

# Our place in the future

Planning the future in Salisbury and south Wiltshire

Another opportunity  
for you to have a say  
on the planning  
policies that will  
shape the district for  
the next 20 years



September 2008

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## Foreword by Councillor Paul Clegg, Portfolio Holder for Planning, Salisbury District Council

The pace of change can be daunting and we must plan carefully for the challenges that we face now and in the future.

In summer 2007 and spring 2008 we asked for your views on options that would help us to develop a new set of planning policies for the district. We were delighted with the level of interest. Some 6000 people responded to the first round of consultation and around 8000 comments were received on the second.

You have told us about some serious issues, such as affordable housing particularly for key workers, and higher skilled quality jobs. We need to agree a strategy that will ensure that south Wiltshire continues to be a thriving and vibrant place where people can learn and develop their skills, enjoy a good quality of life and good health in a safe, clean neighbourhood. This must be a place where people can appreciate a superb environment that makes the most of the natural landscape and historic buildings and complements them with exciting new buildings. It must have a thriving economy and hold a strong place within the wider region. We must act now if we are to meet our existing and future challenges especially climate change and affordable housing.

We must take positive action to meet local needs. For example, we need to address the acute shortfall in affordable homes and we must also plan to meet the need to retain an adequate workforce to secure our long-term economic prosperity. Planning to retain viable local services and creating sustainable communities are also vitally important, as well as meeting our regeneration needs.

Your comments have helped us to understand your priorities, aspirations, hopes and fears and to develop our thinking accordingly. However, the process very clearly revealed tensions and concerns, particularly around the level of growth we can accommodate, while ensuring that the characteristics of the district that we all hold so dear are not compromised.

Our officers have listened carefully to what you said and have produced a new magazine style document to reflect your concerns. This strategy has been endorsed for consultation by the council's cabinet. We now want to hear your views on the revised approach, before cabinet debate the issues in detail.

From April 2009 planning policies will be the responsibility of the new unitary Wiltshire Council. We have been working closely with our colleagues in the other Wiltshire councils and have agreed that the policies we adopt will form part of a countywide Core Strategy to be produced in due course. Agreeing robust policies now will stand us in good stead for the future.

One of the things you told us was that the original consultation document was too long and technical. For this new stage of consultation we have tried to summarise the issues in a more accessible format, highlighting many of the key issues in a straightforward way. I hope that you find this approach helpful.

By listening very carefully to our communities we will be in a better position to plan properly for the future of south Wiltshire.

**Councillor Paul Clegg**  
Salisbury District Council Portfolio Holder, Planning  
September 2008

# What this document is about and how to use it

## What exactly is this document?

This magazine represents a third phase of consultation relating to the preparation of the Core Strategy and is part of the process of producing a new set of planning policies for south Wiltshire, helping to address economic, housing and infrastructure needs. The term 'Core Strategy' comes from central government who require all planning authorities to use the term to describe their 20 year plan for the future.

## What is a 'Core Strategy'?

The Core Strategy document will contain planning policies to guide the development of south Wiltshire over the next 20 years. It will form part of the Local Development Framework (LDF) which will eventually replace the current Local Plan. The Core Strategy will provide the guidelines to co-ordinate new development, ensuring that it meets our local needs and allows communities to realise their aspirations. It will safeguard the quality of the environment and promote the principles of sustainable development, allowing us to live within our means and reduce the environmental impacts of our actions. It will take into account the views of all sections of the community and stakeholders, and be consistent with national and regional guidance.

## Haven't you already asked us about this?

Yes, we have. During the preparation of the Core Strategy, there are several stages of consultation. The first round of consultation took place last summer and was called **"Our Place in the Future"**. The responses to this first round of consultation were then used to inform the preparation of a second version called the **"Preferred Options"**, also referred to as the **"Black Book"**. This was consulted on for 8 weeks between February and April.

Following that consultation, it was resolved by the District Council that further discussion and consultation should take place – this is what this magazine is all about. This third round of consultation has been called **"Our Place in the Future"** again because we understand from feedback that this was preferred.

## Why producing this plan now is important

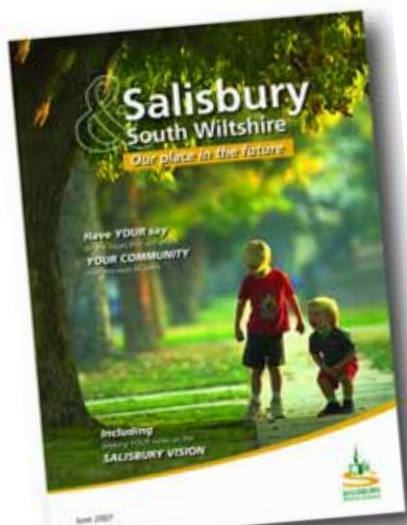
A number of people have understandably questioned why Salisbury is working on this plan when it will be replaced by the unitary council in April 2009. The reasons are clear:

- We have pressing needs now, especially for affordable housing and new jobs. We must act now.
- The council has a legal responsibility to produce this plan and so will the new authority.

- We are working with the agreement of and in partnership with Wiltshire. They realise that if we do not act now they will inherit a position of even more acute needs next year.
- If we do not find sites for new housing then private developers will do it for us leading to the potential for uncontrolled development. You have told us that you definitely do not want this to happen. There would be less control over the ability to deliver affordable housing due to there being no policy in place.
- The Local Development Framework (LDF) will be a new set of planning policies that will deliver some of the objectives of the Community Strategy. By not progressing it, we are failing to properly act on the voice of our communities.
- The delivery of projects such as the Salisbury Vision would be stifled which could undermine Salisbury's role as a retail centre.

## What is the "evidence base"?

Throughout this magazine, we refer to our "evidence" and our "evidence base". To identify the challenges we face we have taken a really detailed look at the facts and figures available to us, gathered information from a wide variety of sources and carried out our own surveys. Collectively, this information is referred to as the "evidence" or "evidence base". This evidence, along with your consultation responses, helps us to prepare the Core Strategy.



## Appropriate Assessment / Habitats Regulations

This consultation period also allows you to comment on an Appropriate Assessment that we have published under the Habitats Regulations and we would welcome your comments on this too. The Appropriate Assessment is a legal process which requires us to take special care that any plans and projects proposed do not have a negative impact on the district's important wildlife.

In order to see what impact the proposals we are suggesting, may have on wildlife we have carried out a thorough assessment which has helped us to make our decisions.



The Appropriate Assessment is available to view at [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy).

## How can I make my views known?

In order to be helpful and get to the heart of matters, this magazine focuses on the most contentious issues that were raised during previous rounds of consultation. For example, there was clearly some concern around the number and location of houses being proposed. However, the majority of the issues raised in the previous stages have been strongly supported and we do not wish to over-complicate matters by repeating them again in this document.

**Let us know your thoughts by using the form at the back of this magazine and sending it to us at the following address:**

### By post

Forward Planning and Conservation  
Salisbury District Council  
Planning Office  
61 Wyndham Road  
Salisbury Wiltshire SP1 3AH

**email:** [ldf@salisbury.gov.uk](mailto:ldf@salisbury.gov.uk)

**tel:** 01722 434362

**website:** [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)

The form at the end of this magazine is for you to complete and return to us. If you have any additional comments about any other issue raised in the Preferred Options, but not specifically referred to in this magazine, or on the Appropriate Assessment then please write them on a separate piece of paper.

**It is important to point out that as part of this round of consultation you are more than welcome to comment on any of the issues that are set out in the Preferred Options, even if they are not referred to in this magazine. Comments on any aspect of this magazine or the Preferred Options will all be taken into account. The Preferred Options can be viewed along with all the evidence base at [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)**

## Why not come and find out more?

The consultation begins on 1 September 2008 and runs for eight weeks until 24 October 2008, during which time we are asking your views on all these matters. Over the next eight weeks, a series of exhibitions will take place across the district for you to find out more. Why not drop in for a cup of tea and a chat with our planning officers? We are also encouraging parish and town councils to hold their own events and would recommend that you keep an eye on parish notice boards.

Wherever you see this symbol, it is a specific area where we would like your comments.



Community Area	Venue	Date	Time
Salisbury City	Guildhall, Salisbury	1 September	12.30 to 7pm
Mere and District	Grove Buildings, Mere	2 September	12.30 to 7pm
Nadder Valley	Victoria Hall, Tisbury	3 September	12.30 to 7pm
Stonehenge	Antrobus House, Amesbury	4 September	12.30 to 7pm
Southern	St Laurence's Church Hall, Downton	5 September	12.30 to 7pm
Four Rivers	Michael Herbert Hall, Wilton	8 September	12.30 to 7pm
Salisbury City	Guildhall, Salisbury	7 October	12.30 to 7pm

## What happens next?

We encourage everyone to make their views known at this stage. However, there will also be a future consultation opportunity.

Once we have gathered opinions during this round of consultation and amended the Core Strategy further, there will be a final opportunity to com-

ment prior to its submission to the Secretary of State early in 2009. All comments at that stage will be considered by an inspector appointed by the Secretary of State.

Sites needed for new homes and jobs in the longer term, including in the rural areas, will be the subject of consulta-

tion on another subsequent set of planning documents, which will be the responsibility of the new Wiltshire Council. Consultation on this subsequent set of planning documents will give you the opportunity to discuss important issues of how growth may be sensitively accommodated in your area.

## Key changes to the draft Core Strategy

Many of the proposals in the original draft Core Strategy were strongly supported. Broadly, there was general agreement about the need to create more jobs and affordable homes to rent and buy, whilst protecting the natural and built environment. However, there was much greater concern about the possible location of new homes, jobs and the delivery of the infrastructure to support them.

This document does not attempt to revisit everything in the original consultation, but focuses on those areas where there was less agreement.

However, your comments are welcome on any issues mentioned in this document or raised during the previous stage.



You have told us that a strong economy is a high priority.

### Key changes in the draft strategy now proposed include:

- The strategy will focus on the delivery of new homes and jobs for the first five years of the 20 year plan. This will amount to around 3775 new homes in and around Salisbury and Amesbury.
- Proposals for the location of land for homes and employment beyond this period (another 8625 houses will be required over the life of the plan) will be subject to further detailed consultation. This will be the responsibility of the new Wiltshire Council and will form part of the county-wide Local Development Framework.
- Suggestions for the new settlement around the Pheasant Hotel on the A30 at Winterslow and an urban extension to Firsdown have been removed. There are no plans for a new settlement anywhere in the district.
- Possible development in the remaining villages across the district will be modest in size and in keeping with the character of those areas. This possible development will be the subject of further consultation by the new Wiltshire Council when they produce the subsequent detailed policy documents.
- The '40ft rule', limiting the height of developments in order to preserve the historic roofscape of Salisbury and treasured views of the Cathedral, should remain in place.

## Explaining growth - taking positive action to meet local needs

It is very important that we explain clearly our approach to delivering new houses and jobs. This is the issue that, unsurprisingly, caused the greatest interest during previous rounds of consultation, especially the number and potential location of new houses.

The number of new dwellings that need to be built in this area has been questioned. It is apparent that many of you feel that the number proposed over the next 20 years is simply too high. The fear is that the character of our existing towns and villages will be lost through over-development. The num-

ber of new houses proposed within south Wiltshire is not arbitrary but comes from the emerging Regional Spatial Strategy (RSS), which is a higher level strategy that we have to conform to. This number of houses has been based on household projections and economic forecasts. Of course no-one can predict with certainty what will happen in the future, but the number of houses proposed within south Wiltshire has been based on robust evidence.

However, it is important to point out that the council has its own robust evi-

dence base which also confirms that there is an acute need for these new houses, especially affordable homes. For example, the council regularly carries out a local housing needs and market survey, which indicates where areas of need may be. In particular, our evidence highlights the following areas of need that should be addressed:



We've looked very closely at the evidence

### (a) The need to address the acute shortfall in affordable homes

#### Affordable housing can be defined as:

"housing (including low cost market and subsidised houses (irrespective of their tenure/ownership/financial arrangements) which is available in perpetuity to those households who are financially unable to compete in the local market (for rent or for sale) to secure a suitable home"

Examples of affordable housing would be providing housing for local people to rent, or where they can purchase a share of the property, thereby providing them with a home at less than market value.

The evidence indicates that, by 2009, 669 households per year will need affordable housing. The 12,400 homes that will be delivered over the next 20 years averages at 620 homes per year, which falls short of providing just the affordable housing need. The housing waiting list continues to grow, standing at 2894 at the start of May 2008. Despite the downturn in the housing market, the average house price in south Wiltshire is £248,000. 92% of those seeking to enter the local housing market cannot meet this price. This

highlights acute need we should seek to address.

The need to provide more affordable housing was supported by the majority of respondents to our earlier consultation. However, a significant minority argued strongly that the suggested housing numbers were not required. Our evidence clearly shows that there is acute need for those who are the least well off. We cannot and should not ignore this.

### (b) The need to use the market to provide more affordable homes

The main way to meet the majority of our need is by requiring house builders to provide a proportion of affordable homes in their developments. We are recommending a minimum of 40% of affordable homes in all new schemes of five or more homes. This was a move strongly supported at previous consultation stages.



This means that we have to encourage the market to help us make real progress in meeting the acute affordable housing need. This is another clear reason why there is a need to accept and plan for new housing growth in south Wiltshire.

### (c) The need to plan for the population living longer and together in smaller numbers

You asked us to ensure that the elderly have the choice of specially designed homes to allow them to live with dignity within their own communities. The number of people aged 65 and over will increase by just under 10,000 in south Wiltshire by 2026. In addition more 1 and 2 person households will form during the same period, meaning that more homes will be needed relative to the size of the population. This creates a need for additional homes for which we must plan.



### (d) The need created by a growing population

By 2026, the population of the district will have grown by about 14,000. This presents a clear need for new housing to be built to meet demand.

### (e) The need to retain an adequate workforce to secure our long-term economic prosperity

We have to plan for a robust economic future and not just leave it to chance. Economic growth needs housing to support it.

The acute shortage of affordable homes highlights a real problem for employers in south Wiltshire. We do not have the affordable homes to attract and retain an adequate workforce. This, coupled with an ageing population and increasing out-migration (caused by the lack of affordable homes) and out-commuting, will cause the problem to worsen.

If south Wiltshire is to have the prosperous future those respondents to our consultation want, then we have to build the new houses to allow workers of all types, ages and skills to be able to make a home in the area.

### (f) Meeting regeneration needs

Parts of south Wiltshire are under threat of decline if we do not take positive steps to plan for their future.

One example is the MOD's intention to vacate the UK Land Forces HQ in Wilton, removing 1,200 jobs with a potentially serious detrimental impact on local businesses. Therefore some of the demand for housing need is based on issues such as planning for mixed use developments, to help secure a prosperous future. The proposed relocation and regeneration of the Churchfields industrial estate in Salisbury is another good example of where a need for new housing is created when seeking to secure the long-term prosperity of a settlement.

## CASE STUDY 1. A view of first time buyers



Steve McLeod and Kim Kirkebride both earn an average wage but could not afford to buy the average priced property.

Like thousands of other young people in south Wiltshire they thought they would never be able to buy their own home.

But in February this year, Steve and Kim, who are both in their early 20s, became one of the lucky couples when they were able to get onto that first rung of the property ladder.

Kim tells their story:

"Steve and I have been together for three and a half years. When we knew we wanted to live together, I was still living at my mums and sharing a bedroom with my sister.

We were very reluctant to move into a rented property as we have seen our friends pay out so much money on rent that they are unable to save for their own property. So we moved in with my dad who has a two bedroom house.

We knew there was no way we could afford to buy our own property at this stage in our lives. We would have needed a 100% mortgage and because of our salaries, I am not sure we could have got a big enough mortgage to buy a house.

To put down a decent percentage towards a mortgage to buy a house would have taken years of saving.

Then we heard about shared ownership and put our names down on the council's waiting list.

We were on the list for about a year, which gave us the time we needed to save enough money for legal fees. We now live in a lovely two bedroom house at a new development in Amesbury.

We own 50% of the home and pay an affordable rent to Swaythling Housing Association for the other 50%. We are going to carry on saving money so we can eventually buy a bigger percentage of the house.

This is a brilliant scheme but there's not enough of it. I was quite amazed that when we moved on to this quite big estate that only about 12 of the houses were affordable homes.

When I see all my friends struggling, I know just how lucky Steve and I are. I'd like to see more people given the same chance."

### (g) Retaining viable local services and creating sustainable communities

There is significant pressure on many services in our rural settlements, with village shops and pubs finding it increasingly difficult to survive. Local communities have told us that they want the council to take action to try and retain them where possible. One of the ways we can help is to allow modest growth in settlements that currently provide a range of services. Such growth introduces new customers for businesses and helps them to remain viable. However, this does create a need for new housing.

### (h) Using new development to solve local problems

We can work with housebuilders to use the development process to solve long-standing local problems, such as road junctions that need improving, rebuilding a village hall or upgrading flood defences, where new development would add to the burden on such facilities. Developers can either implement the improvements themselves or make a financial contribution to the appropriate agency. This "community chest" idea is a key benefit of allowing new development.

### (i) Ensuring there is enough housing available to meet identified needs

The volatility of the housing market make it even more imperative that we plan as far as we can to ensure the steady supply of homes to meet the needs we have identified. We can do this by working with potential developers, landowners and other agencies to deliver appropriate sites.

### (j) The need to provide for gypsies and travellers

We need to provide accommodation for gypsies and travellers in order to allow them to maintain their traditional lifestyle.

## CASE STUDY 2. A view from a local shop owner



Anne Sercombe runs the Maiden Bradley Village Shop which is run as a community shop. She explains why a village shop is essential for the whole community.

"Our shop is in the heart of our community where people come to shop and find out about village activities, social events, meet everyone and keep up with village matters.

We have been very lucky as our Post Office has been saved from closure and this is run alongside our shop. Both businesses compliment each other, bringing in custom for each. Having a shop in the village encourages new house buyers to want to come to live here. One of the major challenges we face is from the supermarkets. I would like to see policies that protect us from this competition. We are purely a convenience store trying to fill a gap for villagers but it is an essential gap we are filling. We also support local business by supplying a good selection of products from local producers.

In this village we have many organisations, many are helped by the services provided by the shop. We are planning to refurbish our premises and move the business forward – and we have been given the full support of the village to do this."



Vice chairman of Maiden Bradley Parish Council, John Priestner

"The top priority is low cost or affordable housing. We are trying to get a scheme off the ground but are finding it hard due to high land prices. There is a great need for this type of housing. House prices are very high, due to high land prices. In comparison, wages are very low and local people cannot afford to stay in the village.

Some new housing in the area is a good thing but must be small and integrated into the village. We must not lose the character of the surroundings.

On planning local opinion must be taken notice of. Planning outside of the area must aim to try to keep local businesses working in the community.

Any help with public transport is good as long it is a reliable service and regular. There is a place for diverse range of use and planning laws could be altered to take this into account."

### (k) The need to provide homes for 'key workers'

Key workers are those employed delivering an essential public service in a sector where there are serious recruitment and retention problems, e.g. nurses and teachers. Over 16% of all our households are home to key workers, many of whom cannot afford open market housing. The fact that these key workers cannot afford open market housing is likely to impact on the quality of public services we can expect in south Wiltshire. This is another reason why more housing is required in the area.

**Q1** Should we take the suggested steps to meet the identified needs?  
If no, which steps should we leave out and why?

Please use the response sheet at the end of this magazine to tell us what you think.



## The challenges we all face

We have taken account of the evidence and listened carefully to a wide range of views and have identified a number of key issues, problems and challenges that the policies in the Core Strategy should set out to address. We need a balanced approach to all of the following list of questions, some of which may be in tension with each other. The following list does not rank the challenges in order of importance.

- How do we ensure a sustainable future for south Wiltshire?
- How can we meet the challenge of climate change?
- Can we agree the role our settlements should take?
- How do we ensure a decent, affordable home for all?
- How do we ensure a prosperous economy, providing jobs, vibrant town centres and a thriving countryside?
- What can we do to support safe and healthy communities that provide opportunities for all?
- How can we make the most of our beautiful natural environment while protecting its value?
- How do we make the most of our historic environments and look after them for future generations?
- How do we ensure that growth does not undermine the very thing that makes our area so attractive to begin with?
- What steps should we take to welcome visitors and promote leisure and shopping opportunities?
- Can we deliver the "Community Chest" idea for raising money to invest in areas of need?
- What measures are needed to ensure the quality of new buildings is sympathetic to their setting, makes a positive contribution to the character of the area and does not erode the very qualities that are so unique to south Wiltshire?
- How do we face challenges such as flood risk, waste, and reducing pollution?
- How do we face the challenge of providing transport choices?



# Agreeing actions to address these challenges

## Previous areas of agreement

Many of the options we put forward to address the challenges before us met with very strong public support. Issues such as protecting the natural and built environment, ensuring that everyone has access to essential services, protecting village shops and pubs and open spaces, met with widespread agreement. Because of this, we do not intend to repeat them all again here. However you can still comment further if you wish by going to the Preferred Options document at [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)

## Areas for further consideration

We want this document to focus on the areas where it is clear more debate would be helpful in allowing the council to understand fully the views of the community when making its decision on the final content of the Core Strategy. These issues are especially based around:

- The strategy for growth, including the role and function of our settlements
- The location and volume of growth
- The future delivery and location of jobs
- How we can ensure that the new growth is matched by improved transport and other infrastructure requirements.



# Where do we build the new houses required to meet our local needs?

If we are to meet our need, both now and in the future, we cannot avoid the need to build new houses. We know that this has raised many concerns and we hope you find our response positive and responsible.



### a) The preferred strategy - sharing the growth

For the first 5 years of the Core Strategy, new houses will be focused on sites around Salisbury and Amesbury as these have the best range of services and facilities. During the remainder of the plan period, housing development will be shared throughout existing settlements, as well as Salisbury and Amesbury, with numbers based on their services, job opportunities and character.

**Q2** Do you agree with this strategy?  
If no, what other approach would you suggest?

Please use the response sheet at the end of this magazine to tell us what you think.



### (b) Meeting immediate housing and employment needs, while giving towns and villages more time to discuss these sensitive issues

We need to ensure that we can deliver enough housing and jobs to meet our immediate needs for the first five years of the new plan. However, it is also clear that identifying the amount and location of new housing sites within our villages is a sensitive issue that needs more detailed consideration and,

importantly, more dialogue with the communities themselves. To strike a balance, we propose to identify the large strategic housing and employment sites that can meet our immediate needs in years 1 to 5 of the Core Strategy. However, the location of longer term sites across the district, including within our villages, which will be deliverable after year 5 of the plan, will be the subject of much more dialogue with communities. These longer term sites will be identified in new policy documents that will need to be produced in the future by the new Wiltshire Council.



### (c) Meeting our immediate needs with sites to deliver housing in the next five years

We have pressing needs for new homes. To meet this need, we are proposing to allocate the following major housing sites in the Core Strategy that can be developed without the need for any further policy documents. These sites need to be of sufficient size to deliver a range of community benefits, such as school's community centre's, shops and infrastructure. Smaller housing developments do not offer the same opportunity to deliver such a range of community benefits.

These sites have been identified after a thorough analysis of the area and careful consideration of previous consultation responses. The sites are:

- Land to the northwest of Salisbury, known as Fugglestone Red Phase 2 which could provide about 1250 homes. Strategic landscaping will be required as part of this development to ensure that the southern portion of the site maintains a clear strategic landscape gap between this site and Wilton.
- Land to the south of Amesbury, adjacent to the Archer's Gate development which could provide about 1025 homes. Development here will represent a continuation of existing growth at Archer's Gate. This growth will help to provide and support community facilities and services here.
- Land to the north of Salisbury around Old Sarum which could provide about 300 homes. Strategic landscaping will be required as part of this development to ensure opportunities to improve views from Old Sarum and across the aerodrome are greatly improved, through the screening of existing functional employment buildings.
- Land to the east of Salisbury, to the north of Bishopdown Farm (Hampton Park) which could provide about 500 homes. As part of this development, substantial landscaping will be provided to safeguard permanently the strategic landscape setting of the northern slopes of Salisbury and to ensure that the settlement of Ford retains its character and does not become merged with the city. As there are no public funds and due to landscape constraints, it will also be made clear in the Core Strategy that there will not be any scope for the Northern Link Road here.
- The redevelopment of Churchfields which could provide about 500 homes as part of a mixed use development.
- The Central Car Park in Salisbury which could provide about 200 homes as part of a retail-led mixed use development.

**Q3** Do you agree that these major sites are appropriate to meet our needs? If no, can you suggest any other major sites within or around Salisbury and Amesbury.

Please use the response sheet at the end of this magazine to tell us what you think.



All of these sites would be the subject to the highest design standards to ensure that they respect the existing built form in each area, for example in terms of density, scale and layout. They will also be required to deliver the essential infrastructure necessary to support them. These sites will be subject to master planning and a planning application process, which would be the subject of further consultation.

### (d) How these sites were chosen

The Churchfields redevelopment and the Central Car Park redevelopment are projects that have been identified in the Salisbury Vision.

For the other housing sites listed above, which are all greenfield sites, we have carried out a thorough appraisal of our district to ensure we have identified where land may be available for development in a manner that minimises impacts on local character and distinctiveness. We have identified these sites through carrying out a rigorous and systematic site selection process and, importantly, listening to the views of the community. Identifying these sites has been a complex process and has entailed a lot of technical work. It would be inappropriate to include it here, but we have produced a background document entitled "Identification of Strategic Growth Areas", which is available on our website or on request, which includes how we have reached our conclusions (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)).

### (e) How we intend to meet the longer term housing needs of south Wiltshire

We also need to take a longer view and plan for growth for the next 20 years. We need to ensure that carefully planned growth will bring real benefits, such as affordable housing, new community facilities and economically viable shops and services. We need to ensure that any growth sits comfortably in existing settlements, is sensitively designed and located, and has the essential infrastructure (roads, water, power, schools, hospitals etc) to support it. Importantly we also need to spend more time discussing the best location that each community feels comfortable with.

## CASE STUDY 3. A view from the business community



Ian Hudson is the President of the Salisbury Chamber of Commerce and Industry. He gives his views on the business perspective and how forward planning should be used to help the local economy.

"The current economic climate in Salisbury is still quite positive in many areas, but we remain cautious about the possible impact of a downturn. Business rates and property prices don't help the current situation for High Street

businesses. We need to do whatever we can to make sure that businesses don't move away or close down altogether.

Salisbury is home to four major financial service businesses. We have to make sure these national and international businesses can continue to base themselves here. We really don't want them to walk away. To do this you need planning policies that allow businesses to expand - but you also need housing policies that provide homes for a local workforce. For example, Wiltshire loses 60,000 workers every morning to other counties. We have 15,000 coming in every morning, but that's a net loss of 45,000 workers.

Salisbury needs money and people coming into the area in order to thrive. We clearly need employment growth and we clearly need housing growth. If neither of those things happen, Salisbury won't continue to be the lovely place it is.

Planning authorities should be trying to help us attract businesses into the area. and we need to work together to identify strategic land for employment. We really need to have an intelligent debate now and ensure that this is not just consultation for consultation's sake.

Finally, I'd like to see the right solution for Churchfields. This is Salisbury's largest employment site and we all acknowledge something has to be done about it.

It's essential that decisions are not taken on Churchfields from a 'not in my back yard' perspective. Scattering Churchfields across parts of the district is also not an option. The fact is, it has to be in someone's back yard and this district needs a major employment site."

### (f) A commitment to further consultation

To tackle the longer term needs of the district, the new Wiltshire Council will need to produce policy documents as part of the Local Development Framework. The preparation of these policy documents will entail much more detailed discussions about specific sites and offer more time to discuss how best to accommodate growth.



### (g) An indication of the likely longer term growth required to meet our future needs

Many people would like us to be more explicit over how much new development is proposed for their area. However, as we are committed to further discussion with communities on long-term growth, it is difficult to be precise in

advance of those discussions and the production of the subsequent policy documents. However, in broad terms the community areas will need to accommodate the following growth levels over the 20 years lifespan of this Core Strategy:

- **Salisbury and Wilton Area:** about 8700 new homes (about 435 per year) over the next 20 years, to meet local needs and secure the long term prosperity of the city. This would include about 2750 new homes shared between Fugglestone Red, Old Sarum, Hampton Park, the redevelopment of Churchfields and the Central Car Park to meet immediate needs in years 1 to 5 as described above. The delivery of these sites will be subject to detailed master planning and discussions with key agencies. The detailed selection of longer-term sites will be the subject of further dialogue with the community and the production of subsequent policy documents. A number of the sites, although extensions to Salisbury, fall within other parishes. Where this occurs we are committed to working with the local communities to try and ensure that development can be managed to address local concerns and deliver community benefits.
- **Amesbury Community Plan Area:** about 2240 new homes (about 112 per year) over the next 20 years. The strategic site at Archer's Gate could deliver about 1025 of these new homes, within the first 5 years of the Plan. The remaining homes will be distributed within the settlements of Shrewton, Porton, Winterbourne Dauntsey, Winterbourne Earls and Hurdcott with smaller infill development in the other villages. The detailed selection of longer-term sites will be the subject of further dialogue with the community and the production of subsequent policy documents by the new Wiltshire Council.
- **Southern Area:** about 590 new homes (about 30 per year) over the next 20 years. Alderbury is constrained by road capacity and will only be able to accommodate around 50 new homes. The landscape and environmental constraints at the village of Laverstock would limit growth to a similarly low number. An urban extension at Firsdawn and a new settlement at Winterslow will no longer be pursued due to environmental concerns raised by consultees, the views of the government office and public opinion.

It is envisaged that the main service centre of Downton will take about 200 new homes (10 per year) over the 20 years of the plan, and the remaining homes will be distributed within the villages of Whiteparish, Morgans Vale and Woodfalls and the Winterslows, with smaller infill development in the other villages. The detailed selection of longer-term sites will be the subject of further dialogue with the community and the production of subsequent policy documents by the new Wiltshire Council.



- **Mere and Western Area:** about 510 new homes (about 26 per year) over the next 20 years. We would envisage less than 300 new homes (15 per year) in Mere over the next 20 years. The remaining homes will be distributed within Zeals with smaller infill development in the other villages. The detailed selection of longer-term sites will be the subject of further dialogue with the community and the production of subsequent policy documents by the new Wiltshire Council.



- **Nadder Area:** about 360 new homes (about 18 per year) over the next 20 years. We would envisage less than 250 homes (about 12 per year) in Tisbury over the next 20 years. The remaining homes will be distributed within Hindon with smaller infill development in the other villages. The detailed selection of longer-term sites will be the subject of further dialogue with the community and the production of subsequent policy documents by the new Wiltshire Council.

## Placing greater emphasis on delivering the jobs to secure a successful economic future

It is clear from consultation responses that some people thought that the importance of the local economy in securing a vibrant future was a little lost, as the previous debate focussed largely on housing issues. It was also suggested that it did not have a high enough profile within the previous consultation document. We agree.

The vision for the economy that we set out in the last document, gathered very strong support:

**In 20 years south, Wiltshire will be a place where the economy is thriving, providing a range of job opportunities to match a growing population and where traditionally strong sectors, such as scientific research and development and the MOD, continue to be world leaders.**

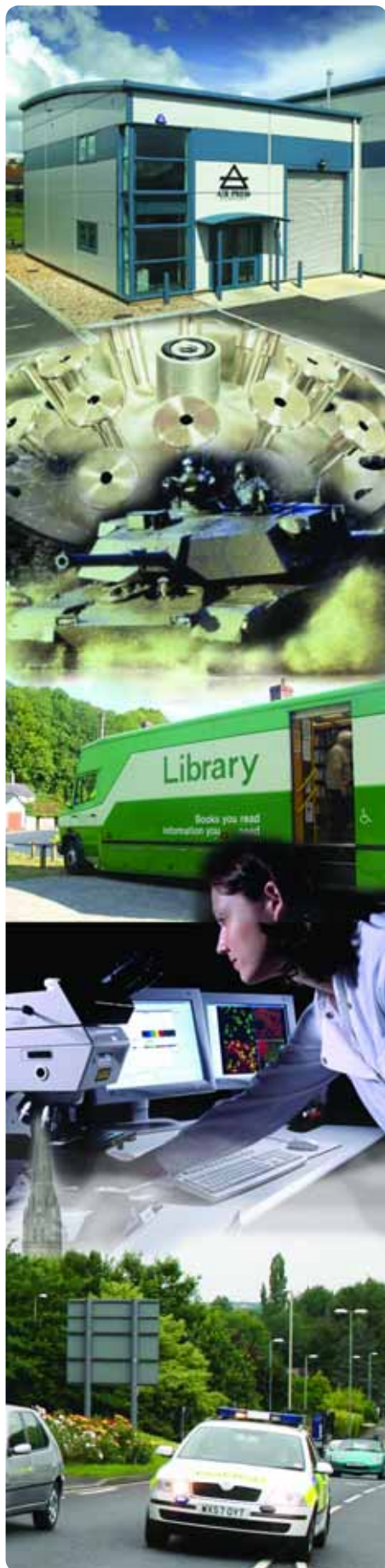
As with housing, we need to ensure that we have enough opportunities to meet our immediate needs within the first five years of the plan, and then decide how to provide for our longer term needs.

### (a) Meeting our immediate economic needs

We must act now to meet our short-term needs, so that businesses have opportunities to flourish, we can attract new jobs and remain competitive with

our neighbours. We must also address specific local priorities. These include the MOD pulling out of Wilton and delivering the elements of the Salisbury Vision, for example, the redevelopment of Churchfields industrial estate. We therefore propose to allocate the following employment sites in the Core

Strategy that can be developed straight away without the need for any further policy documents. These sites have been identified only after a thorough analysis of the area and careful consideration of previous consultation responses.



- A major new business park on land between the Harnham Business Park and the Livestock Market, to the south of Netherhampton Road;
- A phased redevelopment of the Churchfields industrial estate as a residential led mixed-use development with office, leisure and hospitality jobs;
- Redevelopment of the UKLF HQ in Wilton as a major new business park;
- Development of the next phase of Solstice Park, Amesbury;
- Significant employment land allocated in most of the strategic housing sites including Fugglestone Red and Old Sarum;
- Revisiting the master plan at Porton Down Science Park to assess whether it is still fit for purpose and working with major employers at the MOD, Boscombe Down and the Salisbury District Hospital to help them meet their future aspirations.

**Q4** Do you agree that these sites are appropriate to meet our future employment need? If no, can you suggest any alternative sites?

Please use the response sheet at the end of this magazine to tell us what you think.



All of these sites would be covered by planning briefs or master plans and a planning application process which would be the subject of further consultation. This detailed work will set out what uses the sites can accommodate, taking into account the local infrastructure. The proposed relocation of the uses from Churchfields will be in a phased manner over time and will be dispersed to a variety of locations as appropriate to the individual businesses.

**Q5** If these sites are developed, what type of business activity would you like to see?

Please use the response sheet at the end of this magazine to tell us what you think.



# Securing our long term economic prosperity



The principle of improving job prospects and providing a strong economy throughout south Wiltshire was clearly supported during previous consultation.

We will make sure that there are policies in the Core Strategy that nurture and protect existing employment providers, and maintain and enhance the rural economy. We will seek to match jobs to homes and direct development towards larger settlements that are more sustainable and where growth will secure their economic and social viability.

One of the areas that can accommodate strategic employment growth is on land south of Netherhampton Road between Harnham and the Livestock Market in Netherhampton parish. This site has been identified through a systematic and rigorous site selection process. We considered various constraints to development, such as environmental constraints, to identify areas that might have potential for development. These areas have then been assessed against the findings of the council's Landscape Character Assessment. Further detail on this can be found in a background document entitled "Identification of Strategic Growth Areas" which will be available on our website ([www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)).

While this site can make a very significant contribution to Salisbury's economic future growth, we will need to

ensure that essential infrastructure improvements are delivered to support it, including:

- Junction improvements at the Harnham gyratory and Park Wall junctions based on modelling in the Salisbury Transport Plan
- Traffic calming
- Preventative measures on rat running
- Improved and additional cycle and footpath links to the City centre.
- Improved bus services
- Contributions towards addressing the air quality around Salisbury.



The mixed-use redevelopment of Churchfields, a key brownfield site close to the railway station and the city centre, is a Salisbury Vision project that received strong support during consultation. A strategic allocation in Harnham could enable some of the businesses currently on Churchfields to relocate, as well as to the other employment sites as part of the mixed use developments at Old Sarum and Fugglestone Red.

This site would be covered by a planning brief or master plan and a planning application process which would be the subject of further consultation. This detailed work will set out what uses the sites can accommodate, taking into account the local infrastructure.

Across the rest of south Wiltshire, we need to provide land for about 500 jobs over the next 20 years. We will work towards providing a range of quality

employment opportunities on the existing employment site at Solstice Park in Amesbury. The Core Strategy will also strengthen and encourage biotechnology, environmental technology and advanced engineering sectors.

Given that the area is home to world class employers at Porton Down and Boscombe Down, and benefits from a large military presence, policies will also ensure that these organisations can meet their aspirations for expansion.

To improve the rural economy and ensure that the rest of the district remains economically vibrant, the Core Strategy will set out the principle of allocating land in Mere, Tisbury, and Downton for managed growth. This will help to secure the long term future of these villages as key local employment centres. However, the precise location and nature of these sites will be the subject of further in-depth consultation with communities that will then be reflected in subsequent planning documents to be produced by the new Wiltshire Council.

Throughout the other villages in the district, the Core Strategy will include policies to provide opportunities for low-key, sympathetic employment development, offering local jobs that discourage commuting.

Policies will ensure that new growth will not damage the special character of these villages. The actual locations and sizes of these sites for long term growth will be agreed through future dialogue with local communities and in further documents produced by the new Wiltshire Council.



# You want us to ensure that the infrastructure, especially the roads can support the new growth necessary to meet our local needs

We can only make real progress over the next 20 years if we get the right infrastructure in place, that most of us take for granted, but are essential for our quality of life. These include infrastructure of all types, including schools, hospitals, decent roads, drainage and sewers, waste disposal and power when we turn on the lights.

You told us that getting the right infrastructure in place to support new development is essential. The state of local roads was frequently raised during the previous consultation and was used by some as an argument against any new growth. However, we have acute and pressing needs, especially to provide housing for younger people and those who are worse off, as well as providing the economic growth essential to secure long term prosperity. The present condition of the roads is not a sustainable argument against necessary development. Indeed, when considering the adequacy or otherwise of infrastructure there are a number of important points to consider:

## (a) We are working with partners

We already work with partners, such as the highways, education and water authorities, to identify what infrastructure improvements are needed to support the growth suggested in our Core Strategy. We must ensure that new development is adequately served. We are also exploring how new development can contribute to meeting some of our longer term requirements, where new development places an additional burden on infrastructure.

## (b) New development can help deliver solutions

Often a problem is understood and solutions agreed, but there is no money available to implement them. The Core Strategy recommends that contributions from developers should be used to tackle longer term infrastructure issues. An example would be requiring a new business park in Harnham to contribute to resolving local transport problems, by working with the local highway authorities. Much of the cycle network throughout Salisbury is a direct result of this process, having been paid for by developers.



## (c) We must focus on the achievable and keep a sense of perspective

Strong voices have called for a Salisbury bypass, Wylde Valley Relief Road, Harnham Link and much more. However, it is unlikely that there will be central government funding for these projects in the foreseeable future. We need to work within the framework we have.

Despite the perceived problems with Salisbury's roads, they certainly function better than in many other cities. While

we may not have sites served by perfect roads, we consider that we can locate new development in areas that, with developers' money, will allow the transport network to continue to function and actually provide the opportunity to make some longer term improvements.

Providing decent homes and jobs for the community should not be compromised by unrealistic expectations about the future availability of infrastructure. By working with investors and infrastructure providers we can meet pressing local needs and use growth positively to start to solve some of the problems we face.



## You asked us to work hard to ensure that south Wiltshire is a place with a sustainable future, and address the causes of climate change



Our previous rounds of consultation have brought near unanimity that this challenge is a priority, although it is only fair to acknowledge that there is a very small minority who disagree with the science of climate change.

A co-ordinated approach will be required, involving decisions on where we locate new development, how we provide meaningful choice in transport, the construction of environmentally friendly buildings, the use of renewable energy and doing what we can to minimise waste.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))

## A key priority is the maintenance of our natural environment and providing improved managed access for the benefit of all

Our previous rounds of consultation have brought near unanimity that this challenge is a priority, although it is only fair to acknowledge that there is a very small minority who disagree with the science of climate change.

A co-ordinated approach will be required, involving decisions on where we locate new development, how we provide meaningful choice in transport, the construction of environmentally friendly buildings, the use of renewable energy and doing what we can to minimise waste.

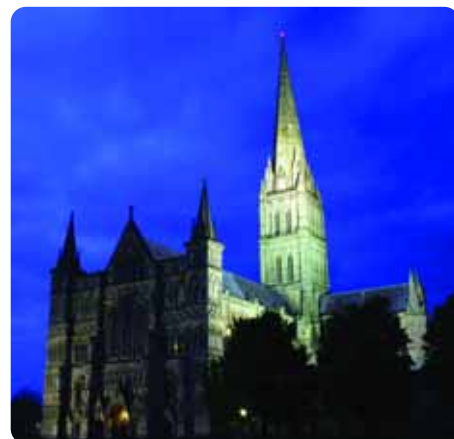
Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))



## You agreed that tourism is a major part of our economy, and that we should work to deliver higher visitor numbers and longer stays in the area

In previous rounds of consultation you supported the need to plan for greater numbers of tourists, to contribute to the economy of south Wiltshire. There is a need for accommodation of all kinds, together with improved quality of visitor attractions, especially at Stonehenge.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))



## You have asked us to enhance Salisbury's retail centre and to protect shops throughout our towns and villages



In previous rounds of consultation you recognised the need to deliver retail growth that will complement Salisbury's niche position as a centre that offers a range of specialist outlets and provides something different from the ordinary. There has been support for the redevelopment of the Maltings and central car park with a major retail-led mixed use scheme that delivers an enhanced retail offer.

The pace of growth in the local service centres of Wilton, Mere, Downton and Tisbury, has been steady and this has continued to support a range of shops and services. There is local concern that additional retail choice needs to be provided in Amesbury. Options proposed to address these issues met with a good level of support in previous rounds of consultation.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))



## You think that developers should pay a fair share towards meeting the extra demands their schemes will place on infrastructure and services



The brand new community centre at Archer's Gate, Amesbury, paid for entirely by the developers.

New development will have some impact on local services and infrastructure. The feedback tells us that you would support an expansion of the range of benefits that can be sought from developers within the legal framework, and a greater say by the community of how the money should be spent.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))



## Protecting Salisbury's Character - retention of the 40 ft Rule



We have looked closely at the longstanding policy that limits the height of new buildings within the Salisbury ring road in order to retain the city's varied roofscape and views of the Cathedral. We have asked you for your views on this and also commissioned a new study by consultants to review the effectiveness of the policy and to assess whether there are any other options.

We have concluded that the rule has been extremely effective, and has indeed helped retain the essential character of Salisbury. While there are other approaches possible, (such as zoning) this would be much less clear cut and could lead to difficulty in implementing the policy. Our studies, including a workshop of specialists, concluded that the effectiveness of the 40 ft rule was in its simplicity and that it should be retained.

Therefore we are proposing that the 40 ft rule is retained as it is.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))

## You want us to ensure that the design of new buildings is of a very high quality and is sympathetic to the character of the area



In previous rounds of consultation we highlighted the importance of ensuring that new buildings, which are so important to delivering our new homes and jobs, need to be of a very high quality to ensure they complement and enhance our district, rather than spoil its character. You agreed.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))

## You agree that we need to show off our heritage assets to their full potential, so that we can proudly hand on our built heritage in a better state than when we inherited it



South Wiltshire is rich in the diversity of buildings and other structures of historic and architectural interest which contribute to the visual quality of the built environment. Although we have many riches, there is clear evidence that we are not making the most of some of our assets. Stonehenge sits marooned between two busy roads and is served by a basic, functional visitor centre. Salisbury Market Place is marred by car parking and a shabby, incoherent treatment of the public domain. In short, while we have fantastic heritage assets, you told us we need to do more to show them off to their best effect.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comments should you wish (see [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy))

## Don't Forget

We have tried to keep this magazine straightforward and to focus on the key issues that were clearly of most concern during previous consultation stages. However, don't forget that you are welcome to take a fresh look and to make comments on the Preferred Options and on the Appropriate Assessment all of which are on our website at [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)

Your comments on any of the proposals set out in this magazine are welcome. They will be taken into account when we produce the submission draft of the Core Strategy.

**Your comments should reach us no later than 24th October 2008**

Let us know your thoughts by using the following form

## Did you Know ?

It's not commonly known, but the planning process can deliver some real benefits for us all. For example, did you know...



**Planning policy (Policy R2) has delivered over £2 million of improvements to play areas and public open space throughout south Wiltshire. It has delivered £660,000 in the past year alone. This money comes from developers of new houses and is spent, largely by Parish and Town Councils.**

**Most of the dedicated cycle network in and around Salisbury was funded through developer contributions.**

**A new Community Centre in Amesbury was also part-funded in this manner.**

**In Downton, a new library was provided by the developers of the tannery site.**

and finally a fact to put this into perspective...

Some people have asked us to stop, and argued that there is no need for new houses.

**If the entire number of houses proposed in the Core Strategy and the Regional Spatial Strategy was allocated as 'affordable' this would still not be enough to meet our current needs. That's how acute our needs are.**

# Response form

**Q1** Should we take the suggested steps to meet the identified needs?  
 (Page 9) If no, which steps should we leave out and why?

Yes  
 No



**Q2** Do you agree with the 'dispersed growth' approach?  
 (Page 10) If no, what other approach would you suggest?

Yes  
 No



**Q3** Do you agree that these sites are appropriate to meet our needs?  
 (Page 11) If no, can you suggest any alternative sites?

Yes  
 No



**Q4** Do you agree that these sites are appropriate to meet our employment needs?  
 (Page 15) If no, can you suggest any alternative sites?

Yes  
 No



**Q5** If these sites are developed, what type of business activity would you like to see?  
 (Page 15)

	Offices	Research and Development	Light Industry	General Industry	Offices
Harnham Business Park					
Churchfields					
UKLF, Wilton					
Solstice Park, Amesbury					
Fugglestone Red					
Old Sarum					
Hampton Park					
Archers Gate, Amesbury					

NB – Office uses would not include financial or professional services where services are provided principally to visiting members of the public. Light industry would include processes that could be carried on without causing undue disturbance in a residential area.



## Response form cont.

**Q6** Do you wish to make any other comments, including on any of the other issues discussed in this magazine or the previously published Preferred Options document ('The Black Book')? If so, please use the space below and/or continue on a separate sheet.



**Let us know your thoughts by using this form and send it to us at the following address:**

**By post**

Forward Planning and Conservation  
Salisbury District Council  
Planning Office  
61 Wyndham Road  
Salisbury Wiltshire SP1 3AH

**email:** [ldf@salisbury.gov.uk](mailto:ldf@salisbury.gov.uk)

**tel:** 01722 434362

**website:** [www.salisbury.gov.uk/core-strategy](http://www.salisbury.gov.uk/core-strategy)

Name	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone	<input type="text"/>
email	<input type="text"/>

**Please note** that any written comments you make will be available for public inspection, including all information available on the council's website, this is a legal requirement in accordance with planning regulations. The information will be analysed to inform, produce and support the Core Strategy, Local Development Framework (LDF). It will be used for this purpose, and may also be made available to our partners. The analysis will again be available for public inspection.

We gratefully acknowledge the use of photographs by:

Basil Rathbone Appreciation Society  
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Jon Gateley  
David Windsor

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