

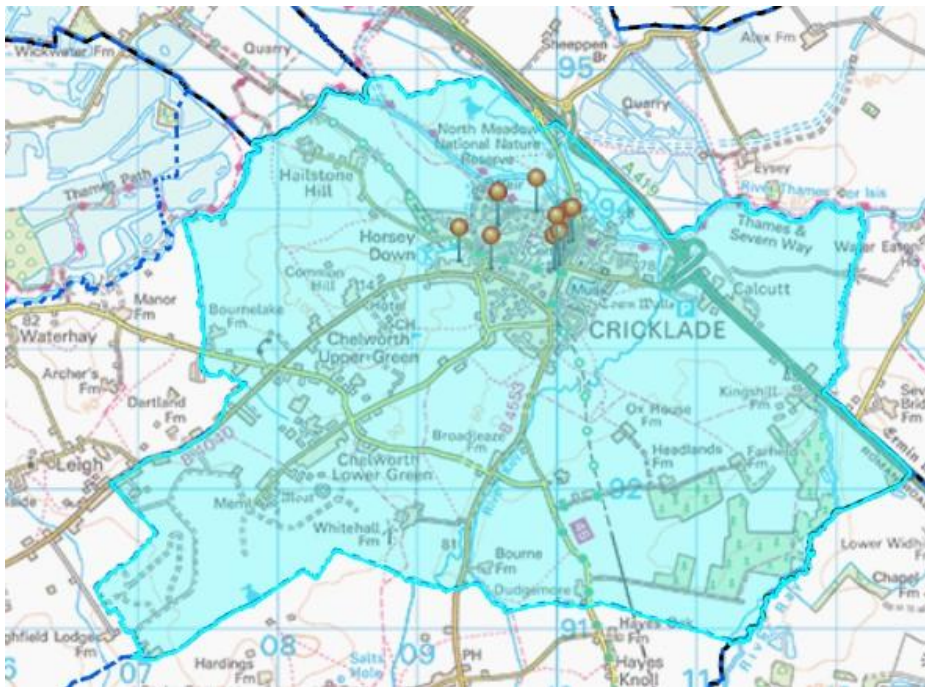
Public Art Officer comments:

RE: PL/2026/02134 - Land North and South of Stones Lane, and North of Malmesbury Road, Cricklade, SN6 6JP

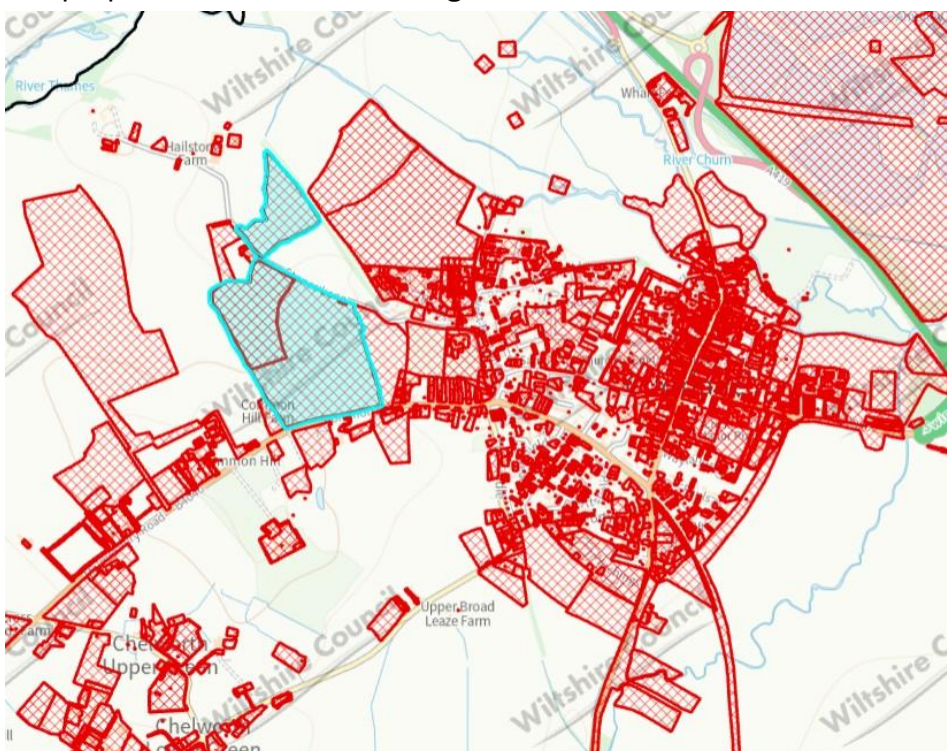
Outline planning permission for up to 315 dwellings with associated access and infrastructure including Suitable Alternative Natural Greenspace. All matters are reserved except for access.

Background

Cricklade is a small historic town and civil parish. Sitting on the River Thames, it has a population – according to the 2021 census – of approximately 4200 people



The proposed site of 315 dwellings sits out to the west of Cricklade town centre:



We note there are two further applications located adjacent to the proposed site: 49 dwellings (PL/2021/10404 - outline) and 140 dwellings (PL/2022/02452 – reserve matters).

This application for up to 315 dwellings equates, relatively speaking, to a disproportionate amount of development within Cricklade.

This level of development - as identified in objections against the scheme - can disrupt the established character, identity, and social balance of a settlement.

We would therefore seek a public art contribution to integrate this development and create a cohesive/linking identity to the rest of Cricklade town centre.

We note Cricklade Town Council's comments from 05/06/2026

Stance: Object

[Background] *"315 dwellings represents the largest single development in Cricklade by far and would result in an increase of 17-18% in the size of the town in terms of the number of dwellings."*

[Summary] *"The proposed development is very large when compared with recent developments and would represent a major expansion westwards on rising ground above the town. The application is premature because until the Bloor Homes site is brought forwards there are no means of providing safe walking and cycle routes to the town centre and other facilities."*

We also note point 7 of CTC's Mandatory Conditions should the application receive consent:

Design Concept: We agree with the Urban Design officer in that developments outside the settlement boundary should be of exceptional architectural merit and with an improved integration of green and blue infrastructure. In view of the size of this proposed development relative to the size of Cricklade, it is recommended that the design is not generic but does relate to the locality.

Contribution threshold

- Developments of 50 dwellings and more
- £300 per residential dwelling

Indicative figure

Using planning obligations, the indicative public art contribution figure for a site of 315 dwellings would be £94,500 (based on £300 per dwelling – see threshold and calculation) to be commuted prior to commencement to Wiltshire Council's Arts Service to devise and manage the scheme/s.

The Public Art Officer encourages early engagement from Developers regarding sites/schemes that may be incorporated into the Development or the vicinity of the Development (publicart@wiltshire.gov.uk).

Rationale

The provision of public art is justified as a proportionate and necessary measure to both mitigate the impact of development, and support its successful integration.

Public art provides a means of embedding locally responsive elements that can reflect the area's history, culture and environment, helping development to feel assimilated rather than imposed.

Our guidance on public art was adopted by Cabinet in 2024, and the Council is able to demonstrate a robust methodology benchmarked against several other authorities. There is an identified specific site-based requirement as a result of this development, and we can point to several appeals where public art contributions have been found compliant and secured.

You will also note the recent Secretary of State decision - dated 28 July 2026 - re: PL/2024/07097 - Land South of Snarlton Farm, Snarlton Lane, Melksham, SN12 7QP - APP/Y3940/W/25/3373278, which agrees with the submitted CIL compliance statement which makes reference to the public art contribution (as does the agreed S106):

Planning obligations

32. The Secretary of State has had regard to the Inspector's analysis at IR12.76-12.80, the planning obligation dated 5 February 2026, paragraph 58 of the Framework, the Guidance and the Community Infrastructure Levy (CIL) Regulations 2010, as amended. For the reasons given at IR12.79, she agrees with the Inspector's conclusion that the obligation complies with Regulation 122 of the CIL Regulations 2010 and the tests at paragraph 58 of the Framework.

Public Art contributions provide a policy compliant mechanism that will help mitigate the impact of this development by assisting its integration with existing and incoming communities.

This is essential in the context of Cricklade to create a sense of place and so as not to undermine community cohesion with regards to WCS CP57 and NPPF para. 96 and para. 98.

Contribution calculation

To provide a consistent, sustainable and transparent approach for our Public Art programme, our communities and Developers, Wiltshire Council has held its 'fixed per dwelling' figure since its implementation in 2009.

The 2009 figure was calculated* using the internationally established Public Art funding mechanism, Percent for Art** i.e. up to 1% of capital costs derived from an average build cost per residential dwelling in England. In this case, taking a conservative approach of 0.5% and the lower end of a typical standard newbuild.

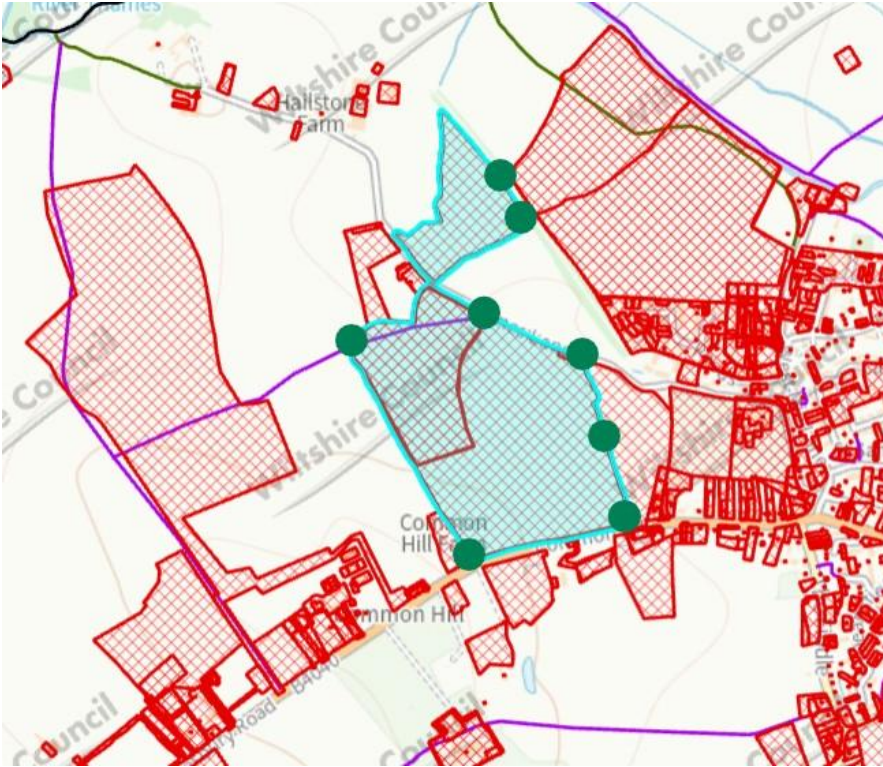
*[*build cost per dwelling (RICS) x average floor space per dwelling (English Housing Survey) = lower end of average cost per dwelling (c£60,000 in 2009) x 0.5%*

***Percent for Art is an internationally established funding mechanism implemented by authorities, development corporations and housing associations for the commissioning of public art. Normal practice is for up to 1% of capital costs to be allocated for public art]*

Public Art Scheme

There are several potential locations (TBD) for a Public Art scheme/s (identified by green dots) which would assist with integration, community cohesion, and place-shaping, along with enabling a scheme that is accessible to as many of the existing and new residents as possible:

E.g.s along Stones Lane, the RoW / pathway and/or using a scheme to connect to the site to the directly adjacent development PL/2021/10404:



Summary

Public art is widely recognised within the planning system as a key component of place-making, contributing to distinctive, higher quality environments that go beyond purely functional design and instead create places that reflect local identity and aspirations.

Public art also plays an important role in supporting community cohesion and well-being by creating shared spaces and experiences that bring together existing and new residents, acting as a bridge between communities and helping to foster a sense of belonging.

Community involvement in the delivery of public art schemes encourages participation and dialogue, strengthening social connections, and helping communities adapt to change.

More broadly, it supports and contributes to civic pride, legibility and the usability of public spaces, while reinforcing a shared identity and delivering long-term social value.

As such, public art should not be viewed as decorative but as a legitimate planning tool that supports the assimilation of new development, and the creation of cohesive, inclusive communities.

As per our public art guidance and process, by locating public art scheme/s at one of the locations identified above (TBD), it is possible to adopt a more effective and strategic approach to aid integration and support cohesion in accordance with the WCS CP57 and the NPPF:

To support strong, vibrant and healthy communities, the NPPF recognises ‘cultural wellbeing’ as a ‘social objective’ - one of the three overarching objectives in achieving sustainable development.

2. Achieving sustainable development

8. Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

*b) **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being*

8. Promoting healthy and safe communities

96. Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:

a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;

b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas

98. To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:

b) take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community