

## PUBLIC EXHIBITION

Westerleigh is holding a public exhibition on 2nd March at Royal Wootton Bassett Rugby Club, Malmesbury Rd, Royal Wootton Bassett, Wiltshire SN4 8DS from 2:30pm to 7:30pm. Please come along to see our proposals in more detail, ask any questions and let us know your thoughts.

## THE ENVIRONMENT

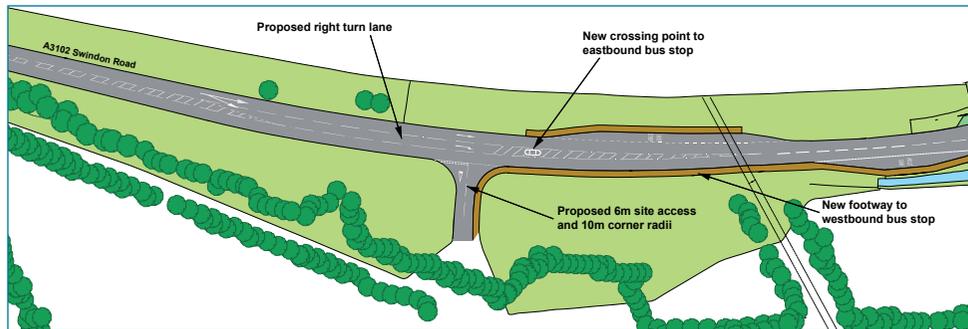
The crematorium would include advanced filtration and abatement equipment, making it "clean to air" with no smoke or odours. Using the very latest technology, the crematorium will be one of the cleanest facilities in the UK.

An ecological survey has been undertaken, and the proposals will protect and enhance the habitat for Great Crested Newts present in a pond next to the site. The proposals include the retention of the trees fronting the road and additional tree planting to ensure the site remains well enclosed.

## ACCESS AND HIGHWAYS

Westerleigh's highways engineer has consulted with Wiltshire Highways and Highways England to establish the acceptability of a crematorium accessed from the A3102. The improved access will include a "right turn lane" which will allow traffic into and out of the site safely. The access will not conflict with the J16 improvement works. Almost all funerals start from between 10:30 am and 3:30pm. This is outside of peak traffic hours, and so the crematorium would not conflict with or add to rush hour traffic.

Westerleigh anticipates the crematorium hosting around 1,000 funerals per year when fully established, averaging out at around four per day (Monday to Friday). With typically around 20 cars attending each funeral, this would mean on average 80 cars visiting the site each day. Currently the vehicles making those journeys have to travel to the other side of Swindon or further afield. The overall effect, therefore, will be a reduction in traffic on the road network.



## Your comments are important

We would appreciate your comments on our proposal before we submit the planning application. Please write to:  
Steve Bucknell, Westerleigh Group, Chapel View, Westerleigh Rd, Westerleigh, Bristol, BS37 8QP  
e-mail: [sbucknell@westerleighgroup.co.uk](mailto:sbucknell@westerleighgroup.co.uk)



# CREMATORIA & CEMETERY DEVELOPMENT



## A Crematorium To Serve North Wiltshire

## THE WESTERLEIGH GROUP

Established in 1991 and operating across England, Scotland & Wales, Westerleigh is the leading developer-operator of crematoria in the UK. The company has particular experience of developing new crematoria, having built 16 of its 24 facilities, with 6 more due to open in 2017. In caring for over 30,000 funerals a year, its mission statement of “empathy, care and understanding” guides everything it does.

Westerleigh’s proposed crematorium in North Wiltshire will offer state of the art facilities within a parkland landscape. The focus is on providing a facility where the bereaved leave with memories of green space, flowers and trees.

The photographs below show typical examples of crematoria Westerleigh has built elsewhere; you can find more on the website: <http://www.westerleighgroup.co.uk/locations.php>



Wessex Vale, Eastleigh



West Wiltshire, Trowbridge



Howe Bridge, Atherton

## THE NEED FOR A NEW CREMATORIUM

For the residents of the North Wiltshire area the nearest crematorium is at Kingsdown, on the North-East side of Swindon. Although less than 10 miles from the site on a direct route, in a funeral cortege the drive takes over 30 minutes, even if using the M4. Such a long journey is unacceptable for friends and family on what is already a stressful day.

Serving a catchment population of 370,000, Kingsdown Crematorium hosted 2,028 cremations in 2015 making it one of the busiest single-chapel crematoria in the country. This can lead to delays of up to four weeks in being able to book a time for a funeral. Services are typically only 30 minutes, so can seem rushed and parking can become congested when funeral parties overlap.

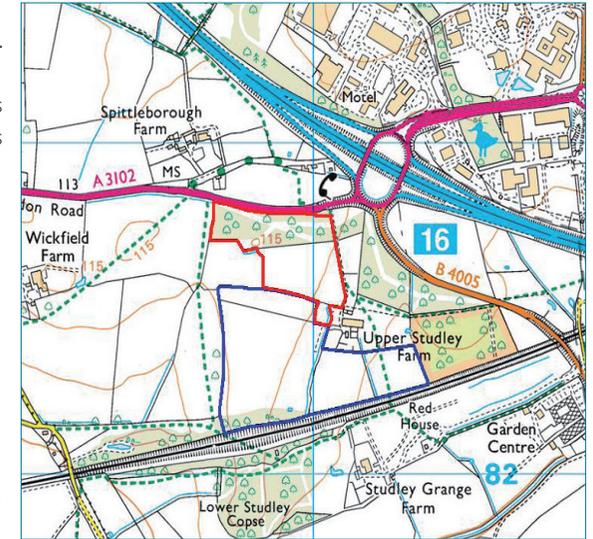
A new crematorium would greatly relieve this pressure as well as providing a much more accessible option for families throughout the North Wiltshire area. Alternative crematoria are much further away, and many rely on using the motorway – not a pleasant experience in a funeral cortege.



## THE PROPOSALS

Westerleigh has secured part of Upper Studley Farm near junction 16 of the M4. Local people may recall it was used as a showground, and Westerleigh’s proposals include reusing, and improving, the access created for that use.

Set behind the existing dense woodland screen, a modestly sized single storey building of only 524m<sup>2</sup> will house a 98-seat chapel, adaptable for secular and multi faith use; a waiting room; accessible public toilets; the administrative offices and crematory. To the front of the chapel would be public parking for 76 cars, including four accessible spaces, whilst to the rear there would be a small service yard and staff parking.



The memorial park would contain a range of formal and informal landscaped areas, a scattering lawn and space for “living memorials”, where the bereaved may dedicate a tree to their loved ones. The result will be an evolving parkland, offering space for family and friends to show their respect and take time for reflection.

