

# Vision and Scoping Study

for Warminster Town Plan

Final Report | Aug 2008



Warminster  
Town Council



West Wiltshire  
District Council

urban  
practitioners

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## Contents

<b>THE VISION</b>	<b>I</b>		
<b>CONSULTATION</b>	<b>4</b>		
best attributes	5	a thriving economy	33
worst attributes	6	a leisure and community hub	39
aspirations	7	an accessible town	47
steering group	9	an attractive environment	59
<b>KEY THEMES</b>	<b>12</b>	<b>TRANSFORMATION OF WARMINSTER</b>	<b>75</b>
a sustainable shopping centre	13	<b>GUIDANCE FOR INFORMING TOWN PLAN</b>	<b>78</b>
a tourist destination	23	recommendations and fields of expertise	79

# THE VISION

The vision for Warminster is that it will build on its strong heritage as a prominent market town with a significant catchment area of local villages. It will develop as a truly sustainable town, providing the mix of employment, services and amenities that will enable residents to build within it all stages of their lives.

The beauty of the surrounding countryside and its villages is a major attribute that will be fostered and supported, with good access and communications links with the town and for visitors coming to the area. This will be matched within the town by strong conservation of its heritage and very high standards in its appearance and cleanliness.

The town's economy will continue to develop in vibrancy, resilience and flexibility to meet the challenges of the future. Warminster will offer a spread of employment. It will also increase its provision of employment requiring high levels of academic and technical achievement with support through education and training. Housing and workspace standards, developed in

parallel with excellent amenities, will see Warminster as a town where people positively want to live and work. These attributes, linked to the world renowned attractions close by and within easy reach, will make Warminster a tourism destination of first choice.

Warminster's already good relations with its army garrison will be strengthened. There will be a high level of integration of social and sporting activities, as circumstances allow. The local highly technical employment opportunities offered by the garrison's use of extremely sophisticated training aids will be fostered.

There will be particular emphasis on developing the bonds of community, backed by a good range of activities run by and for both the young and retired elements of the population. The preservation of the noted friendliness of Warminster will be a factor in all decisions.

Overall, Warminster will take a pioneering role as a vibrant and sustainable market town for the 21st century.





# INTRODUCTION

Warminster has for many years lacked a formal view of how it wished to move forward into the future. While much has been achieved in terms of physical development and economic and community growth in that time, it has tended to be somewhat haphazard and driven by agencies other than the town. Within a unified Wiltshire the town will also be competing for public resources directly against some twenty other towns within the county.

Warminster Town Council is therefore developing a Town Plan that is fully supported by the town and its surrounding villages and that is seen as authoritative by the agencies from which support will be sought to implement that plan.

This Vision and Scoping Study is a precursor to that plan. It identifies the vision the town has of itself in the future, the first element in giving coherence and relevance to the plan. It then scopes the work needed to arrive at the full plan

at the quality level required for it to be acknowledged as authoritative by future partners. With these two elements to hand the Town Council is then well positioned to seek the necessary resources to implement the preparation of the full plan.

# a vision for Warminster

Warminster Town Council has commissioned Urban Practitioners to prepare a Vision for Warminster. This will identify the key issues facing the town to help plan for the future. We want to hear what you have to say – this is your chance to help shape the future of Warminster!



## my wish for

# Warminster



Urban Practitioners

# CONSULTATION

The Warminster Vision and Scoping Study is informed by consultations carried out and evidence provided by a number of Warminster based bodies. Their findings were validated by a wide-reaching consultation event held by Urban Practioners in the Three Horseshoes Walk in the town centre on Friday 25 April 2008 between 9am and 3pm.

The bodies involved in providing evidence from their own experience of Warminster, and from consultations they had carried out, include Warminster Town Council, Warminster and District Chamber of Commerce, Warminster Heritage Trust, Warminster and Villages Community Partnership, Warminster and Villages Development Trust, West Wiltshire District Plan 1st Alteration and West Wiltshire District Council's current work on its Core Strategy. Past editions of the Warminster Journal also provided evidence of local opinions and needs. So too did the 1998 URBED Report that looked at the key issues for Warminster as part of its wider study of the five towns of West Wiltshire.

A steering group workshop was held on Thursday 24 April, providing an opportunity for the steering group to share their local knowledge of the area and to build a consensus regarding key aspirations for Warminster. The workshop comprised a walking audit of the town centre, followed by a workshop identifying the key issues for the town and the key opportunities for the future.

In each case, comments were noted and mapped on large scale plans of the town centre. These are shown in more detail on page eight.

The following day local residents were given the opportunity to identify what they considered to be Warminster's best and worst attributes, and to nominate their wish, or wishes, for the future of Warminster. Feedback was also given on which shops and services are most valued in Warminster, with participants marking these on a large plan of the town.

Over 400 comments were submitted on post-it notes at the consultation

event, in addition to the shops and services identified on the plan. Feedback from participants broadly fit within the following themes:

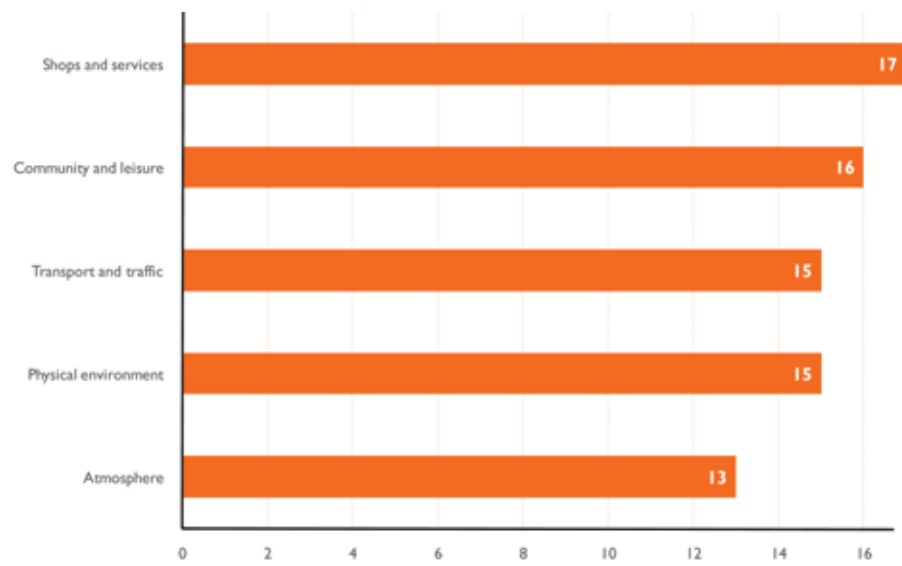
- Economy, including tourism and employment;
- Housing and the built environment;
- Culture, including leisure, recreation, heritage and the arts;
- Environment, including countryside and land-based issues;
- Transport, access and traffic;
- Education and life-long learning;
- Health and social care; and,
- Crime and community safety.

In addition, the consultation builds upon an earlier survey of local businesses under the Smarter Warminster banner.

A summary of the consultation results, according to these broad themes, is set out below. More detailed analysis regarding specific comments on the themes is provided within the dedicated chapters for the themes.

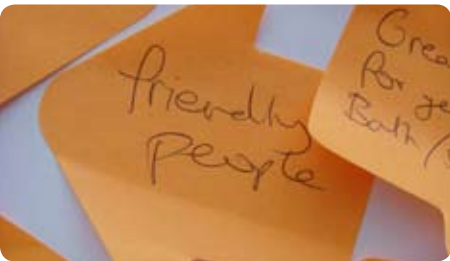
# best attributes

Opinion on Warminster’s best attributes was far more equally spread, with a far smaller number of comments overall in this section. Shops and services were most valued, by a narrow margin, with mention of the independent stores which exist in the centre. Whilst Warminster’s atmosphere was the least valued theme in terms of overall comments, the most popular specific comment regarding Warminster’s best attributes was the fact that the people are so friendly, giving the town a sense of community. The total number of comments was 76.



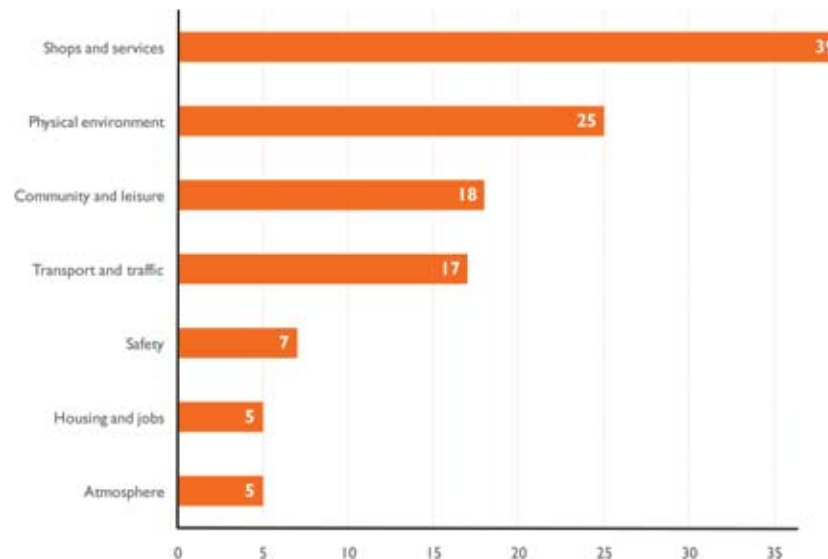
The most popular specific comments overall regarding the best attributes of Warminster were:

Friendly people with a sense of community	10
Good public transport links	6
Access to the surrounding countryside	5
Legible and easy to get around	5
Warminster Park	4
Nice compact town centre	4
Historic buildings	4
Good links to Bath and Salisbury	4



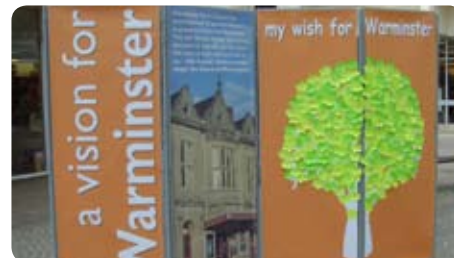
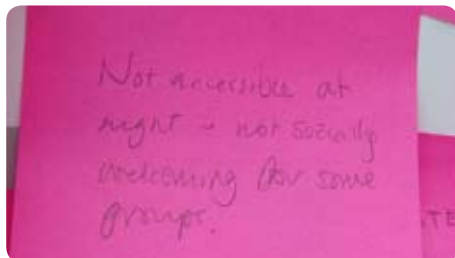
## worst attributes

In terms of Warminster's worst attributes, grouping the comments according to the themes reveals that local residents are most concerned about retail provision in the town, particularly in terms of quality and diversity. This had a significantly higher number of comments than for other themes. Also of concern to residents were the physical environment in the town centre, community and leisure facilities and transport and traffic issues. The total number of comments was 112.



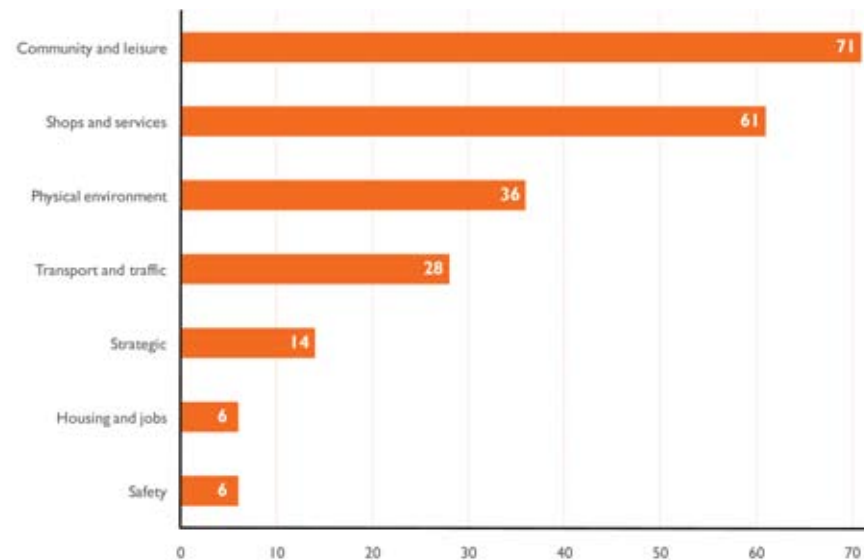
The most popular specific comments overall regarding the worst attributes of Warminster were:

Neglect of the Old Town Hall	7
Litter, especially from takeaways	6
The number of empty shops	5
The number of charity shops	5
Poor quality shops, especially on East Street	5
Road works which have really affected the town	4
The fact that good shops aren't able to remain open	4
Congestion in the centre	4



## aspirations

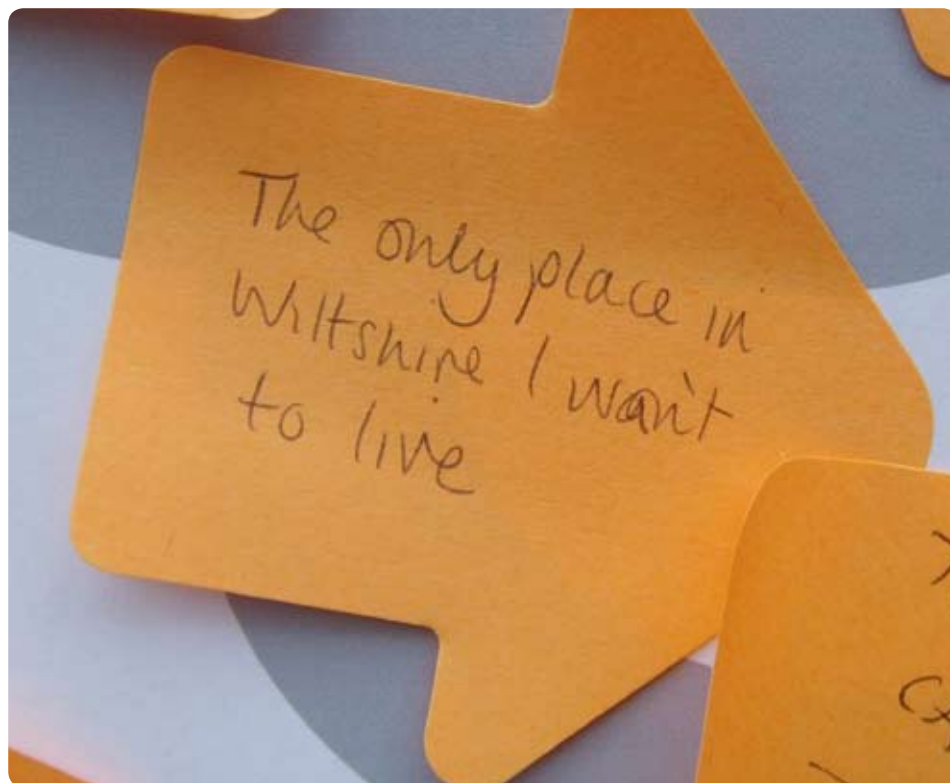
The greatest aspirations for Warminster relate to community and leisure facilities, which are closely followed by shops and services for the area. These two themes both had a significantly higher number of comments than other themes. These were followed by the physical environment and transport and traffic. The total number of 'wishes for Warminster' contributed was 222.



The most popular suggestions overall for improving Warminster were:

Facilities for young people	15
Another supermarket (more upmarket)	12
A+E department at local hospital / keep hospital	12
Make the town tidier, cleaner and more attractive	8
More decent shops	7
Raise the market's profile	6
Support independent shops	6
Attract national retailers	6
Good restaurants / cafes	6
Keep two hour free parking / increase free parking	6





# steering group

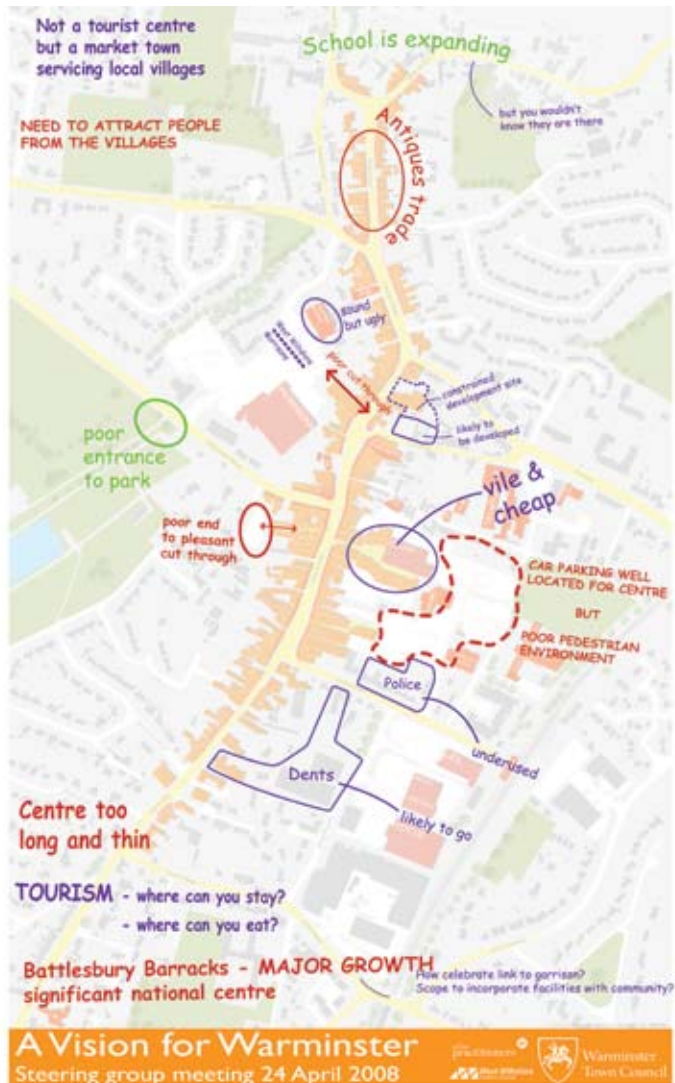
## Issues

- Warminster School is expanding but seems to be fairly insular and integration with the town is minimal
- Warminster currently loses a large proportion of its catchment area to other towns as residents from these choose these as a service centre over Warminster
- The Assembly Rooms is a sound building but is not very attractive
- The Three Horseshoes Walk is considered to be unattractive
- A number of small, constrained sites exist, which should be considered more strategically
- The car parking area has a poor pedestrian environment
- A number of the cut-throughs from Market Place to the service yards are poor quality
- The Police service site is currently underused
- Dents manufacturers are relocating outside the town
- The high street is too long to be sustainable
- There are no facilities for tourists, such as hotels or restaurants
- The Battlesbury Barracks represent major growth, and links to the garrison to be celebrated more effectively, with greater military-town integration

## Opportunities

- Take-aways should be on the outskirts of town so that restaurants can inhabit the centre
- Better shops should be encouraged in the centre
- Commercial uses should be concentrated in the centre to shorten the high street length
- The park's presence and profile should be raised
- The Assembly Rooms should be refurbished/redeveloped as a new civic centre
- The Three Horseshoes Walk should be ripped out
- The Town Council could consider moving elsewhere
- A new concept is needed for the commercial heart of the centre
- A retail loop should be established in the town centre
- Retail and housing should be developed in the Dents site
- Pedestrian links should be improved throughout the town centre

## Issues



## Options





# KEY THEMES

The Warminster Vision and Scoping Study has identified a number of key themes which will be influential in supporting the overarching vision for the town. Whilst these may develop and adapt during the preparation of the Town Plan, it is considered that these themes are very useful in identifying the key issues that Warminster is facing and the key areas of research which will need to be undertaken for the comprehensive Town Plan. The six key themes are:

- A sustainable shopping centre;
- A tourist destination;
- A thriving economy;
- A leisure and community hub;
- An accessible town; and
- An attractive environment.

For each of these themes, initial analysis has been undertaken to assess the key priorities for the town. The comprehensive consultation feedback from the market stall is also analysed in order to understand the concerns and aspirations of the local community. Drawing on the analysis and consultation feedback, the key issues and opportunities for each of the themes is then drawn out and a number of recommendations are made regarding further research and analysis for the full Warminster Town Plan.

## a sustainable shopping centre

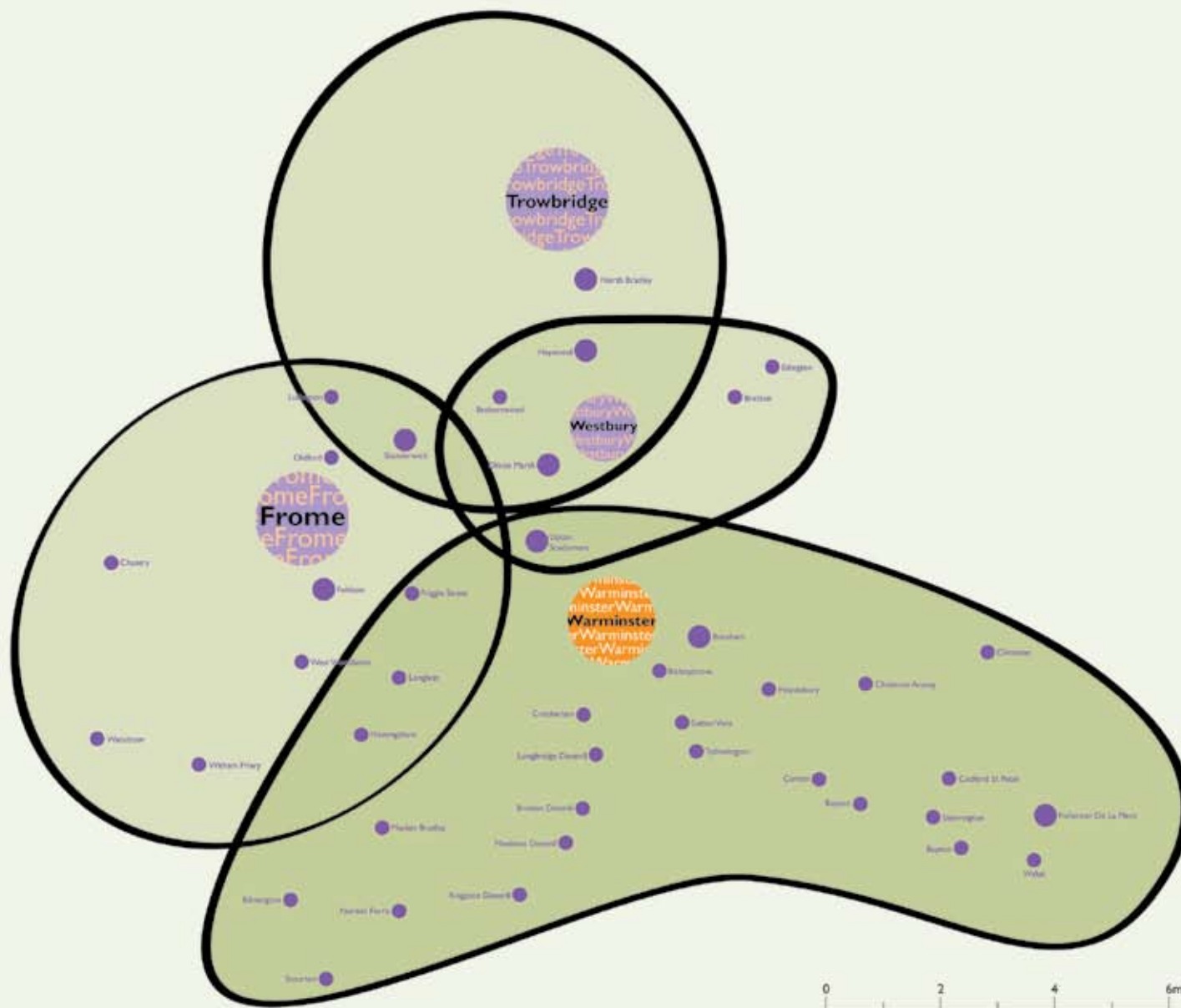


S. L. Corden & Sons, Warminster

In order for Warminster to successfully operate as a sustainable local service centre for the residents of the town and villages, it is essential that it can offer a suitable provision and mix of retail uses within the town centre. Convenience and comparison goods should both be available in order to attract shoppers to the town centre for half day visits. A variety of local independent stores and national retailers should also be represented in order to ensure a healthy mix of retail outlets that can meet residents' and visitors' needs alike.

In addition to retail provision, the layout of the town centre should support retailers by providing an environment that is easy to navigate and conducive to shopping on foot. The shopping area should be legible and accessible to all pedestrians and should ideally have clearly defined sub-areas within the town centre.

In this chapter, the retail provision and layout within Warminster town centre is analysed and the consultation feedback with regard to shops and services is reviewed. The key issues revealed by this are then summarised and proposals for further research as part of the Town Plan are suggested.



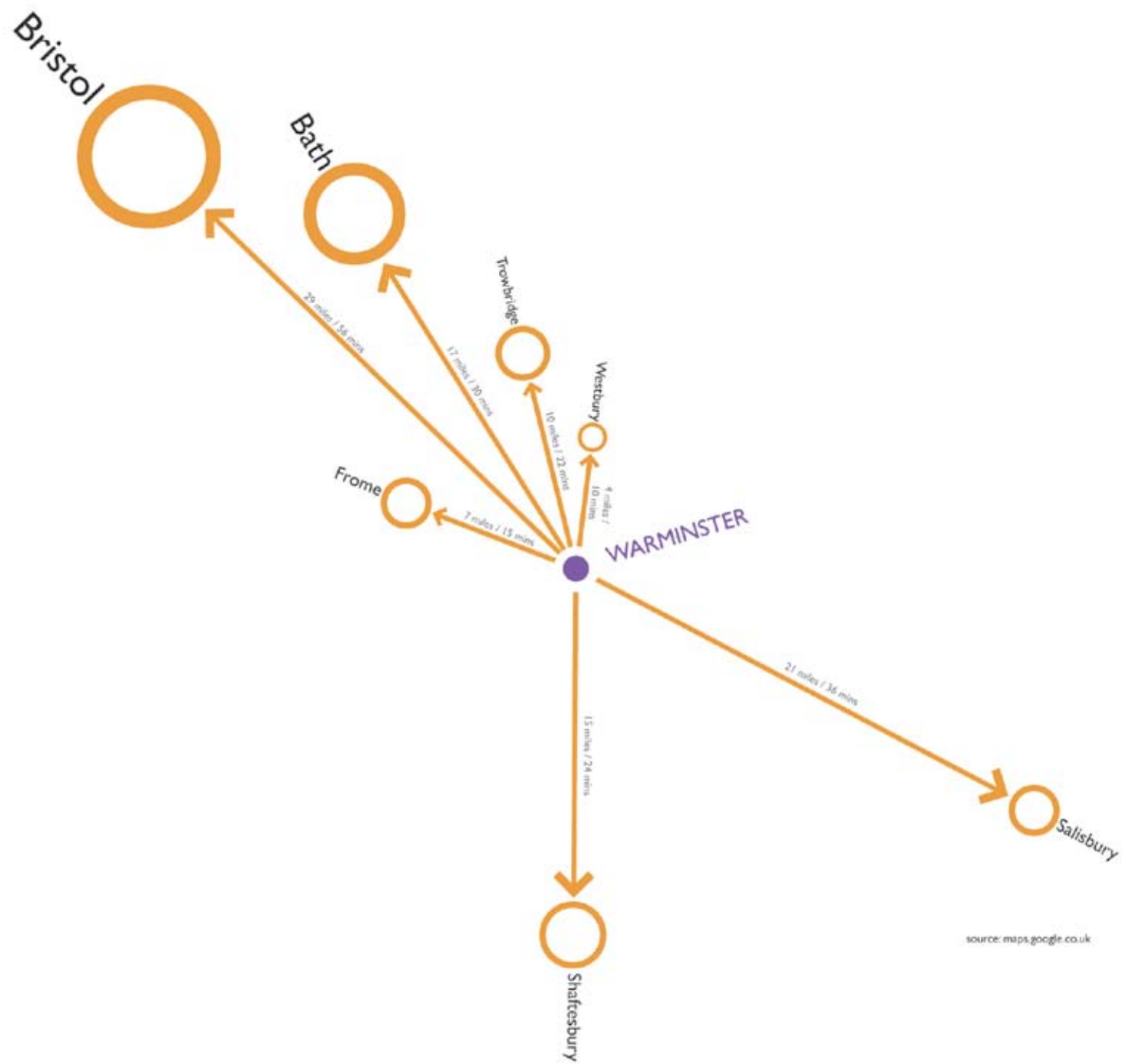
Local catchment area

## a sustainable shopping centre



## Analysis

Warminster is well located in a rural region, with over 20 surrounding small villages, which form a natural catchment area. Bath, Bristol and Salisbury represent high quality and attractive shopping destinations for a day out, but are too far away for local shopping needs. To the south, no small towns exist within a 15 mile radius, providing a large catchment area of small villages. However, to the north, Frome, Westbury and Trowbridge draw residents from villages, limiting Warminster's catchment area. In order to recapture this catchment area, Warminster needs to establish a retail offer which can compete with these towns.



Local retail hierarchy

## a sustainable shopping centre



Frock Shop Dress Agency, Warminster

### Review of existing shops / retail layout

Whilst Warminster has a number of small convenience goods stores, the town currently has a dearth of comparison goods outlets. Supermarket representation within the town is also fairly narrow with cheaper stores dominating the offer (Morrisons, Iceland and Lidl) and a small amount of overall supermarket floor space.

The economic health of the High Street seems to be fairly poor at present, with a number of betting shops, charity shops and vacant units. Larger shops close to the train station, such as Argos, have recently improved the variety of retail on offer. However, a lack of comparison shops remains, with mens' clothing retail being a conspicuous gap in provision.

The eastern end and western ends of the High Street and Market Place are dominated by specialists and food retailers and the town does have a number of antique stores in Silver Street.

Warminster's retail pattern is currently characterised by a central extended linear street, surrounded by larger, warehouse style outlets. The length of High Street and Market Place is currently too long to effectively create the critical mass to support retail businesses. This is reflected in the high levels of charity shops and vacant units. Pedestrian links between the High Street and Market Place and the warehouse retail areas are also weak and both areas would benefit from improved connectivity.

The town as a whole would additionally benefit from the introduction of a deeper retail circuit, through which all the key shopping areas could be easily accessed. This would create an effective distribution of footfall throughout the town centre and would further improve legibility.



Existing retail condition

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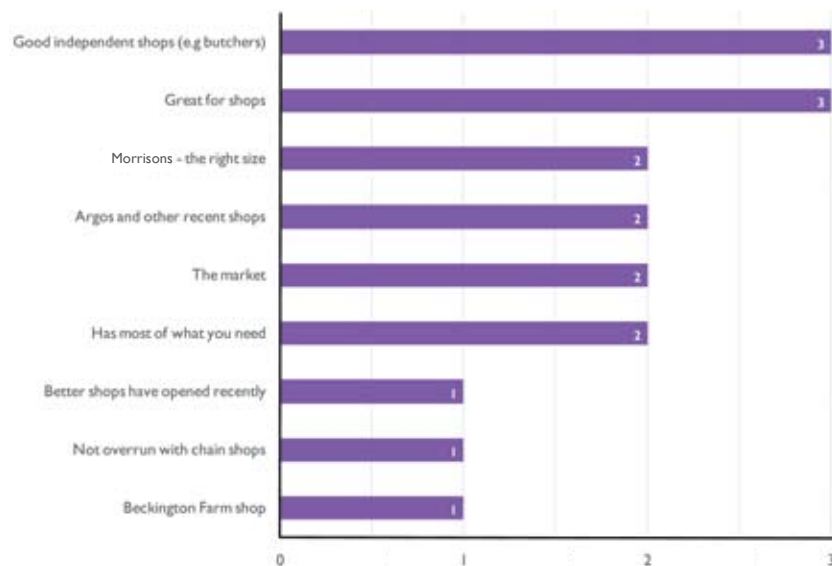
## a sustainable shopping centre - consultation review

### Best attributes

The independent shops which do exist in the town are highly valued by the local community, with food stores such as butchers and grocers mentioned specifically. The recent warehouse retail is appreciated for adding variety to the town centre's retail provision and improving the representation

from national retailers. Morrisons is also valued and considered to be an appropriate size, allowing independent stores to thrive alongside it.

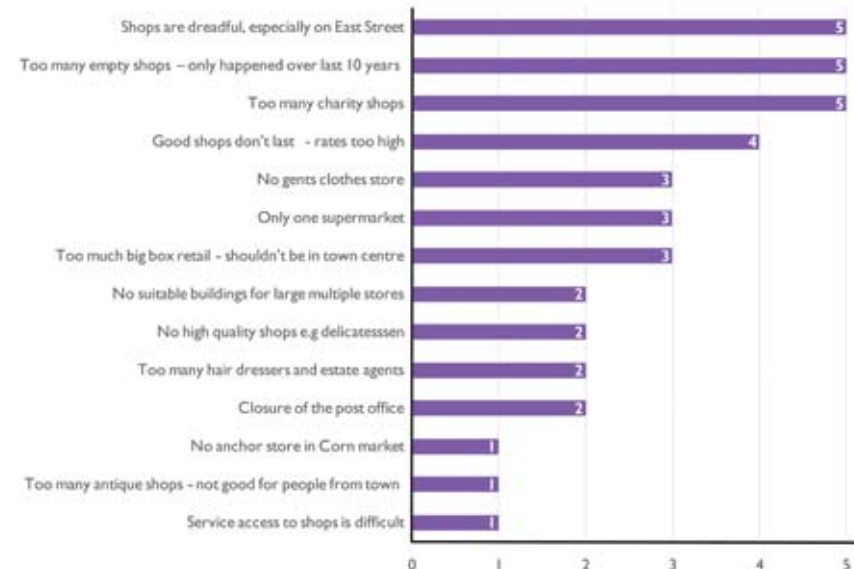
The market was highlighted as an asset, as were farm shops in the surrounding area, including Beckington Farm shop.



### Worst attributes

The overall quality of the retail provision (particularly on East Street), along with the high incidence of charity shops and empty retail units, were considered to be the worst aspects of the shops and services offered in Warminster town centre. The lack of provision for key items was highlighted, including a poor

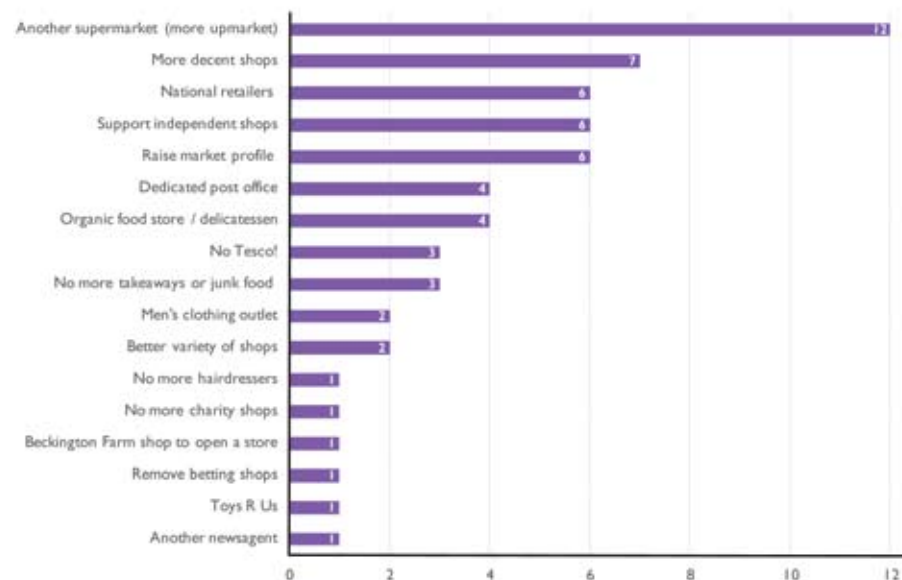
supermarket offer and the absence of a men's clothes store. A number of local residents suggested that commercial rates are too high for small independent stores to remain open.



## Wishes

By far the most popular wish for Warminster in terms of shops and services was an additional supermarket providing quality produce. On a number of these comments, Marks and Spencer and Waitrose were mentioned by name, but many were non-specific. This was followed by a more general request to introduce more high quality, decent shops to the centre.

Attracting national retailers and supporting independent shops were also high on the agenda and considered to be of equal importance. Similarly, raising the profile of the market was considered to be very important, with a number of specific suggestions including adding a farmers' market, adding an organic section, moving the market to Market Place and introducing an extended Christmas market.



## Overall summary

The residents of Warminster and the villages appreciate the fact that the centre is not a 'clone town' and has a number of independent food and convenience stores. Support exists for adding to these, with a quality offer, and introducing more national retailers to the town.

Strong sentiment exists regarding the need for an additional supermarket, and for this to provide a different offer to the Morrisons, Iceland and Lidl which currently exist in the town.

The market is a highly valued resource and residents would like to see this enlarged, drawing on the produce of the surrounding rural area. A number of constructive suggestions were made regarding raising the profile of the market and it would be useful to explore these during the preparation of the Town Plan.

Lastly, residents would like to see a reduction in the number of empty units and the number of charity shops and betting shops in the town centre.



# a sustainable shopping centre

## Key issues

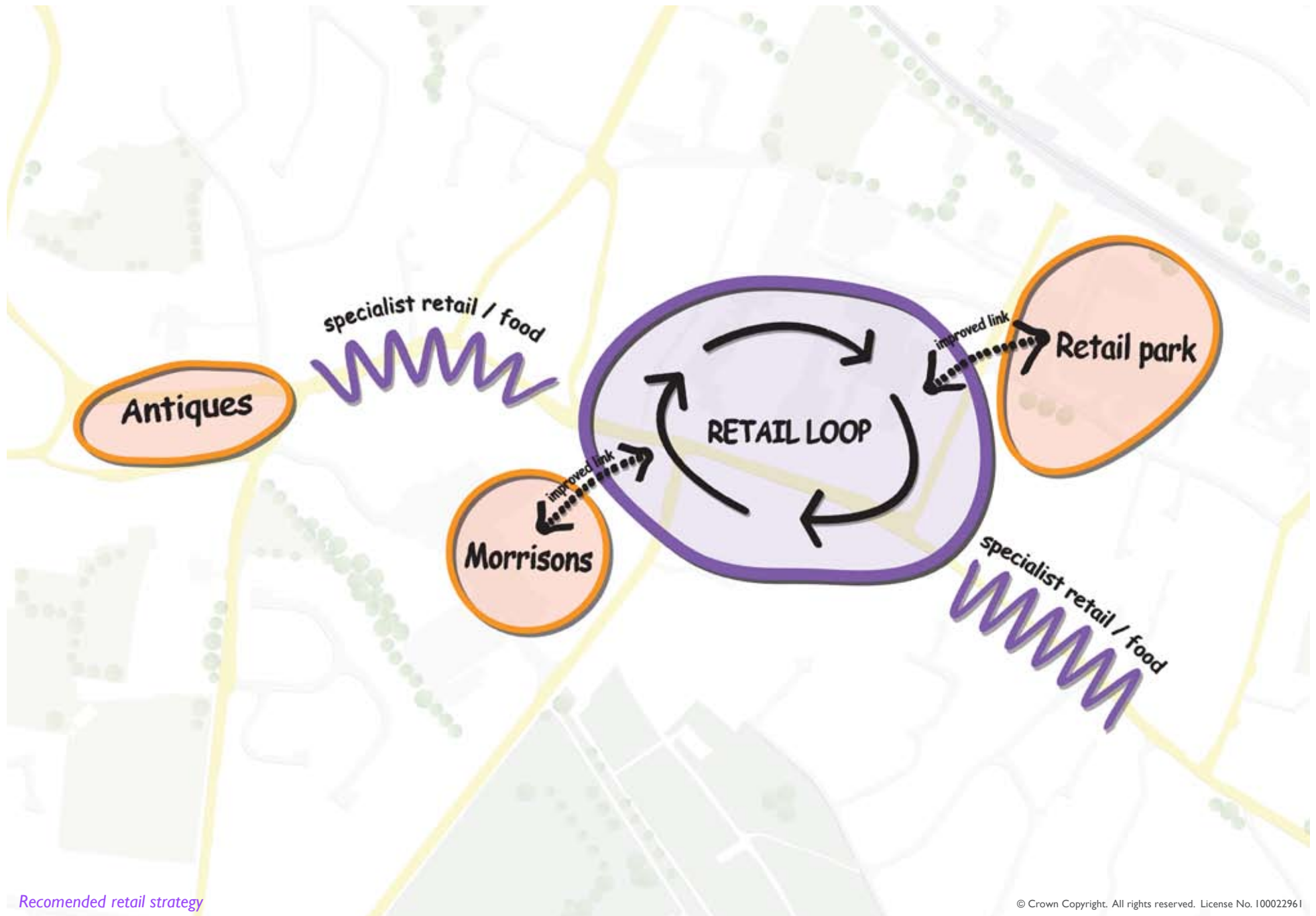
1. Warminster's High Street is currently too long and fails to provide a real focus for the town centre
2. The town has a limited number of national retailers and an under representation of comparison goods on the high street, including the absence of a men's clothing retailer
3. Morrison's supermarket dominates the supermarket offer in the town and is currently operating at capacity, suggesting there is potential for the introduction of another supermarket
4. A large number of vacant units and low value stores currently exist in the town centre – charity shops, betting shops, take-aways, hairdressers and estate agents
5. Connections between the High Street and the warehouse retail are currently poor
6. An effective retail circuit does not currently exist in the town centre.

## Strengths

1. The market is highly valued and provides potential for raising the profile of the town
2. The town has a number of independent stores which provide a base for developing the independent retail market
3. The town's history as a former major market town of the south west provides a retail heritage to draw upon
4. Initial research suggests that quality furniture is under represented in the area and could be developed building upon existing furniture manufacture and antique trades.

## Recommendations

1. Explore methods of consolidating the primary retail provision on the central section of High Street and Market Place
2. Further establish three key retail areas to the town centre: one primary retail area and two areas focusing on specialist and food retail
3. Explore sites for shops with larger footprints to attract national retailers
4. Investigate the potential for a second supermarket to locate in the town centre through assessment of supermarket providers' requirements and analysis of suitable sites in the town centre
5. Investigate potential incentives and support for small, independent, quality retailers
6. Explore the scope for developing niche retail sectors:
  - i. Antiques and furniture
  - ii. Books
  - iii. Organic food
  - iv. Malts and ales (building on recent success of Warminster Maltings)
7. Explore methods of raising the profile of shops among residents of Warminster and surrounding villages to encourage local shopping patterns
8. Explore the potential to create a pedestrian retail circuit for the town centre, connecting back courtyards and linking effectively across Market Place
9. Investigate potential uses and layouts for the car park areas and the former Dents site
10. Investigate the establishment of a shop front improvement scheme with matched funding (either HERS, BIDs or local scheme).



Recommended retail strategy

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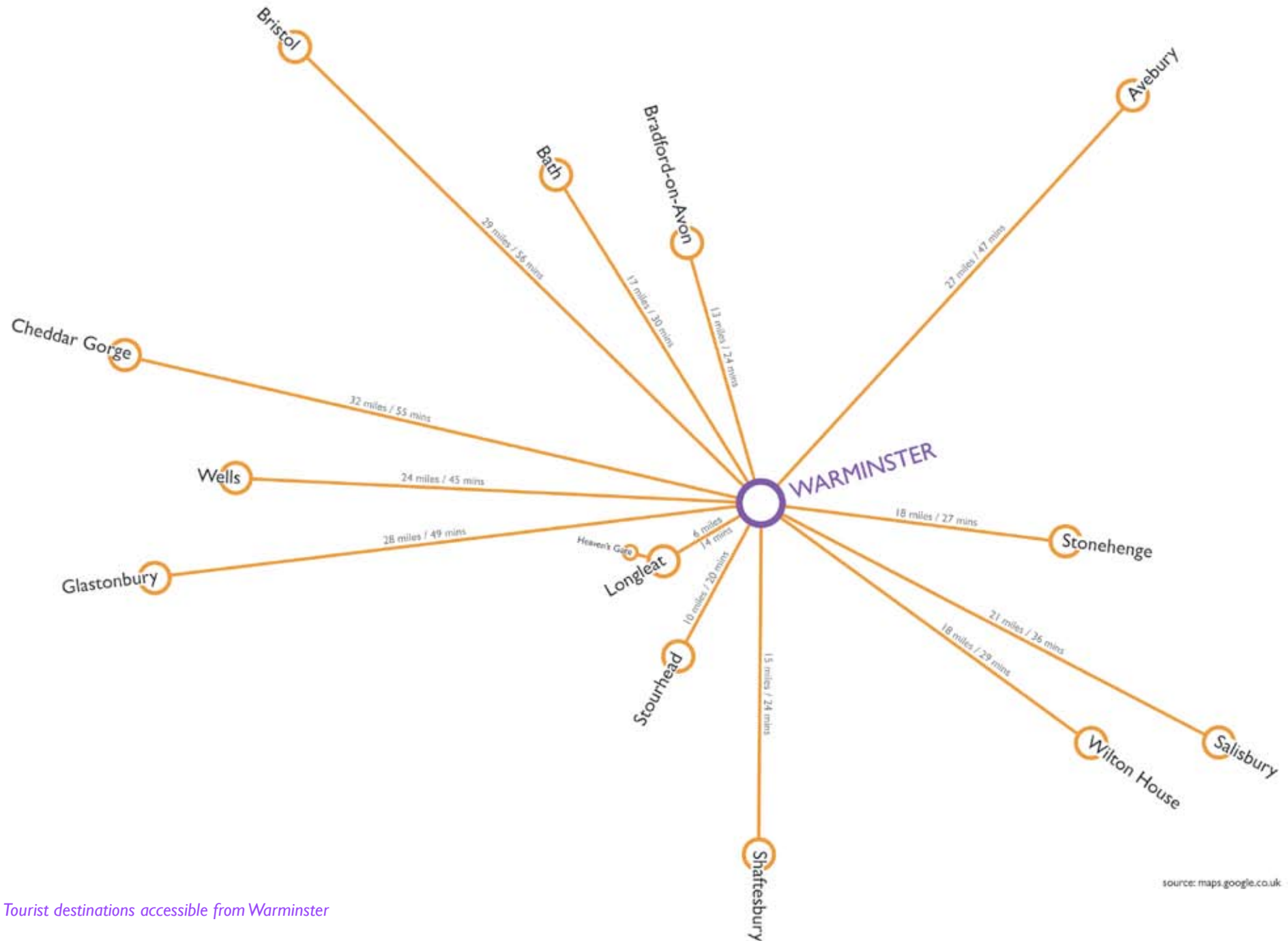
## a tourist destination



Warminster has significant potential to build on its assets and develop as a tourist destination. The market town's own history and the handsome historic environment which remains as a legacy of this provides a perfect appeal for tourists. Combine these assets with the town's highly desirable location amidst a number of nationally and internationally renowned tourist destinations and potential for the area is very strong.

Given recent shifts in holiday travel patterns towards more sustainable activities, and the corresponding resurgence of British based holidays for UK residents, and Warminster's potential is further enhanced. Exploring the feasibility of week, weekend and day trip tourism appeal for the town is considered to be a highly strategic priority for the forthcoming Warminster Town Plan.

In this chapter, the tourism potential of Warminster is analysed, along with surrounding destinations which could support this offer. The consultation feedback with regard to tourist provision is reviewed. The key issues revealed by this are then summarised and proposals for further research as part of the Town Plan are suggested.



source: maps.google.co.uk

Tourist destinations accessible from Warminster

## a tourist destination - analysis

### Location of surrounding tourist destinations

Warminster is favourably located between a large number of national and international tourist destinations, including Stonehenge, Longleat and Cheddar Gorge, and a number of attractive and historic towns with tourist appeal, including Bath, Salisbury, Glastonbury, and Shaftsbury. These are all located within approximately 30 miles of Warminster town and within an hour's drive.

### Provision for tourists

Whilst Warminster does have a number of B+B's, the town currently lacks decent hotels with modern appeal within the town centre. The higher end of the market is catered for by Bishopstrow House, but nothing providing a more affordable version of the popular boutique hotel model exists, although a Travelodge exists on the outskirts.

Restaurants within the town centre are similarly limited. A small selection exists at the eastern end of the town, including Thai, Indian and Chinese, but high end and family restaurants are under represented in the town centre.

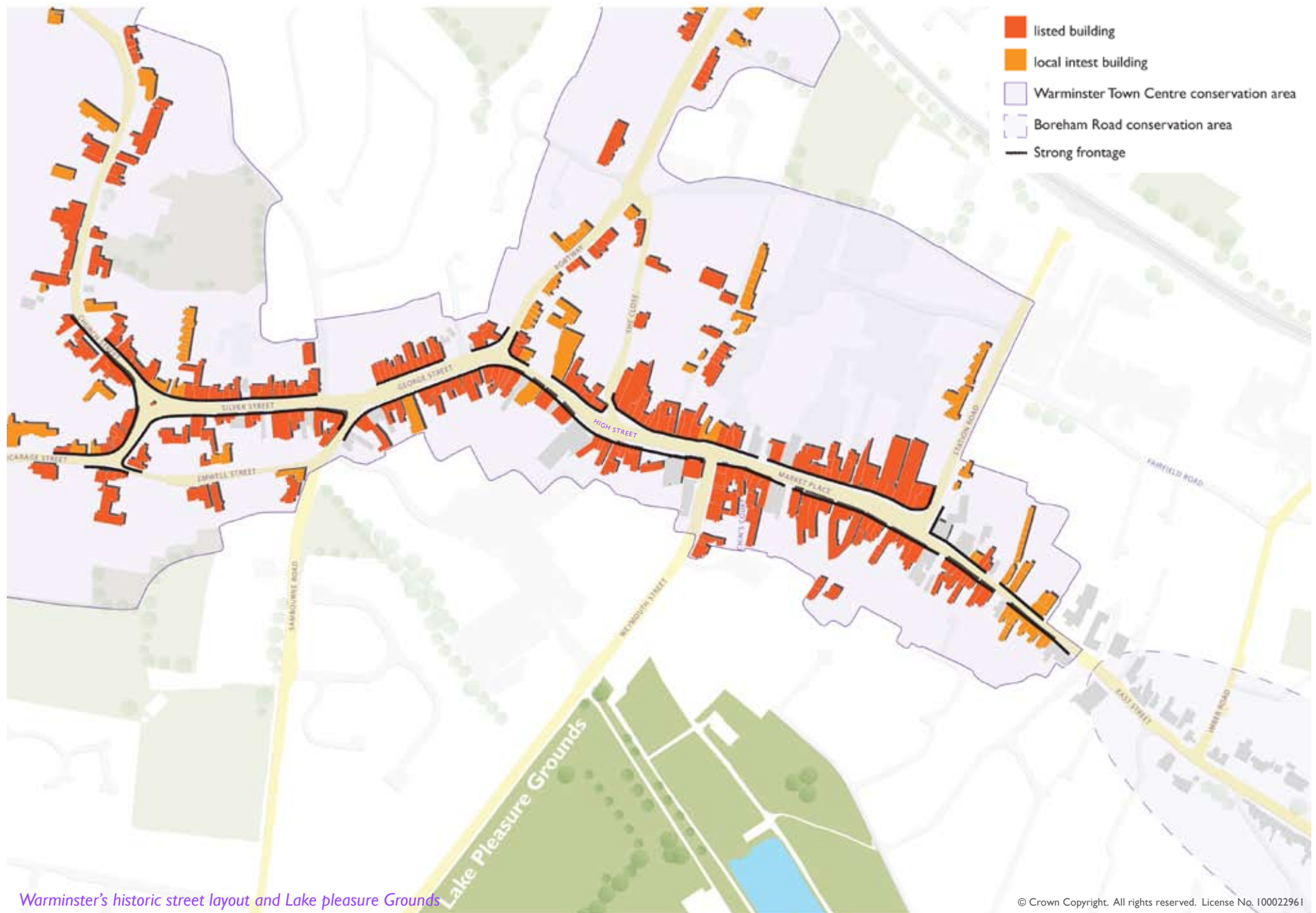
### Tourism assets for Warminster

Warminster itself benefits from a number of assets and attributes which provide a sound basis for the development of the town as a tourist destination. The market town has an illustrious history as a former prominent market centre within the south west region. The legacy of this heritage is a comprehensive and largely intact historic built fabric within the centre, and an historic street layout. The town has a large and attractive town park, with space for activities and events.

In addition to this, the town is set in a beautiful rural landscape that is

internationally renowned and provides an overarching tourism appeal for the wider area.

At a more strategic scale, Warminster has a number of currently low profile assets which could be further developed to raise the profile of the town and attract tourists. For example, the antiques area could be further developed to raise Warminster's profile; Warminster's critically acclaimed malting company could be celebrated through the introduction of an ale festival as part of the carnival or Christmas market; and Warminster's military heritage could be celebrated through a town procession.



Warminster's historic street layout and Lake pleasure Grounds

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## a tourist destination - consultation review



Warminster's residents did not identify any of the town's worst or best attributes as being related to the tourism offer of the town. This communicates the fact that Warminster's potential role as a tourist destination does not currently have a significant impact on the residents' quality of life. It also reflects the fact that Warminster is not currently considered to possess any noticeable characteristics of a tourist destination.



However, it is possible to draw information from the other themes, which is relevant to the role of Warminster as a tourist destination.

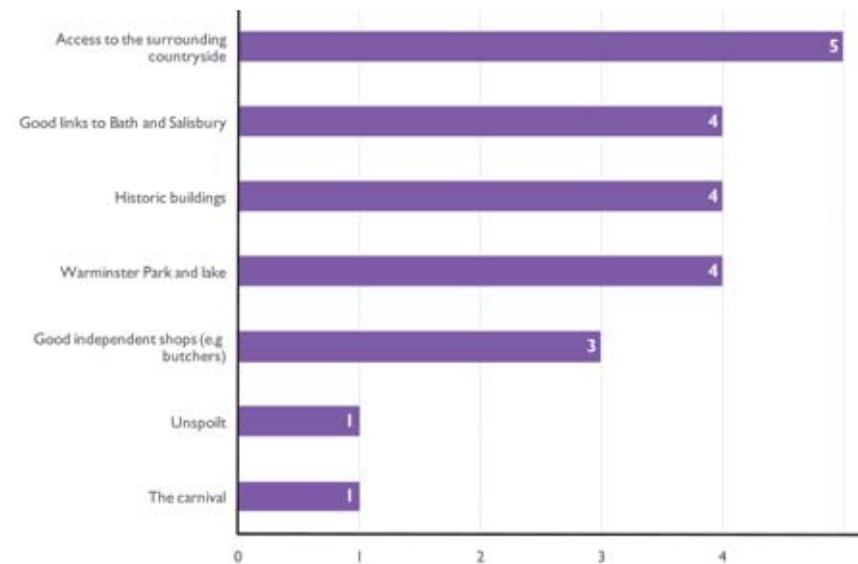


Comments at public consultation

### Best attributes

Access to beautiful countryside surrounding the town was identified as one of Warminster's key attributes. In addition to this, the characteristics of the town itself were highlighted as assets, including the historic buildings in the centre and the park and lake. It was considered that the town remains unspoilt.

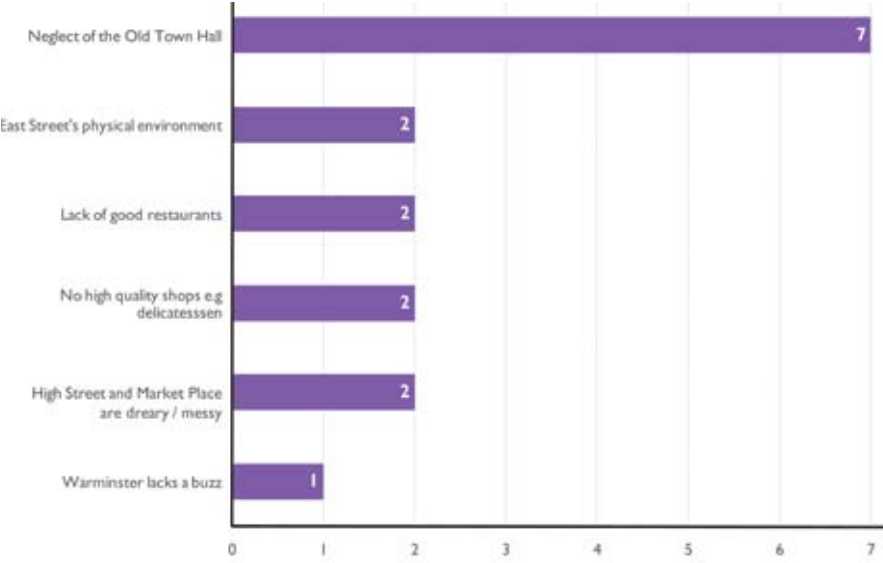
Links to other key destinations, both by vehicular routes and by public transport were highlighted as positive attributes, as well as the independent stores which do exist in the town centre. Lastly, Warminster's carnival was identified as a key asset.



Worst attributes

Neglect of the Old Town Hall was identified as a key concern amongst participants, along with the general physical environment of High Street and Market Place and the East Street area in particular. These would all have a negative impact on the town’s appeal as a tourist centre and reflect a potential lack of investment in the town’s key asset – its historic built fabric.

Residents felt that Warminster suffers from a lack of good restaurants in the town centre and a lack of high quality shops, such as a delicatessen. It was also suggested that Warminster currently lacks a buzz and needs to somehow capture an indefinable appeal.



Wishes

In terms of strategic goals, participants identified the need to encourage more local residents and visitors into Warminster town centre as a key priority. Raising the profile of the town centre was also considered to be a priority, along with changing the perception of the town. Anecdotal evidence was given during the consultation event of a number of instances demonstrating negative views of the town within the wider region. Specific suggestions were made for

raising the profile of the town and providing a new identity. Participants suggested that they would like to see an imaginative transformation strategy for the town centre (as used in Devizes) which restores the dignity and the beauty of the town centre and gives the town a sense of power. Lastly, it was suggested that better communication and integration is achieved between the army and the town.



## a tourist destination



Public houses and hotels in Warminster

### Key issues

1. Warminster's historic fabric is in need of investment and refurbishment
2. Warminster currently has a low profile within the region and suffers from some negative perceptions
3. The town has a lack of decent hotels
4. The town centre has a lack of high quality and family focused restaurants
5. Warminster has a limited number of high quality independent shops which would provide appeal to tourists and other visitors.

### Strengths

1. Warminster's historic fabric offers great potential for developing tourism appeal
2. Warminster is surrounded by nationally and internationally renowned tourist destinations
3. Warminster is set in beautiful countryside
4. Warminster has strategic assets which could be further developed, including its military heritage, its antiques area and the critically acclaimed Warminster Maltings.

### Recommendations

1. Explore sites for and feasibility for the development of a quality hotel with meeting facilities, a café and/or a restaurant
2. Investigate methods of encouraging the development of quality and family restaurants in the town centre
3. Warminster has a popular festival which could be further developed to raise the profile of the area
4. Consider the establishment of a town centre partnership, or evening economy partnership, to work with local pubs to ensure these are attractive to all
5. Develop a programme for investment in the historic environment of the town centre – particularly bringing the Old Town Hall back into use
6. Raise profile of town's unique location in beautiful rural setting with easy access to high profile visitor attractions
7. Develop niche industry for town, to raise profile and attract visitors, such as has been achieved in Hay on Wye.



# a thriving economy

As a market town with a significant catchment area of local villages, Warminster has a real opportunity to develop as a truly sustainable town, providing the necessary mix of employment, services and amenities that will enable residents to build their lives around the town.

The correct mix of uses within the town will be vital in ensuring that people do not need to travel further afield for their basic needs. In providing education, employment, community and retail opportunities, Warminster can provide for all spheres of life and establish a cycle in which financial and community contributions are reinvested in the town.

In this chapter, Warminster's local economy and employment market are analysed in terms of education levels, job types and employment opportunities. The consultation feedback with regard to employment and industry in the area is reviewed. The key issues revealed by this are then summarised and proposals for further research as part of the Town Plan are suggested.

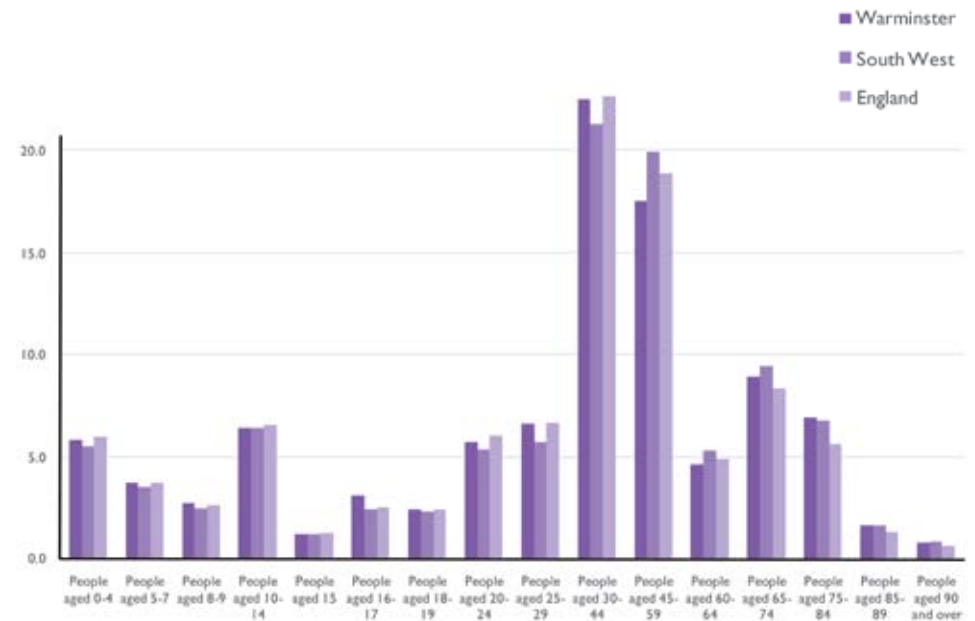
## Analysis

A baseline review has been undertaken of the key socio-economic indicators which are likely to affect the business and employment economy within Warminster. These figures are from the National Office of Statistics' 2001 census data. The results for the wards of Warminster East and Warminster West have been combined to give an overview of the market town in comparison to the south west region and England as a whole.

## Age structure

Census data from 2001 indicates that Warminster's population is fairly representative of the national population in terms of age structure. However, whereas the south west in general has less people aged between 20 and 44 and more people aged over 45 than nationally, Warminster does not directly

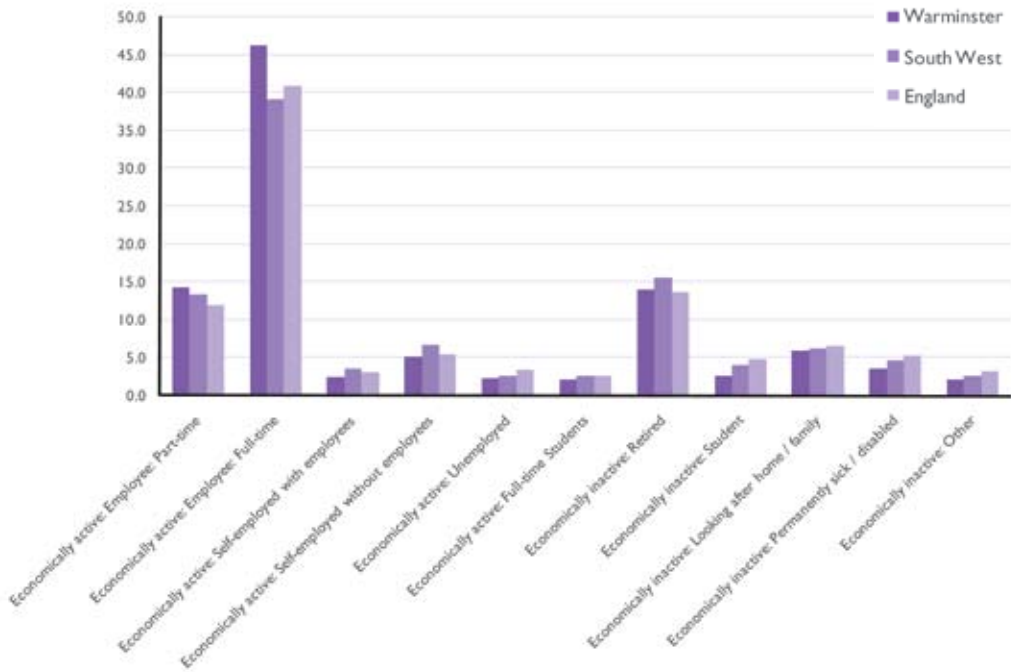
follow this trend. Instead Warminster matches the national statistics between 20 and 44, has less people between 45 and 59 but more of a retirement age. The mean age for Warminster is 39.4, for the south west region it is 40.6 and nationally, it is 38.6.



Employment activity levels

In 2001, Warminster generally had higher levels of full time employment than both the south west region and England as a whole. It also had significantly lower numbers of people who were long term unemployed or who have never worked, indicating that

the local population is active in terms of employment activity. There are a lower number of self-employed people than regionally or nationally and a slightly higher proportion of people who work part time.

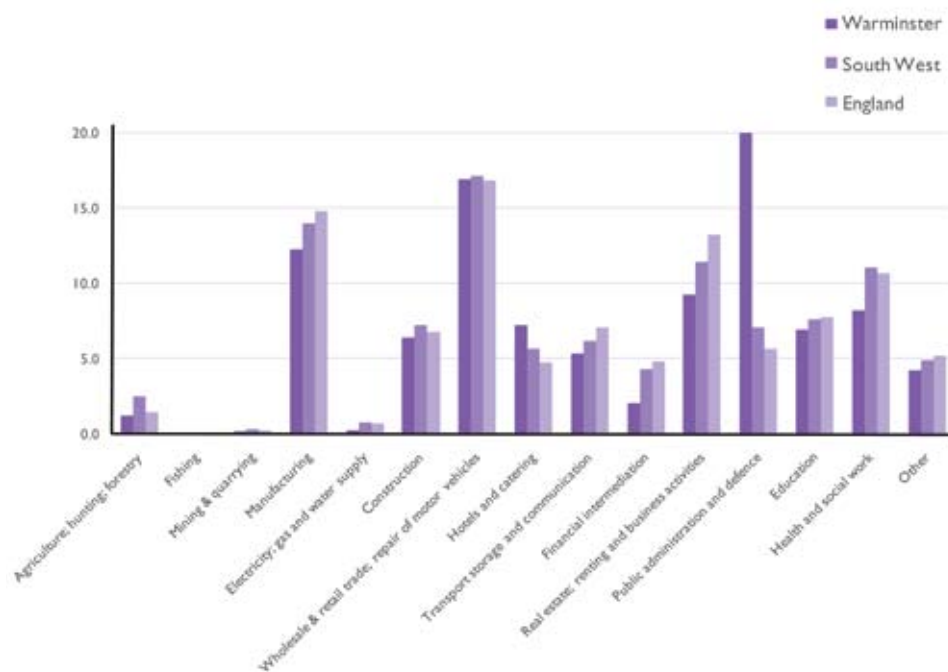


# a thriving economy

## Local industries

As would be expected, the local economy is dominated by ‘public administration and defence positions’, reflecting the presence of the garrison on the eastern edge of Warminster. The market town has a low representation of education industries and health and social work.

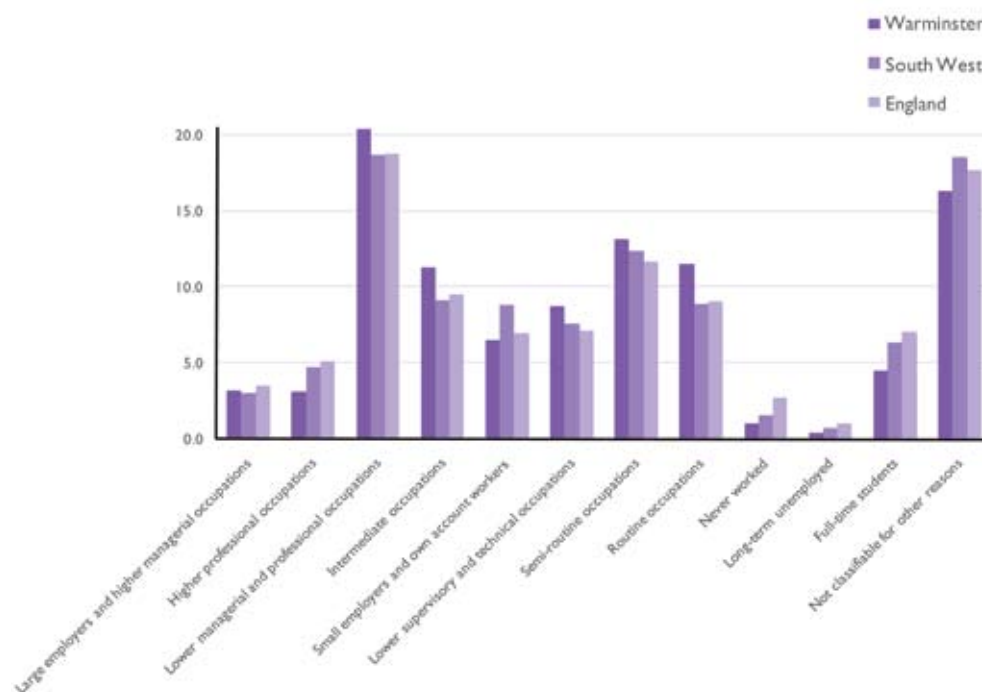
Hotels and catering services are well represented in Warminster but do not feature strongly in the town centre. This is potentially due to impact of the local CentreParcs. Construction work, repair of motor vehicles, and the wholesale and retail trade are in line with the national average. Transport/storage and communication are under represented.



## Occupations

Warminster has a considerably lower level of higher professional occupations than the national average, though does have higher than the national average incidence of ‘lower managerial and professional occupations’ and intermediate occupations than the country as a whole. Small employers

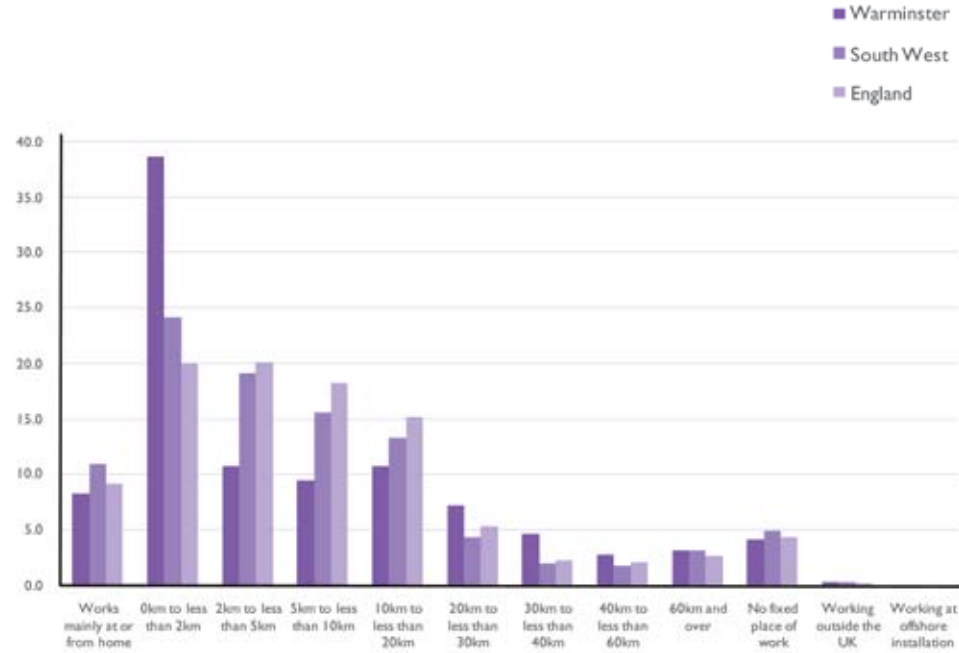
and own account workers are under represented, as are students. Lower supervisory and technical occupations, semi-routine occupations and routine occupations are all over represented. Again, an absence of high value employment is evident within these results.



Distance travelled to work

The results regarding the distances that local residents travel to work show the heavy skew resulting from the large number of employees working at the garrison and travelling 0-2 kilometres to work. If this skewing of the results is considered, it is clear that the remaining residents of Warminster are travelling considerably longer distances to work than the national average.

There is low representation of people travelling distances between 2 and 10 kilometres to work, average numbers travelling 10-20 kilometres to work and over-representation in all categories between 20 kilometres and more than 60 kilometres. This again reflects the lack of employment opportunities the town currently provides.



## a thriving economy



George Street, Warminster



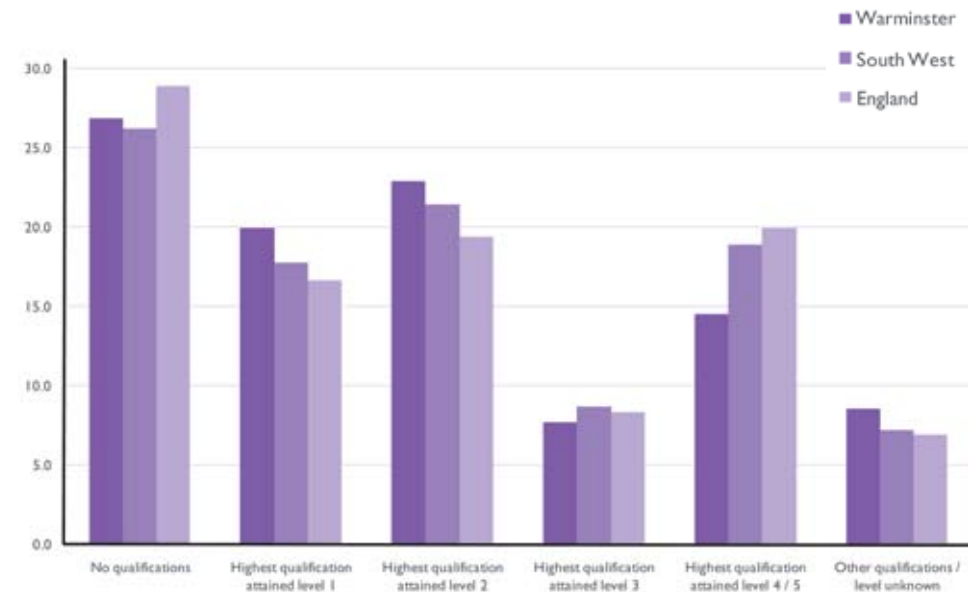
Emwell Street, Warminster



Chapel of St Lawrence, Warminster

### Education attainment

Education attainment analysis from the 2001 census indicates that Warminster residents have lower levels of educational qualifications than the national average and than the south west as a region. These figures reflect the issues raised in the Warminster Community Plan (2005) regarding resourcing and skills issues and could have a direct impact upon the potential for attracting high level employment to the town.

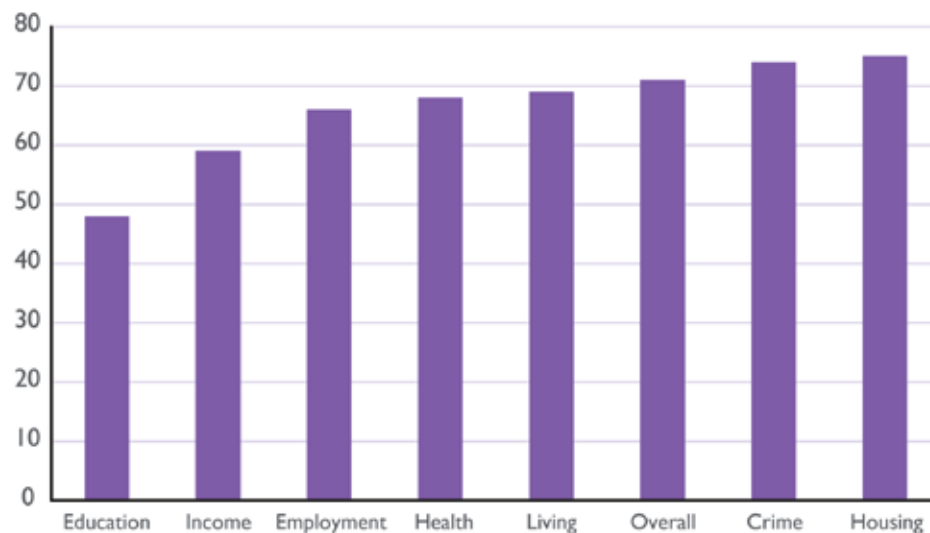


Level 1: 1+'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; or Foundation level GNVQ.  
 Level 2: 5+'O' level passes; 5+ CSE (grade 1's); 5+GCSEs (grades A-C); School Certificate; 1+'A' levels/'AS' levels; NVQ level 2; or Intermediate GNVQ.  
 Level 3: 2+ 'A' levels; 4+ 'AS' levels; Higher School Certificate; NVQ level 3; or Advanced GNVQ.  
 Level 4/5: First Degree, Higher Degree, NVQ levels 4 and 5; HNC; HND; Qualified Teacher Status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; or Health Visitor.

## Indices of Multiple Deprivation (IMD) data

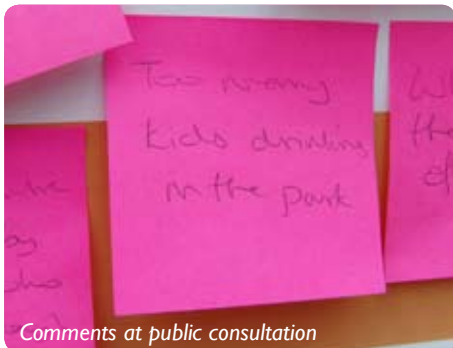
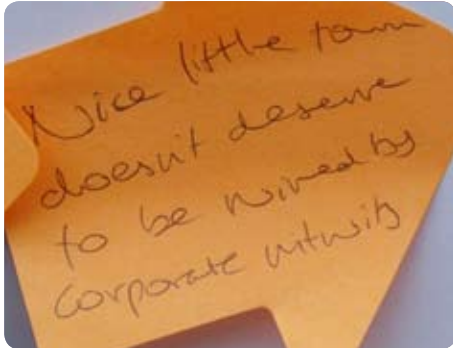
Initial research on the Indices of Multiple Deprivation (2004) for Warminster indicates that the town has relatively low levels of deprivation on a national scale. Overall, the town does not slip within the 40% most deprived areas in the country for any of the seven fields of deprivation – education, income,

employment, health, living environment, crime or housing. However, data does indicate that the highest levels of deprivation for the town are within the education, income and employment fields, further supporting the evidence shown in the general socio-economic analysis for the town.



S. L. Corden & Sons, Warminster

## a thriving economy - consultation review



Comments at public consultation

### Consultation

Participants did not identify a large number of comments relating directly to employment and industry within the town, perhaps reflecting their assumptions regarding the scope of the study. This limited feedback might also reflect the fact that Warminster does not have a large employment market. Many people travel elsewhere for employment and therefore do not associate this issue with the town. The fact that retail employment consequently represents a significant percentage of employment in the town centre means that these results should be read in conjunction with the feedback provided in the chapter covering 'a shopping destination'.

### Worst attributes

- The job centre has been removed, which has had a negative impact on job seekers (1).
- There is a more pressing need for light industrial development rather than housing in the town (1).
- There are no high value jobs in the town (1).

### Wishes

- Greater employment opportunities for young people in the town (1).
- Further light industrial sector provision in appropriate locations (1).
- A greater number of high value jobs in the town (1).

## Key issues

1. Warminster's traditional manufacturing base has contracted during the last 20-30 years
2. Warminster's economy is currently dominated by service sector jobs (local retail, Center Parcs and Longleat) and routine manual labour, which provide relatively low incomes
3. Business Parks have been developed on the outskirts of Warminster, providing valuable employment opportunities but challenging the town centre's role as a business location.
4. Much of Warminster's and the surrounding area's population currently commutes long distances for high value employment
5. Warminster currently has low education attainment levels, negatively affecting the appeal of the town for businesses



Dents, Warminster

## Strengths

1. Warminster has good rail connections to London and Bath
2. Warminster has one or two niche industries which could be further developed
3. Warminster has potential central development sites which could accommodate modern office space
4. Warminster has the potential for a high quality environment which could attract businesses to the town



Train station, Warminster

## Recommendations

1. Review business and industry patterns for the region overall and for surrounding competitor towns
2. Review employment patterns for wider area
3. Analyse in greater detail the IMD data for the town, by theme and by super output area
4. Explore methods of improving education attainment levels for the area
5. Identify and explore the feasibility for the development of new industries within the town in order to diversify the economy
6. Identify suitable town centre sites for small, flexible office space for knowledge economy businesses
7. Identify suitable sites in the wider town for manufacturing and light industrial uses
8. Explore methods of encouraging and supporting local business start-ups (e.g favourable business rates)
9. Explore feasibility of developing Warminster as a broadband or wi-fi town centre
10. Explore the scope for developing civilian support industries for the military garrison on the eastern edge of Warminster.
11. Assess extent to which Warminster benefits from location of Warminster School and any role the school can play in improving education attainment levels in the town



Warminster School



Military personnel, Warminster

# A leisure and community hub



Athenaem Centre, Warminster

Warminster has a rich community base on which to build. During consultation, its residents were identified as far and away the town's greatest asset, bringing activity and warmth to its streets. Significant enthusiasm and support exists for civic participation and an active community and leisure life for residents and visitors alike.

In terms of establishing Warminster as a sustainable service centre, providing creative community and leisure facilities and activities is critical in ensuring that people want to spend their free time in the town and reinvest their money locally. Developing the town's leisure facilities could also play a critical role in raising the profile of the town and attracting visitors.

In this chapter, Warminster's existing leisure and community facilities are analysed in comparison with those of nearby towns. The consultation feedback with regard to leisure and community facilities in the area is reviewed. The key issues revealed by this are then summarised and proposals for further research as part of the Town Plan are suggested.

## Analysis

### Existing community/leisure uses in Warminster

Warminster has a number of community and leisure facilities scattered throughout the town centre, which fit broadly into categories of essential community services such as education and health, community and leisure spaces, essential services such as banks and the post office, and leisure facilities including restaurants and pubs.

The plan indicates that there are limited restaurant offer and community spaces in the town. There are eight pubs in the town centre, which are evenly distributed. The only state secondary school is located on the eastern edge of the town (outside of the plan area).



## A leisure and community hub



*Minster Church of St Denys, Warminster*



*Lake Pleasure Grounds, Warminster*

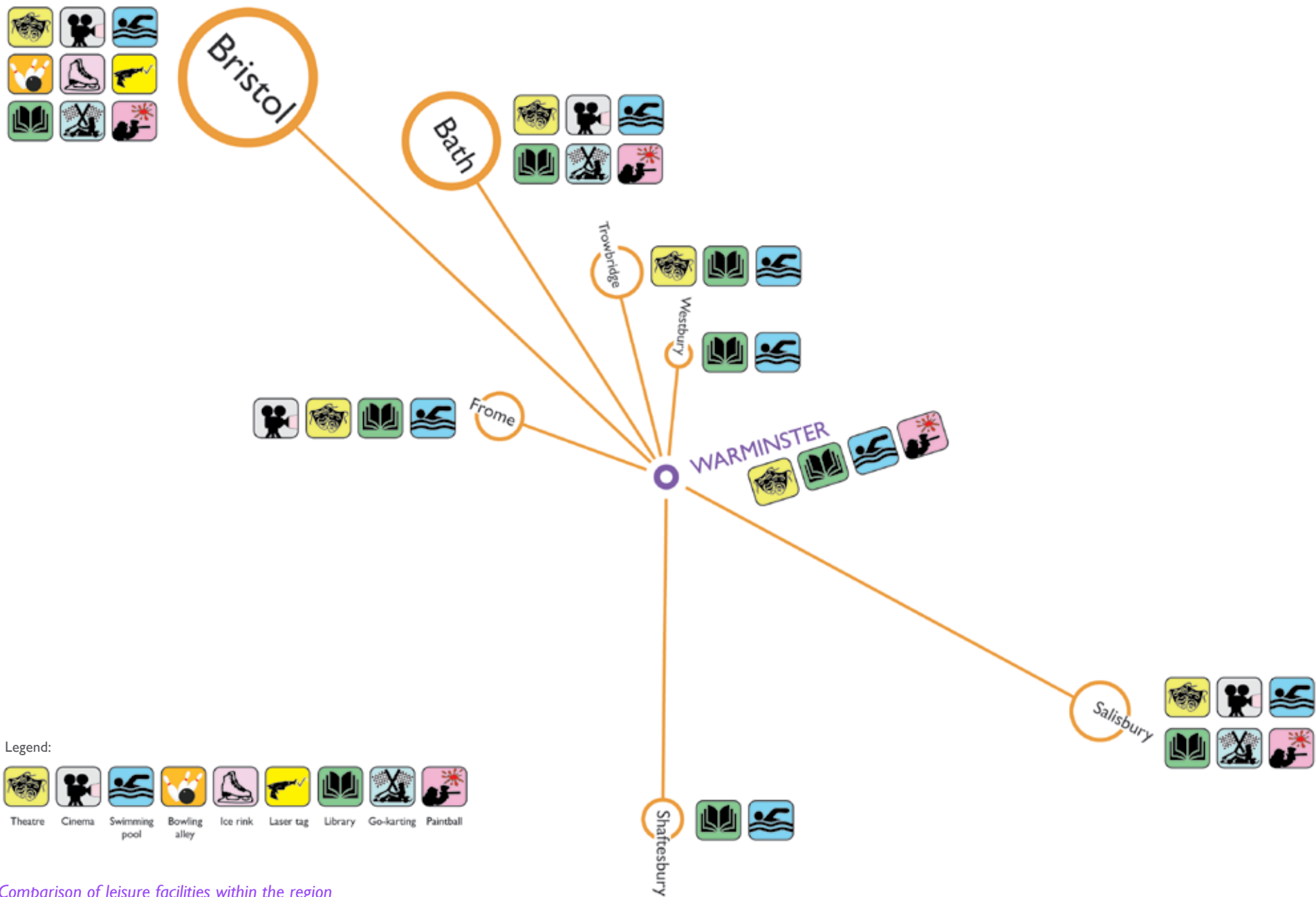
### Key leisure uses in nearby towns

In terms of leisure facilities, Warminster has a library, a theatre, a swimming pool and paintball facilities either within or on the edge of the town. These facilities are similar in provision to the nearby towns of similar size, Frome and Trowbridge. Whilst Warminster benefits from the paintballing facilities, however, Frome has a cinema, which has a far broader appeal for the surrounding population. The Athenaeum does screen films for the town, but these are limited.

Anecdotal evidence suggests that families have to travel to Frome or Trowbridge for an evening's entertainment because these centres have a cinema and/or family restaurants. In order to compete with these towns, therefore, Warminster will need to provide evening entertainment of equal appeal.

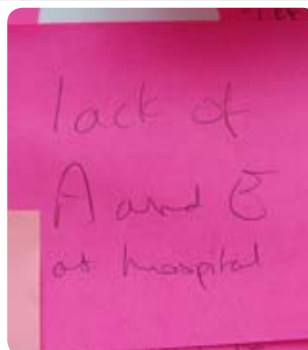
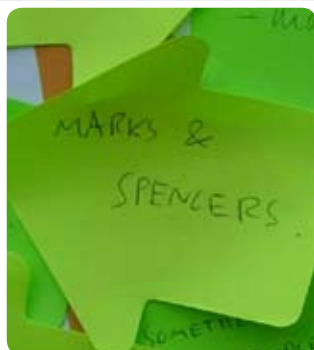
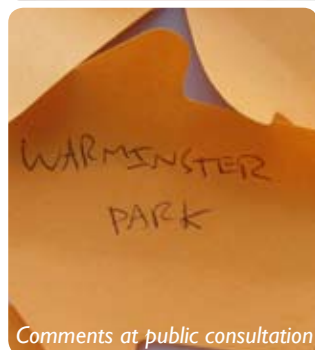
### Gaps in provision in Warminster

Analysis of the town indicates that the key leisure facilities Warminster would benefit from are a cinema, provision of quality and family restaurants, pubs that are welcoming to all and enhanced library facilities. Suggestions were additionally made regarding a bowling alley for the town during consultation for the project. The Wessex Snooker club and the skate ramp were highlighted as valuable facilities for younger people during consultation, though in general there is a lack of leisure provision for both younger and older residents of Warminster.



Comparison of leisure facilities within the region

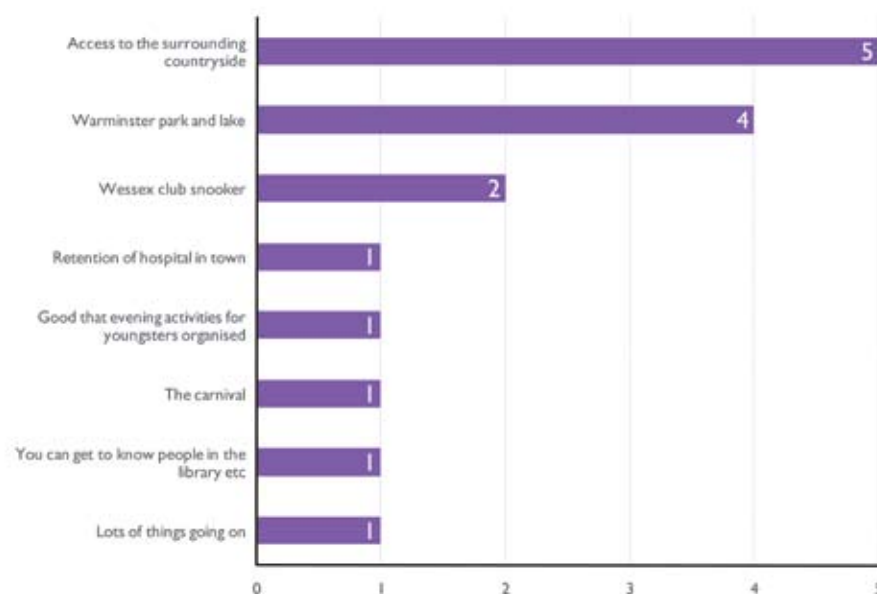
## a leisure and community hub - consultation review



### Best things

The greatest community and leisure asset for Warminster was considered to be the excellent access to the surrounding countryside, closely followed by the town's park and lake. These results indicate that green and open space is greatly valued by the local community. Also of importance to local residents was the Wessex Snooker club, which was mentioned anecdotally

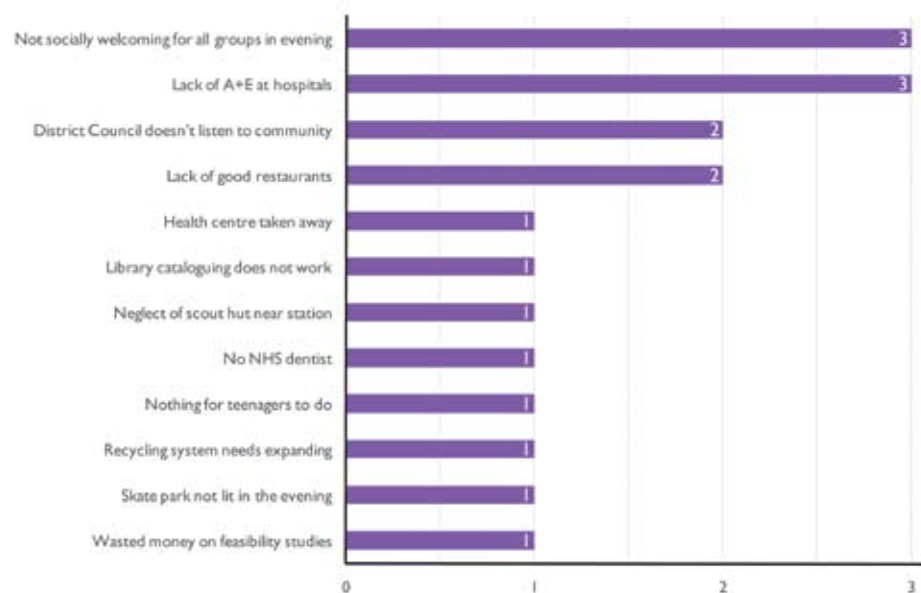
a number of times and identified by some as Warminster's best attribute. The library and the annual carnival were appreciated by participants, as were the recent attempts by the police to organise evening activities for young people. Lastly, the fact that the hospital remained open following its recent threat of closure was appreciated.



## Worst things

Local residents were concerned that Warminster was not socially welcoming to all sections of the community during the evening, with particular mention made of some town centre pubs. It was felt that these cater to a narrow demographic and leave large sections of the community without access to evening activities. Participants were disappointed that the Accident and

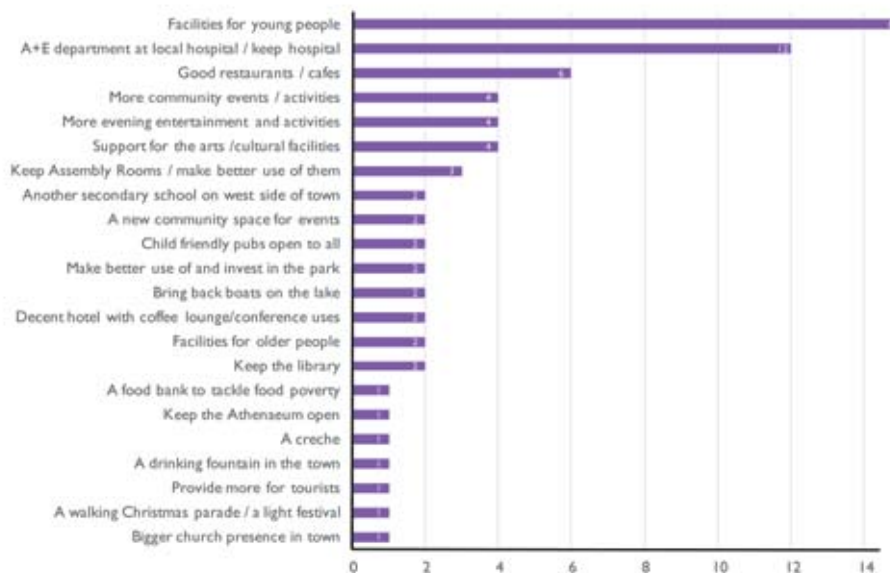
Emergency Department of the town's hospital had been removed and felt that the nearest A+E facilities were too far away. A lack of decent restaurants was mentioned by some participants, who suggested that the existing venues are of limited diversity in terms of quality and are not necessarily family friendly.



## Wishes

By far the greatest aspiration for Warminster in terms of community and leisure was greater provision of facilities for young people, with 15 suggestions made by participants of all ages. Particular suggestions were made for this, including bowling, go-carting, a cinema, a dedicated graffiti wall, ice-skating and football facilities. This was closely followed by a call to reinstate the A+E department and the town hospital and a topical request that the hospital not be closed.

Other aspirations for the town centre included more restaurants and cafés and more community events and activities for the town. Evening entertainment such as a cinema and arts and cultural facilities were particularly identified in addition to the general requests for community activities. The Assembly Rooms were specifically identified with requests to keep these and to make better use of them.



## a leisure and community hub



*The Avenue primary school, Warminster*

### Key issues

1. Warminster has limited evening leisure facilities
2. Warminster has particularly limited facilities for younger people
3. Community spaces for events are currently limited
4. Town centre pubs are not currently welcoming to all
5. Warminster has a small number of restaurants with a narrow customer base

### Strengths

1. Warminster's friendly residents are a great asset
2. Warminster has excellent green and open space assets
3. Support exists for establishing and running community events and festivals

## Recommendations

1. Investigate an investment strategy for the park, including a programme of events
2. Explore use of Assembly Rooms as community venue and how it could be improved
3. Consider the future role of the Old Town Hall and its potential for community use
4. Investigate the feasibility of evening leisure facilities, particularly for young people (cinema, bowling alley etc)
5. Explore potential of moving and expanding the facilities at the library
6. Investigate the establishment of an arts programme, building on the existing Wyllye Valley Arts Trail, and raise profile of culture in the town
7. Consider the feasibility of developing a dedicated arts centre in the town centre or further enhancing the Athenaeum in this role
8. Review policing resources and consider opportunities for increasing police presence in evenings
9. Explore opportunities for enhancing the annual carnival and the military processions
10. Explore opportunities for enhancing Christmas celebrations with a light festival and other events



# an accessible town



Warminster's retail park



Warminster train station



North Row, Warminster

Accessibility for local residents by car, public transport and on foot is critical in successfully achieving a sustainable market town. By ensuring that the town centre is accessible to all, the appeal of the town in terms of employment, shopping and services is greatly improved and overall usability levels are enhanced.

Warminster is in a reasonably strong position in this regard, with good train links and a legible historic street layout that are appreciated by the local community. By building on these assets and ensuring minor traffic related issues can be resolved, Warminster can maximise its accessibility to residents of the town and the surrounding villages.

This chapter analyses transport and traffic issues and local movement patterns in Warminster in order to assess the overall accessibility of the town centre. The consultation feedback with regard to traffic and transport in the area is reviewed. The key issues revealed by this are then summarised and proposals for further research as part of the Town Plan are suggested.

## Analysis

### Pedestrian routes through town centre

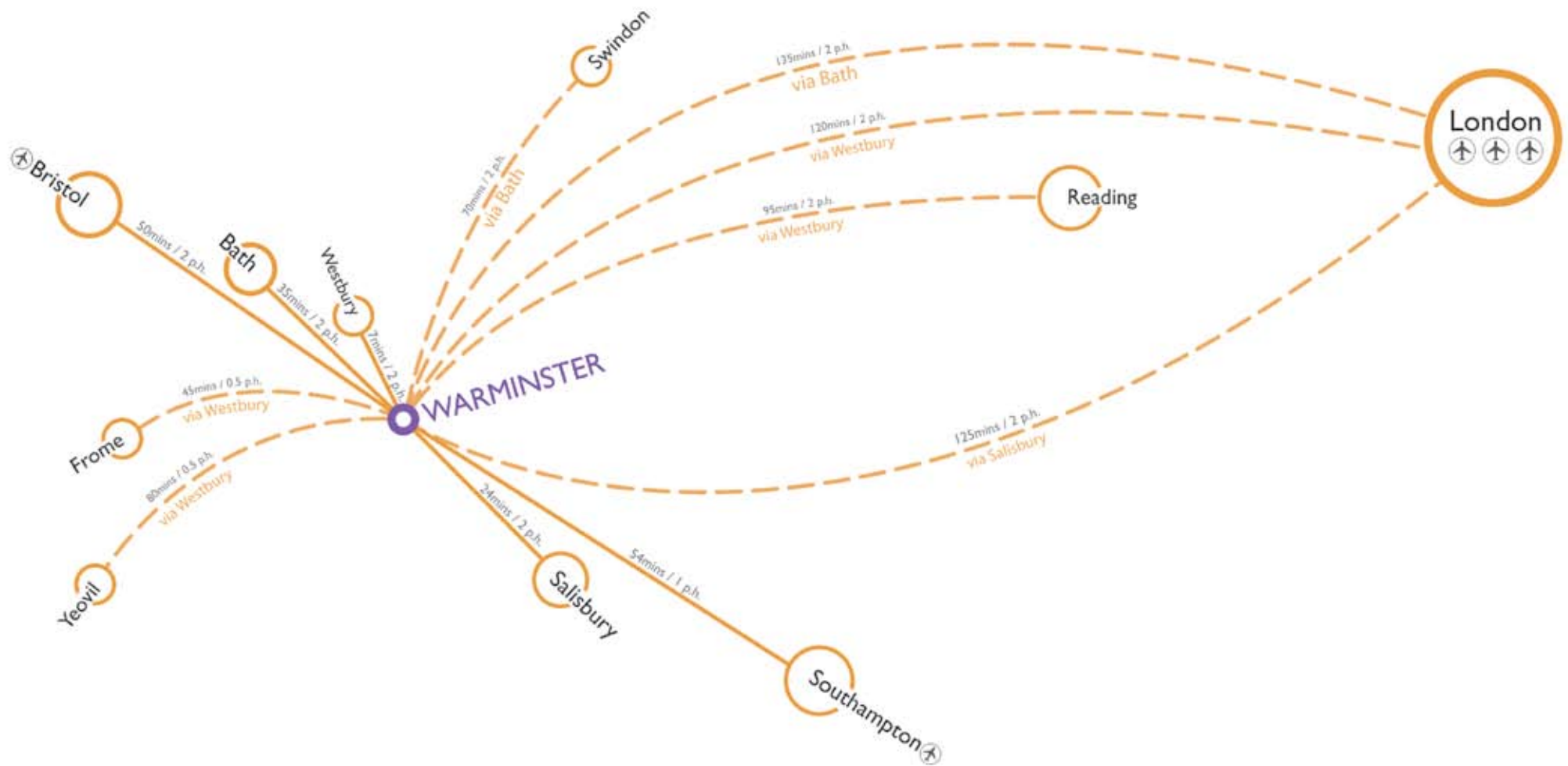
Warminster benefits from an historic street pattern that provides for a legible and relatively compact town centre, which is appreciated by the local community. However, pedestrian links between the two main shopping foci – the central high street shops and the larger warehouse retailers – are currently fairly weak. The linear nature of High Street and Market Place additionally hinders the development of a retail circuit and it would be valuable to explore methods of establishing a retail circuit which would also strengthen links between the high street and warehouse retailers.

Lastly, pedestrian links between the train station and the town centre and between the town centre and Warminster park are currently relatively weak. This has a negative impact on the profile of the park and its facilities.

### Rail links

Warminster is well connected on the national rail network, with regular direct trains to Bath, Bristol, Salisbury and Southampton. Bath and Bristol can be reached in roughly 30 minutes, with one train per hour, and Bristol and Southampton can both be reached in under an hour. In addition to this, Warminster has excellent links to London, with three routes reaching the capital from the town in approximately two hours.

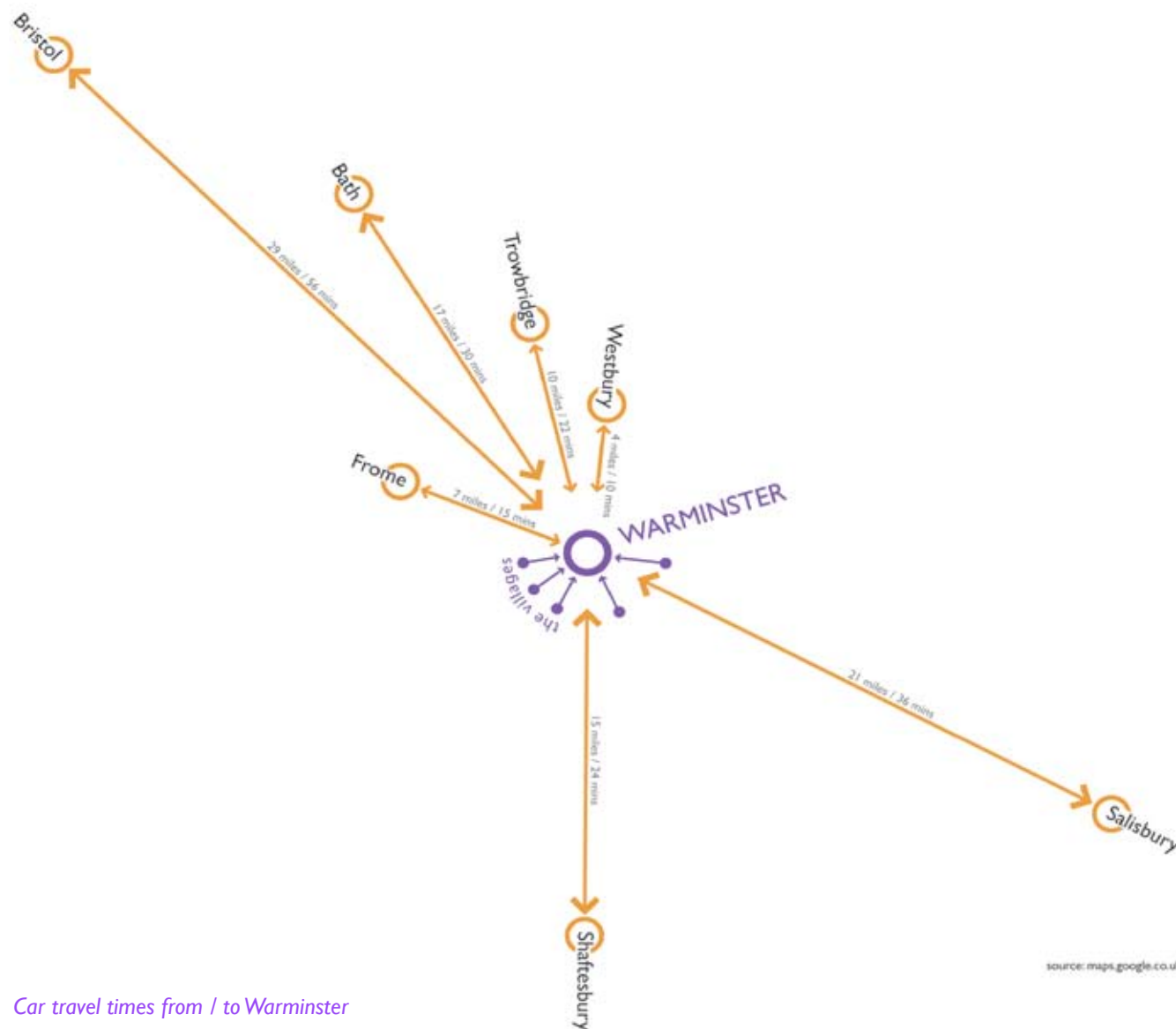
These links give Warminster great access to key cities across the south of England. It is important, however, to ensure that the links are considered two way connections. Warminster can benefit from raising its profile as a destination supported by these links, rather than acting purely as a gateway to other places.



source: nationalrail.co.uk

Train journeys from Warminster

## an accessible town



Car travel times from / to Warminster

### Car distances and times

Warminster is well located on the national road network, with quick access to the A303 which links to both London and the south west, although the northern link to the M4 via the A350 corridor is considered poor.

A number of large towns and cities can be reached by car in approximately 30 minutes, including Salisbury, Bath and Shaftesbury. Bristol can be reached in under an hour.

As with the train connections for the town, it will be important for Warminster to raise its profile as a destination on the road network, rather than the excellent links being used as a means of accessing other towns and cities from Warminster.

### Car parking areas

Warminster has three large parking areas in the town centre: one adjacent to the warehouse retailers, one behind Three Horseshoes Walk, and one serving Morrison's supermarket. There is also a small car park behind Chinns Court, serving Market Place.

Free short term parking spaces have recently been removed from Market Place, with mixed reactions from the local community and traders. It will be important to monitor the impact of these changes.



Car park locations in Warminster

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## an accessible town - consultation review



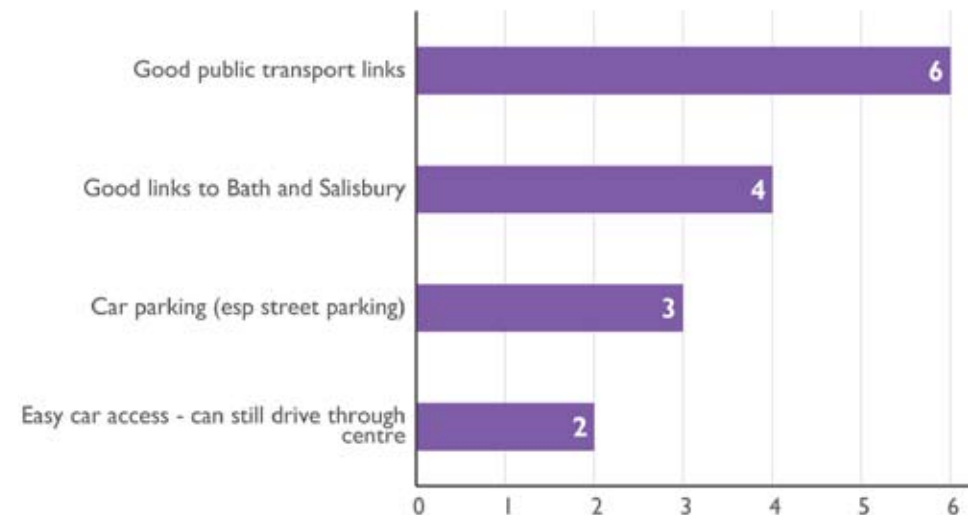
Warminster's Market Place



Comments at public consultation

### Best things

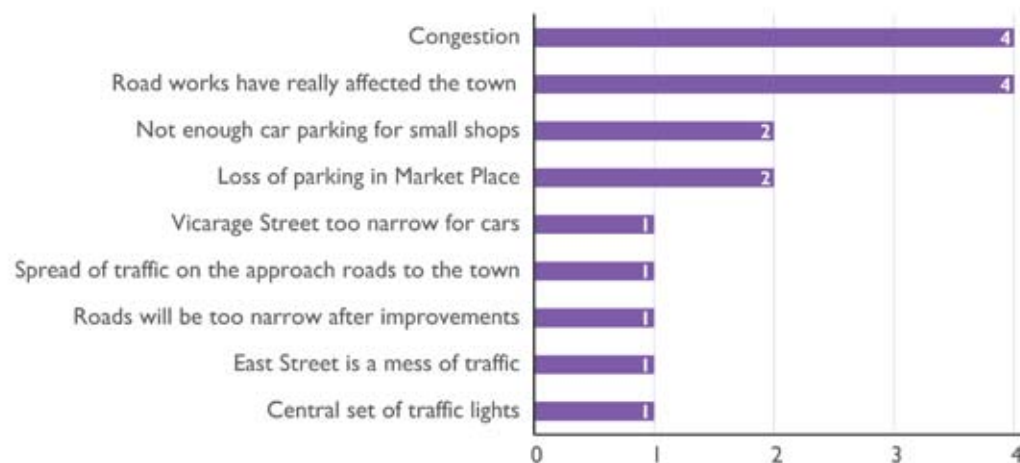
Consultation participants greatly appreciated Warminster's good public transport links, with six people mentioning this, and connections to Bath and Salisbury were highlighted as being particularly effective, with an additional four comments. Local residents also value the on-street car parking available in the town centre and were keen for this to be retained.



## Worst things

Warminster's worst attributes in terms of traffic and transport were considered to be the congestion that can occur through the town centre, particularly on Market Place, and the recent road works on Market Place. This feedback is encouraging, given the fact that the road works are a temporary feature and the congestion is likely to be caused in a large part by these.

Car parking was a concern amongst local residents, with some suggesting there is not enough car parking for the small High Street shops, and some directly referring to the loss of short term street parking in Market Place.



## Wishes

The highest priority for local residents in terms of transport and traffic was the retention and potential increase in two-hour free car parking provision within the town centre, with six people suggesting this. Another priority for participants, perhaps in contrast to the comment about the accessibility of the town, was a wish for Market Place to be pedestrianised, with five people suggesting this.

Residents were concerned that congestion in the town should be addressed, and suggested that the traffic

lights on Market Place be removed or replaced with mini-roundabout. Anecdotal evidence indicates that congestion is relieved when the traffic lights are not operating.

Two residents suggested that car parking in the town centre be removed in order to encourage shoppers onto other forms of transport and to improve the physical environment of the town. Other suggestions included improving the bus shelters and establishing a mobility bus service.



## an accessible town



North Row, Warminster

### Key issues

1. Links between warehouse retailers and the high street shops are currently weak and could be improved
2. Parking is a key issue for the town centre, with a variety of strong views expressed by the local community
3. Access for disabled people in the town centre is considered poor and could be improved
4. Links between the town and the park are currently weak, which negatively affects the profile of the park
5. Pedestrian links between the town centre and the train station are currently weak

### Strengths

1. Warminster has a compact and legible town centre that is well liked by the community
2. The town has good public transport links to other towns and cities
3. The town is well located on the national road network
4. The town is considered to be accessible by car
5. There is a planned programme of public realm improvements

## Recommendations

1. Fully review parking levels and requirements in the town centre  
- long term and short term - to develop a suitable strategy regarding provision and payment structures
2. Explore means of maximising accessibility of the town to surrounding villages through bus links or alternatives
3. Consider role of traffic lights on Market Place, potentially through traffic modelling, to consider best method of traffic control at this point
4. Undertake comprehensive review of pedestrian circuit through the town centre and best method of improving this
5. Undertake a review of bus links in the local area, particularly between villages in Warminster's catchment area and the town centre



High quality paving, High Street, Warminster

## an attractive environment



Warminster's physical environment will play a critical role in securing the town's position as a sustainable market town and in attracting visitors to the centre and raising the town's profile as a tourist destination. By providing an attractive physical environment, shoppers will be more inclined to linger in the town centre, local residents will be more likely to spend their evening and weekend leisure time in the town and visitors will be more likely to choose Warminster as a short break destination. New employers may also be attracted to Warminster by the quality of its environment.



The existing historic building stock in the town is of extremely high quality and provides enormous potential for Warminster to develop a distinctive and welcoming physical environment. The task for the Town Plan will be to explore the best way to capitalise upon these significant assets. The Town Council has provided an excellent grounding for these measures through the new paving recently completed on High Street and planned for Market Place.



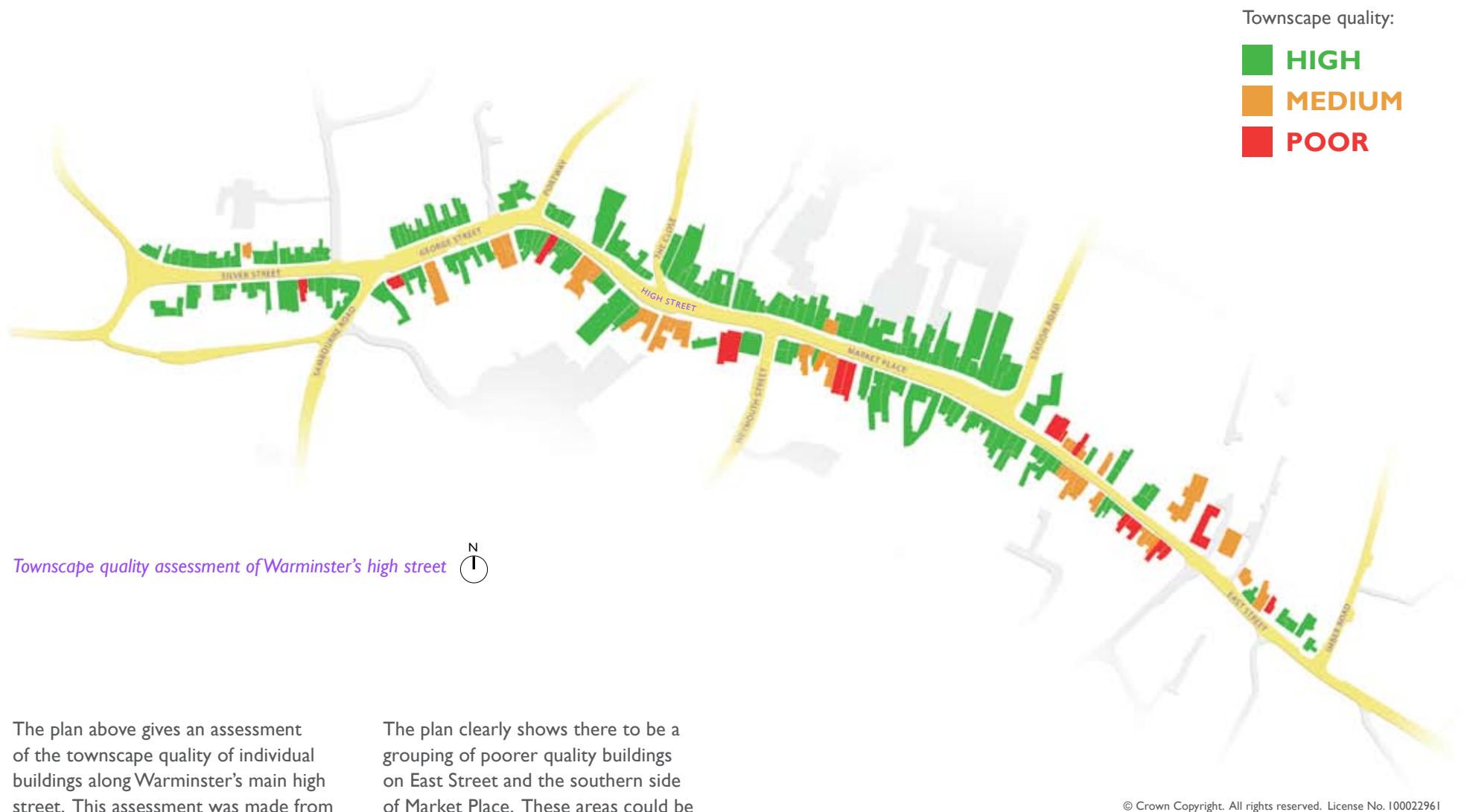
This chapter analyses the buildings and public routes and spaces in Warminster in order to assess the overall quality of the town centre's physical environment. The consultation feedback on the physical environment in the area is reviewed. The key issues revealed by this work is summarised and proposals for further research as part of the Town Plan are suggested.

## Analysis

The centre of Warminster is of remarkably high townscape quality, with few eyesores or awkward gaps. The frontages are almost continuous, with buildings hard up against the pavement and occupying narrow burgage frontages. A large proportion of town centre buildings are listed for their special architectural or historical interest.

The predominant building material is stone, either the local rubblestone or Bath limestone ashlar, but there are also many colourwashed properties. After the early 19th century, brick became commonplace. Visual interest is maintained by the variations in proportion, texture and detail, within the bounds of a domestic scale.

The external condition of most buildings is fair or high, but there are localised examples of vacancy and decay, as well as insensitive replacements of shopfronts, doors and windows. Restoration of authentic detail or, in some circumstances, the introduction of high quality contemporary design would enhance the street scene.



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The plan above gives an assessment of the townscape quality of individual buildings along Warminster's main high street. This assessment was made from the detailed photographic survey of East Street, Market Place, High Street, George Street and Silver Street on the following pages.

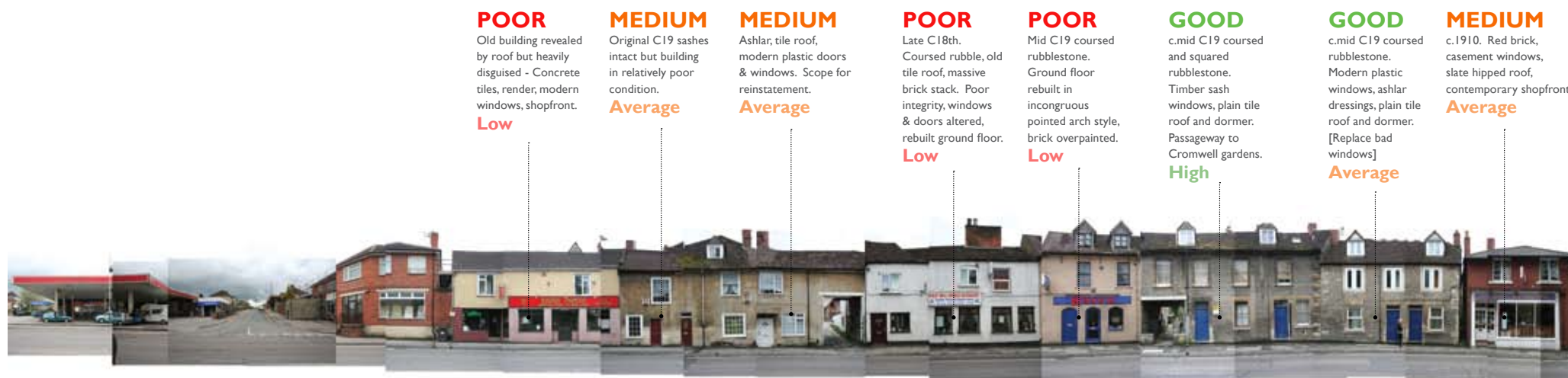
The plan clearly shows there to be a grouping of poorer quality buildings on East Street and the southern side of Market Place. These areas could be targeted, as well as the individual poor buildings, for improvements to best enhance the overall character of the high street.

## an attractive environment - East Street (south side)

The following pages to this section provide a detailed description of the buildings along Warminster's high street, as well as assessing them for townscape value (above individual building description) and the integrity of the buildings to their original design (below description).

Some generalisations are made, including areas where vacant units or poor quality shopfronts detract from the overall high quality townscape.

### WEAK SHOPFRONTS, POOR CONDITION, LOW ARCHITECTURAL INTEGRITY





## HIGH QUALITY TOWNSCAPE

### MEDIUM

Possibly two former properties. c.1800. Plain tile hipped roof, rendered, upper windows modern. Ground floor display window with round headed tracery, c.1900. Listed.

High

### MEDIUM

Mid C19 ashlar, sashes renewed. Segmented heads in stone architraves. Listed.

High

### MEDIUM

Coursed and square rubble house. 3st 3bays. Sash windows incl. tripartite windows. Rusticated quoins and stone cornice. Passageway to rear. Listed. [Remove wires, shopfront grille, repave yard]

Average

### GOOD

Early/mid C19. 3st. 2bays. Painted ashlar; sashes in plain surrounds. C19 shopfront to ground floor with contemporary doorcase. Listed.

High

### GOOD

Early C19, rendered. Bow window on corner. Half hipped tile roof. Bookshop shopfront likely c.1900. Listed.

High

### GOOD

Yellow brick 3st. with classical embellishment and entrance with Gibbs surround and chamfered corner. Well preserved shopfront c.1900, with moulded ornament.

High

### GOOD

3st. 5bays mid C19 ashlar, rusticated ground floor. Roundheaded windows to ground floor, sashes above. Segmental pediment over central window, balustraded pediment. Listed.

High

### GOOD

3st. C19. Brick, Flemish band. Slate roof. Listed.

High

### GOOD

3st. C19. Brick, Flemish band. Slate roof. Listed.

High

### GOOD

3st. 2bays likely painted ashlar. Early/ mid C19. Timber sashes, cornice & plain parapet. C20 shopfront. Listed.

High

### GOOD

C1800 two storeys plain tile roof. Gable to side elevation. Parapet & cornice. Brick overpainted, stone architraves to sash windows. Listed.

High



## an attractive environment - Market Place/High Street (south side)





## DULL HIGH QUALITY TOWNSCAPE

### GOOD

C14 west tower - remainder a Victorian rebuilding. Rubble stone walls with ashlar dressings and mouldings. Listed.

High

### MEDIUM

Early C18, poss late C17, 3st. plain tile roof hipped at W. end. Rubble stone walls, windows in stone architraves, C19 sashes. Cross passage framed by stone pedimented doorcase. Modern shopfronts. Listed.

High

### MEDIUM

Early C19, rendered & colourwashed facade, 3st. 3bays, with tripartite mullioned sashes. Modern shopfront. Listed [Lurid paint scheme to shopfront, vegetation at roof level]

High

### MEDIUM

c.1800 rendered or painted ashlar; modern tile roof behind parapet, hipped at one end. Late Georgian sash windows to 1st floor. Modern shopfronts. Listed.

High

### GOOD

Stepped facade neo-Georgian, ashlar; 2st.

High

### GOOD

c.1800 Italianate 2st. 3bays ashlar; central entrance with pediment above Tuscan pilasters. Stone chimney stacks at each end. Listed.

High

## POOR SHOPFRONTS & VACANT UNITS

### MEDIUM

c.1800 2st. 3bays. Plain tile roof. Painted brickwork, modern windows, reconstructed ground floor with recess.

Average

### GOOD

Mid C19 3st. ashlar; rounded architraves with raised keystones, plate glass sashes. Modern shopfront.

[Vacant - potential for better shopfront]

Low

## TOO SMALL

### POOR

C20 single storey infill, brick rendered, concealed tile roof behind parapet.

N/A

### GOOD

Late C18 plain tile roof 2st. rendered facade, original sashes in architraves, late C19 shopfront & arched passage way to East. Listed.

High

### GOOD

Mid C19 3st. 2bays, ashlar, stone quoins, big 2 over 2 sashes. Modern shopfront. [Vacant - potential for better shopfront]

Low

### GOOD

Late C18 contemporary with adjoining No. 51. Late C19 shopfront. Listed.

High

### POOR

3st. red brick, slate roofs, late C20.

Low



## an attractive environment - George Street/Silver Street (south side)





## TOWNSCAPE

**TOO SMALL**

## HIGH QUALITY TOWNSCAPE

**TOO SMALL**

### GOOD

C19 ashlar 3st. 3 bays with 1st floor oriel. Early C20 shopfront with recessed entrance. Listed.

High

### GOOD

C19 3st. 2 bays, red brick, modern windows beneath flat brick arches. Victorian shopfront. Listed.

High

### GOOD

C18 & C19 painted brick, tile mansard roof with gable projection to east - Gothic Revival detail. Modern shopfronts. Listed.

High

### GOOD

c.1800 hipped roof behind parapet, painted brickwork, 3st. 2 bays, wide early C20 shopfront. Rubble stone to sides and rear. Listed.

Average

### POOR

Single st., modern monopitch roof.

N/A

### GOOD

A pair with 5 Silver St. C19 3st. 2 bays, red brick. Original sashes but modern shopfront. Cross passageway to west. Listed.

High

### POOR

Single st. likely early C20, parapet to street - possible flat roof behind. Painted render, modern shopfront.

High

### GOOD

C19 red brick with stone quoins, tile hipped mansard roof, 3st., modern shopfront. Listed.

High

### MEDIUM

Likely c.1800, hipped roof behind parapet, painted brickwork, 3st. 2 bays, modern windows to upper floors and shop window. Listed.

Low

## HIGH QUALITY VILLAGE-SCAPE

### GOOD

Mid Georgian, coursed rubble stone, slate roof, 3st. Listed.

High

### GOOD

3st., early Georgian plain tile hipped roof, 4 bays. Wide C19 shopfront with narrow pilasters. Listed.

High

### GOOD

Mid Georgian, 3st., coursed rubble, brick quoins, slate roof, flat stone lintels. Listed.

High

### GOOD

Stone, brick & render. 2 & 3st. complex building of different dates. Listed.

High



## an attractive environment - George Street/Silver Street (north side)





## SCOPE FOR SHOP FRONT IMPROVEMENTS

## EMPTY SITE

### GOOD

C19 terrace, red brick, 3 st. with segmental (cambered) brick arches to 1st floor windows. Some original windows to ground floor eg. No 34 (Steve's Tackle). High degree of preservation above shopfront level.

**High**

### GOOD

2st. Bath stone ashlar with overhanging eaves. Slate roof & big sashes. Early/mid C19.

**High**

### GOOD

2st. Bath stone ashlar, slate roof. Early/mid C19. Shopfront early C20.

**High**

### GOOD

C19 3st. brown brick, Flemish band timber sashes, flat stone lintels. Shopfront c.1900.

**High**

### GOOD

C19, ground floor possibly rebuilt. Round arch openings. 4 bays.

**High**

### POOR

Red brick, C19 and C20.

**Average**

McCarthy and Stone development site. Future retirement apartments.



## an attractive environment - High Street/Market Place (north side)

### HIGH QUALITY TOWNSCAPE

#### GOOD

3st. 6 bays, Italianate red brick with massive stone lower section. Monumental. C19.

Average

#### GOOD

3st. plain tile roof, brick and coursed rubblestone. Fine Venetian window to No 28. C19 shopfront to No 30. C18 and later for main group.

High

#### GOOD

Return elevation to Athenaeum, plainer, but still with mullioned & transomed windows.

High

#### GOOD

C18 or earlier. 2 & 3 st. Brick overpainted. Aluminium replacement to windows No 16, older shopfront.

High

#### GOOD

C18, 2 st. & dormers in roof. Stucco and plain tile roof. Two old (Victorian or Edwardian) shopfronts.

High

#### GOOD

3st. 1 bay, ashlar, part overpainted. Early/mid C19. Excellent shopfront (late C19 or early C20) with double entrance.

High

### HIGH QUALITY TOWNSCAPE

#### GOOD

3st. 3 bays, ashlar, keystone above windows, side passage. Mid C19. Modern shopfront.

High

#### GOOD

3 st., painted ashlar, sash windows with mullions. Modern shopfront. Tile roof.

High

#### GOOD

Likely late C18, 3st. 2 bays, stucco, quoins, C19 sashes. Mid C20 shopfront, modern fascia.

High

#### GOOD

3st. 3 bays, ashlar symmetrical composition with Venetian window above Doric doorcase. Original windows.

Average

#### GOOD

3st. brick (red brick to corner, stucco to west) (sashes retained to No 24). Blind windows over canted entrance bay. Side passage to No 26 to The Close.

High

#### GOOD

Mid/late C19 Victorian eclectic, elaborate stone carvings on ashlar facade. Triple gables with oculi.

High

#### GOOD

C18, 3st., hipped tile roof, rendered. Sash window. Strident modern shopfront.

High

#### GOOD

C18 (or earlier) possible timber framed. Paired gables to street with wide valley gutter. Victorian shopfront.

High

#### GOOD

3st. 3 bays, ashlar. Early/mid C19. Modern shopfronts.

High

#### GOOD

3st. 3 coursed rubble, dressed quoins. Originally stucco? Cross passage to rear, segmental arch over passageway. Ashlar architraves.

High

#### GOOD

3st. 2 bays, stucco with classical embellishment in stone. Mid C19 modern shopfront.

High

#### GOOD

Early C19, 3st. 2 bays, ashlar, keystones above windows, cornice and plain parapet. Modern timber shopfront.

High





## POOR SHOPFRONT

## HIGH QUALITY TOWNSCAPE

## VACANT

### GOOD

Single storey but large scale. Slate roof above balustraded pediment. Ashlar, Italianate. c.1900.  
**High**

### MEDIUM

Early/mid C19, 3st., sashes in reveals. Stucco. Ground floor cut away to create shopping precinct to rear.  
**Average**

### GOOD

3st. ashlar, 5 bays. Harsh wide modern shopfront.  
**Average**

### GOOD

3st. render, tile roof, original sashes, built over semental carriageway arch, rusticated ashlar. Late C18?  
**High**

### GOOD

Mid C19 3st. ashlar, Welsh slate roof, segmental carriage arch to east. Original sash windows.  
**High**

### GOOD

Possibly late C18 coursed & squared rubblestone, new tile roof, large shopfront, probably late Victorian. Side extension over passageway to Cornmarket shopping,  
**High**

### GOOD

c.1900 Wren Revival style red brick with stone Italianate mouldings. Balustraded parapet & green slate roof.  
**High**

### GOOD

3st., mid C19 tripartite windows, dentillated cornice. Moulded architraves. Modern shopfront.  
**High**

### GOOD

C19, 2 & 3 storey Scots baronial style round corner bay with perforated parapet and sculpted Dutch gable.  
**High**

### GOOD

3st. 4 bays, ashlar, Italianate. Modern shopfront with deep fascia.  
**High**

### GOOD

3st., ashlar (Bath stone?), Italianate, richly embellished. Dated 1873 in parapet pediment.  
**High**

### GOOD

BATH ARMS, Complex of three former buildings c. late C18 - early C19. 3st., stone (formerly stucco) with sashes in stone architraves. Ground floor rusticated ashlar. Hipped tile roof to east, parapet & cornice to west.  
**Average**

### GOOD

c.1800, 3st. coursed rubble (originally stucco?), slate roof.  
**High**

### GOOD

3st. stucco early/ mid C19, dentillated cornice, fluted frieze, rusticated quoins. Possible original sash windows.  
**High**

### GOOD

3st., ashlar, Italianate with tall piano noble windows beneath triangular pediments. Rusticated ground floor, modern shopfronts, mid C19.  
**High**

### GOOD

3st. mid C19 tripartite windows, plain cornice, rusticated quoins, moulded string course to 1st floor. Modern shopfront in arched opening.  
**High**

### GOOD

2st., rounded corners and slate roof, ashlar with cambered arch openings.  
**High**



## an attractive environment - East Street (north side)





## HIGH QUALITY TOWNSCAPE

### MEDIUM

Single storey, render, dominant plain tile roof. Neutral townscape. Possibly 1950s.

High

### POOR

3st. 4 bays, red brick, concrete tile hipped roof. Flats. c.1990. Older stone boundary wall with cement coping.

N/A

### MEDIUM

2st. 4 bays, early C19 with Victorian alternatives. Ashlar and render, parapet above cornice.

High

### MEDIUM

2st., rendered, replaced windows, modern tile roof, extended or rebuilt to west on Furlong.

Low

### GOOD

Likely C18, 2st., rendered, plain tile roof, tall chimney stack. Possibly originally a pair of cottages.

Average

### MEDIUM

Likely early C19 but much altered, modern windows, oversailing hipped roof in concrete tiles, rendered.

Low

### POOR

Gable end to street, 2st., rendered, modern windows. Likely C19.

Low

### GOOD

2st. pair of houses with c.1840s alterations, ashlar, slate roofs with irregular gables. Hood mouldings to 1st floor windows, Doric porticos to both houses. Modern plastic windows.

Average

### GOOD

2st., stone Victorian Gothic detail - fleur de lys bargeboards, scalloped tiles, recessed porch with timber bracketed columns. Cantled oriel window.

High

### GOOD

2st. ashlar (brick to east), artificial slate hipped roof, plain parapet. Early C19 with Regency detail - 1st floor wrought iron balcony.

High



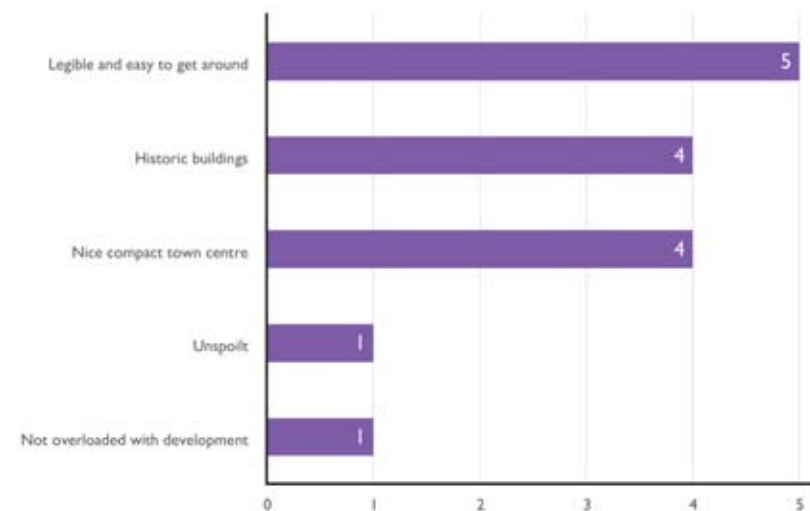
## an attractive environment - consultation review



### Best things

Warminster's greatest physical asset was identified by participants as its clear layout. This was considered to be easy for pedestrians to understand and navigate. The fact that the town centre is fairly compact, with all areas walkable in a short visit, was also considered to be a valuable asset. These observations were made by nine participants.

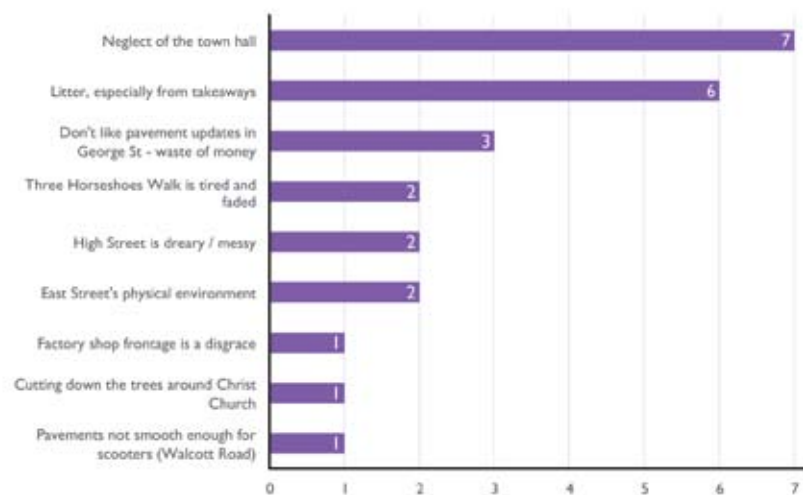
The wealth of historic buildings in the town was considered to be Warminster's best attribute by four of the participants, and the fact that the town centre was unspoilt, without 1960s interventions, was also mentioned. Lastly, the fact that the centre has not been overloaded with development in general was also mentioned.



## Worst things

In terms of the physical environment, of greatest concern to participants was the neglect of the Old Town Hall and its current poor state of repair, which was mentioned by seven people. Also considered a high priority by local residents was the litter problem in the town centre and particularly in the area close to the take away restaurants, which was mentioned by six people.

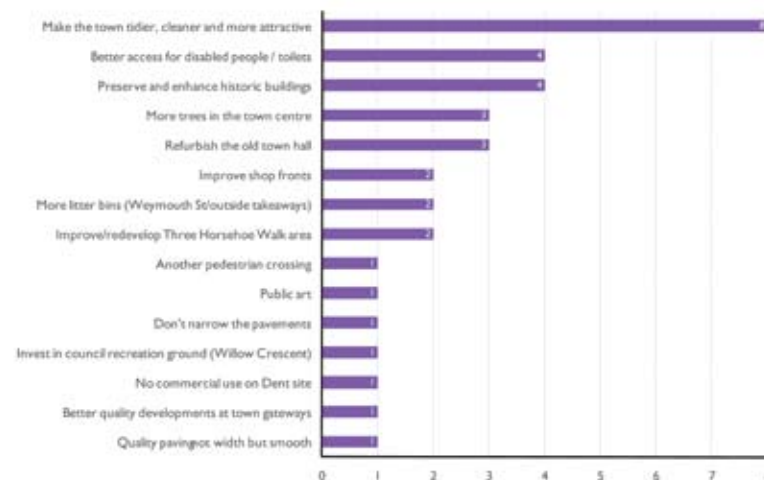
Other concerns related to the pavement improvements on High Street, the tiredness of the Three Horseshoes Walk and the general lack of cleanliness of High Street, Market Place and East Street.



## Wishes

In terms of aspirations for the town centre, the highest priority for local residents, by a significant margin, was for the town to have a 'spring clean' in terms of being generally cleaner and tidier. Anecdotal feedback indicated that cleaning services for the town are limited. A few people suggested that disabled access should be improved by widening shop doorways and providing entrances that are flush to the ground. Disabled toilet provision was also specifically mentioned.

Local residents were keen that the historic buildings in the town centre be preserved and enhanced, and the Old Town Hall was identified specifically as a priority for refurbishment. Participants also suggested that trees be planted in the town centre. Shop frontages were identified for improvement and it was suggested that more rubbish bins be provided, particularly close to the take-away restaurants. Other comments included the suggestion that Three Horseshoes Walk be demolished and redeveloped, and that public art be introduced in the town centre.



## an attractive environment



## Key issues

1. Some of Warminster's historic buildings are currently in a poor state of repair and would benefit from an investment and refurbishment programme
2. There is concern amongst residents over the cleanliness and tidiness of town centre
3. East Street provides a particularly poor physical environment
4. The Three Horseshoes Walk shopping area is considered to be tired and in need of refurbishment
5. The Old Town Hall is currently unused and a suitable and feasible use for the space should be identified so that investment can be made in this high profile building

## Strengths

1. Warminster has a compact and legible town centre that is well liked by the community
2. The town's historic environment is a considerable asset
3. Recent investment in paving along the High Street has provided a boost to the physical environment

## Recommendations

1. Undertake a public realm audit of the town centre
2. Undertake a further detailed urban design review of the town centre including frontages, building heights, routes and legibility
3. Assess initiatives which could help to improve the cleanliness and tidiness of the town centre
4. Explore the potential for establishing a shop front improvement scheme
5. Undertake a tree audit and investigate a tree planting programme for the town centre
6. Investigate the potential for establishing an historic building investment and refurbishment strategy
7. Explore potential uses for the Old Town Hall
8. Consider methods for commissioning a programme for public art in the town centre



*Athenaeum Centre, Market Place, Warminster*



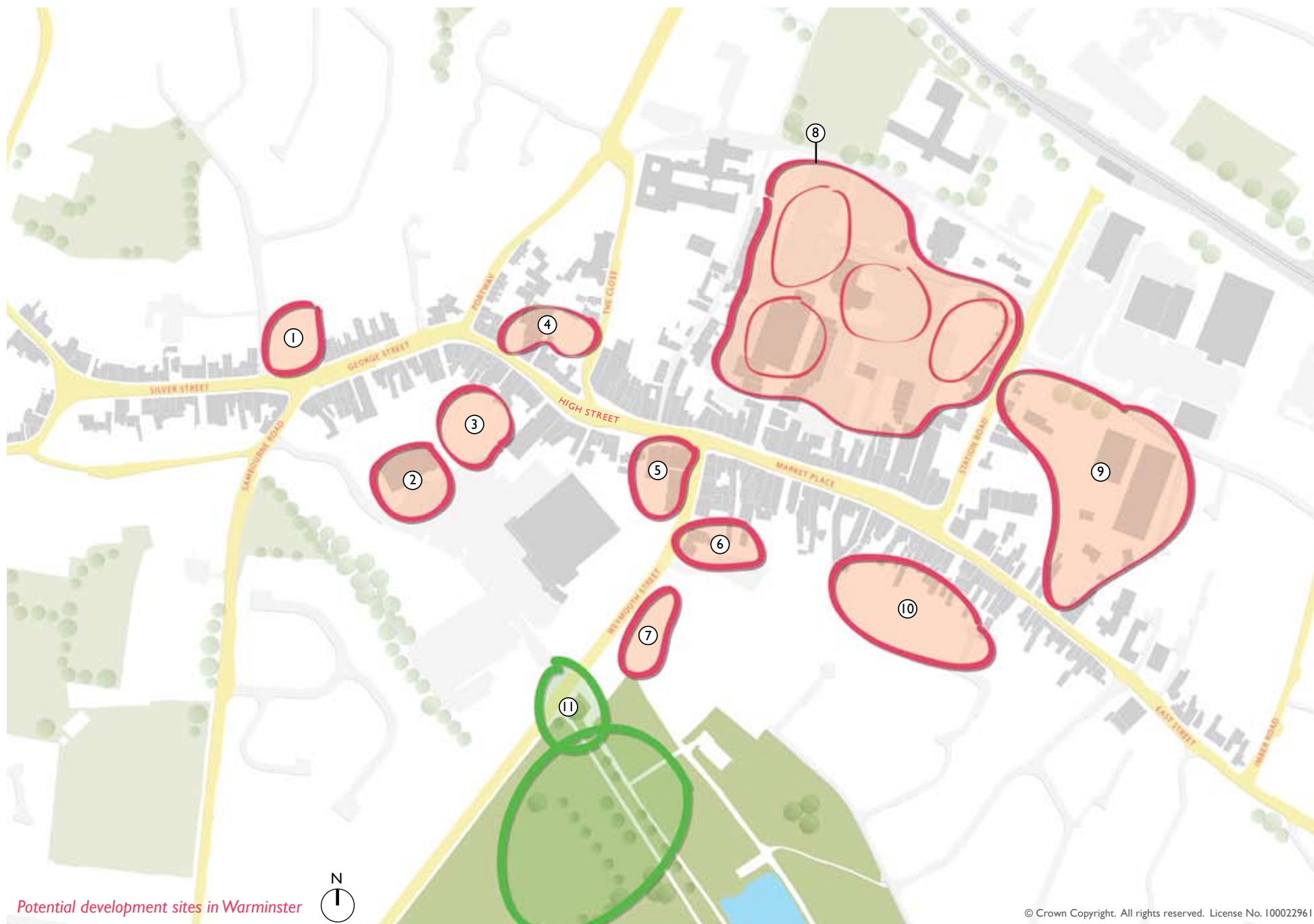
# TRANSFORMATION OF WARMINSTER



## transformation of Warminster

This plan sets out key development and transformation sites for Warminster, along with high level proposals which would need greater analysis and investigation during the preparation of the Warminster Town Plan. For this Scoping Study stage, each site is identified, with high level commentary.

1. Sheltered accommodation for older residents, which is currently under construction
2. The Assembly Rooms, which is currently under review in terms of usage and physical condition. Proposals should be considered for improving the service that these facilities provide and creating a new or refurbished civic centre.
3. Infill residential development in the town centre which is currently under construction. Further information for this should be sought for the Town Plan in order to help strategically assess housing provision in the town
4. These two mixed-use / residential development sites could be consolidated in order to secure the greatest possible benefits from the site.
5. The Old Town Hall and the sites to the west and south should be considered in terms of suitable uses and refurbishment options for the Old Town Hall and redevelopment and/or refurbishment of the site to the rear.
6. Potential exists to improve the physical environment of and create frontage to the Chinns Court car park and to link through to the service yards further east and create a retail loop
7. This car park presents a residential or mixed-use development opportunity for the southern end of the town. Any buildings in the location, however, should respond sensitively to Chinns Court to the north.
8. The area encompassing and including the Three Horseshoes Walk and large car parking area to the north of Market Place presents a significant opportunity to recast Warminster town centre, addressing the retail issues the town currently faces and greatly improving the way the town centre functions by introducing a retail circuit.
9. The Dents manufacturing warehouse and factory shop is soon to relocate outside the town and resulting site represents a significant opportunity in providing residential units and employment space.
10. The service yards to the rear of the retail units on the south side of Market Place are currently underused, yet have the potential to provide an attractive setting for specialist independent shops, as have been developed in Marlborough, or space for small business. These yards also present opportunities for helping to create a retail circuit within the town centre, by linking through to Chinns Court.
11. The entrance to Warminster Park does not currently give the green space the profile which it deserves in the town. It will be important to explore methods of addressing this, along with proposals for improving the park interior and introducing activities and events.





# GUIDANCE FOR INFORMING TOWN PLAN

This chapter sets out the recommendations for further research and analysis, and identifies the fields of expertise which would be required in order to complete the Warminster Town Plan.

In addition to the tasks informed by the recommendations, information is provided on consultation options for the Town Plan, which would be critical in ensuring effective local community input and a sense of local ownership for the Town Plan. Finally, the envisaged outputs for the Warminster Town Plan are suggested.

The tables on the following pages set out the recommendations and proposals for further research and for initiatives that can be taken forward as part of the Warminster Town Plan. Whilst the Warminster Visioning and Scoping Study is designed as a stand alone document, the proposals set out here are high level and are not yet supported by a strategic framework or implementation plan. It is envisaged that these would be developed during the preparation of the next phase of the Warminster Town Plan.

## recommendations and fields of expertise

### A sustainable shopping centre

Research and analysis recommendations	Consultancy / field of expertise required					
	Planning	Urban design	Transport	Property analysis	Architecture	Socio-economic
Explore methods of consolidating the primary retail provision on the central section of High Street and Market Place	●	●		●		
Further establish three key retail areas to the town centre: one primary retail area and two areas focusing on specialist and food retail	●	●				
Explore sites for shops with larger footprints to attract national retailers	●	●			●	
Investigate the potential for a second supermarket to locate in the town centre through assessment of supermarket providers' requirements and analysis of suitable sites in the town centre	●			●	●	
Investigate potential incentives and support for small, independent quality retailers	●			●		
Explore the scope for developing niche retail sectors	●					●
Explore methods of raising the profile of shops among residents of Warminster and surrounding villages to encourage local shopping patterns	●					●
Explore the potential to create a pedestrian retail circuit for the town centre, connecting back courtyards and linking effectively across Market Place		●	●		●	
Investigate potential uses and layouts for the car park areas and the former Dents site	●	●			●	
Investigate the establishment of a shop front improvement scheme with matched funding (either HERS, BIDs or local scheme)	●					

## A tourist destination

Research and analysis recommendations	Consultancy / field of expertise required					
	Planning	Urban design	Transport	Property analysis	Architecture	Socio-economic
Explore sites for and feasibility for the development of a quality hotel with meeting facilities, a café and/or a restaurant	●	●		●	●	
Investigate methods of encouraging the development of quality and family restaurants in the town centre	●					●
Consider the establishment of a town centre partnership or evening economy partnership to work with local pubs to ensure these are attractive to all	●					
Develop a programme for investment in the historic environment of the town centre – particularly bringing the Old Town Hall back into use	●	●				
Raise profile of town's unique location in beautiful rural setting with easy access to high profile visitor attractions	●					
Develop a niche industry for the town, to raise its profile and attract visitors, such as has been achieved in Hay on Wye	●					●

## recommendations and fields of expertise

### A thriving economy

Research and analysis recommendations	Consultancy / field of expertise required					
	Planning	Urban design	Transport	Property analysis	Architecture	Socio-economic
Review business and industry patterns for the region overall and for surrounding competitor towns				●		●
Review employment patterns for wider area						●
Analyse in greater detail the IMD data for the town, by theme and by super output area						●
Explore methods of improving education attainment levels for the area						●
Identify and explore the feasibility for the development of new industries within the town in order to diversify the economy	●					●
Identify suitable town centre sites for small, flexible office space for knowledge economy businesses	●	●			●	
Identify suitable sites in the wider town for manufacturing and light industrial uses	●	●				
Explore methods of encouraging and supporting local business start-ups (e.g favourable business rates)	●					
Explore feasibility of developing Warminster as a broadband or wi-fi town centre	●					
Explore the scope for developing civilian support industries for the military garrison on the eastern edge of Warminster	●					●
Assess extent to which Warminster benefits from location of Warminster School and any role the school can play in improving education attainment levels in the town	●					●

## A leisure and community hub

Research and analysis recommendations	Consultancy / field of expertise required					
	Planning	Urban design	Transport	Property analysis	Architecture	Socio-economic
Investigate an investment strategy for the park, including a programme of events	●					
Explore use of Assembly Rooms as community venue and how it could be improved	●					
Consider the future role of the Old Town Hall and its potential for community use	●	●			●	
Investigate the feasibility of evening leisure facilities, particularly for young people (cinema, bowling alley etc)	●			●	●	
Explore potential of moving and expanding the facilities at the library	●	●		●	●	
Investigate the establishment of an arts programme and raise profile of culture in the town centre	●	●			●	
Consider the feasibility of developing a dedicated arts centre in the town centre or further enhancing the Athenaeum in this role	●	●				
Review policing resources and consider opportunities for increasing police presence in evenings	●			●	●	
Explore opportunities for enhancing the annual carnival and military processions	●					
Explore opportunities for enhancing Christmas celebrations with a light festival and other events	●					

## recommendations and fields of expertise

### An accessible town

Research and analysis recommendations	Consultancy / field of expertise required					
	Planning	Urban design	Transport	Property analysis	Architecture	Socio-economic
Fully review parking levels and requirements in the town centre – long term and short term - to develop a suitable strategy regarding provision and payment structures			●			
Explore means of maximising accessibility of the town to surrounding villages through bus links or alternatives	●		●			
Assess congestion levels in the town centre			●			
Consider the role of traffic lights on High Street/Market Place, potentially through traffic modelling, to assess the best method of traffic control at this point			●			
Undertake a comprehensive review of the pedestrian circuit through the town centre and the best method of improving this		●	●			
Undertake a review of bus links in the local area, particularly between villages in Warminster's catchment area and the town centre			●			
Explore methods of improving pedestrian links between the town centre and the train station and between the town centre and Warminster park	●	●	●			

## An attractive environment

Research and analysis recommendations	Consultancy / field of expertise required					
	Planning	Urban design	Transport	Property analysis	Architecture	Socio-economic
Undertake a public realm audit of the town centre		●				
Undertake a detailed urban design review of the town centre including frontages, building heights, routes and legibility		●				
Assess initiatives which could help to improve the cleanliness and tidiness of the town centre	●					
Explore the potential for establishing a shop front improvement scheme	●					
Undertake a tree audit of the town centre and investigate a tree planting programme	●					
Investigate the potential for establishing an historic building investment and refurbishment strategy	●					
Explore potential uses for the Old Town Hall	●			●	●	
Consider methods for commissioning a programme for public art in the town centre	●					

# recommendations and fields of expertise

## Notes on tables

It is worth noting that some overlap exists between research recommendations for the six key themes, and it is not expected that analysis for each of the themes would be done separately. A methodology should be developed according to the tasks required by each of the fields of expertise.

Some proposals would require communications and marketing knowledge, but it is considered that these tasks could be undertaken by a planning/regeneration consultancy with consultation experience.

Landscape architecture was considered to be relevant to a few tasks, but it was considered that this input could reasonably be provided by urban design and architecture input.

## Consultation

It is envisaged that the Warminster Town Plan would be informed by a comprehensive consultation programme in order to ensure that input is secured from local residents, key stakeholders and relevant services providers. Suitable consultation initiatives could include:

### 1. A stakeholders' hands-on planning workshop, with optional walking audit

This would involve 20-30 key stakeholders from the town, with representation from community groups, service providers, council officers and land owners. Participants would be given the opportunity to set out their vision for Warminster.

### 2. A series of stakeholder interviews with land owners, service providers and organisation representatives

This provides opportunity for stakeholders to discuss issues and opportunities for the town in greater depth and is often useful in drawing

out potential risk factors for a strategy.

### 3. A public exhibition setting out emerging ideas for the Town Plan with feedback options

This can be very effective in ensuring that the vision responds to the local community's aspirations and can engender a sense of local ownership for the strategy. This will be highly useful in attracting support and cooperation when implementing the Town Plan proposals.

## Establish a stakeholder panel

Once initial stakeholder interviews are held, it would be very useful to establish a stakeholder panel from this group, responsible for reviewing the document. The panel can then remain in place in order to oversee and coordinate the implementation of the Town Plan.

## Outputs for the town plan

The most useful outputs for the Warminster Town Plan are likely to be decided during the preparation of the brief for the project and by the consultant and client team during the development of the Town Plan. However, in developing the Visioning and Scoping Study for Warminster, it has become apparent that suitable outputs for the Warminster Town Plan might include:

- An overarching vision for the town including key objectives;
- A framework for non-spatial proposals and initiatives for the town;
- A spatial strategy for the town centre, including development sites and public realm opportunities; and
- An implementation plan for proposals, setting out phasing and delivery bodies.



## Photomontage

Scope for change to the car park and library behind the Three Horseshoes Walk shopping precinct.



*The Three Horseshoes Walk 2028?*









Warminster  
Town Council



West Wiltshire  
District Council

urban  
practitioners

