

Wiltshire Council

**FAO:** Steven Sims

By email only

26<sup>th</sup> June 2026

**Town & Country Planning (Development Management Procedure)  
(England) Order 2015**

**Application Reference:** PL/2026/02943

**Site:** Land off Trowbridge Road, Bradford on Avon BA15 1HH

**Proposal:** 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.

**Sport England Reference:** PA/26/SW/WSH/74003

Thank you for consulting Sport England on the above application.

**Sport England – Non Statutory Role and Policy**

The proposed development does not fall within our statutory remit as set out in the Town & Country Planning (Development Management Procedure) (England) Order 2015. Therefore, Sport England has not provided a detailed response in this case, but general advice is set out below to aid the assessment of the application.

The occupiers of new development, especially residential, will generate demand for sporting provision. In this case, with the increase of 224 residential dwellings, Sport England considers that there should be consideration of offsite provision, rather than one onsite pitch which doesn't appear to have changing facilities associated with it.

Further information on the objectives and Sport England's wider planning guidance can be found on its website:

<http://www.sportengland.org/planningforsport>

My comments for application PL/2026/02943 are made in relation to two key elements:

1. Additional Demand for Sports Provision
2. Active Design and creating an Active Environment

### **The Proposal and Assessment against Sport England's Objectives and the NPPF**

The existing sport and physical activity provision within an area may not be able to accommodate the increased demand from a housing development without exacerbating existing and/or predicted future deficiencies. Therefore, Sport England considers that new developments should contribute towards meeting the demand that they generate through the provision of on-site facilities and/or providing additional capacity off-site. The level and nature of any provision should be informed by a robust evidence base such as an up-to-date Sports Facilities Strategy, Playing Pitch Strategy or other relevant needs assessment. In this case Wiltshire has an up-to-date Playing Pitch Strategy (2024) and this has been used to help inform this response.

The Wiltshire PPS (2024) notes that there is a need for one 3G pitch within the Bradford-on-Avon area. Contributions from this development could be used towards securing a new 3G pitch at an existing playing field in the area. In addition, table 4.10 notes the significant impact it could have if disused pitches were brought back into use. This is another way that financial contributions could be used to help support the wider community's access to sport.

The population of the proposed development is estimated to be 515 (using a 2.3 average occupancy rate taken from the 2024 PPS). This population will generate additional demand for sports facilities as set out in the section below. The provision of one onsite football pitch, may not be sufficient to meet the demands from the increase in population.

### **Onsite Provision**

Sport England do not recommend one pitch on the site to accommodate for the increase in demand for playing pitches in the area. The cost of maintaining and managing the playing pitch as well as the changing facilities will require a sinking fund and an ongoing management plan. It is recommended that offsite financial contributions are made to existing playing pitches with established clubs in order to ensure long-term sustainability of the playing fields.

It is noted in the Planning Statement on page 12 that the council considered that the town is suffering from shortfalls in local facilities, including a lack of sport pitches and associated facilities. It is recommended to provide financial contributions towards existing facilities to enhance these instead of providing onsite provision which may not be sustainable and used by clubs with a variety of ages using a number of pitches.

It is also noted in the Planning Statement on page 74 that 6,600sqm of sport pitches will be delivered as required against the Wiltshire Leisure and Recreation Development Plan (2009)

### **Outdoor Sport:**

Sport England has developed a Playing Pitch Calculator (PPC) which is used to estimate the additional demand for different pitch types that could be generated from housing developments. This calculator could be used in this instance to estimate the additional demand for pitch types arising

from this housing development. However, we would need a more detailed breakdown of the proposed new population (age groups and gender) comprised within the proposed 224 dwellings (leading to a population increase of 515).

### **Conclusion**

Sport England notes that onsite provision has been proposed for this development, and we would strongly recommend instead that the applicant works with the council to consider how offsite financial contributions through a Section 106 agreement can be secured to ensure the long-term sustainability of sport facilities in the area.

If you require any further advice on any issues raised within this correspondence please contact the undersigned.

Yours sincerely,

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