



Land off Trowbridge Road, Bradford on Avon

Statement of Community Involvement

Prepared for Waddeton Park Ltd.

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April 2026.

INTRODUCTION

TFA, a specialist company in promoting community engagement in planning, was invited by Waddeton Park Ltd to organise engagement with local residents and stakeholders on their proposals in Bradford on Avon.

Indeed, prior to this pre-application community consultation, TFA supported engagement with the Town Council and local stakeholders.

Government guidance encourages the preparation of a Statement of Community Involvement to describe how applicants have engaged with the local community before submitting their planning application.

This document has been produced with the aim of clearly highlighting the community engagement undertaken in respect of these plans.

Waddeton Park Ltd fully endorses the benefits of community engagement which has been delivered by TFA and Waddeton Park Ltd together.

The landscape-led proposals which include up to 224 new homes and a 72-bed care home are underpinned by significant community infrastructure including sports provision and a country park.

POLICY CONTEXT

This Consultation Summary has been prepared in the accordance with the provisions of the National Planning Policy Framework (NPPF), Localism Act and Wiltshire Council's Statement of Community Involvement.

The revised National Planning Policy Framework (December 2024) ("the Framework") sets out the Government's planning policies for England and how these are expected to be applied. The Framework states that the purpose of the planning system is to contribute to the achievement of sustainable development.

At paragraph 9, the Framework states that:

"Planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area."

Pre-application engagement and the 'front-loading' of the process is generally encouraged, with paragraph 40 of the Framework qualifying that:

"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."

The engagement work has also met the consultation principles established within the Localism Act 2011 for consulting the public. Principally, these are:

- “1. The publication of the proposed application widely, to an extent that can be reasonably said to bring the proposed application to the attention of the majority of persons who live at, or otherwise occupy, premises in the vicinity of the land.*
- 2. To make clear how interested persons may contact the applicant team should they wish to comment or collaborate in relation to the proposed development.*
- 3. To give such information about the timetable to ensure that persons wishing to comment on the proposed development may do so in good time.*
- 4. To have regard to the responses to consultation that have been made following the consultation process.”*

Wiltshire Council formally adopted their Statement of Community Involvement in July 2020. This document sets out the Council's approach and expectations regarding community involvement in the process.

The Council's Statement of Community Involvement largely provides a guide for how the Council will engage residents directly through applications, Local Plans and Neighbourhood Plans.

It does however, in relation to planning applications, state:

“We also encourage developers and applicants to engage with local people and communities including Town and Parish Councils and with neighbours, when appropriate, before submission of a planning application. This might be in the form of a public meeting or display of materials (online and/or at a public exhibition) when local people can make the developer aware of any views they have prior to the submission of an application. A reasonable time frame should be allowed by the developer for feedback. This will enable the developer to consider amending the plans in response to such suggestions before submission. The government have stated that such engagement is discretionary, but is strongly encouraged by the Council prior to the submission of applications for ten or more houses, or other large development on sites of 1 hectare or more.”

Given the nature of development being proposed by Waddeton Park Ltd, it is considered TFA's professional view that the engagement undertaken met the requirements with engagement also continuing through the application process.

THE PROPOSAL BY WADDETON PARK LTD

Applications

The description of development for the proposed development is for:

“Outline application (with all matters reserved except for access) for the erection of up to 224 residential dwellings (Class C3) 72-bed care home (Class C2), with sports pitch provision, country park, landscaping and open space”.

PRE-APPLICATION CONSULTATION

Stakeholder Engagement

Outreach took place with a number of key stakeholders to inform them of the work being undertaken by Waddeton Park Ltd, the neighbour consultation and the timetable for the application submission.

This included:

- Bradford on Avon Town Council and Wiltshire Councillors – where meetings have previously taken place and where a specific meeting on the application took place on 23 April 2026.
- Cllr George Simmonds and Cllr Sam Blackwell, the local Wiltshire councillors – who also sit on the town council and attended the meeting on 23 April 2026.
- Local sporting and community organisations to discuss how to get the best use out of the sporting opportunities presented by the site and the use of the open space within the application site to ensure community events can be held there in the future.
- Local doctors to see whether or not an expanded health centre could feature on the site to help meet current and future demand.

The meeting with the town and local Wiltshire councillors as well as town council staff allowed for an open discussion about the scheme, the likely concerns of local residents, to discuss the feedback received through the consultation and door knocking exercise and to discuss the community benefits of the scheme and how they may be delivered and managed.

Meetings have taken place with sporting and community organisations around the possibilities of varying uses in the open space which is extensive and can create something exceptional for the town. This will now be extended to education providers to consider if forest school and outdoor learning opportunities could be delivered on site.

The funding for new expanded medical facilities is a challenge and indeed whether this site would be the right place to have such a facility although Waddeton Park Ltd are open to continuing this dialogue.

Community Consultation Methods

The consultation programme was organised to ensure that materially affected members of the public had access to details of the scheme and were able to comment on them.

The scheme was consulted on through three main mediums.

These were:

- An interactive website: www.trowbridgeroadbradfordonavon.co.uk.
- Leaflets distributed to an area close to the site and along London Road, some hand delivered to materially affected neighbours where discussions took place as was possible.
- Outreach via a dedicated phonenumber and email address.

Neighbour Engagement and Leaflets

A leaflet was created and delivered by Royal Mail to properties within Bradford on Avon close to the site.

Leaflets were also hand delivered to neighbouring properties materially affected by the proposals. This was undertaken by a director of Waddeton Park Ltd and a director of TFA.

Whilst leafleting, conversations were undertaken with as many of those residents as was possible. This focused on existing dwellings next to the site, on the edge of the town.

A copy of the leaflet is included as Appendix I.

Website

A dedicated website was set up to show details of the proposals, the considerations made and of the benefits associated with them. The website was then publicised through leaflets.

The purpose of this website was to present the proposals to the community.

Members of the public were also invited to submit their views for consideration by Waddeton Park Ltd and their technical team through the site.

The website feedback survey is included as Appendix II.

Community Outreach

During the public consultation process a phone number and email address were made available to the public should they wish to find out more information and / or provide their feedback over the phone as well as requesting hard copies of material.

The telephone number used (0117 452 0273) was active 7 days a week, 24 hours a day. A voicemail facility was also available and responded to at the earliest opportunity to ensure that any questions or concerns were addressed.

The email address provided was enquiries@tfa-ltd.co.uk.

Two calls were received during the consultation.

Online feedback

The online survey was completed by 135 residents who provided their feedback.

Respondents came from residents across the town.

FEEDBACK REVIEW

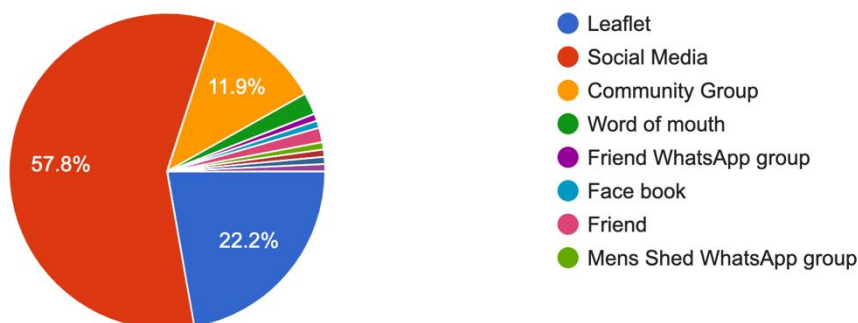
During the leafletting and doorstep discussions with neighbours, conversations were held with a good number of materially affected neighbours.

There was some 'in principle' objection to housing during the neighbour conversations although many acknowledged the need for new homes, particularly the need for more affordable housing and were supportive of the nature of the development and the positive benefits it would bring. Detailed discussions obviously took place around the boundary and the lane which will remain untouched.

135 residents completed the website's online form. The responses are summarised below:

How did you hear about the virtual exhibition?

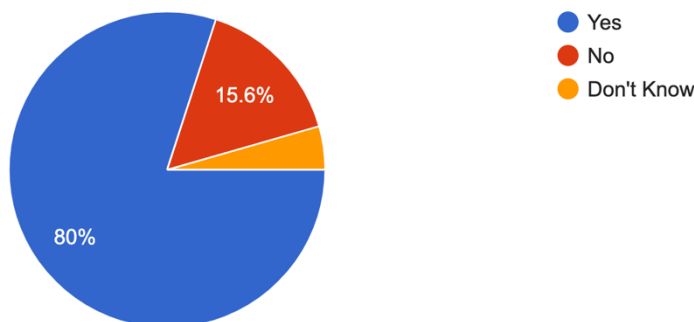
135 responses



The results for this question about how people found out about the consultation are interesting and show a connectedness in the local community and local resources as local Facebook groups amplified the message and got people responding across the town.

Are you aware of the need for market and affordable housing, both locally and within Wiltshire?

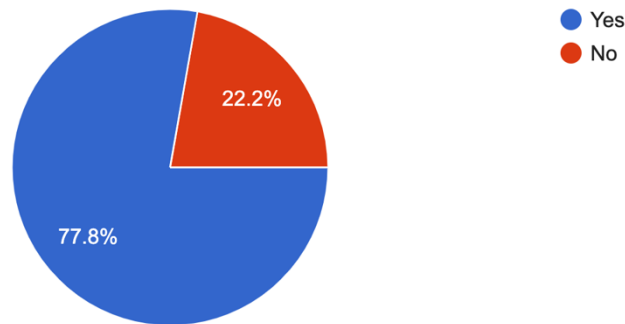
135 responses



People are clearly aware of the need for new homes, something that was echoed from the calls and the direct conversations with neighbours. The town has not seen much development of new homes for quite some time.

Are you aware of Wiltshire Council's responsibility to meet the identified need for homes in the area by permitting suitable sites without delay?

135 responses



Similarly, people are aware of the need for housing to be delivered to meet demand against a lack of sufficient supply.

The remaining questions focused on feedback about the layout, facilities which residents would like to be provided as well as any further comments.

It is noted that there were a number of in principle objections to the proposals from residents including that Green Belt land should not be utilised for development. However, as explained further in the supporting Planning Statement, and Landscape and Visual Impact Assessment, development can take place within the green belt where it is not deemed 'inappropriate' under the provisions of the NPPF, particularly where such land is deemed to be 'grey belt'. It is also worth noting in this context that Wiltshire Council has an out of date Development Plan, the emerging Local Plan will soon be withdrawn and the Council cannot demonstrate a five year housing land supply, which means suitable sites should be brought forward now to help address the shortfall.

No meaningful new homes can be delivered in Bradford on Avon without the use of Green Belt land and so Green Belt development will need to form part of the future growth of the town. Equally, small housing scheme of under 10 dwellings within the town will not deliver any local affordable housing under existing planning policy. It will therefore only be larger sites which are capable of addressing local affordable housing need.

The idea that the towns continued needs should be met elsewhere such as in Trowbridge is not realistic or appropriate as a strategy for Bradford on Avon.

The main concerns and suggestions raised through the form were focused on:

- Infrastructure capacity - particularly the need for increased healthcare capacity where it should be noted that Waddeton Park Ltd has been in contact with Local GPs about making land available for a new facility.
- Traffic and Road Safety - this included general concerns about congestion in the town including concerns about air quality as well as the style of access that might be most suitable. The submitted Transport Assessment will detail the approach to access and highways movements, and the supporting Air Quality Assessment has assessed any potential impacts on air quality.
- Environmental and Flood Risk - concerns were raised about potential impact on flooding, suggesting parts of the land may be prone to surface water issues and flooding. There were also concerns about loss of biodiversity, and impact on protected species. The application pack includes flood risk and ecological assessments where the rate of greenfield run off will not be increased and where biodiversity net gain will be increased with the development of the proposals.
- Materials and massing – it is suggested that the homes and any other buildings are constructed from local stone and of no more than two storeys. This will be a consideration not at this outline stage but at reserved matters should the outline application be approved.
- Green Space and Environment - protection and enhancement of green spaces, biodiversity, and the creation of new parks, woodlands, and fields. The proposals being landscape led and delivering biodiversity net gain achieve this and will create significant new parkland for recreation.
- Community and recreational facilities - development should include sports facilities (maybe pitches, centres, swimming pool), youth recreation facilities, a community hub/meeting space, and local shops to reduce the need for car travel into the town center. In response, whilst no shop is currently included in the proposals, significant work has been done on creating recreational opportunities at the site and ongoing dialogue is taking place with a number of sporting and local organisations about the management of the space and the delivery of facilities to support sports and local events.
- Other community infrastructure - suggestion that the development should consider education including nursery provision. The education provision will come via the usual Section 106 process should the development proposals be realised.

POST-APPLICATION CONSULTATION

Ongoing Stakeholder Engagement

Waddeton Park Ltd will continue to ensure that the local community and interested parties remain updated during the application process.

The website will be updated at the following points:

- Details of the proposals will be posted once the application is formally submitted.
- When any decision is made.

Further meetings and dialogue may take place with Bradford on Avon Town Council and the local member depending on their appetite to do so.

Ongoing dialogue with neighbours and local organisations will also continue.

CONCLUSION

The outline planning application submitted by Waddeton Park Ltd will help to address a clear and identified need for market and affordable housing at Bradford on Avon, a care home to address an identified need, as well as delivering substantial areas of open space and sports provision. From the consultation undertaken, the majority of residents were aware of the local need for more homes.

As well as some 'in principle' objections raised to the proposals, all concerns raised are addressed both in this Statement of Community Involvement and the wider planning application pack. Overall, the proposals will deliver significant local benefits, including sporting and recreation facilities available for the town's community in addition to the housing proposed to meet the identified local shortfall.

Following consultation and the application submission, the plans will continue to be shaped by ongoing dialogue with neighbours and local stakeholder organisations.

APPENDICES

APPENDIX I



Trowbridge Road, Bradford on Avon

Waddeton Park are preparing an outline planning application for land off Trowbridge Road, part of which is known as the Beehive Field for a high-quality new development which will deliver significant benefits to the town.

The site is within the designated Green Belt although it is considered that the site is categorised as 'Grey Belt' under the government's new national planning policy, where such sites can be brought forward if they meet specific criteria. Grey belt sites deliver an enhanced level of affordable housing, increased to 50% of the new homes, to help meet local housing needs.

Proposals have community infrastructure built into them as alongside the market and affordable housing, and a 72-bed care home, they also include community sports pitches, mobility hub, 12 hectare country park, and new public open space.

Illustrative Masterplan





The site has been promoted for future development for a number of years, through both the draft Wiltshire Local Plan and the emerging neighbourhood plan for Bradford on Avon.

However, Wiltshire's draft Local Plan has failed to be found sound and the government's planning inspectorate have recommended the Council withdraws this plan and instead prepare a new Local Plan for Wiltshire.

The new Local Plan for Wiltshire will need to plan for a significantly higher number of homes and this will require an increase in the number of suitable and available sites to come forward.

Until such time as the new Local Plan is prepared and eventually adopted Wiltshire cannot demonstrate a five year housing land supply and therefore suitable sites are required now to help meet local housing needs, and to help address the significant affordable housing shortfall.

Waddeton Park are keen to get feedback from the community prior to the submission of an outline planning application, particularly local views on the draft masterplan for up to 224 new homes (50% affordable housing), alongside the care home, sporting and recreational uses.

Neighbours may notice some activity on site over the coming weeks. This archaeological trial trenching is an essential evaluation required as part of the development process.

Who We Are

Waddeton Park is an independent land promoter who works closely with landowners, Local authorities, stakeholders, and local people to secure planning permissions that will benefit everyone.

We care about delivering planning consent for high quality, sustainable development which will bring benefits to the wider community.

View our proposals and leave your feedback at
www.trowbridgeroadbradfordonavon.co.uk
Responses are requested by 10th April, 2026



For clarifications or further information please contact
Waddeton Park's appointed community consultants,
TFA, who are available to assist.

By phone: 0117 452 0273

By email: enquiries@tfa-ltd.co.uk

APPENDIX II

Trowbridge Road, Bradford on Avon

* Indicates required question

Name

Your answer

Postcode *

Your answer

Relationship with the site *

- ☐ Resident
- ☐ Councillor
- ☐ Member of an Action Group
- ☐ Other

How did you hear about the virtual exhibition? *

☐ Leaflet

☐ Social Media

☐ Community Group

☐ Other: _____

Are you aware of the need for market and affordable housing, both locally and within Wiltshire? *

☐ Yes

☐ No

☐ Don't Know

Are you aware of Wiltshire Council's responsibility to meet the identified need for homes in the area by permitting suitable sites without delay? *

☐ Yes

☐ No

Do you have any comments or suggestions about the layout of the development which you think we should take into account in developing the final version? *

Your answer _____

What local facilities would you like to see development bring forward in Bradford on Avon? *

Your answer

Do you have any further comments? *

Your answer

Privacy Notice and General Data Protection Regulation (GDPR)

The information on this questionnaire is being collated and controlled by Tristan Fitzgerald Associates, on behalf of Waddeton Park Ltd, pursuant to the submission and determination of a planning application.

Written and electronic feedback may be anonymised and shared with the project team and the local planning authority.

For further information about how we manage and control your personal information, please email: dan.angeli@tfa-ltd.co.uk; or, write to: TFA, Tobacco Factory, Raleigh Road, Bristol, BS3 1TF.

Submit

Clear form