

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Amesbury
Population	8,900
Location	Amesbury is located in the District of Salisbury approximately eight miles to the north of the town of Salisbury. Stonehenge lies approximately two miles to the west.
Transport Links	The town lies on the A303 dual carriageway, a major trunk route linking the south-west peninsula with London. It is also on the A345 (north – south) route through the County. The town has a public bus service but no train station.
Key Employers	Avon Packers, Chemring Counter Measures (fireworks), Co-op Group, Qinetiq.
No. Jobs	4,100
Employment Structure	Business Services, Education and Health, Retail
Key Employment Areas	<p>Boscombe Down Business Park</p> <p>Mills Way Business Centre</p> <p>Solstice Park – emerging employment area where the recently completed speculative Beacon Centre provides industrial , office and high tech employment opportunities. Substantial further development land available. 160 acres.</p> <p>Minton Distribution Park</p> <p>The Boscombe Centre</p>
Market Perception	Large scale future employment location with the further development of Solstice Park providing significant development opportunities. Well located within the county close to Salisbury and with easy access to the east and Hampshire. Two large business parks, Boscombe and Mill Way, are trading well .
Employment Sites	<p>Solstice Park</p> <p>Boscombe Down</p> <p>Porton Down (nearby)</p>
Conclusions	Amesbury is well located close to the cross roads of the A303 and A338. It has, in comparison to other towns, a reasonably large population and existing number of jobs. The town accommodates some key employers and some more specialised sites at Porton Down and Boscombe Down which provide high quality jobs and have considerable ‘spinOff’ potential. Solistice Park offers substantial potential, unmatched compared to other market towns, to accommodate employment.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Bradford-on-Avon
Population	9,300
Location	Located on the western boundary of Wiltshire, Bradford-on-Avon is the smallest of the towns in West Wiltshire. The town lies approximately eight miles to the south east of Bath and three miles to the north west of Trowbridge.
Transport Links	The town lies on the A363 eight miles to the south of the A4. There is a railway station which provides access to the Bath – Weymouth railway line. The Kennet and Avon Canal provides a link to the Avon at Bath and the Thames at Reading.
Key Employers	Hospice Care (nearby)
No. Jobs	2,200
Employment Structure	Business Services, Education and Health, Hotels and Catering
Key Employment Areas	Treenwood Industrial Estate Kingston Road
Market Perception	One established employment location with aging accommodation. Small scale future opportunities. Considered a secondary/tertiary location for employment opportunities.
Employment Sites	Elm Cross, The Tannery
Conclusions	Situated on the western boundary of Wiltshire 8 miles from Bath 3 miles from Trowbridge, to both of which it is connected by rail. The location and connections mean that in spite of market perceptions, the town should be attractive to some employers; and, to the extent that is possible given the constraints, the town could provide small-scale employment opportunities, although the town should be discounted from consideration for larger-scale employment growth.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Calne
Population	16,100
Location	Calne is a relatively large market town. Chippenham lies six miles to the west and Bath is nineteen miles distant to the west. The town has a high population to job ratio, which could enable it to accommodate additional employers. It has attracted large employers in the past and improvements to the town centre could help stimulate the economy.
Transport Links	The town lies on the A4 at its junction with the A3102. Each of these roads is of single carriageway. Calne is approximately twelve miles from junction 17 of the M4. The town suffers from heavy congestion and whilst a northern bypass was completed in 2001, an eastern bypass is still under consideration (2012). The town does not have either a railway station or a bus station.
Key Employers	Allied Frozen Foods, Calne Electronics Ltd, PP Injection Mouldings, Deeplas, Deceuninck
No. Jobs	4,200
Employment Structure	Education and Health, Electronics, Retail, Distribution
Key Employment Areas	Calne Business Centre Porte Marsh Industrial Estate Beverbrook Estate Lower Quemerford Mill (nearby)
Market Perception	Has a number of large scale established employment sites and is recognised as a future employment land location, although it performs less well than surrounding towns like Devizes and Chippenham. Extensions proposed for Porte Marsh Industrial Estate and Station Road Industrial Estate.
Employment Sites	Beverbrook Farm, Porte Marsh
Conclusions	Although the town performs less well than surrounding market towns like Devizes and Chippenham, it is one of the larger market towns and is relatively well-placed for access to the M4. As such it has better prospects than some other market towns and employment growth should be encouraged.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Corsham
Population	8,000
Location	Corsham is located on the Chippenham/Bath corridor not far from the M4 motorway. The town lies on the A4 four and a half miles to the west of Chippenham and seven and a half miles to the east of Bath. The town has a relatively narrow economic base and is probably over shadowed by Chippenham and Bath. The role of the MoD in the town is important and construction of a new facility for 200 personnel is under way at the former Basil Hill Barracks.
Transport Links	The main road access to the town is via the A4 with a number of minor roads providing access to the rural areas around the town. Junction 17 of the M4 is located approximately eight miles to the north east. The nearest mainline railway stations are located at Chippenham (5 miles) and Melksham (4.5 miles). Local bus services provide access to surrounding towns and villages.
Key Employers	Real World Studios MoD
No. Jobs	4,600
Employment Structure	Business Services, Transport and Communications, Retail, Education and Health
Key Employment Areas	Fiveways Light Industrial Estate (nearby) Corsham Commercial Centre Ingoldmells Court Leafield Industrial Estate Pickwick Park
Market Perception	Strategically located between Bath and Chippenham and has seen recent development. New schemes have high vacancy rates. Identified for further expansion with a significant allocation of employment land.
Employment Sites	Leafield Industrial Estate, Corsham Media Centre, Basil Hill Barracks
Conclusions	Corsham is close to Chippenham but does not enjoy such immediate access to the M4 nor possess a railway station. The town has enjoyed moderate success but this is in part a reflection of a lack of land at Bath and Chippenham. Corsham should not be a candidate for large scale workspace provision although expansion of MoD activities may give rise to local opportunities which, commensurate to scale and character of the town, should be encouraged.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Cricklade
Population	4,100
Location	Cricklade is a small town which has historically had a limited employment role. It is not envisaged that this will change. The town lies on the River Thames between Cirencester (eight miles to the north) and Swindon (six miles to the south) just off the A419 dual carriageway.
Transport Links	In addition to providing links nearby Swindon and Cirencester, the A419 provides a high-quality link to both the M4 and M5. The town does not have its own railway station but main line services can be accessed at Swindon and Cirencester. Local public buses serve the town.
Key Employers	
No. Jobs	1,700
Employment Structure	Chemicals and Minerals, Construction, Education and Health, Business Services
Key Employment Areas	Chelworth Industrial Estate (nearby) Chelworth Park Industrial Estate Thor Industrial Estate
Market Perception	Well located but historically provision of employment space has been poor. Recent development at Thor Industrial Estate proved popular initially but current vacancy rates are high.
Employment Sites	Chelworth and Thor Industrial Estates
Conclusions	Although the town is well-located, it is amongst the smaller market towns, and considered too small to support significant employment developments

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Devizes
Population	16,000
Location	Devizes lies at the junction of the A361 and the A342 approximately seven miles to the east of Melksham and eleven miles to the south west of Chippenham. This is one of the largest market towns with a significant number of existing jobs within the town. It has a diverse employment base and a large number of key employers. However, the town suffers some of the most intractable traffic problems in the County.
Transport Links	The town is accessed via single carriageway A roads from the north, south, east and west. Junction 15 (Swindon) of the M4 is approximately twenty three miles to the north east. The A4 lies eight miles to the north. The town does not have a railway station, the nearest service is at Melksham, seven miles to the east. Local public bus services serve the town.
Key Employers	Hayden's Bakeries, Toft Foods, Grant Engineering, Police (HQ), Cross Manufacturing, Wadsworth, Gaiger Brothers (eng), Renelec Ltd, Omitec Group, DSS Packaging, Kitchen Manufacturing
No. Jobs	9,400
Employment Structure	Education and Health, Retail, Public Admin. & Defence, Business Services, Food, Textiles and Wood, Construction, Metals & Engineering
Key Employment Areas	Glenmore Business Centre Garden Trading Estate Nursteed Road Hopton Park Industrial Estate
Market Perception	Central location in Wiltshire hinders accessibility. Provision has traditionally met a local demand and units are generally small in scale. Traffic congestion is considered to be an issue in the town. Felt that the town currently lacks employment space. New employment space located to the north of the town centre is required which is accessible to Marlborough and Pewsey. Key employment location in Kennett.
Employment Sites	London Road, Nursteed Road
Conclusions	Whilst it is not located on the strategic highway network it is at an important location on the crossroads of the A361 and A342. Local access, however, is better elsewhere. Devizes is a natural candidate for additional workspace provision, particularly given the town's track record for attracting employers. Whilst the traffic problems cannot be ignored the issue was discussed with officers and interested parties at an early point in the production of the report and it was considered that in view of Devizes ranking in the urban hierarchy and the market perception for more workspace, it would be wrong, given the market facing nature of

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	the report, to underplay the potential.
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Town	Downton
Population	2,600
Location	Downton is located within the District of Salisbury approximately six miles to the south of the main town. Downton lies off the A338 on the B3080 and straddles the river Avon just outside the New Forest National Park. The town has a small number of existing jobs and is very much a local employment location.
Transport Links	The town is easily accessed by road from the A338 which provides a direct link to Salisbury to the north. Junction 1 of the M3 at Southampton lies approximately ten miles to the south east. The nearest mainline station is located at Salisbury.
Key Employers	
No. Jobs	1,500
Employment Structure	Distribution, Business Services, Education and Health
Key Employment Areas	Downton Business Bunas Business Park (very old and poor condition) The Headlands Salisbury Road Industrial Estate
Market Perception	A small, local employment location with a single industrial estate. There are proposals to expand and intensify the use of the estate.
Employment Sites	Downton Business Centre
Conclusions	The town is amongst the smaller market towns and is too small to support significant employment developments.

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Town	Ludgershall
Population	3,900
Location	Ludgershall is located in the south east corner of the District of Kennet, approximately sixteen miles to the north east of Salisbury. The town lies at the junction of the A342 and the A3026. Marlborough lies sixteen miles to the north. This is a very small town dominated by the Army and has a very limited employment base. Together with Tidworth, it has been the focus of regeneration initiatives including Castledown Business park.
Transport Links	The town is approximately seven miles from the A303, one of the principle east-west routes through Wiltshire which links with the M3 some 20 miles distant to the east. Junction 15 (Swindon) of the M4 lies approximately twenty four miles to the north. The local railway line is only used by the Army but a local bus service links the town with surrounding towns.
Key Employers	Army
No. Jobs	500
Employment Structure	Education and Health, Retail, Public Admin & Defence
Key Employment Areas	Hedge End Farm Ludgershall Business Park
Market Perception	A small town with only a small population and local labour supply. Current employment land use in the town is dominated by the Army and the provision of local services.
Employment Sites	MSA and Courage depots Castledown
Conclusions	The town is considered too small to support significant employment developments in its own right. However, the Castledown Business park is being developed as a response to the need for regeneration and employment opportunities in the area.

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Town	Lyneham (special case)
Population	5,000
Location	Lyneham is located on the A3102, eleven miles to the south west of Swindon and is dominated by the RAF base, which is due to be vacated by 31 st December 2012. Its reuse for military purposes is unlikely. Wootton Bassett lies approximately four miles to the north east and Calne lies approximately six miles to the south. The B4069 provides road access to Chippenham, nine miles distant to the west.
Transport Links	Lyneham is easily accessed by road and is only five miles from junction 16 of the M4 and nine miles from junction 17. Mainline railway services can be accessed at Swindon.
Key Employers	RAF
No. Jobs	1,300
Employment Structure	Education and Health, Public Admin. & Defence, Business Services
Key Employment Areas	Thickthorn Farm
Market Perception	A small town which has been dominated by the RAF station of the same name for the last seventy years. A future use for the vacated RAF station has yet to be determined. With the exception of the RAF employment uses are of small scale, commensurate with a town of this size.
Employment Sites	RAF Lyneham (to be closed by 2012)
Conclusions	Lyneham has a relatively small population and is entirely dominated by the RAF. It's well located not far from Wootton Bassett and Swindon. Any actions that will need to be taken at Lyneham are beyond the scope of this study but it will be important to keep abreast of developments.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Malmesbury
Population	5,200
Location	Malmesbury is a south Cotswold town located within the District of North Wiltshire. The town is approximately eleven miles to the south west of Cirencester and eleven miles north of Chippenham. The town is situated off the A429 adjacent to the B4040. It has a large number of jobs compared to its population and is dominated by a single employer, namely Dyson. Although its manufacturing operation has been relocated overseas, research facilities continue to be concentrated in the town.
Transport Links	Junction 17 of the M4 lies approximately seven miles to the south of Malmesbury. The nearest railway station is located at Chippenham, eleven miles to the south.
Key Employers	Dyson
No. Jobs	3,500
Employment Structure	Metals & Engineering, Business Services, Education & Health
Key Employment Areas	Eastcourt Farm Malmesbury Industrial Park
Market Perception	In terms of employment use, the town is dominated by Dyson and associated suppliers. Currently only small scale employment opportunities.
Employment Sites	Land north of Tetbury Hill
Conclusions	This is a small market town in a predominantly rural location. Historically employment to population ratio has been high but skewed by one employer. The overall potential would not support historical employment based on the attractiveness to a range of businesses. Nevertheless, the retention of the towns existing employment base is considered critically important .

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Town	Marlborough
Population	8,000
Location	The market town of Marlborough is located on the A4 and its junction with the A436 and A435 within the District of Kennet. The town lies approximately ten miles to the south of Swindon and fourteen miles to the east of Calne. Marlborough is an attractive town with a narrow economic base catering for predominantly local needs.
Transport Links	Marlborough is situated on the A436 which is the principal route between Swindon in the north and Salisbury in the south. Junction 15 of the M4 lies approximately eight miles to the north of the town and is accessed via the A436. The town does not have a railway station. The nearest mainline station is at Swindon whilst local services can be accessed at Bedwyn, approximately ten miles to the east. Local bus services serve the town.
Key Employers	Microlights Ltd, Withy King & Lee (sols), Marlborough College, First Water Ltd, Tesco
No. Jobs	3,900
Employment Structure	Education & Health, Retail, Business Services
Key Employment Areas	Woostock Court Blenheim Road (no. of court devlts) Hereford and Glympton Court, new trade counter units, Rainscombe Park Old Lion Court (serviced offices)
Market Perception	An important employment location which currently provides opportunities through a number of new developments and proposed schemes. Well located and excellent access. The future growth of employment space is considered to be constrained by the Area of Outstanding Natural Beauty.
Employment Sites	London Road, Salisbury Road
Conclusions	The town, although well located in relation to the M4, is tightly constrained and over shadowed by Swindon to the north, being too far away to benefit from significant spin off activity. Has scope to accommodate local service orientated employment.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Melksham
Population	19,200
Location	Outside the SSCT's Melksham is the largest town and lies on the river Avon. The city of Bath lies seven miles to the west and Chippenham is eight miles distant to the north. Devizes lies eight miles to the east. The town is situated at the junction of the A350 and the A365.
Transport Links	The town lies on the A350 which is the main north-south route from the M4 in the north to Poole in the south. Junction 17 of the M4 lies approximately eleven miles to the north. Melksham is located on a railway branch line from Chippenham to Trowbridge but is served by two main line services twice a day. The town is served by bus companies providing a link to local towns and villages.
Key Employers	Cooper Tire & Rubber, Knorr-Bremse Rail Systems
No. Jobs	5,100
Employment Structure	Chemicals & Minerals, Retail, Education & Health, Business Services, Manufacturing
Key Employment Areas	Lancaster Park Broad Land Farm Industrial Estate Bowerhill Industrial Estate Town Centre offices Evans Business Centre Avonside Business Park New Broughton Road Lancaster Park Challymead Business Park Ashville Centre
Market Perception	Well located employment sites between Trowbridge and Chippenham. High level of provision which meets a regional demand as well as some small scale local demand. There are a number of sites which provide regeneration opportunities (e.g. Avon Tyres).
Employment Sites	Bowerhill Industrial Estate, Avon Tyres Site, Hampton Park, Bradford Road
Conclusions	This is one of the larger towns with a relatively low number of jobs which creates some scope for further employment growth. The town is located close to Bath and Chippenham on the A350. It has a reasonably broad economic base and some key local employers. Local access is better elsewhere. Melksham has the capacity for growth and a strong existing employment base. This town must contribute to the forecast employment growth.

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Town	Mere
Population	2,500
Location	Mere is a small town with a narrow employment base located at the western tip of Salisbury Plain close to the borders of Somerset and Dorset. The town lies on the western edge of the District of Salisbury. The town lies on the A303 and is twenty five miles to the west of Amesbury and approximately ten miles to the south of Warminster. Wincanton is ten miles to the south west on the A303
Transport Links	The A303 provides the main road access to the town and this bypasses the town to the north. The surrounding areas are mainly accessed via minor roads. The town does not have a railway station and bus services are infrequent. The nearest railway station is at Warminster, ten miles to the north east.
Key Employers	The Hill Brush Co. Ltd
No. Jobs	1,100
Employment Structure	Education and Health, Distribution
Key Employment Areas	The Beaumont Business Centre Quarryfield Industrial Estate Semley Industrial Estate (nearby)
Market Perception	Small scale provision of employment land serving a local need.
Employment Sites	Quarryfield and Semeley Industrial Estates
Conclusions	This is a small town with a narrow economic base catering for local needs. Other towns have greater potential to fulfil the employment growth.

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Town	Pewsey
Population	3,300
Location	Pewsey is a small local centre located on the A345 approximately eight miles to the south west of Marlborough and thirteen miles to the east of Devizes. One of the main north – south routes in Wiltshire, the A338 lies approximately four miles to the east.
Transport Links	The town is accessed via single carriageway ‘A’ roads from the north and south and minor roads from the east and west. The town has a railway station which is on the Great Western main line. Public bus services also serve the town.
Key Employers	Fordbrook Furniture and numerous furniture makers, Techlogic and Wrycom Group
No. Jobs	1,200
Employment Structure	Education & Health, Business Services, Construction, Distribution, Electronics
Key Employment Areas	Salisbury Road Business Park Nursery Farm Fordbrook Business Centre
Market Perception	Accessible location which could satisfy a local and regional need. Existing units becoming out dated and new development is awaited. Future growth constraints by Area of Outstanding Natural Beauty.
Employment Sites	Salisbury Road, Fordbrook Estate, Old Coal Yard, Manor Farm
Conclusions	This is a small town which is over shadowed by Marlborough and Devizes in particular. It is a local centre situated in the rural Vale of Pewsey and is too small to support significant employment developments.

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Town	Porton Down (Special Case)
Population	n/a
Location	Porton Down is a UK Government and military science park located to the north east of the town of Porton on the A338, one of the main north – south routes through Wiltshire. The site lies approximately six miles to the north of Salisbury and approximately six miles to the south east of Amesbury. The MOD’s Boscombe Down test range lies to the north east. There is a high concentration of highly skilled scientists and activities undertaken are of national significance. The Government agencies at the site and commercial sector spin-off’s expect to expand and to this end, a 5ha expansion site is envisaged.
Transport Links	The site is easily accessed by road though it is remote from the national motorway network. Salisbury is the nearest railway station which is approximately six miles to the south.
Key Employers	DSTL (research laboratories), Interserve (Defence) Ltd, HPA
No. Jobs	2,300
Employment Structure	Business Services, Education & Health, Public Admin. & Defence
Key Employment Areas	Birdlymes Farm, Porton Down Science Park
Market Perception	Closely linked with the science (bio-science) and technology sectors and considered as a specialist location for further development in these sectors.
Employment Sites	DSTL-HPA Site,
Conclusions	This is an MOD dominated location that has an economic base which is outside of the normal employment market. Salisbury six miles away, is the business and administrative hub for this sub region. Future developments should be considered in their own right and in addition to the workspace required in the County as a whole. The parks ‘freestanding’ location is not favourable in spatial planning terms but its importance from an economic and R&D perspective warrants treatment as a special case.

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Town	Tidworth
Population	8,500
Location	Tidworth is located in south east Wiltshire in the District of Kennet, close to the border with Hampshire. The town lies on the A338 which provides direct access to Salisbury in the south (sixteen miles) and Marlborough in the north (fifteen miles). Amesbury lies ten miles to the south west. The town is dominated by the army and lacks an economic base. Together with nearby Ludgershall, it has been the focus of regeneration initiatives, including the development of Castledown Business park.
Transport Links	The town lies on one of the principal north - south routes within Wiltshire. The M4 can be accessed at junction 15 approximately twenty three miles to the north. Mainline and Wessex line train services can be accessed at Salisbury, some sixteen miles distant to the south.
Key Employers	Tesco, MOD
No. Jobs	1,100
Employment Structure	Education & Health, Public Admin. & Defence, Construction, Retail
Key Employment Areas	Town Centre
Market Perception	Located a short distance from Amesbury which has traditionally attracted development in this area, as well as Salisbury. Small office opportunities in town centre generally serving a local need.
Employment Sites	Bourne Road
Conclusions	This is a medium size market town in terms of population but it lacks an economic role and jobs in comparison to other centres. Its narrow economic base caters for local needs and the Castledown Business Park is being developed as a response to regeneration and employment needs. Nearby towns have a stronger prospect to accommodate employment growth.

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Town	Tisbury
Population	2,100
Location	Tisbury is a small town located within the District of Salisbury. The town lies approximately thirteen miles to the west of the principal town of Salisbury and serves as a local centre for a number of rural communities. The town lies within the West Wiltshire Downs Area of Outstanding Natural Beauty.
Transport Links	The town is only a short distance from the A30 and the A303, two of the principal routes through south Wiltshire. The town also benefits from its railway station which lies on the Waterloo – Salisbury – Yeovil – Exeter line.
Key Employers	
No. Jobs	500
Employment Structure	Education & Health, Business Services
Key Employment Areas	
Market Perception	Very rural access/location not suited to large scale or intensive employment use. Predominantly a dormitory town.
Employment Sites	Station Works, Manor Farm
Conclusions	This is a town in a relatively rural location with a small population and limited economic base. It caters for very local needs and is too small to support significant employment growth.

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Town	Warminster
Population	17,600
Location	Warminster is one of the larger towns but has relatively few jobs although it has experienced high levels of demand for employment space. It is located ten miles to the south of Trowbridge and eight miles to the east of Frome. The town lies on the B3414 and is bypassed by the A36 to the south.
Transport Links	The town has easy access to both the A36 (east – west) and the A350 (north – south) trunk roads. The town’s railway station is on the Wessex main line providing direct access to Bristol via Bath and Salisbury to the south east. The town also benefits from regular bus services.
Key Employers	Center Parcs (nearby), Defence Support Group (eng.), Kingdown Community School
No. Jobs	5,200
Employment Structure	Education & Health, Retail, Public Admin. & Defence, Distribution, Metals & Engineering, Food, Textiles & Wood
Key Employment Areas	Deverill Road Trading Estate Woodcock Industrial Estate Crusader Park & Furnax Lane Bath Road Town Centre
Market Perception	Dominated by the towns further to the north, Trowbridge, Chippenham and Melksham, all of which benefit from being located closer to the M4. Historic links with the military.
Employment Sites	Warminster Business Park, Crusader Park
Conclusions	It is one of the larger market towns but has few jobs. This together with its location on the A36/A350 and rail link offer scope for future employment provision. Warminster has the capacity to enhance its contribution to the employment base within the County.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Westbury
Population	13,500
Location	The town of Westbury is located approximately eighteen miles to the south east of Bath and four miles to the south of Trowbridge. Warminster lies approximately four miles to the south. In relation to its population, it has a large population and a large number of existing jobs. It has a range of key employers and overall is a successful business location.
Transport Links	The town lies on the A350 which has been upgraded and provides direct access to Trowbridge, Chippenham and the M4 to the north (approximately twenty miles) and Warminster and Shaftesbury to the south. The town is an important railway station as it is where the main London – Exeter line intersects with South Wales –Bristol – Southampton Line.
Key Employers	Henleys Medical, Comet, Macfarlane Packaging, United Milk, Lafarge Cement
No. Jobs	10,300
Employment Structure	Distribution, Education and Health, Business Services, Transport & Communications, Chemicals & Minerals, Retail, Construction
Key Employment Areas	West Wilts Trading Estate Northacre Industrial Park including Oakfield Business Centre Brook Lane Industrial Estate Town Centre
Market Perception	Important employment location with a number of large scale industrial estates offering a good range of accommodation in terms of specification and age. Land near West Wilts Trading Estate and Northacre/Brook Lane are possible future expansion locations.
Employment Sites	West Wilts Trading Estate, Northacre/Brook Lane, Station Road, Westbury Railway Station
Conclusions	Westbury is well located on the strategic highway network between Trowbridge and Warminster. It is at a crossroads in the rail network which enhances its accessibility and catchment. Westbury has the scope to become a more significant employment location.

WILTSHIRE EMPLOYMENT AND WORKSPACE STRATEGY

Town	Wilton
Population	3,800
Location	The town of Wilton is located in the District of Salisbury, approximately four miles from the principal town of Salisbury. Wilton lies just off the A36 on the A30 which provides direct access to Shaftesbury, some twenty miles distant. The town is, to a large extent, a dormitory settlement for Salisbury. A large proportion of the employment is concentrated at HQ land forces, which is due to be relocated to Andover in 2010.
Transport Links	The town has direct main road access to one of the principal routes through the county, the A36. The town, however, is remote from the motorway network. Rail services are accessed at Salisbury, which is a regional interchange for the railway network. The town lies on the A350 which has been upgraded and links a number of towns with each other and the M4.
Key Employers	MOD, Wilton Carpets
No. Jobs	2,300
Employment Structure	Public Admin. & Defence, Retail, Food, Textiles & Wood
Key Employment Areas	Wilton Business Centre Eastern Works Small town centre offices Barnack Industrial Centre Kingsway
Market Perception	Small scale opportunities. Dominated by Salisbury which is only four miles to the east.
Employment Sites	Dinton Business Park (nearby), Westfield Park, HQ Command
Conclusions	Wilton is a small town dominated by Salisbury to the east. Its economic base is narrow and it performs a predominantly local employment role.

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Town	Wootton Bassett
Population	11,100
Location	Wootton Bassett is located on the A3102 approximately six miles to the south west of Swindon. Calne lies some eleven miles to the south. It functions as a dormitory settlement to Swindon but benefits from spin-off and displacement due to the excellent access to the M4 and lower rental values.
Transport Links	The town is situated within one mile of junction 16 of the M4 and benefits from direct access to Swindon via the A3102. The town does not have a railway station but the main London – South west line can be accessed at Swindon (six miles) which has very frequent services. Central London is only 1 hour 40 minutes by car
Key Employers	Sainsbury Homebase
No. Jobs	3,635
Employment Structure	Education & Health, Business Services, Distribution, Electronics, Transport & Communications
Key Employment Areas	Whitehill Industrial Park large Bowman Court Templars Way Industrial Estate Interface Industrial Estate
Market Perception	Provides a significant amount of new development which has been attracted due to its close location to the M4 and Swindon.
Employment Sites	Templars Way, Interface Industrial Estate , Former St Ives factory
Conclusions	This larger market town enjoys close proximity to Swindon and the spinoff and displacement this generates. Its low number of jobs to population provides an opportunity to expand its employment base especially given its strategic location close to the M4.