

Marlborough Town Council



13 May 2025

Dear Councillor

Planning Committee

You are summoned to a meeting of the **Planning Committee** to be held in the **Court Room, Marlborough Town Hall** on **Monday, 19 May 2025** at **7pm**.

Yours sincerely

Richard Spencer-Williams

Richard Spencer-Williams, PSLCC

Town Clerk

If members of the public wish to attend and ask a question they should notify the Town Clerk of this by noon on the Friday prior to the meeting and provide their question in writing at the same time.

If members of the public wish to ask a question, but not attend, they can provide the question in writing to the Town Clerk by noon on the day of the meeting, and a written response will be provided.

PUBLIC QUESTION TIME

In accordance with Standing Order 3(f), members of the public may ask questions of the Planning Committee. The time allocated for this should not exceed 10 minutes and be limited to one question per person unless directed otherwise by the Chair. A full response may not be possible without further research, and the Chair may direct that a written or oral response be given.

AGENDA

- 1. Apologies**
- 2. Declaration(s) of Interest**
To receive declarations of interest and consider any requests for dispensation
- 3. Chair's Announcements**
- 4. Minutes**
To confirm the minutes of the meeting held 14 April 2025
- 5. Action Log**
To receive an update on the action log
- 6. Planning Decisions**
To note the planning applications recently determined by Wiltshire Council
- 7. Planning Applications**
To consider application consultations received from Wiltshire Council
- 8. Works to Trees**
To consider application consultations received from Wiltshire Council
- 9. Highway and Footway Improvements**
To consider improvement requests
- 10. Sealed Traffic Order**
To note a sealed traffic order relating to C18 Frees Avenue, Marlborough
- 11. Consultation on draft Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site Supplementary Planning Document**
To note a consultation and consider whether to make a corporate response
- 12. Speed Indicator Devices**
To note the most recent data reports and consider the location plan
- 13. Town Centre Working Party**
To receive a verbal update, restate membership and consider the Terms of Reference
- 14. Temporary Road Closures**
To note and consider orders issued by Wiltshire Council

To confirm the minutes of the meeting held 14 April 2025

Marlborough Town Council



Planning Committee

Minutes of a meeting of the Planning Committee held Monday, 14 April 2025 in the Court Room, Marlborough Town Hall at 7pm

PRESENT	Councillor James Sheppard	Chair
	Councillor Kym-Marie Cleasby	Town Mayor (<i>ex officio</i>)
	Councillor Mervyn Hall	Vice Chair
	Councillor Mark Cooper	
	Councillor Caroline Thomas	
	Councillor Kelvyn Shantry	
	Councillor Susannah O'Brien	
	Councillor Emily Trow	
	Councillor Caroline Sadler	
	Richard Spencer-Williams	Town Clerk
Dawn Whitehall	Corporate Services Officer	

ALSO

PRESENT	Neil Goodwin	Marlborough.News
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PUBLIC QUESTION TIME

There were no questions.

- 440/24 APOLOGIES**
Apologies for absence had been received from **Councillors Fogg, Ross, Farrell, Davies, Luson, Kohrt and Beaumont.**
- 441/24 DECLARATIONS**
Councillor Hall – agenda item 7(f) – planning application at The Merchant's House – non-pecuniary interest. **Councillor Cooper** – agenda item 7(m) – planning application at Jefferies Close – non-pecuniary interest.
- 442/24 CHAIR'S ANNOUNCEMENTS**
A Q1 (January-March) parish report had been received from Wiltshire Police, and copies were tabled for Members.

The Planning Officer has agreed an extension for the comments date for application PL/2025/03165 – Erection of retirement apartments at the former police station in George Lane so that it can be considered at the Planning meeting on 19 May.

443/24 MINUTES

RESOLVED: that the minutes of the meeting held 17 March 2025 were confirmed as a true record and signed by the Chair.

444/24 ACTION LOG

Members noted the updated action log.

#89: Safe crossing point Port Hill to The Common: The **Town Clerk** reported that the Grounds Manager had completed CAT and GENNY training, enabling him to confirm that there were no underground cables in the proposed location for a pole to be installed at Port Hill to allow a speed indicator device to be positioned here. An indicative plan would be submitted to Wiltshire Council to get permission for the Town Council team to install it.

445/24 PLANNING DECISIONS

Members noted the planning applications that had recently been determined by Wiltshire Council.

446/24 PLANNING APPLICATIONS

a) **PL/2025/02468** – change of use of offices to 6 residential flats; provision of parking for flats; associated changes to windows at Ailesbury Court, High Street, Marlborough for Hadleigh PVT

RESOLVED: that Marlborough Town Council has no objection to this application

b) **PL/2025/02750** – change of use of offices to 6 residential flats; provision of parking for flats; associated changes to windows at Ailesbury Court, High Street, Marlborough for Hadleigh PVT

RESOLVED: that Marlborough Town Council has no objection to this application

c) **PL/2025/02276** – internal and external restorative works including removal and replacement of oak beams and old leadwork, making good of disturbed areas, renewal of external hopper head and replacement downpipe, repair of water damaged ceilings, and repair and repointing of brickwork at 138a High Street, Marlborough for Mrs S Haine & Mr G Smith & F Smith c/o Kilpatrick & Co

RESOLVED: that Marlborough Town Council has no objection to this application

d) **PL/2025/02671** – comprehensive repair and refurbishment of building externally and internally, including removal of non-original partition walls, repair and replacement of defective floorboards, removal of previous tenant’s hanging sign on front elevation, repair, maintenance and replacement of roof, windows and doors with like for like, and repair of rear gable wall with associated works (re-submission with minor variance to previously approved LBC) at 30 High Street, Marlborough for Mrs J Garside
RESOLVED: that Marlborough Town Council has no objection to this application

e) **PL/2025/02480** – 1 no new non-illuminated fascia sign at 119 High Street, Marlborough for Mr Andrew Tubb, WoolOvers
RESOLVED: that Marlborough Town Council has no objection to this application

Councillor Hall did not vote on the following application

f) **PL/2025/02954** – demolition and rebuilding of the tall leaning rear chimney at The Merchant’s House, 132 High Street, Marlborough for The Merchant’s House Trust
RESOLVED: that Marlborough Town Council has no objection to this application

g) **PL/2025/02384** – renovation and redecoration work, with minor internal alterations and external works including proposed extract fan at 86 High Street, Marlborough for Mrs Rebecca Hall of Elizabeth James Ltd
RESOLVED: that Marlborough Town Council has no objection to this application

h) **PL/2025/03155** – renovation and redecoration work and external works including proposed extract fan at 86 High Street, Marlborough for Mrs Rebecca Hall of Elizabeth James Ltd
RESOLVED: that Marlborough Town Council has no objection to this application

i) **PL/2025/02103** – proposed garage and extension to dwelling at No. 1 Highfield, The Common, Marlborough for Mr J Weeks, Price & Weeks Property Ltd
RESOLVED: that Marlborough Town Council has no objection to this application

j) **PL/2025/02481** – two storey side and rear extension at 12 Barrow Close, Marlborough for Dr & Mrs Raik Jarjis
RESOLVED: that Marlborough Town Council objects to this application in agreement with the Highway Officer’s concerns about the loss of a parking space and overspill to on-street parking

- k) PL/2025/02511** – construction of a car park space and erection of a domestic shed at 10 Priorsfield, Marlborough for Mr M Cowen
RESOLVED: that Marlborough Town Council has no objection to this application
- l) PL/2025/02859** – proposed removal of the existing lean-to conservatory and replace with a single storey rear extension, demolition of the single garage and creation of a ground floor bay window at the front elevation & creation of new driveway parking including dropped kerbs at 13 Reeds Ground, Marlborough for Mrs Sharon Pawlaczek
RESOLVED: that Marlborough Town Council has no objection to this application subject to the Highway Officer’s condition being met
- Councillor Cooper did not vote on the following application*
- m) PL/2025/03030** – single storey extension to front elevation at 2 Jeffries Close, Marlborough for Mrs R Patel
RESOLVED: that Marlborough Town Council has no objection to this application
- n) PL/2025/02993** – retrospective application for installation of a carport on one side of the front driveway at The Laurels, Cold Harbour Lane, Marlborough for Mr John Doré
RESOLVED: that Marlborough Town Council has no objection to this application
- o) PL/2025/03218** – proposed two storey side extension, partial garage conversion and internal alterations at 10 St Margaret’s Mead, Marlborough for Nicola Hobbs
RESOLVED: that Marlborough Town Council has no objection to this application
- p) PL/2025/03230** – retrospective application to create off street parking at 36 London Road, Marlborough for Mr & Mrs Wesley Hulshof
RESOLVED: that Marlborough Town Council has no objection to this application subject to the satisfaction of the Highways Officer
- q) PL/2025/03319** – erection of illuminated and non-illuminated signs to the exterior of the building at The Roebuck Inn, London Road, Marlborough for Admiral Taverns
RESOLVED: that Marlborough Town Council has no objection to this application

447/24

WORKS TO TREES

- a) PL/2025/02887** – T1 – reduce the crown of one Holly tree by 50% at 42 St Martins, Marlborough for Mr Pickles
RESOLVED: that Marlborough Town Council has no objection to this

application

b) PL/2025/02969 – T1 Birch tree – remove to ground level at 17-18 High Street, Marlborough for James Rose, Rose Tree Care Ltd

RESOLVED: that Marlborough Town Council has no objection to this application

448/24 PLANNING APPEAL

Members noted that the Inspector had dismissed an appeal (APP/Y3940/D/24/3352664) against refusal of PL/2024/02829 (retrospective) erection of an open sided veranda attached to house to provide shelter for existing patio and provision of domestic outdoor secure cat pen at D'Arenberg House, Chandler's Yard, Marlborough.

449/24 HIGHWAY AND FOOTWAY IMPROVEMENTS

Members considered a highways improvement request to add a 'no entry' sign at the right turn from High Street (southeast) to High Street/Kingsbury Street across the front of the Town Hall. Discussion points included:

- This area of the highways was not currently 'no entry'
- The 'keep left' blue sign is to prevent traffic travelling the wrong way (west) along the north part of the High Street
- It would not be possible to make the stretch of High Street from the north of the Town Hall to the junction with Kingsbury Street 'no entry' because it was a bus route
- Members believed drivers were very cautious and careful when making this manoeuvre, and were not aware of any incidents at this location
- Budget: there were other areas with higher priority needs

RESOLVED: to take no further action with this request

450/24 PROPOSED TRAFFIC REGULATION ORDER

Members considered a consultation proposing changes to The County of Wiltshire (Various Roads, Marlborough) (20MPH Speed Limit) Order 2025 to introduce changes to the 20MPH zone to include:

- A4 High Street Marlborough from its junction with Hyde Lane for a distance of 25 metres in a southerly direction
- Back Lane
- Cardigan Road
- Cross Lane
- Culvermead Close
- Ducks Meadow
- Figgins Lane
- George Lane

- High Street Marlborough (western leg)
- Hyde Lane
- St Johns Close

The **Chair** recorded the Town Council's thanks to **Councillor Davies** who had worked hard on this, particularly to include George Lane in the 20MPH zone.

RESOLVED: to respond to the consultation expressing the Town Council's strong support for the proposal

Councillor Sadler questioned whether the southern stretch of the High Street between the Pewsey Road junction and the eastern boundary of St Peter's church was included; it was noted that if not this would need to be raised a separate request as it was too late to be included in the order.

451/24 CONSULTATION ON TEMPORARY ROAD CLOSURE

RESOLVED: that Marlborough Town Council supports the application for a temporary road closure to support the Parade Family Festival on Saturday, 14 June, 08:00-23:30 at The Parade, Marlborough from between New Road and London Road

452/24 SPEED INDICATOR DEVICES (SID)

Members noted the most recent data download from the SID at A4 Bath Road (40mph), 12-25 March 2025.

453/24 TOWN CENTRE WORKING PARTY

Councillor Shantry gave a verbal update:

- Gateway and visitor fingerpost signs had been installed and were looking good
- A meeting was scheduled in May between the Working Party and Charlotte Hitchmough of ARK to begin work to prioritise areas where rain gardens could be implemented, and to look at funding requirements
- Following a tender process, PJA had been appointed to create a town centre vision and plan. The work was expected to take around 5 months and would result in a proposal that would be scalable and able to be implemented in blocks. The company had extensive experience with other local authorities and would also be able to suggest different funding routes. The first stage would be research and analysis, engaging with local people, businesses and young people and gaining an understanding of highway issues, before developing a plan and design solutions for consideration.

The **Chair** thanked the Town Centre Working Party members for their hard work and noted that the new signage made a huge difference.

Other comments included:

- Following the election this working party would need to be re-confirmed, with an opportunity for all Members to join
- It would be important for Wiltshire Councillor representation on the working party as Wiltshire Council's co-operation would be required for any changes, particularly to the highway

454/24 TEMPORARY ROAD CLOSURES

Members noted Orders issued by Wiltshire Council under Section 14(1) of the Road Traffic Regulation Act 1984 to close temporarily to all traffic:

- a) TTRO 10320: C6 (part), Mildenhall, from its junction with Church Lane to its junction with Greenway Road between 09:30-15:30 from 12-14 May to enable Openreach to carry out UG civil works and overlay duct
- b) TTRO10328: George Lane (part), Marlborough; from its junction with A345 to its junction with Ducks Meadow between 09:30-15:30 from 22-23 May to enable Openreach to carry out blockage clearance works on the highway by accessing structure. Excavation is required.

Members expressed concern at yet more disruption on the roads, noting that the timing didn't fit with school hours as the school day ended at 15:10. They questioned why this could not be done overnight to reduce the disruption, and this led to a wider discussion about how utility permits were planned and coordinated.

ACTION: Town Clerk to write to Street Works referring to TTRO210328 as an example of works that Members believed could be scheduled overnight and to ask for an explanation of why this could not be done: and to ask whether, going forward, overnight working could always be considered as the first option

- c) Blanket Order confirmed dates – Gazette and Herald area – Surface Dressing
 1. A346 (Part), Marlborough, Ogbourne St Andrew and Ogbourne St George; TBC
 2. B4039 (Part), Nettleton; TBC
 3. B4003, Avebury; TBC
 4. C104 (Part), Brinkworth; 02 - 04 April 2025
 5. C197 (Part), Shalbourne; TBC
 6. C66 (Part), Great Somerford; TBC
 7. C88 (Part), Brinkworth; TBC
 8. C190 (Part), Aldbourne; TBC
 9. C154 (Part), Grittleton, Stanton St Quintin and Kington St Michael; 02 - 04 April 2025
 10. C198 (Part), Ham; 11 - 13 April 2025
 11. C74 (Part), Great Bedwyn; 09 - 11 April 2025

12. C84 (Part), Luckington and Alderton; 04 - 06 April 2025
13. Highway Common, Hilmarton and Compton Bassett; 07 - 09 April 2025
14. UC 326402, Shalbourne; 11 - 15 April 2025
15. UC 847401, North Wraxall, Biddestone and Slaughterford; 02 - 05 April 2025
16. C6 (Part), Ramsbury; TBC
17. C503, Devizes; TBC
18. C8 (Part), All Cannings; TBC
19. C248, Urchfont; TBC
20. C351 (Part), North Newnton and Rushall; TBC
21. A4 (Part), Chippenham and Calne Without; TBC
22. C1 (Part), Easton Grey; TBC
23. C139, Cherhill; TBC
24. C71 (Part), Grittleton and Nettleton; TBC
25. St Paul Street, Chippenham; 02 - 04 April 2025
26. Leafield Way (Part) Spur Road, Corsham; (Patching only - completed)

The **Chair** thanked Members for their work during the Council term.

The meeting closed at 8.03 pm

ITEM 5ACTION LOG

Min #	Owner	Status & Mtg Date	Notes
#5 HIGH STREET CROSSING PETITION			
169/21	Town Clerk	In progress 31/08/21	<p>Town Clerk spoke to Mrs Hamblin on 25.10.21. Mrs Hamblin's view was that what was needed was a 'proper' crossing that suitably assisted those in particular with 'vulnerabilities' such as impaired vision or mobility to safely cross the large and busy High Street. A 'soft' crossing scheme as proposed she felt was inadequate for the needs of many of Marlborough residents.</p> <p>On 1.11.21 Cllrs Hall, Thomas, Sheppard, & Town Clerk met WC Highways engineer, Martin Cook to discuss ideas/options. MC undertook to see what scheme could be devised to cross High St near where Waitrose is located.</p> <p>10.01.22: Cllr Thomas submitted CATG request to MTC on 14.3.22. MTC support - CATG request forwarded to WC on 15.3.22.</p> <p>6.6.22: Mrs Hamblin had indicated that she was now more willing to accept any location rather than no crossing at all. Request with LHFIG but likely to be subject to a substantive bid once assessed by an engineer. WC Highways engineer to do plan and costing.</p> <p>28.11.22 Discussed at LHFIG on 24.11.22 - WC Highways to do feasibility plan and costing in readiness for 2023 24 substantive bid in June/July 2023 (if feasible).</p> <p>14.2.23 Plan received from WC Highways on 14.2.23, on agenda 27.2.23 for MTC Planning Committee consideration.</p>

Min #	Owner	Status & Mtg Date	Notes
			27.2.23 Scheme deemed not appropriate/suitable by Planning Committee; referred to Town centre Working Party.
#76 SAFETY MEASURES AT FREES AVENUE			
431/21	Town Clerk	Complete 14/03/22	<p>20.3.23 agreed to share 25% cost with neighbouring parishes to move speed limit to Rockley.</p> <p>15.3.23 Agreed at LHFIG on 11.3.23 for MTC to pay two thirds' costs of £750.</p> <p>23.3.23 Speed Limit referred back to Planning Committee at request of LHFIG for re-consideration of contribution to cost of Rockley location or speed limit (re Preshute contributing).</p> <p>24.11.23 Proposed new speed limit out for consultation.</p> <p>19.12.23 Email Received from WC: notifying that the consultation on the 40MPH speed limit has ended. As objections were received for the same, details of all letters of objection or support will be considered in a report placed before the Cabinet Member for Transport, Waste, Street Scene and Flooding. WC will contact us again when a decision has been made regarding this proposal. WC Highways to advise 40mph limit to be moved just past 'cemetery sign' following consideration of the matter at the LHFIG meeting 2.5.24.</p> <p>11.9.24: WC informed MTC that the Speed Limit will need to be readvertised</p> <p>On agenda 21.10.24 Revised proposed speed limit approved</p> <p>9.1.25 WC Highways emailed MTC to confirm the 'project' will be implemented as advertised in due course.</p> <p>23.04.25: Sealed Traffic Order confirms the 40mph zone extended beyond the cemetery (on agenda 19.05.2025 – item 10)</p>
#89 SAFE CROSSING POINT PORT HILL TO THE COMMON			
256/20	Town Clerk	In progress 02/11/20	<p>02.11.20: Written motion presented by Cllr Farrell to support petition presented by Hannah Cartwright. RESOLVED That the Town Council supports this request for a safer crossing point, whether a pedestrian crossing, reduction in the speed limit or by other means. It needs a full and urgent review through CATG and Highways officers. Also, to request a pedestrian count and to seek alternative Wiltshire Council funding options to conduct a whole town transport strategy.</p> <p>15.08.22: TC update - traffic survey had been in wrong location for Police to start risk assessment/enforcement. Too dangerous for Community Speed Watch. Town Clerk in discussions with WC to find way forward.</p> <p>16.8.22 Cllr CT emailed Police to ask for advice and assistance in progressing this issue.</p> <p>19.8.22 - WC emailed Town Clerk to state traffic survey was done in the best possible location given constraints, and that they had planned meeting to look at how best to collaborate with Police in these situations.</p> <p>19.8.22 Town Clerk emailed WC to ask for how they would advise to proceed given there is a known speeding issue at this location?</p>

Min #	Owner	Status & Mtg Date	Notes
			<p>05.09.22: JS escalated to PCC/Wilts Police/Wilts Council.</p> <p>28.11.22 Post to be installed by MTC for use of SID on green/ junction with Port Hill/Herd St.</p> <p>7.12.22 MTC reviewed SID guidance, due to distance between proposed location for pole and speed limit post cannot be installed for SID use.</p> <p>31.3.23 SID guidelines being revisited to reassess if can install pole. RSW re-stated to Police the need for enforcement.</p> <p>15.3.23 Enforcement action taken by Police February & March 2023; no evidence for speeding.</p> <p>12.6.23: Cllr Thomas to follow up with WP. Town Clerk re-requested enforcement action at Police Tasking meeting 20.7.23.</p> <p>LHFIG request for 40mph speed limit buffer-zone and traffic calming on agenda for 13.11.23; referred by TCWP - supported by MTC 13.11.23 for referral to LHFIG.</p> <p>Considered by LHFIG on 25.1.24 – Highways Engineer to check whether 40MPH buffer zone is feasible</p> <p>12.7.24 Discussed at LHFIG</p> <p>11.7.24 WC Highways Engineer advised was not possible. This was challenged by MTC/WC Councillors, and the engineer undertook to recheck if this is the case; and if so, provide an explanation including the relevant guidance and reasons for this judgement</p> <p>2.12.24 LHFIG reps still pushing for response on slowing down buffer zone. Cllr Farrell asked whether police could provide evidence of ‘no speeding’? Advised Area Board on 3.12.24 is “all things policing” and to ask in person</p> <p>3.4.25 RE Possible new pole for SID - Land parcel has substation and x2 BT boxes on it; Grounds Manager booked to do CAT and GENNY training 4.4.25 to enable to Grounds Manager to locate if or where underground cables are and assess if it is safe to install a pole. Survey to be carried out 6.4.25.</p> <p>23.4.25 Survey clear. Indicative plan submitted to WC for permission to install.</p> <p>7.5.25 Preliminary permission granted by WC Highways; currently in the process of agreeing a date to do the works.</p>
#143 20MPH SPEED LIMIT REVIEW			
284/22	Town Clerk	In progress 06/02/22	<p>LHFIG request sent 7.2.23. LHFIG supported request on 11.3.23. MTC to provide additional street names for adding to review.</p> <p>30.5.23 MTC WP to meet 8.6.23 to review.</p> <p>13.6.23 WC Highways emailed with preferred review locations; 1. London Road –section from Elcot Lane junction to the double mini roundabout 2. Salisbury Road – Tesco roundabout to the double mini roundabout 3. George Lane – end to end 4. Pewsey Road – St Peter’s roundabout to junction with George Lane 5. Bridewell St – St Peter’ roundabout to junction with College Fields 6. Herd St – Junction St Martins to junction with The Common 7. The Common – junction Herd St to Kingsbury St. 8. Port Hill – junction The Common/Herd St</p>

Min #	Owner	Status & Mtg Date	Notes
			<p>to 50 yards past Golf Club entrance. Plus, existing; Kingsbury St, Oxford St, St Martins, High St, New Rd.</p> <p>4.7.23 WC Highways emailed adding request for Hyde Lane/Cross Lane/Back Lane/St Johns Close</p> <p>22.7.24 Report received; on the agenda for the Planning Committee</p> <p>29.7.24.</p> <p>9.8.24 Town Clerk emailed WC Highways to confirm MTC support implementation in Hyde Lane, Back Lane, Cross Lane, Cardigan Road and St Johns Close as recommended in the report. Also, that MTC, via WC Cllr Davies, will be requesting reconsideration of the 20MPH speed limit in George Lane, with unanimous and strong support within the Council</p> <p>2.12.24 WC Cllrs in discussion with Cabinet Members re George Lane. LHFIG Chair to call extraordinary meeting to resolve</p> <p>3.2.25 Both areas (Hyde Lane + and George Lane +) would go to next stage - public consultation</p> <p>23.4.25 Public consultation live; consultation period ends 12 5 25</p>
#151 COMMUNITY SPEED WATCH			
359/22	Town Clerk	In progress 24/04/23	<p>15.3.23 Town Council to facilitate the creation of local CSW teams and provide publicity to call for people to take part</p> <p>12.6.23 Volunteers being recruited</p> <p>25.9.23 Cllr Trow expressed interest in becoming involved</p> <p>Needs further consideration and support to progress</p>
#184 HIGH STREET SHORT STAY PARKING/LOADING BAY			
228/23	Town Clerk	In progress 25/09/23	<p>Submitted on 02.10.23</p> <p>24.01.24: prioritised with action for WC Highways engineer to progress</p> <p>Proposal received from WC on 11.11.24. On agenda 02.12.24. Resolved to accept the revised plan as proposed by the Highways Engineer. 3.12.24 email sent to WC Highways to confirm.</p>
#219 ILLUMINATED SIGNS AT SPECSAVERS AND SPACE NK			
PQT	Town Centre Working Party	In progress 18/03/24	<p>8.4.24 - referred to TCWP to investigate wider implications of High Street lighting to make a recommendation to the Committee</p> <p>2.12.24 TC to check with enforcement officer for response re shop signage near St Peters</p> <p>3.2.25 - matter of shop near St Peters now with Enforcement Officer</p>
#284 GEORGE LANE ROADWORKS			
454/24	Town Clerk	Complete	<p>RSW emailed WC 24.4.25. WC replied: night working not always possible to enforce and in this case the request is for daytime hours as excavations are involved. WC agreed to amend/shorten work hours to avoid school run.</p>

To note planning applications determined by Wiltshire Council 7 April-11 May 2025:

a) **PL/2025/02276** – 138a High Street, Marlborough

Internal and external restorative works including removal and replacement of oak beams and old leadwork, making good of disturbed areas, renewal of external hopper head and replacement downpipe, repair of water damaged ceilings and repair and repointing of brickwork

Decision: Approve with conditions **MTC:** No objection

b) **PL/2023/02738** – Former gas storage site, Kelham Gardens, Marlborough

Redevelopment of site for residential use, including vehicular and pedestrian access and parking, amenity space, landscaping and associated works

Decision: Approve with conditions **MTC:** Strongly objects on the grounds that it is not compliant with Policy MARL1 of the MANP which specifies up to 10 affordable homes at this site

Note: Called in for discussion at Eastern Area Planning Committee on 27 March 2025 by Councillor Thomas. The Committee Report and decision notice can be found here

<https://development.wiltshire.gov.uk/pr/s/planning-application/a0i3z00001AZCSY/pl202302738?tabset-8903c=2>

c) **PL/2023/03305** – York Place, St Martins, Marlborough

Demolition of the existing buildings and construction of 28 affordable homes together with associated parking, access and landscaping

Decision: Approve with conditions **MTC:** RESOLVED: that Marlborough Town Council, having already objected to this application on the grounds of inadequate parking provision, the lack of social housing provision and lack of a construction plan, wishes to add a further comment to expand on the Town Council's parking concerns in relation to the developer's updated design and travel plan (see below), strongly disagrees that parking demand is likely to be lower at these proposed properties: The developer argues the case for only 1 space per 2 bed property vs one per bedroom required in Wiltshire Council's LTP3 Car Parking Strategy, based on "suggestions" made by 'WDC'. Having reviewed Wiltshire Council's current Car Parking Strategy, the idea of reducing parking spaces as a means of reducing car use is clearly refuted: 3.25 Controlling the amount of parking provided in new business development (private non-residential (PNR)) and for new housing (residential) has historically been used as a way of seeking to influence both car use and car ownership levels. However, even though the emerging Wiltshire LDF is seeking to allocate new development in the most sustainable locations (i.e. close to service centres and/or with good public transport links), it is considered generally unrealistic to seek to influence car ownership levels through parking measures as the majority of people will still want to own a car for the flexibility it provides (e.g. for visiting family and friends, for bulk shopping, for holiday trips, etc). Indeed, a study undertaken on behalf of the former South West Regional Assembly concluded that restricting residential parking has little impact on either car usage or levels of ownership. 3.26 It is considered, therefore, that the focus of the council's parking strategy should be on influencing car use through appropriate parking measures at destinations (e.g. retail, commercial and employment areas) and not

seeking to control car ownership levels through overly restrictive residential parking measures which can cause street scene or safety issues as a result of parking overspill. In terms of residential parking standards (para 3.36 onwards) Policy P6 notes "Reduced residential parking requirements will be considered in the following circumstances:

- where there are significant urban design or heritage issues
- where parking demand is likely to be low
- where any parking overspill can be controlled."

None of these 3 apply. And in Chapter 7, the discounting process applies to private non-residential only. The travel plan includes an assessment of available parking capacity on local roads and concludes it is at capacity (and we would suggest it is over capacity when the level of illegal parking on restricted roads is also considered. The travel plan study ignores this point). This means the inevitable overspill cannot be accommodated and will have a significant negative impact on the surrounding amenity. I say inevitable given ONS data shows the South West has just 13% of households without a car - a number influenced downwards by those a) in relative poverty and b) living within urban areas with reasonable travel options - neither of which will apply to future residents of York Place, as the 80% affordable rents/purchase prices would be applied in one of the most expensive towns in the county. A car parking survey (https://marlborough-tc.gov.uk/images/Neighbourhood_Plan/MANP_Car_Parking_Study_Report.FINAL.pdf) conducted in September 2017 as part of the work to create a Neighbourhood Plan (Made March 2023: policy MARL5 – Improving Public Parking) concluded that there are insufficient spaces at peak times to accommodate local and visitor parking) https://www.wiltshire.gov.uk/media/11052/Marlborough-Area-Neighbourhood-Plan-Made-version/pdf/Marlborough_Area_Neighbourhood_Plan_2021-2036_MADE_March_2023.pdf?m=1679930478850

Notes: Condition 12: "No development shall commence until a draft Travel Plan-Welcome Pack has been submitted to and approved in writing by the Local Planning Authority in accordance with the recommendations of the submitted Travel Plan (dated August 2023). No unit shall be occupied until those parts of the Travel Plan-Welcome Pack capable of being implemented prior to occupation have been implemented. The Welcome Pack will be provided to each unit on first occupation of that said unit and provided to each new occupier of that unit/any unit which remains in the control of the applicant for at least five years following first occupation of the last residential unit. If required, the Welcome pack shall be updated on issuing and comprise up-to-date information at the time of issue. Reason: In the interests of reducing the amount of private car movements to and from the development in accordance with the aims of Core Policy 60, 62 and 64 of the Wiltshire Core Strategy and the planning policy advice of the National Planning Policy Framework."

The full decision document is available at <https://development.wiltshire.gov.uk/pr/s/planning-application/a0i3z00001AaRRy/pl202303305?tabset-8903c=2>

- d) PL/2024/11111** – Land to the Rear of 134-135 High Street, Marlborough
Conversion of outbuildings to the rear of 134-135 High Street, Marlborough to residential

use (Use Class C3) comprising of 1 no. 4-bedroom dwelling
Associated internal and external works to include the creation of a series of new window and door openings (utilising existing but bricked up openings where possible), works to the internal layout of the outbuildings and the blocking up of the existing connection with the adjacent retail unit, rebuild roof and dormer window with raised eaves on lower block, remove existing chimney stack at rear. (amendment to PL/2024/01980) (part retrospective)

Decision: Approve with Conditions **MTC:** No objection

- e) **PL/2024/11122** – Land to the Rear of 134-135 High Street, Marlborough
Variation of condition 2 (approved plans) on PL/2024/01992 to amend the internal layout and window arrangement and detail (part retrospective)

Decision: Approve with Conditions **MTC:** No objection

- f) **PL/2025/01251** – Preshute House, Preshute Lane, Manton, Marlborough
Conversion of a room within the squash court building from its current use as a general storeroom into a plant room to house new heating and hot water plant to service the boarding house.

Decision: Approve with conditions **MTC:** No objection

- g) **PL/2025/01522** – 25 St Martins, Marlborough
Remove Tiles, and carefully set aside for re-use, remove and dispose of existing felt & batten. Reuse existing plain tiles and replace any damaged tiles from local reclamation yard to ensure colour match or renew with handmade clay plain tile. (colour to be agreed.) Refurbish chimney to rear elevation, renew lead flashing and repointing where required using lime mortar mix. Renew guttering to front & rear elevation in cast iron, painted black gloss. Renew Fascia & Soffits to front elevation in timber. (painted to match existing.)

Decision: Approve with conditions **MTC:** No objection

- h) **PL/2025/02009** – Marlborough Leisure Centre, Barton Dene, Marlborough
Installation of a Biomass Silo and an external accumulator tank to feed fuel to biomass boilers and store hot water

Decision: Approve with Conditions **MTC:** No objection

- i) **PL/2025/02887** – 42 St Martins, Marlborough
T1 – Reduce the crown of one Holly tree by 50%

Decision: No objection **MTC:** No objection

PL/2025/02969 – 17-18 High Street, Marlborough
T1 Birch tree – remove to ground level

Decision: No objection **MTC:** No objection

To consider Planning Applications received from Wiltshire Council. Councillors and members of the public should contact the Town Clerk by midday on 19 May if they feel any of the following applications need full discussion at the meeting.

- a) [PL/2025/03165](#) – Full Planning Permission
Erection of retirement apartments (category II type) with communal facilities, car parking and sub station to serve the development (demolition of police station) at Former Police Station, George Lane, Marlborough for McCarthy and Stone Retirement Lifestyles Ltd

- b) [PL/2024/11675](#) – Full Planning Permission
Refurbishment of boarding house including extensions to the south west and north west wings, increasing the roof height and reconfiguration of the main entrance, energy efficiency upgrades, new ramped access to the main entrance, and external hard and soft landscaping at C2 Boarding House, Marlborough College, Edwards Meadow, Marlborough for Marlborough College, Estates Dept

- c) [PL/2025/02665](#) – Listed building consent (Alt/Ext)
Underpinning to the south elevation of 2, 3 and 4 Pewsey Road. Window replacement and repairs to windows, roof and chimney at Pewsey Road, Marlborough for Mr Geraint Morgan, Marlborough College

- d) [PL/2025/03473](#) – Listed building consent (Alt/Ext)
Conversion of a room within the squash court building from its current use as a general storeroom into a plant room to house new heating and hot water plant to service the boarding house at Preshute House, Preshute Lane, Manton for Mr Geraint Morgan, Marlborough College

- e) [PL/2025/03497](#) – Listed building consent (Alt/Ext)
Full roof replacement including lead valleys and hips. Remedial work to chimney, refurbishment of timber fascias, removal/refurbishment/replacement of soffit boards. Decoration of all rainwater goods and replacement if required at The Priory, High Street, Marlborough for Mr Adam Grant, Aster

- f) [PL/2025/03608](#) – Listed building consent (Alt/Ext)
The proposal is to provide a window and opening into the north-west wall of the ground floor sitting room at Pear Tree Cottage, Angel Yard, Marlborough for Louise Norton

- g) [PL/2025/04004](#) – Listed building consent (Alt/Ext)
Proposed replacement windows to front elevation at Kingsbury Hill House, 34 Kingsbury Street, Marlborough for Mrs H Russell

- h) [PL/2025/03488](#) – Householder planning permission
Two storey side extension at 1 Police Houses, Five Stiles Road, Marlborough for Mr & Mrs Richard McColl

- i) [PL/2025/03487](#) – Householder planning permission
Installation of air source heat pump at Maylong, Five Stiles Road, Marlborough for Mr Michael Jones
- j) [PL/2025/03581](#) – Householder planning application
First floor extension over existing single storey ground floor extension to create new upstairs bathroom at 7 Reeds Ground, Marlborough for Mr Geoffrey Atkins
- k) [PL/2025/03667](#) – Householder planning permission
Rear extension and garage conversion at 31 Edwards Meadow, Marlborough for Catherine Pollard
- l) [PL/2025/03746](#) – Householder planning permission
Proposed single storey rear extension, including internal alterations at Highbanks, 64 London Road, Marlborough for Mr & Mrs Harrigan-James
- m) [PL/2025/03747](#) – Householder planning permission
Double storey rear extension and associated works at 14 Golding Avenue, Marlborough for Mr J Simon-Williams
- n) [PL/2025/03831](#) – Householder planning permission
Proposed single storey lean-to rear extension at 23 College Fields, Marlborough for Mr & Mrs Lawrence
- o) [PL/2025/04098](#) – Householder planning permission
Extensions to Dwelling/Garage and Internal and External Alterations at Merlins View, Granham Hill, Marlborough for P. Kane & J. Wray
- p) [PL/2025/04195](#) – Householder planning permission
Internal alterations with change to fenestration and external brickwork at 24 Thomson Way, Marlborough for Mr & Mrs Simon Baldock

ITEM 8

WORKS TO TREES

No applications have been received.

ITEM 9

GEORGE LANE PROPOSALS

To note a newsletter received from McCarthy Stone related to agenda item 6(a) [PL/2025/03165](#) Erection of retirement apartments (category II type) with communal facilities, car parking and sub station to serve the development (demolition of police station) at Former Police Station, George Lane, Marlborough for McCarthy and Stone Retirement Lifestyles Ltd

Newsletter

Following on from their consultation last year, McCarthy Stone has submitted proposals to Wiltshire Council for the site's redevelopment to provide a high-quality Retirement Living development featuring 30 one- and two-bedroom apartments, alongside shared spaces including a communal lounge and gardens, to encourage community and companionship. A community update newsletter provides an overview of the proposals. This newsletter is also being sent to immediate neighbours of the site, as well as those who requested to be kept up to date during the consultation.

The newsletter is attached at Appendix 1

Recommendation

Members are asked to note the newsletter.

Town Clerk
28.04.2025

ITEM 10

SEALED TRAFFIC ORDER

To note that Wiltshire Council issued a sealed traffic order on 23 April 2025 confirming the extension of a 40mph limit at Frees Avenue to a point beyond Marlborough Cemetery.

Frees Avenue – 40mph

Action Log #76 refers. Please see Appendix 2 for the full set of documents related to this order.

Press Notice

ROAD TRAFFIC REGULATION ACT 1984

THE COUNTY OF WILTSHIRE (C18 FREES AVENUE AND HYDE LANE, MARLBOROUGH) (40MPH SPEED LIMIT) ORDER 2025

(Previously advertised as 2024)

NOTICE IS HEREBY GIVEN that on 23rd April 2025 Wiltshire Council made the above mentioned Order under the Road Traffic Regulation Act 1984 the effect of which is to revoke The County of Wiltshire (C18 Frees Avenue and Hyde Lane, Marlborough) (40mph Speed Limit) Order 2015 and re-enact it in the above Order for administrative purposes and to introduce a 40mph speed limit on the following length of road:

C18 Frees Avenue, Marlborough – from a point 525 metres north west of its junction with The Common to a point 40 metres north west of the access to Marlborough Cemetery

A copy of the Order can be obtained via email request to TrafficOrders@wiltshire.gov.uk

Any person aggrieved by the Order and desiring to question the validity of the Order or of any provision contained in the Order on the grounds that it is not within the powers of the relevant Section of the above Act or on the grounds that any requirement of that Section or of Part III of Schedule 9 of the Act or any regulation made under the said Schedule, has not been complied with in relation to the Order may, within six weeks of the date on which the Order was made, make application for the purpose to the High Court.

The Order will come into operation on 9th May 2025.

Highways Assets and Commissioning, County Hall, Bythesea Road, Trowbridge BA14 8JN

Recommendation

Members are asked to note the order.

Town Clerk
30.04.2025

ITEM 11

CONSULTATION

To consider a consultation on draft “Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site Supplementary Planning Document”

Background

Wiltshire Council is consulting on the draft Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site Supplementary Planning Document [SPD].

Consultation documents

The draft Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site SPD and information on how to make comments will be published on the 6th May 2025 via the Wiltshire Council website at: <https://consult.wiltshire.gov.uk/kse/>

Hard copies of this document will also be made available during normal opening hours at County Hall and at **Marlborough**, Amesbury, Durrington and Salisbury **Libraries**.

How to comment

Comments are invited on the draft Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site SPD from the **6th May 2025 until 5pm on 17th June 2025**.

Comments can be made:

- Online via the Council’s consultation portal: <https://consult.wiltshire.gov.uk/kse/>

- By post in writing to: Melanie Pomeroy-Kellinger, Wiltshire & Swindon History Centre, Cocklebury Road, Chippenham, Wiltshire, SN15 3QN. If responding by post, comment forms are available from County Hall and Marlborough, Amesbury, Durrington and Salisbury Libraries.

Next steps and further information

All comments received during the consultation period will be taken into consideration.

The following events will take place during the consultation:

- **Online Information Session on Tuesday 13 May, 5.30pm - 6.30pm.**
<https://bit.ly/42Y0e1b>
- In person drop-in event at Wiltshire & Swindon History Centre, Chippenham on Friday 6 June, 11am – 3pm.

Recommendation

Members are asked to note the consultation and consider whether to make a corporate response.

Town Clerk

6.5.25

ITEM 12 HIGHWAY AND FOOTWAY IMPROVEMENTS

No requests have been received.

ITEM 13 SPEED INDICATOR DEVICES (SID)

To note the most recent speed data reports for George Lane between 26 March-8 April and London Road between 9– 23 April (Appendix 3) and to consider the SID rotation plan.

SID Locations

There is a SID permanently situated at Herd Street. A second SID is deployed on rotation to:

- Bath Road (30MPH, adjacent to Memorial Hall and 40MPH, near Golding Avenue)
- Chopping Knife Lane
- George Lane
- Kingsbury Street
- London Road (2 locations)
- Poulton Hill

The SID was moved to London Road on 8 April.

Recommendation

Members are asked to note this report and consider whether any changes are required to the SID location/rotation plan.

Deputy Town Clerk
12.05.2025

ITEM 14

TOWN CENTRE WORKING PARTY

To receive a verbal update, restate the Working Party membership and consider arrangements to update the Terms of Reference.

Purpose

The Committee is asked to restate the Town Centre Working Party (TCWP) membership for 2025/26 and consider the Terms of Reference.

Status

Membership

Current membership to date was Councillors Cleasby, Shantry and Sadler. Caroline Thomas and Jane Davies, who were on the working party, have now left the Council.

The next TCWP meeting is on 28 May 2025 at 2pm in the Council Chamber.

Terms of Reference

The current Terms of Reference for the Town Centre Working Party (TCWP) can be found at Appendix 4. These will need updating at the next TCWP meeting on 28 May, particularly in relation to the membership. The Committee may want to take a view on these at this stage, and/or simply delegate this task to the TCWP to agree.

Proposal

Members are asked to restate the Town Centre Working Party membership for 2025-26 and consider the arrangements for the Terms of Reference and instruct the Town Clerk accordingly.

Town Clerk
12.05.25

ITEM 15

TEMPORARY ROAD CLOSURES

- a) To **note and consider** Temporary Traffic Regulation Orders (TTRO) issued by Wiltshire Council under Section 14(1) of the Road Traffic Regulation Act 1984 to close temporarily to all traffic:

Temporary Closure of: The Parade (Part), Marlborough (TTRO 10409)

The Parade (Part), Marlborough; from its junction with New Road to its junction with Kennet Place

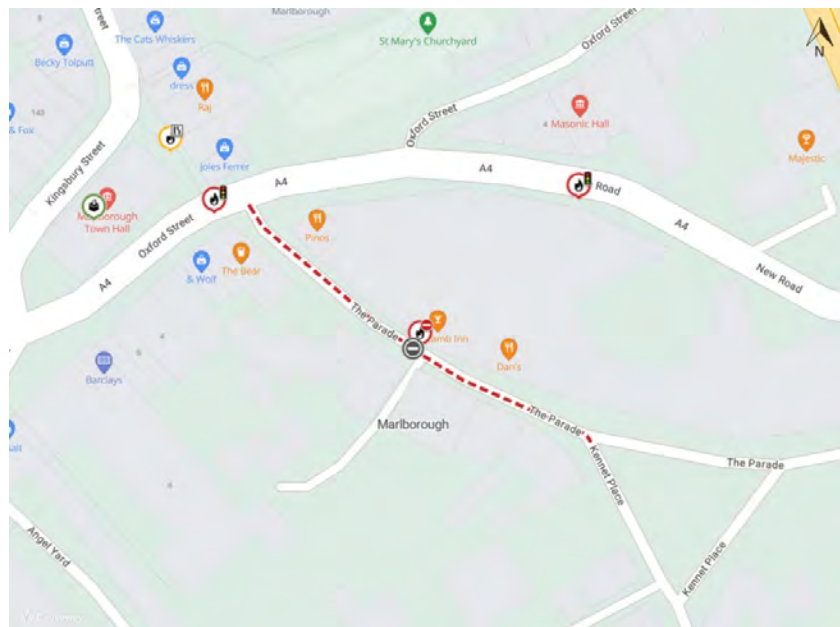
To enable: Wales & West Utilities to carry out gas main replacement and associated works.

No alternative route is available. The closure will be clearly indicated by traffic signs.

This Order will come into operation on **16 June 2025** and the closure will be required until **27 June 2025**.

It is anticipated that the works will take the stated duration to complete depending upon weather conditions. Access will be maintained for residents and businesses where possible, although delays are likely due to the nature of the works. The Order will have a maximum duration of 18 months.

For further information please contact Wales & West Utilities on 08009 122999.



The closure can also be found on one.network: <https://one.network/?tm=143092472>

b) To **note** Orders issued under the Town Police Clauses Act 1847 (TPCA)

TPCA Closure Order: The Parade (Part), Marlborough (14.06.2025) The Parade Family Festival

Wiltshire Council

Temporary Road Closure Order Town Police Clauses Act 1847

IN ACCORDANCE with Section 21 of the Town Police Clauses Act 1847, which section gives Wiltshire Council ("the Council") the power to make an Order for roads within its administrative area to be closed temporarily to all vehicular traffic (and for alternative routes to be observed) for the purposes of preventing obstruction.

The Council HEREBY ORDERS

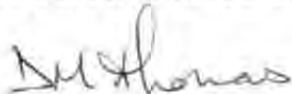
On: **Saturday 14 June 2025** between the hours of **08:00** and **23:30**

Purpose: **The Parade Family Festival**

The part of the road known as **The Parade (Part), Marlborough**; from its junction with A4 New Road to outside its property known as No.08 The Parade, to be closed (save in all cases of emergency) to all vehicular traffic.

Nothing in this Order shall prevent vehicles from proceeding in the said length of road when being used in connection with the event stated above.

This Order is made the 16th day of April 2025



PP
Signed by
SAMANTHA HOWELL
Director Highways and Transport

IMPORTANT: It is an offence to wilfully breach the terms of this order and anyone committing such an offence shall be liable on summary conviction in the Magistrates' Court to a penalty not exceeding £1,000.



**April
2025**

Submitted

**plans for a new retirement living community
on George Lane, Marlborough**

The submitted plans for the site's redevelopment include:

- ▶ A high-quality Retirement Living development featuring 30 one- and two-bedroom apartments.
- ▶ Shared facilities within the development, to include a communal lounge with a kitchenette and a hotel style guest suite for when loved ones come to stay.
- ▶ A single L-shaped building that is positioned to enable the provision of a resident's terrace garden to the east for the future homeowners.
- ▶ Designed with a scale and massing that is sympathetic to the site's context and respects the neighbouring properties.
- ▶ The design of the scheme has been developed to reflect the surrounding area with a balance of red brickwork, and areas of render, as well as brick detailing and red roof tiles.
- ▶ Sufficient levels of car parking on-site, with 18 spaces including disabled bays, alongside internal mobility scooter storage space.
- ▶ Landscaping enhancements will be introduced in the parking area as well as between the building and the boundary on all sides, together with generous tree planting throughout the site. This will improve the site's biodiversity and provide a green buffer between neighbouring properties.
- ▶ New landscaped areas to the front of the site border George Lane are also proposed, creating beautiful outdoor spaces for future homeowners and softening the site's appearance in the street scene.
- ▶ The retention of the existing feature Wiltshire Constabulary stonework, pillars and lamp archway along the boundary wall.
- ▶ Sustainability measures including EV charging points for all spaces, highly efficient materials to reduce heat loss as much as possible, while also minimising the risk of overheating in the summer, a future-proof development, with no gas across the development, and solar panels on the roof, which will provide electricity to the communal areas of the building.

View the submitted planning application

PL/2025/03165

Following consultation with the local community, McCarthy Stone has now submitted a planning application to Wiltshire Council. The proposals will deliver new retirement living accommodation, communal facilities, landscaped gardens and associated parking on the site of the former Marlborough Police Station on George Lane.

This newsletter provides more details on the submitted plans for the site.

McCarthy Stone's plans will be determined by Wiltshire Council in the coming months.

You can view the submitted plans by visiting:

www.mccarthystoneconsultation.co.uk/marlborough



**or by scanning
the QR code.**

If you have any further queries, please contact us by:

☎ 0800 298 7040

✉ feedback@mccarthystoneconsultation.co.uk



Indicative site layout plan

Responding to local comments

Local Demand

There is a considerable shortfall of this type of accommodation across the country, and it is important that communities address the current and future needs of their residents. Wiltshire Council's Draft Local Plan 2020 – 2038 highlights that Wiltshire has an ageing population, above national average, which housing strategies must account for. This is further outlined by the Office of National Statistics, which shows that the age groups over 50 years old are making up a higher portion of the local population in comparison to 2011.

Freeing up the local housing market

Independent research by WPI Economics outlines that retirement developments help to free up the housing chain by releasing larger family sized and first-time buyer properties back on to the local market. Many homeowners move from within a five-mile radius of our developments. Outside of this, many of those moving into the development will likely have a local connection to Marlborough, be that family, friends, or childhood links.

Pressures on local services

Independent research by WPI Economics has found that retirement developments overall have a reduced cost to and impact on the NHS and social care services. This is because the purpose-built nature of the accommodation results in less trips and slips and reduces bed blocking by enabling them to return home, safe in the knowledge that support is on hand.

Parking

McCarthy Stone parking provision has been informed through our independent research on parking trends across our sites across the country. The parking strategy will ensure that the site is wholly self-contained and will not lead to any overspill on to local roads. The move to specialised accommodation is 'needs based' and will often go hand-in-hand with choosing to give up car ownership. The provision will ensure that EV charging is available as well as mobility scooter parking.

McCarthy Stone schemes, by their very nature, tend to have a minimal impact on local highway networks, with lower levels of traffic generation and car ownership when compared with open market schemes, particularly given the tenure and age of those moving in.

Benefits



Each person living in a specialist retirement development enjoys a reduced risk of health challenges, reducing the cost to the NHS and local social services



Those in specialist retirement housing are half as likely to be lonely



Most McCarthy Stone customers move from within a 5-mile radius, releasing housing back into the market



Every 2 in 3 moves into retirement housing enables a first-time buyer to join the housing market



The creation of new and permanent jobs through construction, management and repairs, high street jobs and within the development



By its very nature, specialist retirement accommodation is regarded as a 'passive' form of residential development and considered to be an entirely 'sympathetic neighbour,' with extremely low levels of car ownership and traffic generation

Key Stages

- ▶ **December 2024**
Community consultation period
- ▶ **March 2025**
Submission of planning application to Wiltshire Council
- ▶ **Late 2025**
Wiltshire Council to determine the application (subject to change)
- ▶ **Early 2026**
Expected to start construction (subject to planning)

McCarthy Stone

Retirement living *your way*
Agenda

19 May 2025

WILTSHIRE COUNCIL**ROAD TRAFFIC REGULATION ACT 1984****THE COUNTY OF WILTSHIRE (C18 FREES AVENUE AND HYDE LANE,
MARLBOROUGH) (40MPH SPEED LIMIT) ORDER 2025**

The Council of the County of Wiltshire in exercise of its powers under Section 84 and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 (hereinafter referred to as "the Act") as amended and of all other enabling powers and after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 to the Act hereby makes the following Order:-

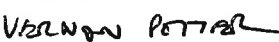
1. The County of Wiltshire (C18 Frees Avenue and Hyde Lane, Marlborough) (40mph Speed Limit) Order 2015 is hereby revoked.
2. No person shall drive any vehicle at a speed exceeding 40 miles per hour on the lengths of road specified in the Schedule to this Order.
3. No speed limit imposed by this Order applies to vehicles falling within Regulation 3(4) of the Road Traffic Exemptions (Special Forces) (Variation and Amendment) Regulations 2011 when used in accordance with Regulation 3(5) of those Regulations.
4. This Order shall come into operation on 9th May 2025 and may be cited as The County of Wiltshire (C18 Frees Avenue and Hyde Lane, Marlborough) (40mph Speed Limit) Order 2025.

SCHEDULE**Lengths of Roads in the Town of Marlborough
Subject to 40mph Speed Limit**

<u>Road</u>	<u>Description</u>
C18 Frees Avenue	From a point 36 metres north west of its junction with The Common to a point 40 metres north west of the access to Marlborough Cemetery
Hyde Lane, Marlborough	From its junction with C18 Frees Avenue for a distance of 21 metres in a south westerly direction

THE COMMON SEAL of
WILTSHIRE COUNCIL
was hereunto affixed this
23rd day of April 2025
in the presence of:-


Authorised Signatory
Wiltshire Council


PRINCIPAL SOLUTION



WILTSHIRE COUNCILROAD TRAFFIC REGULATION ACT 1984THE COUNTY OF WILTSHIRE (C18 FREES AVENUE AND HYDE LANE,
MARLBOROUGH) (40MPH SPEED LIMIT) ORDER 2025

(Previously advertised as 2024)

NOTICE IS HEREBY GIVEN that on 23rd April 2025 Wiltshire Council made the above mentioned Order under the Road Traffic Regulation Act 1984 the effect of which is to revoke The County of Wiltshire (C18 Frees Avenue and Hyde Lane, Marlborough) (40mph Speed Limit) Order 2015 and re-enact it in the above Order for administrative purposes and to introduce a 40mph speed limit on the following length of road:

C18 Frees Avenue, Marlborough – from a point 525 metres north west of its junction with The Common to a point 40 metres north west of the access to Marlborough Cemetery

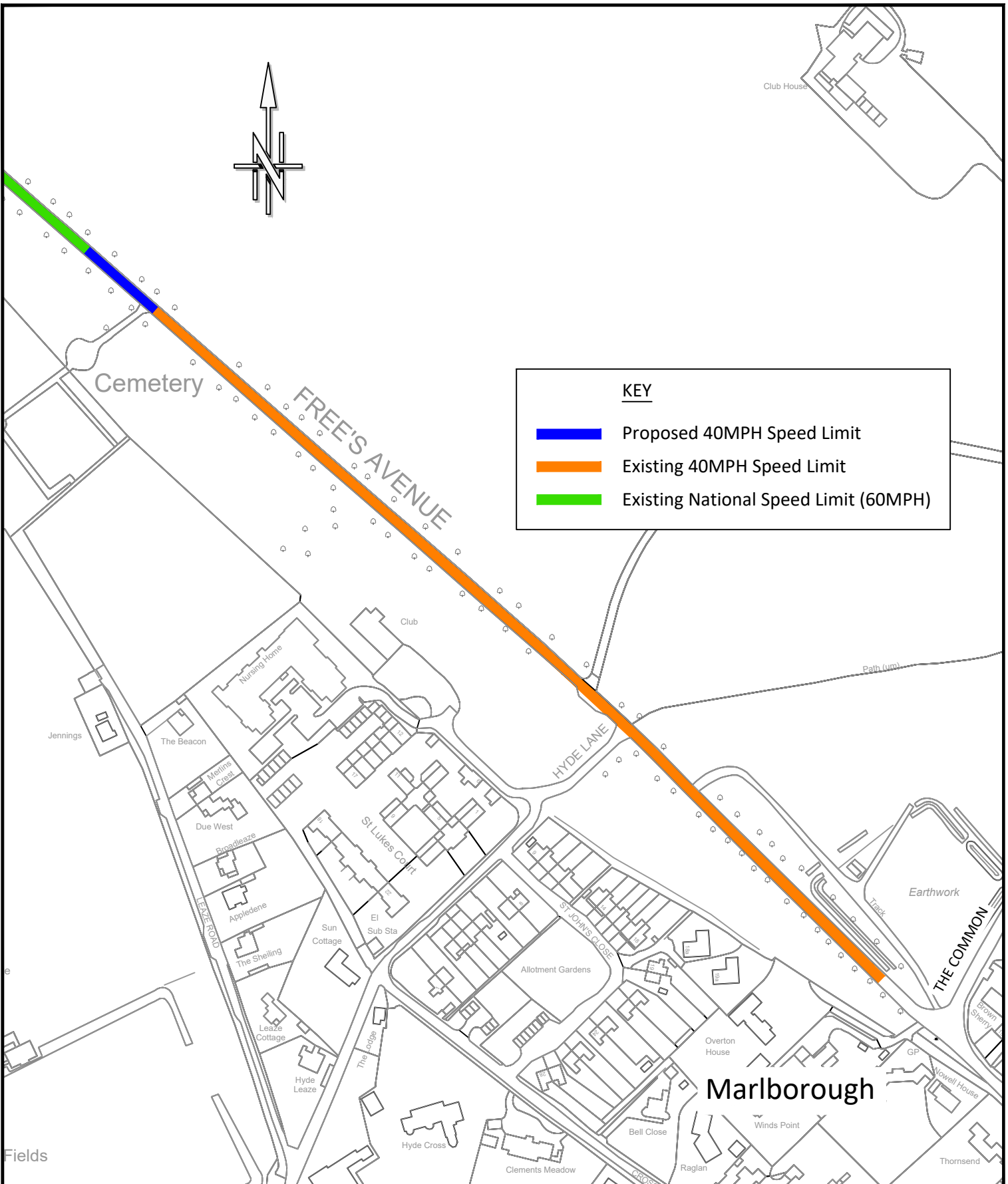
A copy of the Order can be obtained via email request to TrafficOrders@wiltshire.gov.uk

Any person aggrieved by the Order and desiring to question the validity of the Order or of any provision contained in the Order on the grounds that it is not within the powers of the relevant Section of the above Act or on the grounds that any requirement of that Section or of Part III of Schedule 9 of the Act or any regulation made under the said Schedule, has not been complied with in relation to the Order may, within six weeks of the date on which the Order was made, make application for the purpose to the High Court.

The Order will come into operation on 9th May 2025.

Highways Assets and Commissioning, County Hall, Bythesea Road, Trowbridge
BA14 8JN

1st May 2025



KEY

- Proposed 40MPH Speed Limit
- Existing 40MPH Speed Limit
- Existing National Speed Limit (60MPH)

NOTES:

Traffic & Network Management
 County Hall, Bythesea Road, Trowbridge
 Wiltshire, BA14 8JD
 Tel: 0300 4560100
 Website: www.wiltshire.gov.uk

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REV	DATE	DRAWN	CHECK	APPRV	DESCRIPTION
DRAWING PURPOSE: ADVERTISEMENT					

PROJECT: FREE'S AVENUE, MARLBOROUGH PROPOSED 40MPH SPEED LIMIT			
DRAWING TITLE: RE-ADVERTISEMENT			
SCALES:	1-2500	SHEET SIZE:	A4
DRAWING No.	2022-068-D005	REVISION:	O
FILE REF:			

APPENDIX 3.1



Start date: Wednesday, March 26, 2025 12:00 AM
End date: Tuesday, April 8, 2025 9:30 AM

Location: George Lane - 30mph

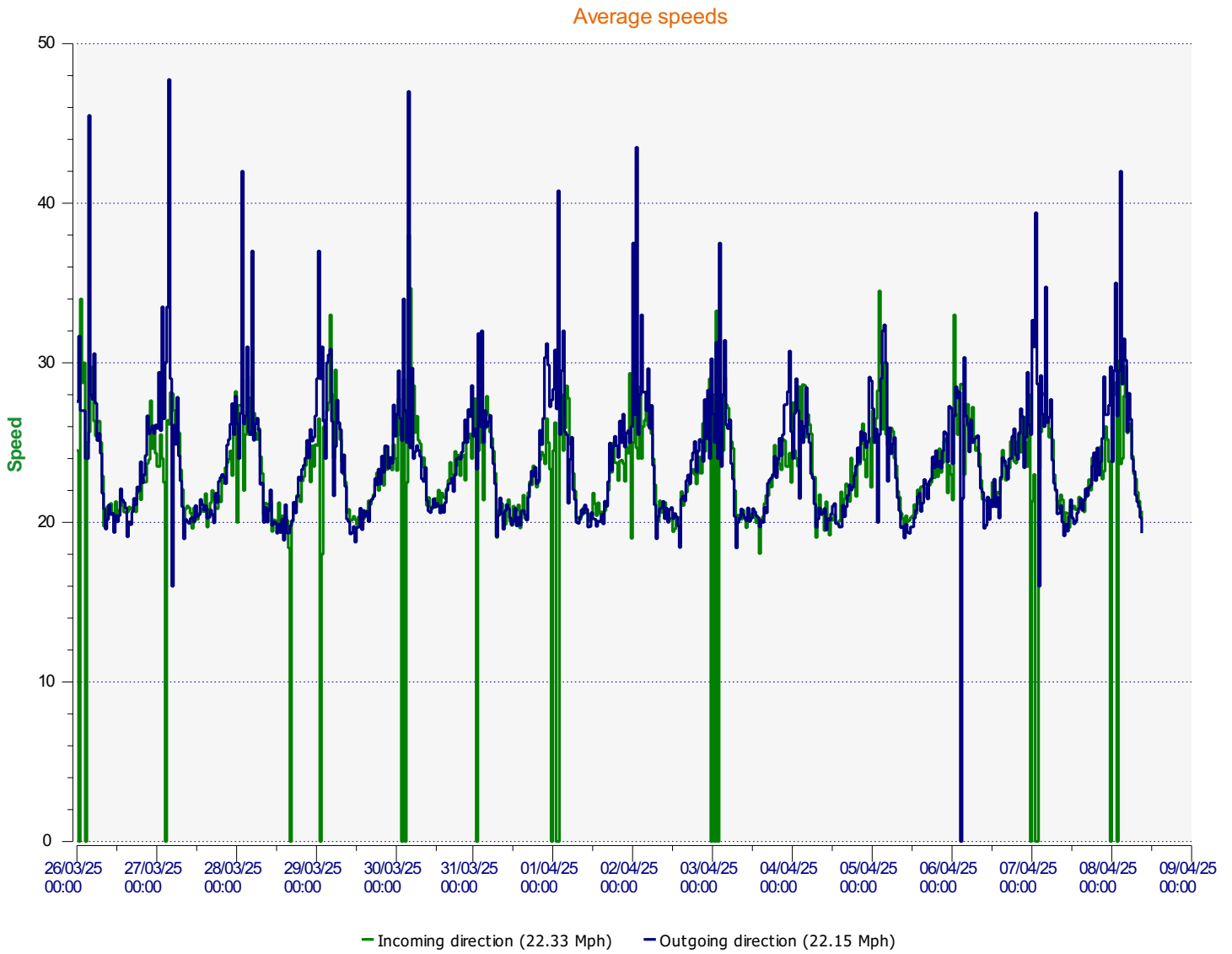
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DÉTECTER • INFORMER • SÉCURISER



APPENDIX 3.1

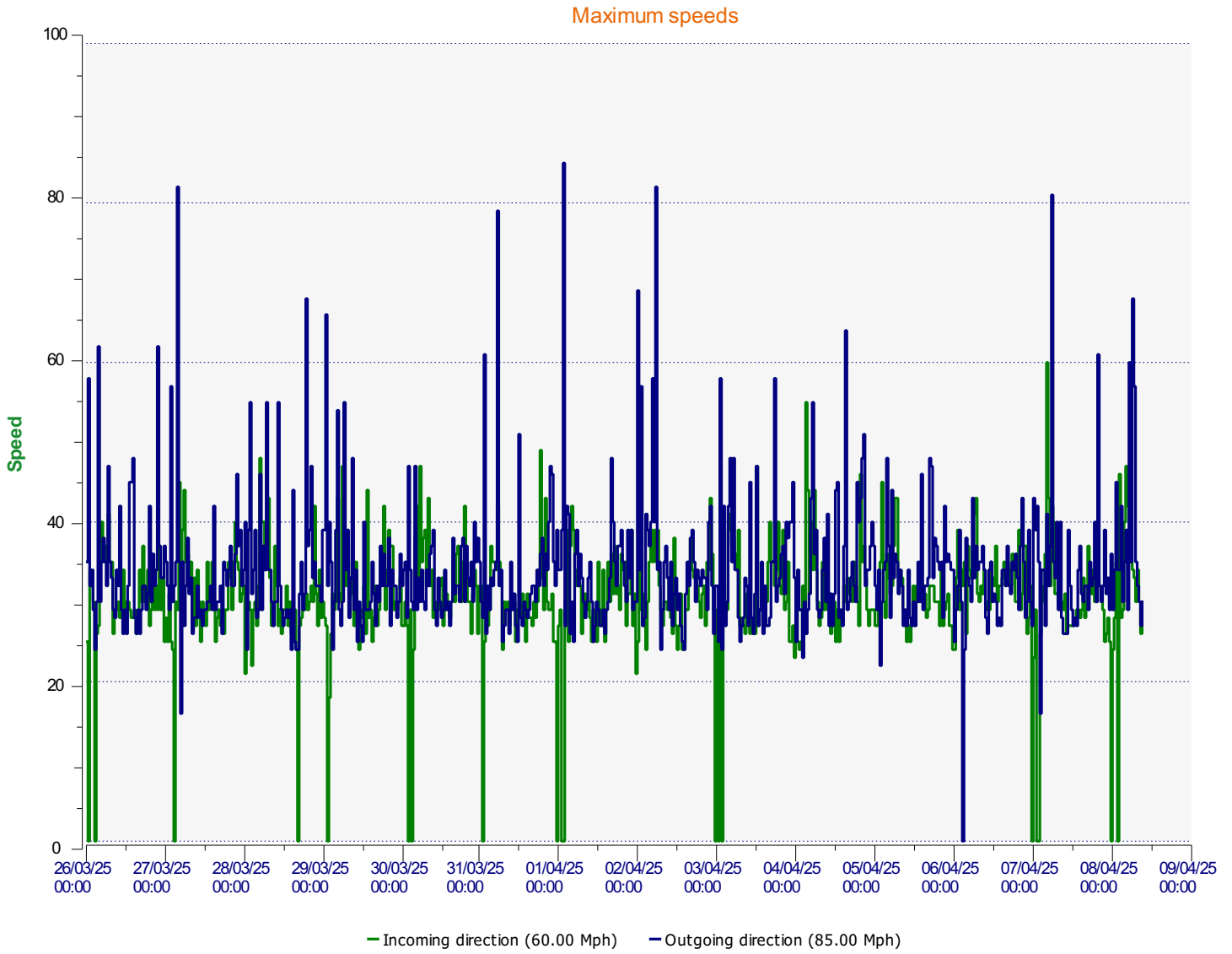


Start date: Wednesday, March 26, 2025 12:00 AM
End date: Tuesday, April 8, 2025 9:30 AM

Location:

APPENDIX 3.1

Comments:

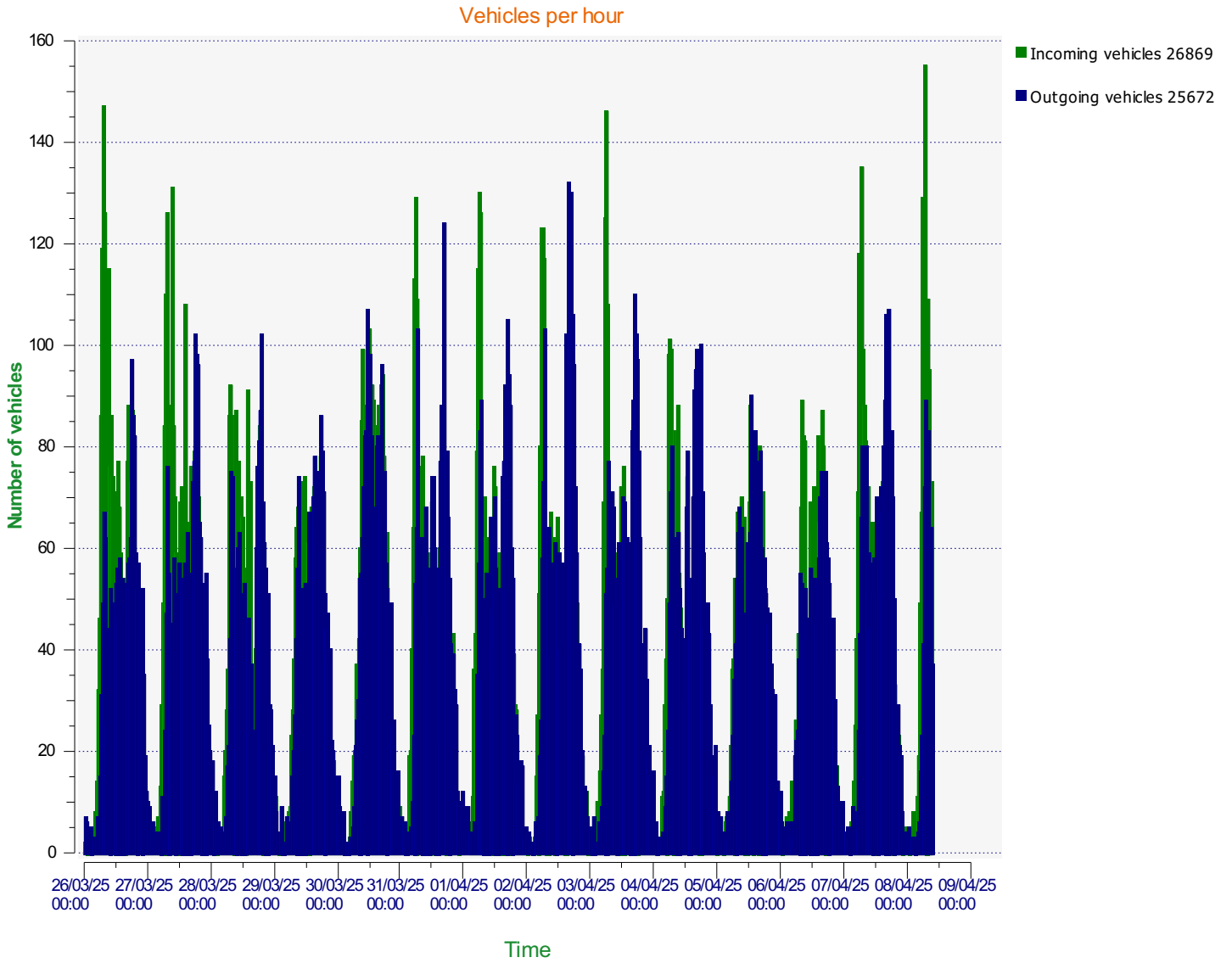


Start date: Wednesday, March 26, 2025 12:00 AM
End date: Tuesday, April 8, 2025 9:30 AM

Location:

APPENDIX 3.1

Comments:

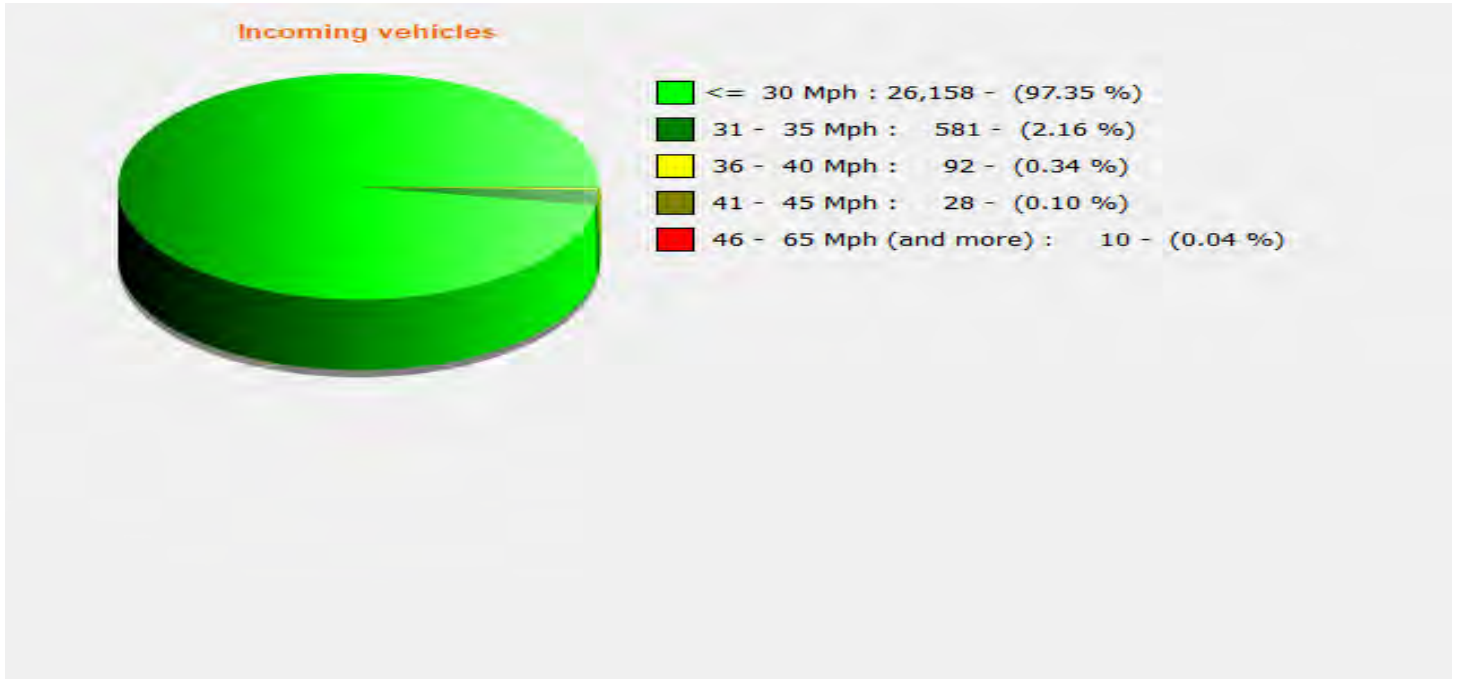


Start date: Wednesday, March 26, 2025 12:00 AM
End date: Tuesday, April 8, 2025 9:30 AM

Location:

APPENDIX 3.1

Comments:

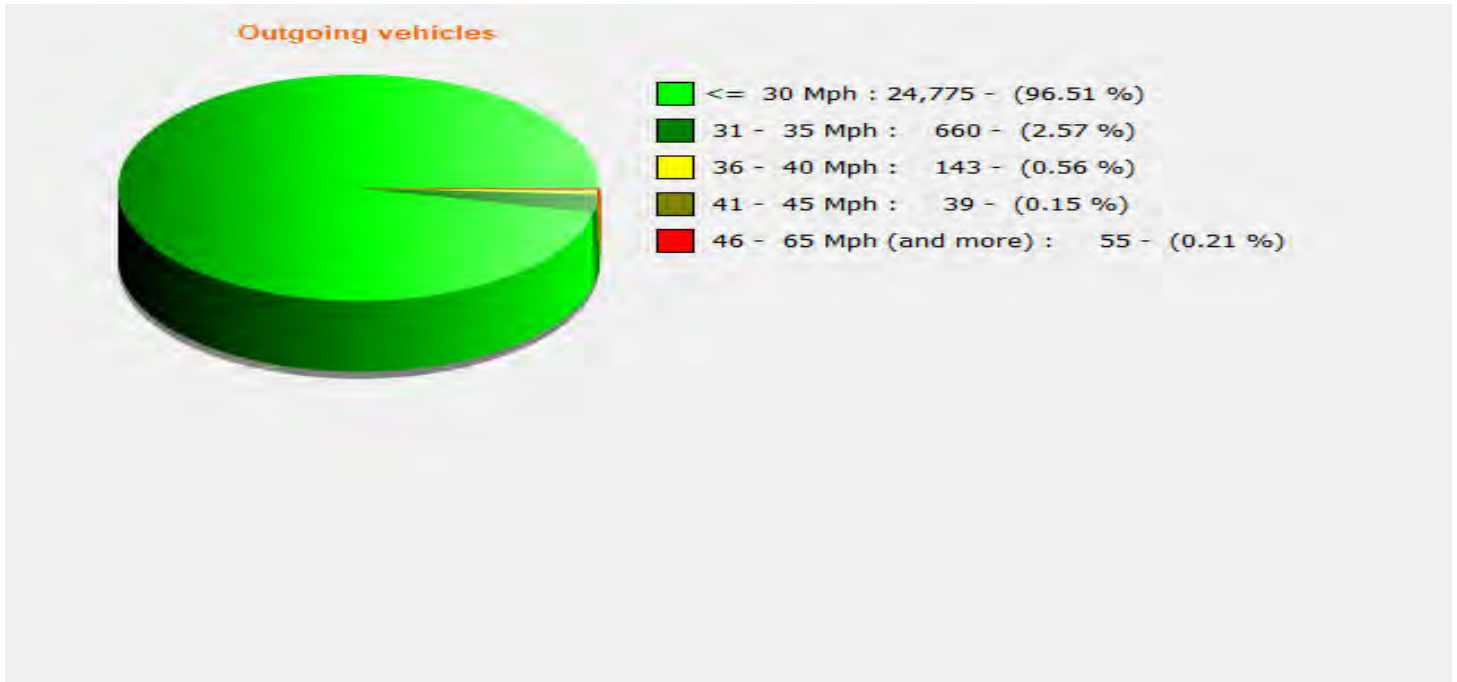


Start date: Wednesday, March 26, 2025 12:00 AM
End date: Tuesday, April 8, 2025 9:30 AM

Location:

APPENDIX 3.1

Comments:

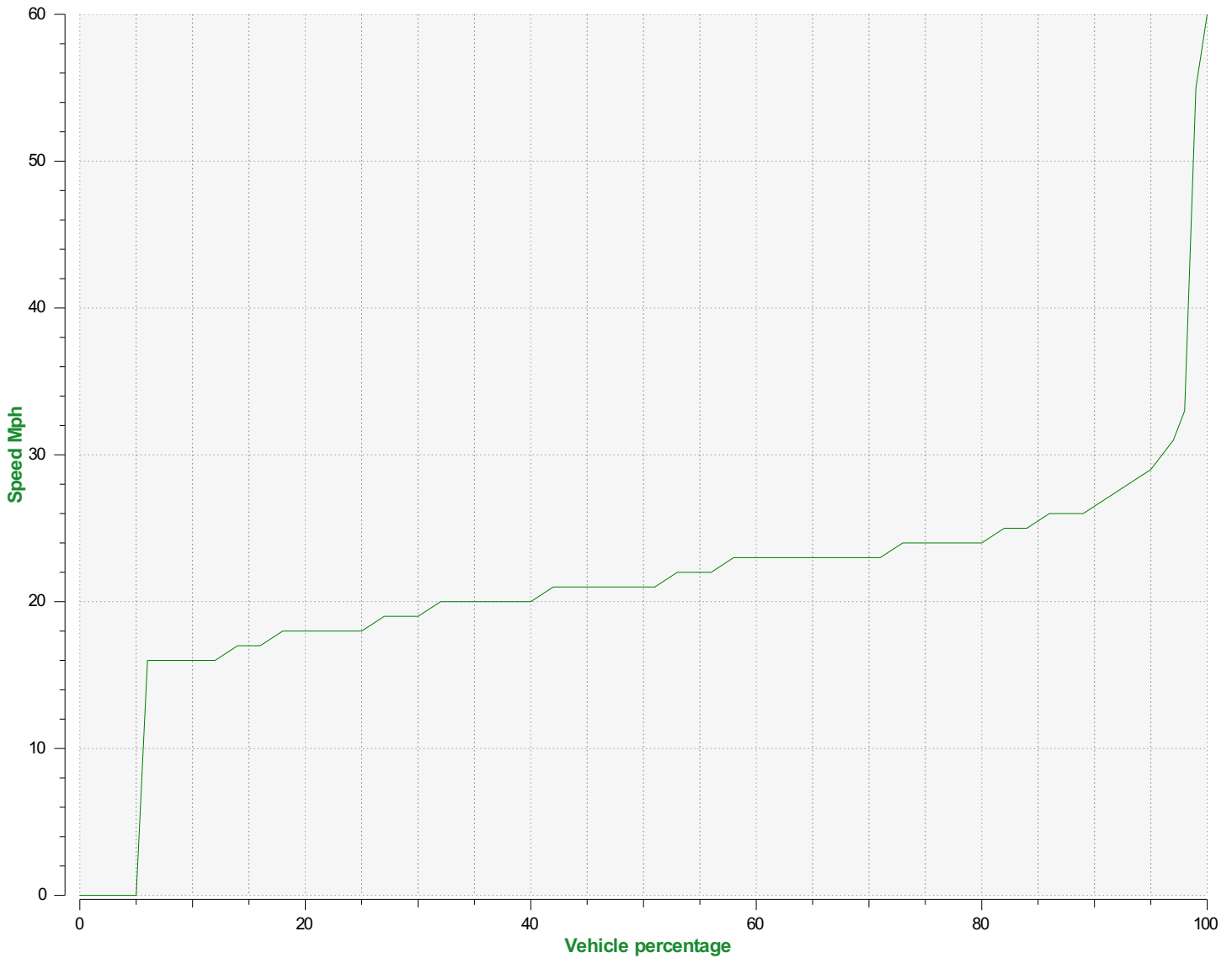


Start date: Wednesday, March 26, 2025 12:00 AM
End date: Tuesday, April 8, 2025 9:30 AM

APPENDIX 3.1

Location:

Comments:



Speed percentiles (incoming)

V30: 19.00Mph V50: 21.00Mph V85: 25.00Mph

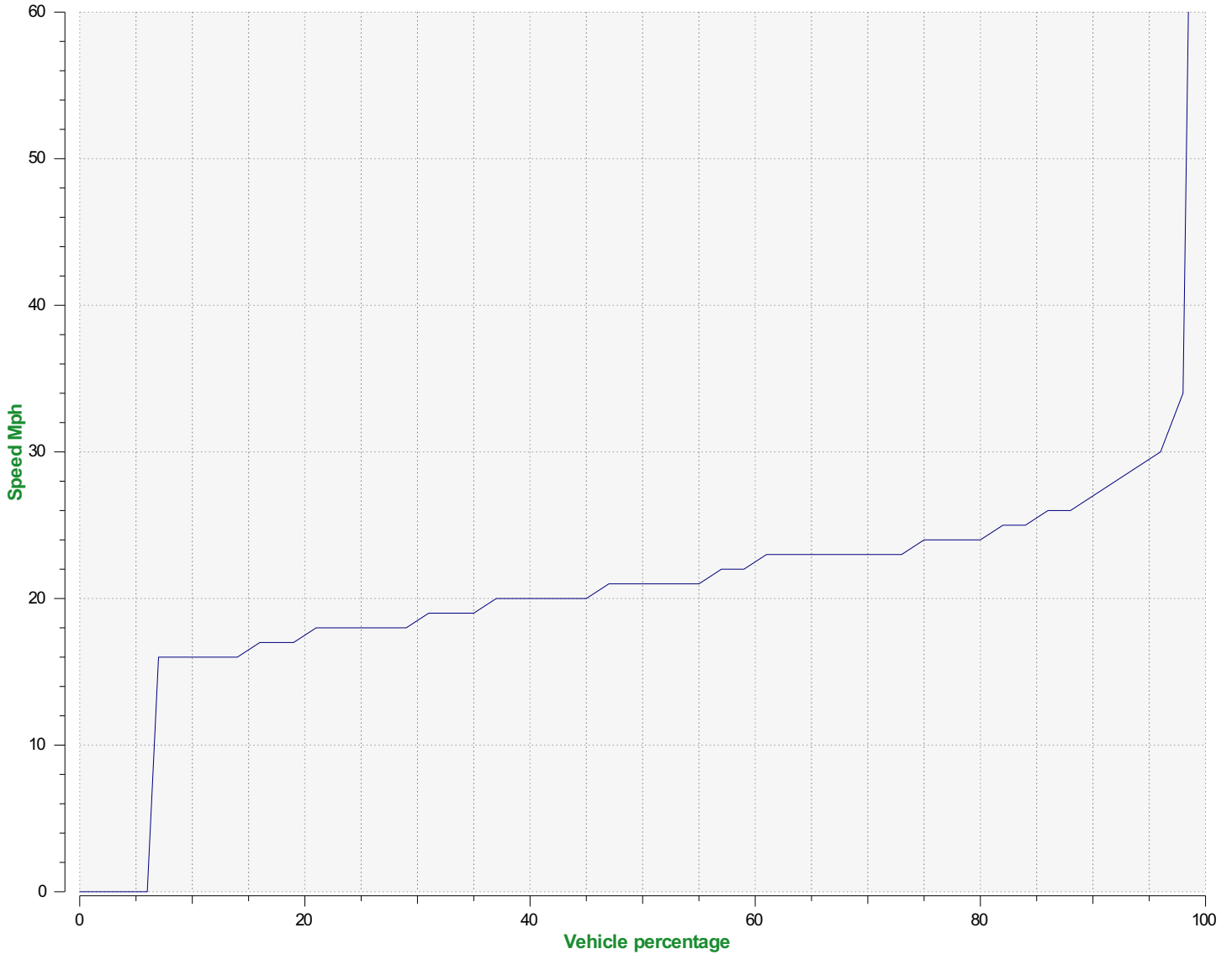
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End date: Tuesday, April 8, 2025 9:30 AM

APPENDIX 3.1

Location:

Comments:



Speed percentile(outgoing)

V30: 18.00Mph V50: 21.00Mph V85: 25.00Mph

APPENDIX 3.2



Start date: Wednesday, April 9, 2025 12:00
End date: ~~Wednesday, April 23, 2025 9:30~~
AM
Location: London Road - 30mph
Comments
:

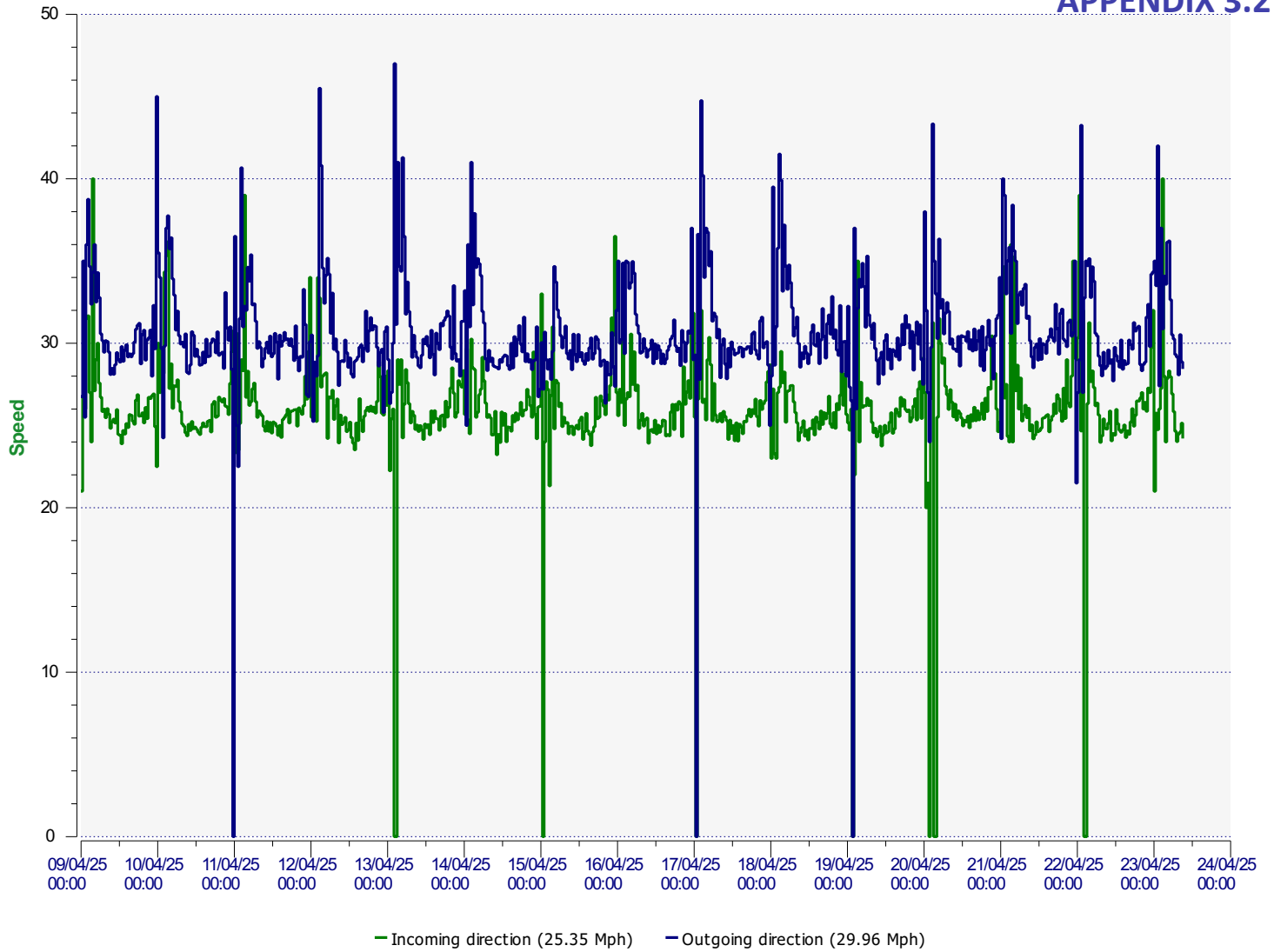
Élan Cité

DÉTECTER • INFORMER • SÉCURISER



Average speeds

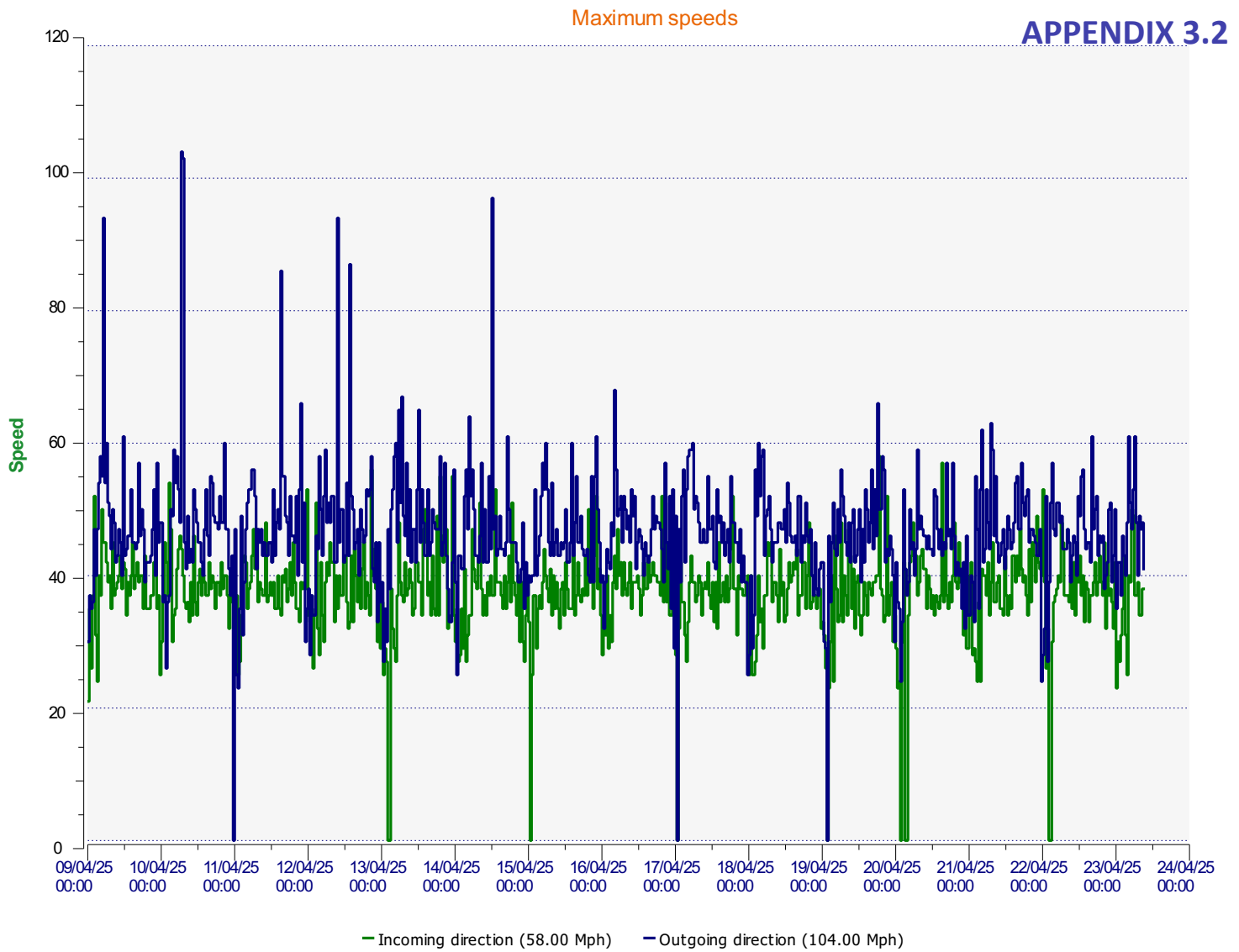
APPENDIX 3.2



Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

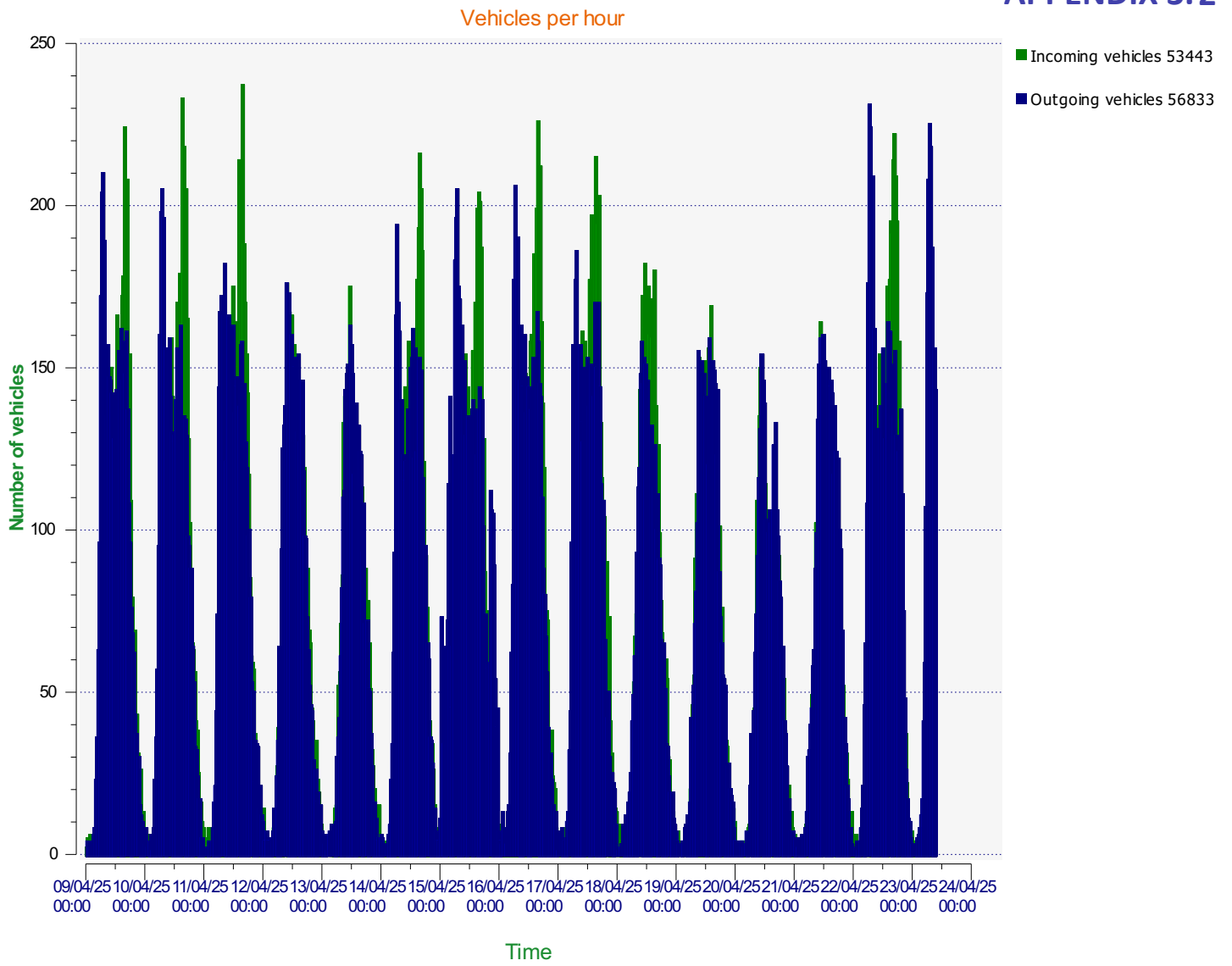


Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

APPENDIX 3.2

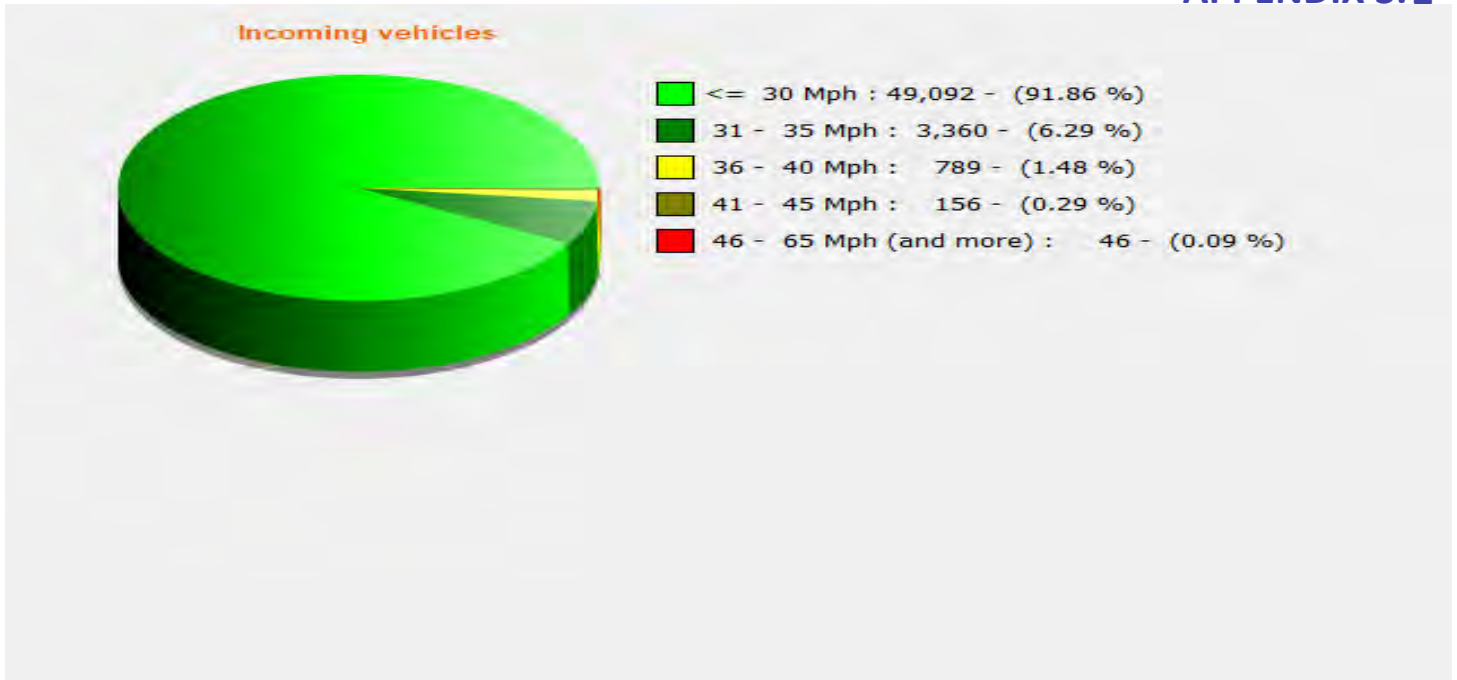


Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

APPENDIX 3.2

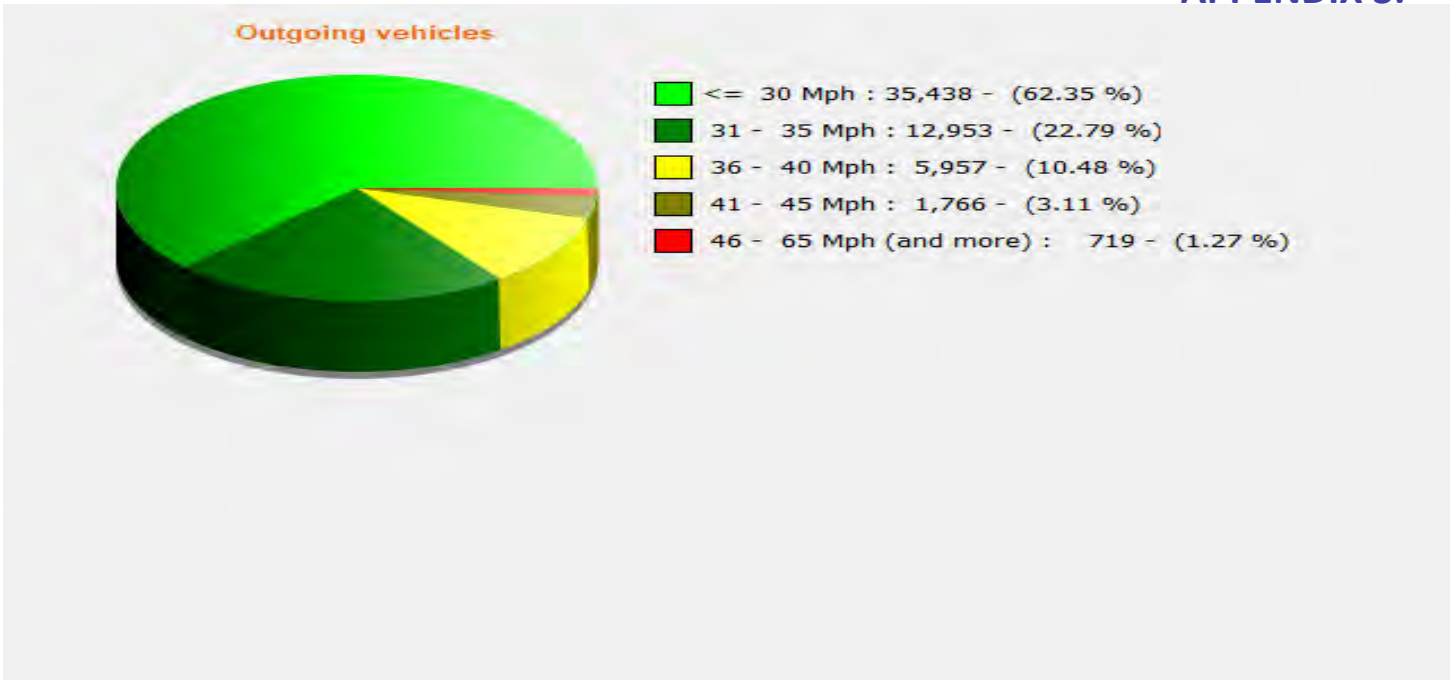


Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

APPENDIX 3.2

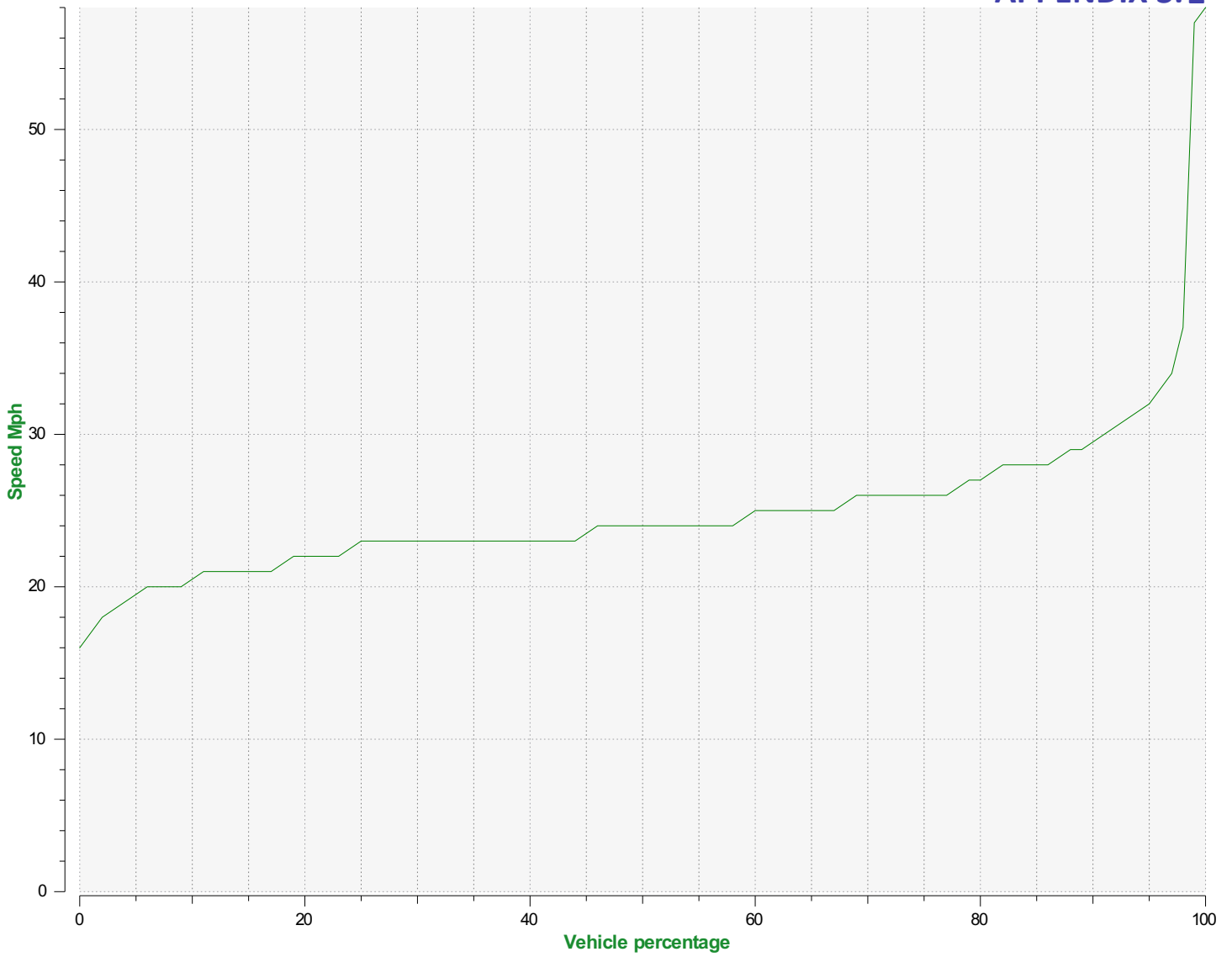


Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

APPENDIX 3.2



Speed percentiles (incoming)

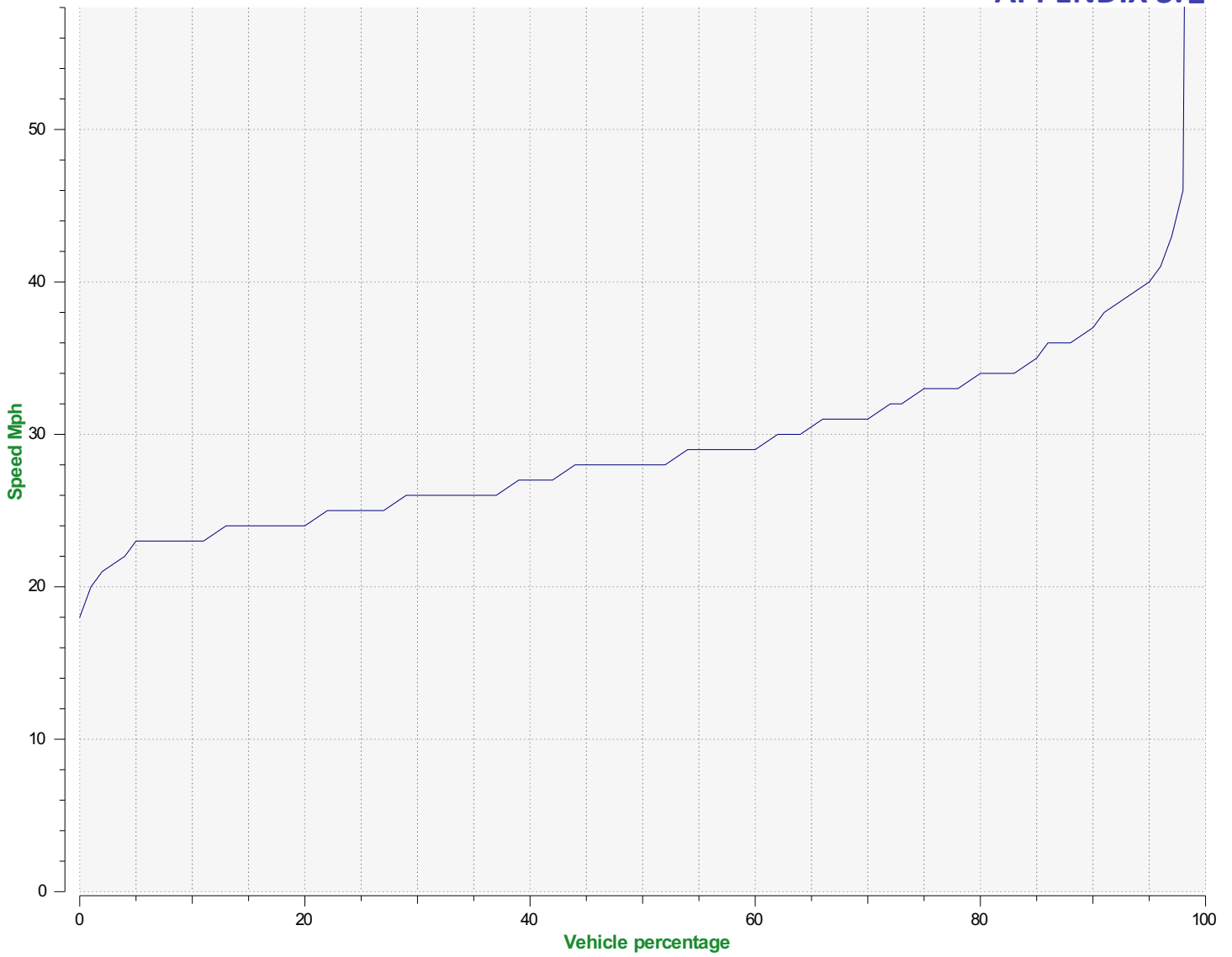
V30: 23.00Mph **V50:** 24.00Mph **V85:** 28.00Mph

Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

APPENDIX 3.2



Speed percentile(outgoing)

V30: 26.00Mph **V50:** 28.00Mph **V85:** 35.00Mph

Start date: Wednesday, April 9, 2025 12:00 AM
End date: Wednesday, April 23, 2025 9:30 AM

Location:

Comments:

TOWN CENTRE WORKING PARTY (TCWP)

Terms of Reference, August 2022 (amended 12.5 23)

GLOSSARY

TCWP - Town Centre Working Party; WTP – Wiltshire Towns Programme; MTC – Marlborough Town Council;

BACKGROUND

1. The Covid-19 pandemic and associated lockdowns had a significant impact on high streets and town centres across the UK and added to existing challenges including online shopping and out of town retail, conversions into living space and, in some instances, problems of anti-social behaviour. Despite the cessation of Covid restrictions, the closure of the Covid-19 grant schemes and ongoing government support means that businesses are facing an increasingly uncertain future. Exacerbated by the rising cost in living and energy bills we saw a 35% fall in retail spend in April 2022, while services, leisure (including food and drink), and tourism businesses located on the high street are also affected.

2. In light of this challenge, Wiltshire Council allocated £1m a year between 2021-2025 to support activity on market town high streets, to guide partnership working with town councils and high street businesses to develop action plans, projects and strategies that respond to the circumstances and needs of the local community to help
 - Drive footfall and spend to town centres
 - Reach a wider catchment, with a focus on new audiences and inclusion
 - Support an increased retail, community and social function that encourages visits during the day and evening
 - Support perception of the town centre as a place that will create a convenient and attractive destination for both local residents and visitors
 - Extend the visitor season for town centres – providing support through quieter periods.

3. Marlborough's share for 2022-23 includes a £20,000 'Activity Generation Allocation'. Further allocations will follow as towns build on best practice and develop effective interventions.

OBJECTIVES

4. The aims of the Town Centre Working Party (TCWP) are to;
 - Identify and secure funding to deliver short-term improvements to the Town Centre by engaging with the Wiltshire Towns Program (WTP) to use the 2022/23 and future year allocations

- Use the WTP as a catalyst to develop a vision for the Town Centre with progressive, step by step improvement plans, with distinct outcomes to each element, through engagement with local businesses, organisations and residents.

SCOPE

5. The Town Centre has been defined by the following map to encompass retail, hospitality, business and green spaces on and around the High Street including The Parade, New Road, London Road, Hillier's Yard, Hughenden Yard, George Lane, Coopers Meadow and Kennet Place.



6. Town Council decision making powers are limited by definition, whilst it has greater capacity to influence. The TCWP will aim to utilise this influence, applying for grant funds, which can potentially be added to by MTC, to achieve change.
7. Reducing traffic volumes on the A4 and A346 is not within the group's remit. Marlborough Town Council (MTC) has an interest in creating a 'traffic plan' for the town and this group will help co-ordinate and synergise, rather than duplicate initiatives.

ORGANISATION

8. MTC agreed to set up a Working Party of Councillors to meet the objectives. It comprises
 - Cllr Jane Davies – Chair
 - Cllr Nick Fogg
 - Cllr Mark Luson
 - Cllr Kelvin Shantry
 - Cllr Caroline Thomas – Vice Chair
 - Town Clerk and other MTC officers as required.
9. Representatives from local businesses, organisations and residents will be sought once the TCWP has agreed its overall approach in order to ensure meaningful participation by new members.

10. Initially, the group have agreed to meet (in person) every 3 weeks and anticipate a commitment of at least 6 hours a month from its members.
11. The group will review its composition and approach before the end of the council year in early May 2023.

TIMINGS

12. The WTP is looking for input from all market towns by this Autumn to understand their priorities. The TCWP's initial views will be presented, with community consultation in October used to develop the thinking.
13. The WTP is anticipated to run over the next 3 financial years to 2025, so planning needs to move fast to agree the projects we want funded in this period.
14. We can also apply for part of this funding to help develop a longer term more transformational plan, which will in turn help facilitate bids for more significant government funding.

INITIAL STEPS

15. BACKGROUND TO TOWN CENTRE STUDY

Marlborough is considered by many to be the 'jewel in the crown' of Kennet Valley towns, and the High Street is undoubtedly the centrepiece of the town, and the reason many people visit. Because of its heritage and importance, considerable care must be exercised in making changes, which should conserve and enhance the character of the town and improve the experience of the town for residents, businesses and visitors.

The importance of Marlborough town centre has long been recognised and the local authorities were quick to utilise new legislation aimed at conserving the character of outstanding places. Accordingly, Wiltshire Council designated Marlborough town centre as a Conservation Area in 1971.

National Government also recognised the need to conserve outstanding landscapes of National Importance. The Government agency -- The Countryside Commission -- designated a large area as the North Wessex Downs Area of Outstanding Natural Beauty in 1972. This area includes the setting of the town, and also the whole town itself. The designation confirms that the area has the same status in planning importance as National Parks such as the Lake District.

Kennet District Council resolved to prepare a statement aimed at guiding the design of new development in Marlborough Conservation Area, and in 2003 the Marlborough Conservation Area Statement was approved by Kennet District Council and formally adopted by Wiltshire Council as Strategic Planning Authority. This Statement is still the adopted policy for the town centre.

In 2014 Marlborough Town Council and some surrounding Parishes resolved to prepare a Neighbourhood Plan in implementing the powers conferred by the Localism Act 2012.

16. PUBLIC CONSULTATION

Public consultations carried out during the preparation of the Marlborough Area Neighbourhood Plan identified several issues of concern. A car parking study was carried out which demonstrated a shortfall in dedicated parking facilities. The Neighbourhood Plan is essentially a land use plan and therefore did not address the town centre issues in a detailed way.

Accordingly, in recognition of the fact that there are issues to address which the Neighbourhood Plan does not consider in detail, the Town Council resolved in 2022 to set up a separate working party focussing on the town centre. The area to be included in the study (Plate number -) is larger than the designated Conservation Area, although it is hoped a written design guide prepared by the working party will supplement the adopted Conservation Area Statement.

In June 2022, the new Wiltshire Towns Programme of investment -- £1m each year until 2025 -- was confirmed by Wiltshire Council. The town and parish councils of all 18 Wiltshire towns, the city of Salisbury, plus Pewsey, Tisbury and Downton are all able to bid to Wiltshire Council for allocated funding that can be spent on plans to improve their high streets and attract more visitors to their communities. The money will be allocated on a per head of population basis subject to key criteria being met. Allocation of further high street support funding may be possible if suitable projects are brought forward.

In 2022 a public consultation was carried out to inform the Town Centre work. A questionnaire was issued which resulted in responses from 714 people.

The results of that consultation allowed the Town Council to secure a tranche of Wiltshire Council 'Wiltshire Town's Programme' funding available for Marlborough town centre improvements. This sum is £20,000 each for the financial years 2023/24/25.

All of these consultations have identified similar attractions of the town; its heritage, location in the AONB near to world heritage sites and within beautiful countryside, variety of independent traders, general ambiance, architectural character, variety of food and drink businesses etc.

On the negative side, concerns over traffic congestion and its impact on air pollution and pedestrian safety and accessibility were raised. Marlborough Town Council has agreed with Wiltshire Council to jointly fund a specialist traffic survey with modelling of vehicle movements to clarify what interventions might improve traffic flows within the town. This project sits with the whole town council, and is intended to run separately but in parallel with the responsibilities of the Town Centre Working Party.

17. ISSUES

The public consultations have all revealed concern about similar issues; These include;

- inadequate parking for visitors
- inadequate parking for town centre residents
- traffic congestion
- poor air quality,
- poor access to the town
- poor access within the town for the infirm and disabled
- pedestrian safety
- poor facilities for cyclists
- poor visitor information facilities

18. GENERAL THEMES

From all this information, surveys and analysis a few general themes have emerged.

These can be summarised as;

- Congestion, traffic and circulation, i.e. the need to improve traffic flows around and within the town centre where possible
- Inadequate off-street parking for all groups including visitors, and residents
- Strategy to improve air quality
- Pedestrian safety, poor access within the town for infirm, disabled, elderly and those with babies in buggies or toddlers
-
- Lack of sustainable transport including bus services to the town, facilities for cyclists, EV charging points,
-
- tourism strategy to increase visitor numbers to enhance vitality of local businesses and provide an enjoyable experience for residents and visitors, and improve public transport to nearby attractions such as Avebury, Savernake Forest etc.
-
- Lack of a green strategy or sustainability generally including in transport, accessibility, recycling, green infrastructure and planting
-
- Need for a strategy for improving the appearance of the town in terms of street scene, and better signage, uniform design of street furniture such as bins, street lights, signage, seating, and landscaping
-

- Strategy for the design of shop fronts and illumination

19. OBJECTIVES

From these general themes the working group will suggest more specific, objectives. Because of the extent of the issues it must be recognised that some of the more significant provisions will take a number of years to address and for improvements to come to fruition.

Inevitably a phased approach to enhancements will be required.

Accordingly, this phase of the work of the Town Centre Working Group will focus on those issues which can be addressed within say the next five years. Some of the ideas and suggestions may be relatively small scale but will focus on those with a significant benefit.

These may focus on issues such as

- **Improving inclusivity**

Improving access and safety for all members of society including elderly, infirm, disabled, people with babies in buggies and toddlers

- **Improving sustainability**

Providing facilities for cyclists, EV charging points, recycling. A town centre green strategy, improving air quality

- **Improving economic vitality**

improving signage, access to the town, public access to nearby attractions and from them to Marlborough, improving visitor information, and increasing visitor numbers

- **Improvements to street scene**

- Unified design of street furniture, design guidance for shop fronts etc, introducing some hard and soft landscape features

20. Looking forward, the TCWP will use emerging evidence of trends in ‘high street’ development and also consider

- Ideas proposed by local residents as a catalyst for feedback on what might be possible/desirable.
- What other towns have achieved/are considering e.g., Frome, Bradford on Avon and Marlow.

21. The group will develop its working methodology to respond to the WTP over time.

RSW 12 5 23