
Affordable Housing Statement

Land off Trowbridge Road, Bradford on Avon

Prepared by Savills on behalf of Waddeton Park Ltd

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Contents

1.	Introduction	2
2.	Affordable Housing Requirement and Need	4
3.	Proposed Development and Affordable Housing Offer	7
4.	Conclusion	9

Affordable Housing Statement

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1. Introduction

1. Introduction

- 1.1. This Affordable Housing Statement accompanies an outline planning application submitted by Savills on behalf of Waddeton Park Ltd ('the Applicant') for the development of the Site known as 'Land off Trowbridge Road', Bradford on Avon ('the Site').
- 1.2. The proposed description of development is as follows:

"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, allotments, landscaping and open space".
- 1.3. The application Site lies within Wiltshire Council (WC) local authority area and is immediately adjacent to, but outside, the settlement boundary of Bradford on Avon.
- 1.4. This Statement has been prepared in accordance with WC's Local Validation Requirements, last updated in August 2025. WC's guidance requires applications for residential developments in the Designated Rural Areas (as defined in the NPPF) that provide a net increase of 6-9 dwellings and developments of 10 or more dwellings or Sites with an area of 0.5 hectares or more are subject to the Council's affordable housing policy, and should be accompanied by an 'Affordable Housing Statement/Details'.
- 1.5. According to WC's Local Validation Requirements, the Affordable Housing Statement should include amongst other things, the following:
 - A short statement explaining what provision is being made for affordable housing. The statement should include an Affordable Housing Schedule and should address housing need, mix and different tenures and sizes of affordable homes.
- 1.6. Whilst there are additional requirements relating to detailed planning applications, such as the need to provide a plan and schedule for the types of affordable homes on-site, this planning application has been submitted in 'outline' form (with all matters reserved except access), and therefore the scope of this Affordable Housing Statement seeks to be proportionate to the nature of the planning application.
- 1.7. This Statement will first look at the context of affordable housing need within Wiltshire and more locally in Bradford on Avon, and then provide details of the affordable housing offer to be provided as part of the application proposals.
- 1.8. This Statement should also be read in conjunction with the submitted Planning Statement which provides an overview of the proposals.

2. Affordable Housing Requirement and Need

2. Affordable Housing Requirement and Need

- 2.1. The Council's planning policy position on affordable housing is set out in Core Policy 43 ('Providing Affordable Homes') of the adopted Wiltshire Core Strategy (WCS) (2015).
- 2.2. Core Policy 43 requires all new housing schemes where there is a net increase of more than five dwellings or more to contribute to affordable housing. The WCS also sets target levels of affordable housing provision based on areas, with affordable housing provision of at least 30% to be provided within the 30% affordable housing zone (includes, Corsham, Amesbury, Devizes and surrounding villages, Melksham, Trowbridge, Westbury, Dilton Marsh, Calne, Warminster, Tisbury and Mere), and at least 40% is sought on Sites within the 40% affordable housing zone (includes, Marlborough and surrounding area, Pewsey, Bradford on Avon, Salisbury, rural villages of south Salisbury, Wilton and Chippenham). The policy also sets an annual target of 650 affordable homes per annum across the district, reflecting identified needs and being split between social rented and intermediate housing (Core Policy 45).
- 2.3. However, the Core Strategy was adopted in 2015, over 10 years ago, and is based upon evidence now significantly out of date. Despite this, the Council continue to apply Core Policy 43 to provide the settled approach for determining affordable housing contributions throughout the district.
- 2.4. There are no emerging planning policies on affordable housing to consider as part of this planning application given that the draft Wiltshire Local Plan will now be withdrawn following an Inspectors letter published on 2 March 2026.
- 2.5. Given that the adopted planning policies relating to housing delivery are out-of-date by virtue of the Council's current housing land supply shortfall, the NPPF presumption in favour of sustainable development is engaged, and it is therefore the NPPF and revised Standard Method upon which this application should be determined.
- 2.6. In respect of affordable housing, whilst the adopted policy requirement for Bradford on Avon is 40% on-site affordable housing, this planning application will provide 50% on-site affordable housing in accordance with the 'golden rules' set out in paragraph 156 and 157 of the Framework. The proposals will therefore deliver a meaningfully higher level of affordable housing than is required under adopted planning policy.
- 2.7. In light of this, the starting point for the proposals is to incorporate 50% affordable housing, equating to a total of up to 112 affordable homes.
- 2.8. This will make a significant contribution to local affordable need. Indeed, the applicant has obtained information on affordable housing need within the Bradford on Avon area, from the Wiltshire Council Housing Register, dated 8 January 2026.
- 2.9. The results confirm that there are currently 3,783 households within Wiltshire on the housing waiting list. Of these households, 83 households have expressed a preference to either stay or be located in Bradford on Avon.

Affordable Housing Statement

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2.10. For context, Table 1 below presents the data for Wiltshire Council from the year 2015-2025.

2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
1,325	1,853	2,149	2,425	2,478	3,850	3,947	4,785	4,594	4,285	3,999

Source: DLUHC, Live Table 600

2.11. As Table 1 demonstrates, the number of households on the Council's housing register is 3,999 households as of 2025. This represents a significant increase since 2015, from when the Council's Core Strategy was adopted.

2.12. Additionally, the delivery of affordable housing across Wiltshire and the Bradford on Avon Community Area in recent years have been very low. Across the district, just 319 affordable units were built in 2024-2025 and only 10 affordable units were built in 2024-2025 in the Bradford on Avon Community Area (information from Wiltshire Council's Housing Register, received on 20 January 2026). Table 2 below presents a ten year timeline of the annual affordable housing completions across Wiltshire and Bradford on Avon from 2014/15 to 2024/25. These figures highlight a persistent shortfall and decline in affordable housing delivery.

Area	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Wiltshire	635	412	433	593	752	621	556	688	643	532	319
Bradford on Avon	0	12	0	10	17	24	0	0	0	0	10

2.13. The significant lack of notable housing developments in Wiltshire (with the exception of 2018/19, affordable housing delivery has fallen below the adopted annual target of 650 affordable homes per year), and Bradford on Avon Community Area in recent years has resulted in few new market or affordable homes becoming available in the area. When judged against the significant local need which is not being met, this represents a clear under-delivery against housing need in the local area.

2.14. It is therefore clear from the evidence that there is a significant affordable housing need in Wiltshire, and specifically Bradford on Avon, with a significant number of households whose housing needs are not currently being met. This is coupled with substantial wait times for affordable housing, compounded by an under-delivery of affordable housing in recent years. It is therefore clear that there is a strong need for affordable housing provision in Bradford on Avon, as well as Wiltshire more widely.

3. Proposed Development and Affordable Housing Offer

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- 3.1. The accompanying planning application seeks outline planning permission for the below description of development.

“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, allotments, landscaping and open space”.

Affordable Housing Offer

- 3.2. The application proposals will incorporate 50% affordable housing, equating to a total of up to 112 affordable homes, in accordance with paragraphs 156 and 157 of the NPPF.
- 3.3. In direct response to the WC validation requirements and matters to be covered by Affordable Housing Statements, the Site currently comprises greenfield land and there are no existing residential dwellings on site. The application proposals would therefore result in a net increase of up to 224 residential dwellings, of which up to 112 will be affordable homes.
- 3.4. The delivery of 112 affordable homes is a substantial public benefit of the scheme which the necessary weight should be attributed to.
- 3.5. It is not possible at the outline application stage to provide a clear plan or description to confirm the location of the affordable homes within the scheme. This would need to be discussed with WC’s housing enabling team following the submission of the application.

Affordable Housing Tenure, Mix, and Location

- 3.6. It is anticipated that the precise tenure, mix, and location of the affordable housing within the scheme will be determined at reserved matters stage. The tenure and mix will be appropriate to the surrounding context, and agreed with planning and affordable housing enabling officers. Nonetheless, an indicative housing mix has been provided with the planning application.
- 3.7. The mix of dwelling sizes and types of affordable housing will therefore be determined as part of future reserved matters applications and will be guided by the Strategic Housing Market Assessment and agreed with the Council’s Housing Enabling team.

4. Conclusion

4. Conclusion

- 4.1. This Affordable Housing Statement has been submitted in support of an outline planning application on behalf of Waddeton Park Ltd for the development of 'Land off Trowbridge Road, Bradford on Avon'.
- 4.2. The Statement has been prepared in accordance with WC's Local Validation Requirements, as well as adopted planning policy and the NPPF. The application proposals incorporate 50% affordable housing in accordance with the 'golden rules' set out in paragraphs 156 and 157 of the NPPF.
- 4.3. This will equate to the delivery of up to 112 affordable homes, which in the context of the ongoing significant affordable housing need will be a substantial public benefit resulting from the scheme.
- 4.4. Indeed, the Council's current waiting list confirms 3,783 households are in need of affordable housing across Wiltshire, with around 83 households expressing a preference to either stay or be located in Bradford on Avon. This is coupled with substantial wait times for affordable housing compounded by an under delivery of affordable housing in recent years.
- 4.5. The NPPF is clear on the need to meet housing needs and in this case there is a clear lack of affordable housing which will inevitably impact on the most vulnerable people in the District. It is highly likely that the under-provision of affordable housing will result in households locally being unable to remain in the community which would have serious social and economic effects.
- 4.6. The Applicant is committed to full and open discussions on this matter and looks forward to positive discussions with the Council as part of the determination of the planning application.