, London Road and Quemerford and any new provision with new developments.
- Local village shop at Derry Hill that provides an essential local service to be protected as a community facility.

The following policies will be included in the updated Working and Shopping chapter:

Policy WS1 Protecting and Promoting Sustainable Low Carbon Local Employment - UPDATE

Protecting existing employment space including the Porte Marsh Trading estate and supports employment investment to meet local needs and contribute towards carbon reduction targets.

Policy WS2 Supporting Local Agriculture and Farm Diversification - NEW

Supporting small scale development for business space in the rural areas where proposals are for farming or diversify and support an existing rural based business.

WS3 Supporting the Local Visitor Economy - NEW!

Supporting the local visitor economy, including expansion of visitor accommodation, attractions and facilities associated with Bowood Estate and within the countryside only where they protect or enhance rural character and are well connected to local services.

WS4 Calne Town Centre - UPDATE

This policy supports proposals for town centre uses within the defined Calne Town centre and Primary shopping area.

Policy WS5 Local, Neighbourhood Centres in Calne and Derry Hill - UPDATE

Supporting neighbourhood shopping and identifying the post office and shop at Derry Hill as community facilities.