



# Salisbury South Wiltshire

*Our place in the future*

**Have YOUR say**  
on the issues that will affect  
**YOUR COMMUNITY**  
over the next 20 years

**Including**  
Seeking YOUR views on the  
**SALISBURY VISION**

June 2007

# Salisbury and south Wiltshire

## *Our place in the future*



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# Welcome

South Wiltshire has a proud and colourful history. Now it has the chance of a wonderful future too. You have an opportunity to shape that future.

In this magazine I am asking for your views on the things that will shape south Wiltshire for the next 20 years or so. I would like your opinions on two main areas:

**Part 1:** Community and planning. I need your help in prioritising the issues that affect our community and helping shape the planning policies that will control future development.

**Part 2:** The Salisbury Vision. I would like your comments on the options for the future of Salisbury.

The authors have divided this document into two distinct sections, so you can answer as much or as little you want.

You have recently elected a new administration to run the council. One of our election pledges was to consult residents on important matters and listen carefully before taking important decisions. This is a genuine opportunity for you to have a say in shaping the place that you live and I strongly urge you to take part. Every response will be read!

Throughout this document you'll be given options that the council would like your views on. You will find a simple questionnaire at the back of the document for you to fill in and return. Or you can use our easy online survey at [www.salisbury.gov.uk](http://www.salisbury.gov.uk) to tell me what you think.

As a small thank you for taking the time to help, all of the completed questionnaires will be entered into a prize draw to win £100.

Thank you very much for taking the time to read this and let me know your views. This really is an important opportunity for us to all help shape the places we live and value, together and for the better.

Regards



**Cllr Paul Sample**  
Leader of Salisbury District Council

# How to get involved

Your views really matter to us, so we have provided a number of easy ways for you to submit your comments. Choose which suits you best!

**Remember to make your voice heard by 5 October, otherwise we won't be able to accept your comments.**



## You can take part:

- **By visiting** the following buildings where copies will be available for you to look at and respond:



- **By post:** Forward Planning and Conservation Team

### Planning Office

61 Wyndham Road, Salisbury  
Wiltshire, SP1 3AH

In person at the Planning Office  
at the address above.

- Through our **website:** [www.salisbury.gov.uk](http://www.salisbury.gov.uk)

By attending one of our **exhibitions**



**Amesbury Library**, Smithfield Street, Amesbury  
Monday and Thursday 2-7pm,  
Tuesday 9.30am-5pm, Friday 9.30am-7pm and  
Saturday 9am-4pm.

**Amesbury Customer Service Point**,  
(adjacent to the library)  
Mon to Fri 8.30am - 5.00pm

**Mere Library and Information Point**,  
Barton Lane, Mere  
Monday 10am - 7pm, Tuesday to Friday 9am - 5pm  
and Saturday 9am - 1pm.

**Durrington Library**, 75 Bulford Road, Durrington  
Monday 2-5pm, Wednesday 10am-1pm and 2-7pm,  
Friday 2-7pm and Saturday 10am-1pm.

**Downton Library**, Church Leat, Downton  
Monday and Thursday 2-7pm, Tuesday 10am-1pm and  
2-5pm, Friday 2-5pm and Saturday 9am-1pm.

**Tisbury Library**, High Street, Tisbury.  
Monday and Friday 2- 5pm and 5.30 - 7.30pm and  
Wednesday 10am - 1pm.

**Wilton Library**, South Street, Wilton.  
Tuesday and Thursday 10am - 7.30pm,  
Friday 10am - 5pm and Saturday 10am - 1pm.

**Salisbury Library**, Market Place, Salisbury  
Monday 10am - 7pm, Tuesday, Wednesday and Friday  
9am - 7pm and Thursday and Saturday 9am - 5pm.

**Salisbury Tourist Information Centre**  
Fish Row, Salisbury, SP1 1EJ  
Monday to Saturday 9.30am-6pm. Sunday  
10.30am-4.30pm.

## Exhibitions

We will be available at the following times and locations why not drop in for a cup of tea and a chat, you will also be able to view an exhibition and let us have your comments:

Location	Date	Time
Victoria Hall <b>Tisbury</b>	Tuesday 31 July 2007	8.15am - 7.45pm
The Guildhall <b>Salisbury</b>	Thursday 9 August 2007	8.15am - 8.45pm
Antrobus House <b>Amesbury</b>	Monday 13 August 2007	8.15am - 5.45pm
Jubilee Hall <b>Downton</b>	Monday 20 August 2007	8.15am - 7.45pm
Lecture Hall <b>Mere</b>	Tuesday 28 August 2007	8.15am - 8.15pm
Michael Herbert Hall, <b>Wilton</b>	Monday 3 September 2007	8am - 6.30pm
<b><i>A second exhibition will be held in Salisbury in September, date and venue to be announced.</i></b>		

## What will happen to your comments

Your comments will be used by the council's Forward Planning team to help us put together a draft document, called the Preferred Options Core Strategy.

## Still not sure?

Then give us a ring on 01722 434362 or drop into the Planning Office at Wyndham Road and we'd be delighted to help you in person.

# Introduction

Salisbury District Council has a number of policies and strategies that help shape the way the district looks and develops as a place to live, work and visit. We are currently reviewing two major elements:

- our planning policies, which deal with changes to, and preservation of, the district's buildings and environment, and
- our community strategy, which sets out our long-term priorities for the economy, society (people) and environment of the district.

*The new planning system is complicated and full of jargon so we have avoided going into too much detail about it. But if you want to find out more, visit our website [www.salisbury.gov.uk](http://www.salisbury.gov.uk)*

We want to hear your views on what form these should take in the future.

Firstly, we have set out what we feel are the big issues affecting our district and suggested a number of options for addressing them. We want to know the general approach you would support in dealing with the big challenges we have identified.

We will use the information you provide us with to start to make a plan for dealing with the issues we agree need tackling through our planning policies.

We'll also work with partner organisations to decide how we can deal with the priorities that you say are important for your community, such as crime reduction and provision of healthcare, which fall outside the planning system. This will be part of our community strategy.

Finally, we also want your help with a project called the Vision for Salisbury. For the past year or so we have been working on putting together a picture of Salisbury in the future and how people will live, work and spend their leisure time in an historic and attractive setting. We have already asked for your comments on what you feel the Vision should include and we have listened carefully. We have now produced a series of options, which we feel accurately reflects what you have told us, and we want to know what you think of these suggested courses of action.

## How to use this document

You will have received a response booklet along with this magazine. As you read through this magazine, you'll see a number of arrows.



They point to questions in the response booklet that are relevant to the particular section you are reading.

If you do not have a booklet, please contact us and we will send one to you straight away. Alternatively you can fill in the survey on our website. It's easy!



We have tried to keep this document simple and to lead you through step by step. We hope you won't get lost, but if you do just give us a ring and we'll be happy to help.

# The 'rules' we have to work to

## rules



While we really do want to hear your ideas and views on what the future of the district will look like, bear in mind that there are certain areas where our direction is already broadly set.

The government produces policies which we have to take into account, as does the South West Regional Assembly which tells us how many houses and jobs we need to plan for up to the year 2026.

Of course we don't expect you to be familiar with these "rules" and therefore throughout the paper, wherever we have highlighted what we feel are the key issues facing our district, we have already taken account of the government and regional policy for you.

If you would like to find out more about the government and regional policies and how they influence us then this is available at our website below.

[www.salisbury.gov.uk/planning/forward-planning](http://www.salisbury.gov.uk/planning/forward-planning)

Wherever the 'rules' apply we have summarised them for you in a box like the one above and you will see the picture of the judge.

## What will the district be like in 20 years time?

When we have listened to your views we will use them to set out what the district will look like in the future – what it will be like to live, work and relax here. This is our shared vision. This vision will not just be based on planning, but will also set out all of the issues that you have highlighted as affecting your community and neighbourhood.

### There are two "rules" to bear in mind here.

- Firstly, our shared vision must look forward at least 20 years.
- Secondly, we must look at those issues that are specific to our district, so that we come up with a unique vision for our own magnificent part of England.

Of course it's no good us all agreeing a vision if there is no way of achieving it, or if we just confine ourselves to planning policies and the way we use our land (even though that is a very important part of our purpose). We also have to join up all those other issues you may raise such as health, crime, recycling, climate change and many others, in order for us all to make a real difference to the places where we live and work.

To help you get started we have looked back at those "rules" and, taking account of government and regional advice, we have put together the following possible vision.

## What will the district be like in 20 years time?

By 2026 south Wiltshire will be a thriving and vibrant district, where people can learn and develop their skills, enjoy a good quality of life and good health in a safe, clean neighbourhood, and appreciate a superb environment which makes the most of the natural landscapes and historic buildings and complements them with exciting new buildings. It will be a place where the economy is thriving and maintains its important role within the wider region, and where everybody can realise their potential and enjoy their lives.

### For us to deliver this, we all need to work together to:

1. ensure a sustainable future for south Wiltshire;
2. agree the role Salisbury and our towns and villages should take;
3. provide a decent, affordable home for all;
4. have a prosperous economy providing jobs, vibrant town centres and a thriving countryside;
5. support safe and healthy communities that provide opportunities for all;
6. make the most of our beautiful natural environment;
7. make the most of our historic environments and look after them for future generations;
8. welcome visitors and promote leisure and shopping opportunities;
9. raise money to invest in areas of need in the community (the 'Community Chest' proposal);
10. improve place shaping, the design of new buildings and spaces; and
11. face challenges such as flood risk, waste, and reducing pollution and providing transport choices.



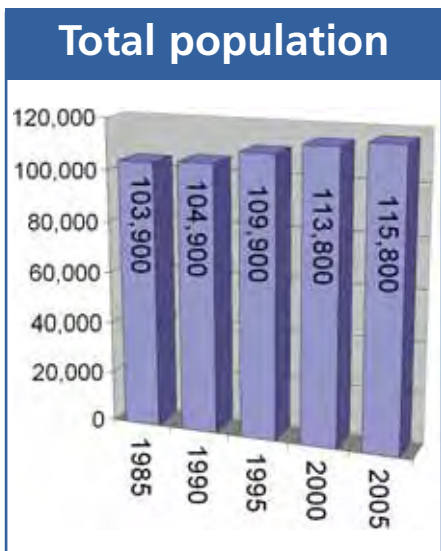
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1

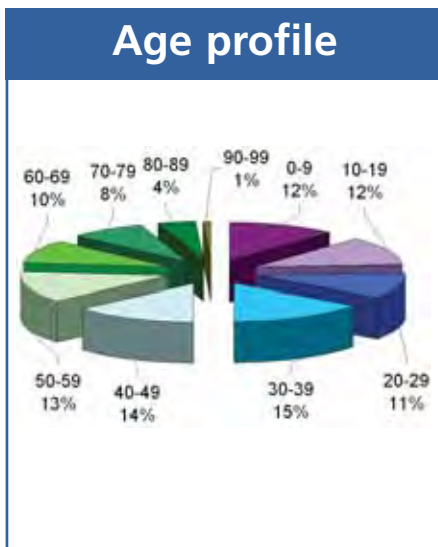
# Where are we now?

Before we ask you where we should go next, we would like to just explain where we are at the moment. This short section summarises some of the facts which tell us what our area is like and paints a picture of the district at the moment.

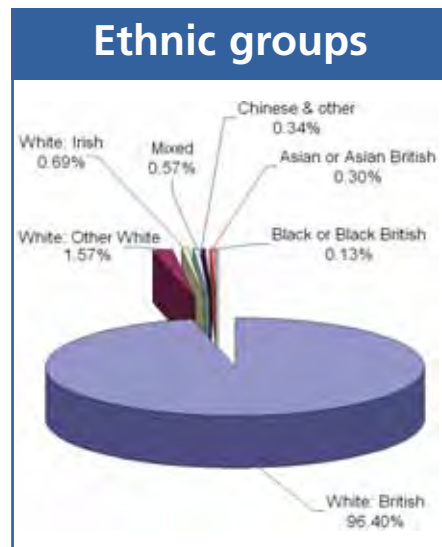
## Population profile



The population of the district has steadily grown over the past 20 years to around 116,000 today.

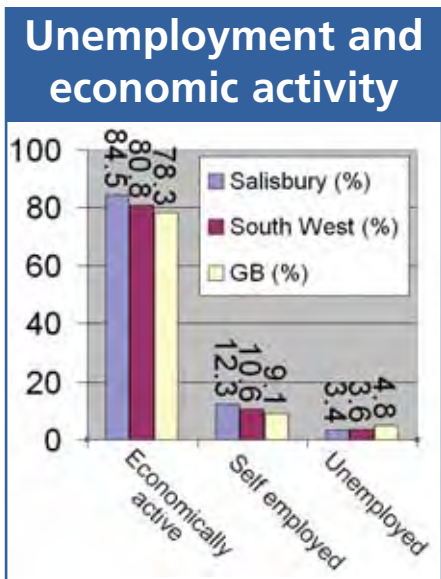


Compared with the UK as a whole, in Salisbury district there are relatively high proportions of people aged 50+, and relatively low proportions of people aged 20-40.

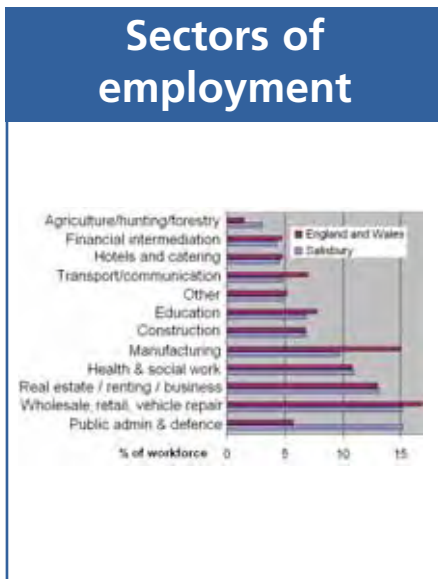


Over 98% of residents are from a White ethnic group, far more than the national average of 86%. Other groups in the district comprise 1517 individuals.

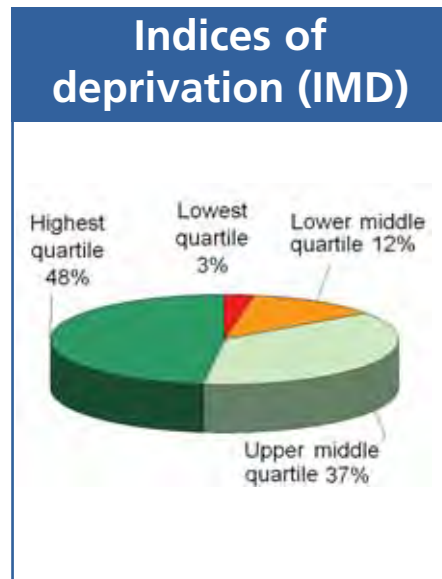
## Economy



Unemployment in the district is well below the national figure. Of economically-active people (15 - 64 years), a greater than average proportion are self-employed.



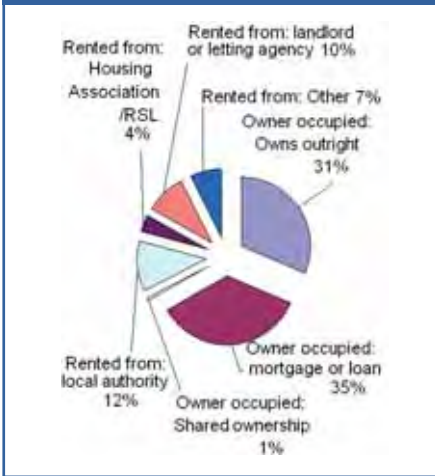
The largest sector is Public Administration/ Defence: over twice as large here as the national average. Retail, trade, and business are also important sectors. Manufacturing is relatively small compared to the national average.



The district is relatively wealthy, with almost 50% of Super-Output Areas (small local areas) within the top national quartile, whilst a total of 15% of SOAs fall within the lowest two quartiles.

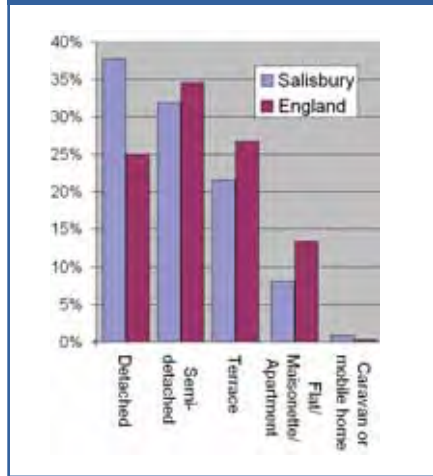
## Housing

### Tenure of housing



Two thirds of households in the district own their home (close to the national average). Around 16% rent from the council or from a housing association (somewhat fewer than average), while around 17% rent privately (somewhat more than average).

### Type of housing



More households in the district live in detached houses (over 35%) compared to the national average, with a lower proportion in all other types.

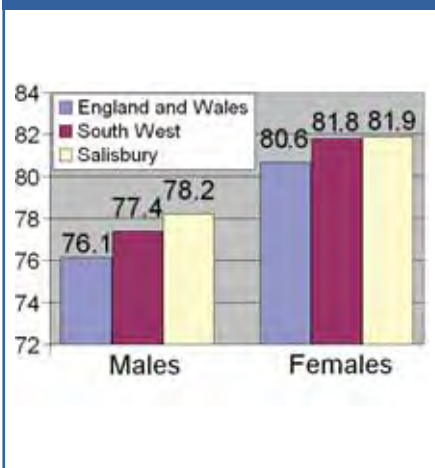
### House prices



House prices in Wiltshire have risen by around 90% since 2000, which is less than the average for the South West region. The average selling price for a property in the Salisbury district is now over £240,000.

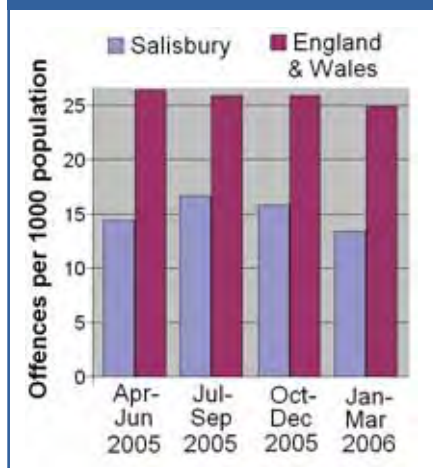
## Quality of life

### Life expectancy



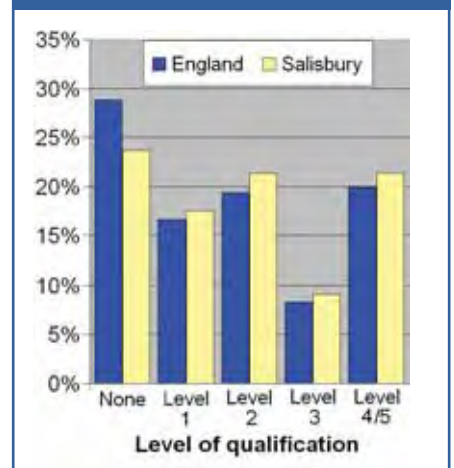
Life expectancy in Salisbury district is around 2 years higher than the national average for men, and 1.25 years higher for women.

### Crime



The level of recorded offences per population in Salisbury district is significantly lower than at county, regional and national level.

### Education



The proportion of people in the district with a qualification is higher than the national average.

# Getting started – your priorities and concerns

Before we go any further, we would like to ask you to identify what you see as a priority in your neighbourhood, village, town or city. Maybe you think it's traffic or crime, or indeed being asked to fill in questionnaires like this!

We want your honest opinion, and there are no right or wrong answers. What really concerns you and affects the quality of your life most? Also, what are the really good things about living in south Wiltshire?

By finding these things out we can start to think about ways to deal with the things bothering you and try and ensure the things you like are protected and, if possible, improved.

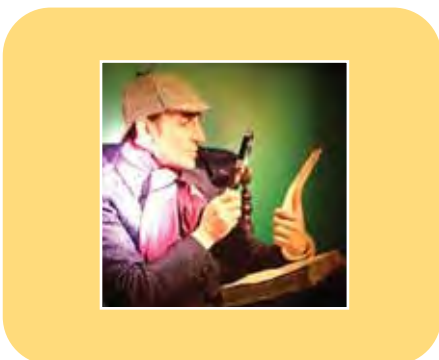
The information from this section will be used to review the priorities in the South Wiltshire Community Strategy - see [www.salisbury.gov.uk/community-planning](http://www.salisbury.gov.uk/community-planning) for more information.



You will have plenty of chance to have your say throughout this document, but as a gentle warm up we'd like you to go to question 2 in the questionnaire and indicate how important the issues are for you.



## What issues might we face in trying to achieve our shared vision for the future?



### How have we identified these issues?

To work out the issues that we might come across in achieving our shared vision, we have taken a really detailed look at the facts and figures that tell us what sort of place south Wiltshire is now and the challenges it faces.

To build up this understanding we have gathered evidence from a wide variety of sources and also carried out our own surveys. You can find all our evidence on our website: [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

Throughout this document, wherever we refer to this evidence, we have used our Sherlock Holmes symbol.

## What do the facts and figures tell us?

When we looked at the evidence it was clear that the issues facing our district fell into a number of specific topics. We have produced a series of Topic Papers that set out our analysis of the evidence for each of the issues we think the district is facing.

You can look at our topic papers online [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace) or request a copy.



### ISSUES

**We have grouped the issues identified into the following broad areas, or topics:**

1. ensure a sustainable future for south Wiltshire;
2. agree the role our settlements should take;
3. provide a decent, affordable home for all;
4. have a prosperous economy providing jobs, vibrant town centres and a thriving countryside;
5. support safe and healthy communities that provide opportunities for all;
6. make the most of our beautiful natural environment;
7. make the most of our historic environments and look after them for future generations;
8. welcome visitors and promote leisure and shopping opportunities;
9. raise money to invest on areas of need in the community (the Community Chest' proposal);
10. improve place shaping: the design of new buildings and spaces; and
11. face challenges such as flood risk, waste, and reducing pollution and providing transport choices.

## What are the issues that we have identified?

The next section of this document will go through each of the broad topic areas and explain the issues we have found in each. For each of the issues we have identified, we have also come up with some possible actions we can take to try and address them.

## Giving you choices

There's always more than one way of dealing with a challenge and wherever we have identified an issue affecting our district, we have looked at all the options for addressing them. This is where we'd like your help: tell us what you think of the options we suggest, or suggest your own.

## How have we come up with our options?

When we looked at all the facts and figures as mentioned above, it became apparent that certain issues are affecting our area and need action to address them. However in order to identify proper alternative options for courses of action we applied the following tests:

- We have followed the "rules" by listening carefully to advice and guidance from the government, the Planning Advisory Service and IDeA (Improvement and Development Agency).
- We have used a series of technical tools to produce options. For example the Sustainability Appraisal process evaluates options against the sustainability objectives to see if the options proposed would lead to development which meets the needs of the present without compromising the ability of future generations to meet their own needs. Other tools include assessments of flood risk, transportation, retail, open space, and rural facilities. The options we suggest meet the requirements of these assessments. It would not be allowed (remember those "rules") to suggest options which didn't comply.
- Options have been suggested which are consistent with each other and with the shared vision we set out earlier (see page 5).
- Options must be realistic and we must ensure that we as a council, working with you and other partners, can realistically expect them to be achieved.
- We have used our experience to make informed judgements, and your elected councillors will have the final decision.

*Just to make life a little easier wherever we provide you with options and choice throughout this document you will see this symbol.*



## Issue 1

# Ensuring a sustainable future for south Wiltshire – our greatest challenge

The evidence is overwhelming that people are changing the climate of the world.

For too long, we have failed to recognise the collective impact that we are having on the world around us, and the role we can each play as individuals. However, the good news is that it is not too late for action. As the 2006 Stern report found, "there is still time to avoid the worst impacts if we take strong action now".

It will not be easy to protect the environment and reduce our emissions whilst at the same time meeting our aspirations in terms of prosperity and quality of life. However it is not the case that we must simply compromise on one to meet the other - in fact the two are indivisible. Delaying our action will only be more dangerous and costly in the long run.

As we plan for the future development of our district, we must base all of our plans and actions on the principle of "sustainability". This is about more than just being environmentally-friendly. It means acting in a way that meets our current needs without compromising the ability of future generations to do the same. Within planning policy there are a wide range of actions we can take, for instance:

- providing employment and services near to where people live so that the need for travel is reduced;
- ensuring that new homes, offices, and other buildings are as energy-efficient as possible;
- promoting sources of renewable energy;
- working to improve public transport so that people are less reliant on private cars, and encourage non-polluting means of transport such as walking and cycling;
- protecting and enhancing the natural environment, habitats and species around us;
- doing what we can to reduce the waste of resources, and increase the amount that we recycle;
- doing more to help people understand and value the environment.

As we develop our Local Development Framework, we should adopt the principle of sustainability and develop effective and detailed policies covering these things and more, to help meet the challenge of climate change in the future. The suggested shared vision set out in this document is intended to be a starting point.



### What is sustainability?

**It is more than just being environmentally friendly. Sustainable development means building and planning in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs.**



**Go to option**

**3**

## Issue 2

# Agreeing the role our settlements should take

## Our district in the future

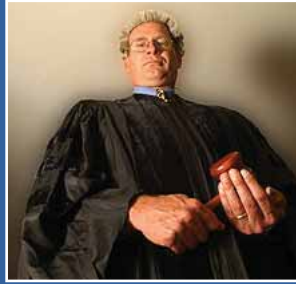
On page 5 we set out how our district could look in the future. We hope that it sets out a bright future we can all work together to achieve.

However, it is not without some very tough choices. To deliver continued prosperity, decent homes and all the other things that we need to secure a good quality of life, there is a price to be paid. New growth and development is inevitable and the 'rules' the government set for us mean that we have to accept and accommodate this.

Locating new development, whether for housing, employment land or any other land use is the most difficult part of planning for the future. Urban change and the loss of 'greenfield' (previously undeveloped) land to new development may create disagreement and division about the choices that must be made. However, one thing is certain – the district must accommodate new housing and employment development if it is to flourish.

## The importance of agreeing a settlement strategy

This section is about the Settlement Strategy, which will be a critical part of our future policies for many years to come. Later in the process, this strategy will help us make decisions about new development. So getting it right is important for the future wellbeing of our community.



### Government guidance says:

- We are advised to focus new developments that attract a large number of people, especially retail, leisure and office development, in existing centres to promote their vitality and viability, social inclusion (rather than being discriminatory or dividing communities) and more sustainable patterns of development.
- With new housing we should choose locations that offer a range of community facilities and with good access to jobs, key services and infrastructure (such as transport links).
- We must accept the need to provide housing in rural areas, not only in market towns and local service centres but also in villages, in order to enhance or maintain their sustainability. Especially in the more rural areas, we should consider the relationship between settlements to ensure that growth is distributed in a way that facilitates informal social support networks, assists people to live near their work and benefit from key services,

## rules

minimise environmental impact and, where possible, encourage environmental benefits.

- We should define a network and a hierarchy of centres (towns and villages), each performing their appropriate role to meet the needs of their surrounding area.
- Decisions on the location of other developments in rural areas should, where possible, give people the greatest opportunity to access them by public transport, walking and cycling.

### Regional guidance echoes central government rules and says:

- We should avoid creating a hierarchy of cities, towns and villages simply based on population size, but should try and identify those places significant to us because of their role and function.
- The majority of new development needs to be focused at the 'strategically significant' settlements, in a way that encourages a better balance between homes and jobs.
- Elsewhere, the policy approach for individual settlements, and the level of appropriate development, should reflect evidence relating to a given settlement's role and function.

## Where are we now?

Over the last few years we have focused new development in or around our major settlements, with Salisbury and Amesbury in particular being subject to quite large growth. Other larger settlements such as Mere, Tisbury and Downton have also shared a fair amount of new development. This has been a deliberate plan to try and ensure that new development is based on places where there are a range of jobs and services and transport choices. We have tried to phase development to keep pace with demand.



## What does the evidence tell us?



We have looked at evidence from a very wide range of sources (which you can see on our website [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace) and taken into account government and regional guidance, in order to identify the following main challenges:

### (a) The need for growth

Based on the growth in population, people living longer and living together in smaller households, we think we will need to provide between 10,000 and 12,000 houses in Salisbury district over the next 20 years. Of this total it is expected that just over half of this will be located within or adjacent to Salisbury.

The government want us to provide housing, employment, and services closely together. In addition to reducing the need to travel (and consequently, lowering carbon emissions), this approach can help to promote vibrancy, the viability of services, and good community facilities.



### (b) The role of Salisbury

Salisbury is a city of regional significance that offers employment, high quality cultural facilities and shopping opportunities, which exceed those of similar and larger sized settlements. The Salisbury Vision aims to remind residents and those from the surrounding settlements, as well as visitors, of the important role of the city. Because of the existing range of services and facilities available, the city of Salisbury will remain the focal point for development in the district. The main challenge is to accommodate necessary development without damaging the character and setting which makes Salisbury unique.



### (c) Identifying local centres

Outside of Salisbury, a number of larger settlements exist which act as local centres for the surrounding rural areas. Each is unique, but all provide sustainable places to accommodate necessary future development.

#### (i) Amesbury (pop 9,340)

Along with Durrington and Bulford and the associated military garrisons, Amesbury heads a unique group of settlements within the district which have close links to one another and collectively make up a large population, almost half that of the city of Salisbury. Amesbury will continue to see major housing and employment development, which was originally proposed to address changes brought about by the defence review of the 1990s. The challenge for the coming two decades is to ensure that development reinforces the image of Amesbury as a place in its own right to shop, work, and visit, providing residents with a viable local alternative to Salisbury or other larger centres along the A303 corridor.



#### (ii) Wilton (pop 3,870)

Wilton is an historic market town that has always faced the challenges of being in close proximity to Salisbury. A recent study indicates that retailing is generally healthy, although it acknowledges the known concerns around the loss of shops to residential uses. A key issue for Wilton is its distinctiveness as a place in its own right and to reinforce its role as a local centre to the villages within the Wylde and Nadder valleys. A further challenge is to compensate for the major loss of the Army UK Land Forces HQ, which is scheduled to leave in 2010.

#### (iii) Tisbury (pop 2,100)

This village within the Nadder Valley provides services to a wide and sparsely populated area of the district. For its size the village is very well served with community facilities including a sports centre and a mainline railway station. In terms of accessibility, the station is a clear asset, but this is offset by poor road access. The community is concerned with maintaining the availability of local services and promoting higher quality employment uses while limiting the effects upon the surrounding landscape.

#### (iv) Mere (pop 2,500)

Mere is a large village on the western fringes of the district. Offering a range of community facilities, it is an important centre for outlying villages to the west of the district, although supermarkets at both Gillingham and Shaftesbury are placing competitive pressure on local retailers and services. In terms of accessibility, the village sits adjacent to the A303 trunk road, yet no one has used the employment land that was allocated in the 1990s as part of a balanced growth strategy.



#### (v) Downton (pop 2,600)

This is the largest settlement to the south of Salisbury and serves local communities between the city and Fordingbridge to the south. It has a smaller range of services and facilities than other local centres, although does have a sizeable and thriving employment area.

### (d) Villages

Apart from these local centres there are over 100 villages and hamlets that each have their own characteristics and history. From our evidence and taking account of those rules, we feel that our villages can be split into a number of categories:

#### (i) Main villages

Evidence suggests that there is a group of "sustainable" settlements that provide a full range of basic facilities (a Post Office, a shop serving a range of daily needs, a primary school and a bus service) and have populations of more than 500 people. With the exception of Alderbury, all of these villages are far smaller in size than the five Local service centres in part c) above, and do not



tend to have any significant employment or retail uses. Some of these settlements could provide suitable locations for a modest level of development, particularly where it could help to maintain and enhance existing services and meet local housing needs, while the allocation of small employment sites could stimulate clusters of rural economic activity.



Go to option

7

The settlements that appear to fall into the main villages category are:

Alderbury  
Dinton  
Hindon  
Morgan's Vale-Woodfalls  
Porton

Shrewton  
The Winterslows  
Whiteparish  
Winterbourne Dauntsey /  
Earls / Hurdcott,  
Zeals



### (ii) Secondary villages, smaller villages, and hamlets/countryside

There are numerous further small villages and hamlets in the district that may be appropriate locations for limited infill-type development (building in spaces between existing developments) or even small housing allocations to meet local and affordable housing needs. However in most cases, due to an absence of services and accessibility, it is not possible to consider these settlements as "sustainable" locations and national and regional policy does not support further development in these settlements.



Go to option

8

### (iii) Clusters of settlements

Around the district, our research revealed that there are four 'clusters' of villages. They are:

- Winterbourne Dauntsey, Winterbourne Earls, Hurdcott, Winterbourne Gunner, Idmiston, Porton, Gomeldon.
- Morgans Vale, Woodfalls, Redlynch, Lover, Bohemia.
- Ludwell, Donhead St. Andrew, Donhead St. Mary, Charlton.
- Great Wishford, South Newton, Stoford.

The villages making up the groups are generally in close proximity and collectively have fairly large populations (1000+). Furthermore, each cluster has access to a range of "basic" facilities. There is a means to promote development to meet rural local needs in a more sustainable fashion in these localities.

### (iv) Making places more sustainable

There are a number of settlements (such as Firsdown and Gomeldon) that have relatively few facilities in relation to the size of their population. Equally there are some that have relatively low populations in relation to the number of facilities they have.



Go to option

9



Go to option

10

## Issue 3

# Providing a decent, affordable home for all

### Our district in the future



On page 5 we set out how our district could look in the future, and providing a decent and affordable home for all was right near the top of our priorities. We hope that most people would agree with trying to supply the right type of housing in appropriate locations.



#### Government guidance says:

Government and regional guidance says that providing enough decent and affordable housing should be one of our top priorities. They advise us that we should be aiming to create 'sustainable communities' that offer a wide range of housing for all social groups, including those requiring affordable and special needs housing. These different types of housing should be delivered in mixed and balanced communities and should include a broad range of choice based on dwelling size and tenure choices ( e.g. homes for sale on the open market, rented, shared equity and private homes).

These new homes should be located close to facilities and services and integrated with our major settlements to avoid over-reliance on the car, long commutes to work, and social isolation. Also we are advised to try and locate as much of our new development as possible on previously developed

## rules

land (often called brownfield land), to make the best use of scarce land and protect our countryside.

#### Specific issues we are asked to look at are:

- providing enough new housing that meets the needs of the district;
- affordable housing;
- trying to make sure that the new housing required is actually delivered when needed;
- deciding where the new growth should best be located;
- making sure we use land as efficiently as possible; and
- making adequate provision for gypsies and travellers.

The actual number of houses that we will be required to deliver over the next 20 years will be set in the Regional Spatial Strategy (a document covering housing strategy and policy for the whole of the South West). As of July 2007 this figure had yet to be finalised, but we probably need to plan for somewhere between 10,000 and 12,000 homes.

## Where are we now?

Within our existing policies, we have already planned for the number of dwellings required up to 2011. We have enough land allocated to deliver this, but a couple of our major sites at Amesbury and Old Sarum have not become available for building as quickly as we had hoped. This means we are not delivering as much housing, especially affordable housing, as we would like each year. We know it is difficult for many people to be able to live in our area because house prices are so high, so the delivery of affordable housing has been and will continue to be a key priority for the council. We currently seek to build up to 40% affordable housing on sites where 15 or more new houses are proposed.



## What does the evidence tell us?



We have looked at evidence from a very wide range of sources (which you can see on our website [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace) and taken into account government and regional guidance, in order to identify the following main challenges:

### Facts and figures

Here is a small sample of some of the facts and figures, to give you a taste of some of the key challenges facing us:

- In 2006, the price of an average house in Salisbury district was £247,819, which is 13.4% higher than in the surrounding sub-region.
- In the period between 2001 and 2006, average house prices in the district rose by 60.6%. Entry level terraces increased by 56% while prices of flats and maisonettes increased by 73.3%.
- 2,388 existing households are currently in need of affordable housing.
- The population of the district is expected to grow by around 14,000 by 2021.
- The growth in population will be mainly amongst older age groups.
- The population is forecast to increase from 116,760 in 2005 to 123,850 in 2021.
- Salisbury has a strong supply of authorised sites for gypsies and travellers with 35% of sites in Wiltshire in Salisbury district.

From all of this evidence we have identified the following key issues and we would like your help in considering the options for tackling them.

### (a) Providing enough new housing that meets the needs of the district

We will need to build a significant number of new homes over the next 20 years to meet the needs of our district. Although our population is not forecast to grow significantly, we are living longer and in smaller households and these trends are set to continue. This is leading to an increased demand for accommodation.

We also need to plan for the district's ageing population. We may need to make policies that provide more sheltered and extra care accommodation where wardens and carers may be located on site, or to cater for the adaptation/extension of family homes to accommodate elderly relatives.

There is demand across the district for one- and two- bedroom properties, with the greatest demands in the Salisbury, Amesbury, Downton and Wilton community areas. Demand for business and other non-housing property is more variable although there are some patterns.

We cannot dramatically alter social trends such as household size or the desire of households to move from urban areas to rural areas. However we do now have detailed information about the type of housing there is demand for in south Wiltshire. We can use this to better match demand and supply, and ultimately promote housing that addresses local needs.



Go to option

11

## (b) Affordable housing

We have identified the need to accommodate an additional 1076 households each year until 2011. This, coupled with a continued rise in house prices, presents us with real challenges. For example, first time or entry-level homes already cost in excess of £143,000, while income levels in the district are low. Therefore there is a real and pressing need to provide people with genuinely affordable housing, especially rented, shared ownership (where you pay a mortgage on part of the property and rent to the council or a Housing Association for the rest) and discounted market rental.

We expect between 500 and 700 houses to be built in the district each year over the next 20 years. So even if all housing built over the next three years was affordable, it would not meet the needs identified. The council therefore needs to find ways to ensure we get as much affordable housing as possible.



## (c) Trying to make sure that the new housing required is actually delivered when needed

As well as ensuring there is enough land earmarked to meet the demand for new homes, we need to make sure that the homes are actually built. We must look at ways of ensuring delivery. Allocating more land, and then managing its release in line with demand, would improve competition between the companies wanting to build houses and in turn improve the quality of development. Managing the release of sites will be an essential part of planning for housing over the next 20 years.



## (d) Deciding where the new growth should best be located

At this stage we are not trying to make specific allocations of land, but we would like to agree an approach for accommodating our new growth.

Referring back to the 'rules', and Issue 2 of this document, we have asked you to help us agree what the roles of our settlements should be. This will have a large influence on where we build our new houses. To recap, the city of Salisbury is required to accommodate the majority of the district's new development. In the rest of the district, Amesbury/Durrington, Downton, Mere, Tisbury and Wilton are considered to be local centres, each providing jobs, services and regular public transport services. We have also identified two main categories of villages that represent more sustainable places for new development away from the local centres.



### (e) Making sure that we use land as efficiently as possible

The choices above are difficult because Salisbury is quite constrained and there are no “ideal” sites for development. When we do allocate valuable “greenfield” land, we must make best use of it and not waste it, or we will be required to find new sites even sooner.

National and regional guidance and plain common sense points towards the need to reuse land wherever we can. We have pursued this approach throughout the last few years and this has typically led to between 100 and 200 new dwellings per year being built on such “brownfield” sites.



### (f) Making adequate provision for gypsies and travellers

Although we have a good range of such sites, our evidence also indicates that we should not be complacent and should continue to monitor and review the level of accommodation we offer.



## Issue 4

# A prosperous economy providing jobs, vibrant town centres and a thriving countryside

## Our district in the future



Back on page 5 we set out how our district could look in the future. Providing a prosperous local economy is one of the main elements. We would like the local economy to be strong, stable, productive, innovative, competitive and sustainable. It should be appropriate to the nature of the district while minimising environmental impact. The maintenance and promotion of a vibrant economy, both urban and rural, is central to the council's objectives and is important to the well-being of our residents today and in the future. We can facilitate this by providing the right infrastructure to support business. We want to develop the district's economy by encouraging new investment and supporting existing business, especially smaller enterprises.



**The government says** we should promote a strong, stable, productive, innovative and competitive economy, supported by the necessary infrastructure (transport, waste disposal, power and so on). It says that economic development must be compatible with environmental objectives, such as in locations that minimise the length and number of trips especially by cars. We should also support the needs of small businesses and provide clear policies for different types of industrial and commercial development, encouraging particular types of business to develop in particular locations. Other key advice the government gives us includes:

- supporting a wide range of businesses in rural areas at an appropriate scale in sustainable locations; and
- promoting a competitive, sustainable, diverse and adaptable agricultural sector which achieves high environmental standards, minimising impact on natural resources, managing valued landscapes and biodiversity and contributing directly and indirectly to rural economic diversity.

## rules

**Regional context** – the draft Regional Spatial Strategy (RSS) identifies the City of Salisbury as a Strategically Significant City or Town (SSCT). It expects that by 2026 there will be 10,800 to 13,600 more jobs in Salisbury's Travel to Work Area. It also requires us to:

- assess the supply and demand for employment land on a three yearly basis and to maintain a ready supply of employment sites required for business expansion, inward investment and specific sectors of Salisbury's economy;
- encourage the development of small businesses in the smaller settlements and in rural areas, in sustainable locations that meet organic growth and rural investment; and
- encourage greater diversification away from agricultural activities.

**County context** – until the RSS for the South West is adopted, we will need to follow the Wiltshire and Swindon Structure Plan. This plan seeks to help employers moving into Wiltshire to create sufficient high quality jobs for the growing population. A strong and diverse rural economy should also be maintained. It suggests that after 2011 a further 30 hectares of employment land will be needed.

## Where are we now?

Salisbury district has very low levels of unemployment and lower than average wage levels.

The main source of employment in the area is the service sector, including distribution, hotels and restaurants, transport and communications, finance, IT, public administration, education and health (88.7%). 9% work in the tourism sector. There are nearly 6,000 businesses in Salisbury district; approximately 25% are located at identified employment sites, and a further 25% are located in local centres including Salisbury city. The remainder are based at other locations away from employment sites and local centres and although most of these businesses tend to employ fewer than 4 people, it is important that their contribution to the overall economic activity of the community is recognised and supported. A small number of large companies within Salisbury city employ about 2,000 people.

Currently the majority of employment outside of Salisbury city is in the Amesbury, Downton and Wilton areas, with Mere and Tisbury having much less activity.



## What does the evidence tell us?



We have looked carefully at the rules and evidence and carried our own detailed appraisal into our economic needs. This information is available on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

### There is a need to plan for new jobs

In summary we have identified that in order to maintain and develop the economic prosperity of the district we need to find an additional requirement of 25–30 hectares of employment land by 2026.

As well as the need to plan for new jobs, the guidance suggests that the new employment should be mainly based around Salisbury and then shared around other major centres of population.

The Salisbury Vision proposes the redevelopment of the Churchfields Industrial Estate and of the Southampton road area of Salisbury, which would mean we would need to accommodate a total of 54-59 hectares of employment land.

That's a lot of land and leads us to a key issue we would like you to consider. Where should we put the new employment needed to ensure the future prosperity of our district?

### We need to plan for smaller businesses

In Salisbury city over half the demand is for small workplaces (of less than 3,000 sq ft). This is also the case to a slightly lesser extent in the wider district. Small-scale businesses also need to be supported in more urban areas. There are currently no dedicated 'start-up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may enable many small businesses to take the next step in their development. Parish plans have identified the lack of 'start-up units' as an issue.

### What type of jobs do we need to plan for?

The types of jobs people do are changing. In the past, many more people worked in manufacturing industries than they do now. Even in Salisbury district, which never had a particularly high amount of manufacturing jobs, this sector is reducing. The evidence shows that the majority of employment floorspace needed in the future is for offices, with good demand for storage and distribution and general industry. If the district fails to meet these needs, the businesses may move elsewhere, which would harm the local economy and increase unemployment.

### We need to have some way of protecting existing employment

In the past the council has strongly protected employment sites, both sites on which businesses are located, and sites that are allocated for new business. This is because business uses often have a lower land value than housing land, so developers often want to redevelop these sites for housing. Our evidence suggests that to safeguard often scarce facilities, we need better ways of assessing the ability of the building to meet modern business space needs, so that we can see if it has a viable future as an employment site.

## We need to take special steps to maintain and develop the rural economy

Salisbury district is predominantly rural, and a large proportion of the population lives and works in the rural parts of the district. Maintaining jobs within the countryside is important because the farming industry is changing and because we need to reduce the amount of commuting. At the same time the best and most versatile agricultural land should be protected to ensure it is available for food production. The evidence suggests we should also address the following issues:

- Support existing and encourage new small-scale businesses in the countryside, so that people who live in the countryside have a greater range of opportunities to work near to home.
- Strike a balance between reducing rural-to-urban commuting, while also not encouraging the urban population to commute to new employers in the countryside.
- Allow farmers, in some circumstances, to diversify by developing small-scale businesses on their land that are either related to farming or unrelated to agriculture such as holiday cottages or small-scale offices, and the conversion of redundant buildings to commercial re-use.
- Support local food producers.
- Encourage farmers to make the best use of water and use renewable energy on their land wherever this is possible.
- Support the needs of horse training, breeding and livery businesses and other commercial equine enterprises in the countryside. Equestrian activity makes an important contribution to the local economy, especially with the presence of Salisbury Racecourse in the district.



## Options

### (a) Where should we locate new jobs?

The evidence has highlighted some real challenges we face when trying to ensure our economic future is bright. This is where we would like your help. The issues raise some key questions such as where we should put the new jobs and how we can best support new businesses, and we would like your views in these and other issues. To help you we have gone back to the “rules” and evidence and produced some options that we feel may be a good way forward. Please indicate which option you prefer or if you have a better idea, then let us know.



### **(b) How do we support employment and try to prevent job losses?**

There are a number of ways we can help encourage employment uses and discourage the loss of valuable facilities.



### **(c) Helping the rural economy**

We can make policies to enable farmers to seek alternative income and encourage alternative job opportunities within the countryside. We have identified a number of options here for you to consider.



### **(d) Making the best use of scarce resources and fighting global warming**

Making the best use of scarce resources and trying to live within our means is an issue that applies to employers and farmers just as much as to households. While it would not be sensible to bring in very stringent policies that scare off potential investors, we could make sure that the business sector makes a proper contribution to fighting global warming. There are some different ways of doing this.



## Issue 5

# Supporting safe and healthy communities which provide opportunities for all

### Our district in the future



On page 5 we set out how our district could look in the future. We have suggested trying to achieve a district where people can learn and develop their skills, enjoy a good quality of life and good health, in a safe clean neighbourhood and where people irrespective of their background can realise their potential and enjoy their lives.

### The need for a wide view

It is clear from listening to and learning from our communities that we must take a united approach to planning for the social, environmental and economic aspects of settlements, in order to be truly effective. This must include working with all partners, organisations and individuals who help deliver the facilities and services that help to improve the welfare, quality of life and involvement of all sectors of society.



The creation and maintenance of attractive and “live-able” communities, both urban and rural, is a central pillar of national planning policy.

**National guidance says** that everyone has a part to play in delivering communities that are high quality places to live. Traditional boundaries between services such as between policing and planning need to be broken down.

## rules

**Government guidance also says** that the planning system should play a key role in ensuring that everybody has a decent quality of life and is included within society, and that we should not confine ourselves to purely development-led considerations.

The **Regional Spatial Strategy for the South West** makes it explicit that support needs to be provided for communities in a manner that accommodates growth and takes into account ethnicity and ability as well as access to health, education, cultural facilities and green infrastructure.

### Where are we now?

The snapshot of the district on pages 6-7 shows some reasonably good news. The average person in our district is well educated, in employment, earning a decent income, doesn't suffer from crime, enjoys good health and can expect to live a long life. However, it would be a mistake to think that everything is fine. We must look beyond 'everyman profiles' and try and identify the real issues that are specific to us.



## What does the evidence tell us?



We used evidence from a very wide range of sources and to help identify the key issues affecting our district. You can see this information on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace) From this evidence and our own research we have identified the following challenges in providing safe, healthy communities with facilities for all.

### There are hidden pockets of deprivation

While on the surface south Wiltshire is a well-off area, this masks areas of real concern, especially around social inclusion and access to services. There are pockets of marginalisation, and social exclusion (where people feel unimportant, unheard, left out of society or unrepresented) both in our rural and urban areas. There are also places with quite severe deprivation, often existing side by side with more affluent neighbourhoods. These are clear issues that the LDF (Local Development Framework) should be seeking to help address.

### There are problems of social exclusion

Specific local research ([www.salisbury.gov.uk/social-inclusion.pdf](http://www.salisbury.gov.uk/social-inclusion.pdf)) has identified key issues that reflect the nationally identified trends. While in general Salisbury is not a deprived area there are concerns around affordable housing and access to services (especially in rural areas). Social exclusion problems are not common to the whole of the district and are often different in urban and rural areas.



Go to option **23**

We have identified areas where people are deprived of basic needs and are excluded from certain services and activities, because of factors such as education, income or health. There are a number of options open to us to try and help solve this problem.



### Health and welfare issues

The district has better than average health and welfare. However, these figures may conceal small pockets of deprivation especially in some of the more remote rural areas where access to services is difficult. Transportation issues are a problem for many people in rural areas when they wish to access health services. Also over 6,000 people in Salisbury district claim health related benefits, which indicates that there is a large population with a range of health problems and other disabilities that may affect their ability to take care of themselves and participate in the job market.



Go to option **24**

A key issue here is making sure that everyone has reasonable access to health facilities and that we need to take account of the needs of everyone. We have a number of options open to us.



### Providing access to services

A key issue is providing everyone with access to services. It is clear that in some cases, such as in the banking industry, that technology may well provide solutions to these problems. However with regard to access to other facilities such as doctors, dentists, shops, pubs, halls and schools there is a clear trend for them disappearing from our smaller villages and being concentrated in the larger settlements. Planning policies must respond to these changes.



Go to option **25**



### Protecting village pubs, post offices and shops

The number of pubs, post offices and shops are falling within villages. It seems inevitable that this trend will continue unless we resist changes of use away from these vital services, and encourage the development of new ones.



Go to option **26**



### Safeguarding and enhancing cultural activities

Cultural activities range from fishing on the local rivers to religious worship and from pop music to conservation of our built heritage. From our look at the evidence it is apparent that we have a challenge to make cultural events and places accessible to all, provide funding and support, maintain and enhance built and natural heritage assets and ensure new development is sympathetic to places of important cultural heritage.



Go to option **27**

## Transport and access to services

Difficulty in accessing services is a key distinguishing feature of Salisbury district. Our evidence has highlighted the following issues:

- 'Accessibility' can vary significantly between different areas, at different times and for different people.
- Access issues can be very localised. For example there is a pronounced difference between rural and urban access to healthcare.
- A bus service is considered the most important rural service in Salisbury district; most people think the local bus service is inadequate.
- To be genuinely accessible, transport needs to get people to the services they require reliably and safely; it needs to be affordable for the customer and physically accessible.

- Transport and access are not the same thing. Access difficulties can include lack of information, services being provided in ways that exclude some people, or not owning your own home.
- Particular groups can experience access problems more acutely. There are often language and cultural barriers for migrant workers accessing services.

### Crime and safety

While overall crime rates are the second lowest in England and Wales, this masks some of the local issues. In particular there are the following issues, which have emerged from a detailed look at the local evidence:

- Reducing crime is a priority. Although crime rates are relatively low, communities clearly feel that their places should be safer.
- There are pockets of anti-social behaviour, which are the worst in Wiltshire.
- Salisbury feels less safe after dark.

- There are places where criminal damage, theft and handling offences and violent crime are the highest in Wiltshire.



### Sport, leisure and recreation

Sport, leisure and recreation covers everything from formal sports pitches to informal use of the countryside and includes allotments, public open spaces and sports clubs. We need to make improvements in all areas:

- We need to provide access to parks and gardens, for all residents, especially those in urban areas.
- Both the quality and accessibility of natural and semi-natural green space needs to be improved.
- We need to provide more green areas in and around housing to provide informal space for recreation and leisure.
- Particularly outside of the main urban areas there is a shortage of play facilities for young people.
- We need to improve the quality of and access to outdoor sports facilities.
- There is a lack of allotments in the more rural settlements.



## Issue 6

# Making the most of our beautiful natural environment

## Our district in the future



On page 5 we set out how our district could look in the future. We suggested trying to achieve a district where people appreciate a superb environment that makes the most of the natural landscapes.

Like the rest of the South West, Salisbury district is a remarkably beautiful area. The majority is countryside, and there are many features of regional, national and international importance, including protected landscapes such as Cranborne Chase and West Wiltshire Downs, the River Avon and the New Forest. There are also seventy conservation areas, seventeen historic parks and gardens, and the World Heritage Site of Stonehenge.



### The government advises us to:

- understand the environmental characteristics of our area;
- consider how to maintain and enhance those characteristics;
- take a strategic (planned) approach to conservation, enhancement and restoration;
- permit and promote a variety of plant and animal life and landscape features within new development;
- avoid harm to, or losses of, protected sites;
- mitigate and compensate where losses or adverse impacts are unavoidable;
- prevent harm to plant and animal life and conserve geological interests.

### The Regional Spatial Strategy (RSS) gives the natural environment and biodiversity a high profile and seeks to protect and enhance the region's environment and natural resources by:

- ensuring that development respects landscape and ecology;

## rules

- reducing the impact of the economy, transport and development;
- enhancing natural environments through development;
- ensuring development reduces pollution and maintains tranquility;
- enhancing local character and heritage, for instance through regeneration;
- restoration, creation, improvement and management of habitats.

### At Wiltshire county level, the BAP (Biodiversity Action Plan), supports similar principles:

- protecting and enhancing habitats, features and species beyond those with statutory protection;
- achieving overall improvement in biodiversity through development;
- identifying green networks within existing and proposed settlements;
- applying the 'polluter pays' principle to developments that may cause environmental damage through pollution, to secure adequate mitigation or compensation for any losses;
- basing decisions on evidence.

## Where are we now?

The district has a number of wildlife sites of international importance. For instance, Salisbury Plain is believed to be the largest surviving semi-natural dry grassland within the UK and the EU, and the River Avon is an important major chalk river.

There are numerous wildlife and natural designations in the district including:

- over 100km<sup>2</sup> of SSSIs (Sites of Special Scientific Interest),
- thirteen locally-designated Areas of High Ecological Value,
- 486 County Wildlife Sites, and
- eight Wiltshire Wildlife Trust nature reserves.

Most of the western part of the district is designated as an Area of Outstanding Natural Beauty and much of the remainder is under the county-level designation of "Special Landscape Area". The immediate countryside fringe to the city was also designated as the "Landscape Setting of Salisbury and Wilton" under the 2003 Local Plan.



## What does the evidence tell us?



We used evidence from a very wide range of sources and to help identify the key issues affecting our district. You can see this information on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

In the past, pressures from economic growth, population change and housing development have tended to have a negative impact upon the natural environment and biodiversity. However it is also recognised that the planning and development process can play a beneficial role if development is carefully and sensitively designed and integrated into its environment.

### The key issues identified are:

- the diversity and quality of our district's environment is one of its defining features and a major asset;
- we have an obligation to protect and enhance the natural environment in our area; and
- we should set high standards for conservation and guide development proposals within the district to achieve the protection, enhancement and greater understanding of nature.

So the evidence has highlighted some real challenges facing us. While we are privileged to have a very rich natural environment, this places a duty upon us to ensure we take care of it and where possible improve it. Perhaps the biggest challenge is to try to ensure new development and economic growth does not spoil the character of the area that makes it such an attraction to investors in the first place. To help you we have gone back to the "rules" and evidence and produced some options that we feel may be a good way forward.



**Go to option 31**



**Go to option 32**

How do we strike a balance between protecting the natural environment and seeking a prosperous growing district?

## Issue 7

# Making the most of our historic environments and looking after them for future generations

## Our district in the future



On page 5 we set out how our district could look in the future. We suggested trying to achieve a district where people appreciate our historic buildings and look after them for future generations, while ensuring new buildings make a positive contribution through good design.

The district is rich in the diversity of its buildings and other structures of historic and architectural interest that contribute to the distinctive character of the built environment. These range from the Cathedral in Salisbury, stately homes, large country houses and churches, to more modest cottages, barns, bridges and even milestones. And of course we are privileged to have Stonehenge within our district.

## Where are we now?



The district is also internationally renowned for the Cathedral Close and Stonehenge, which is a UNESCO World Heritage Site. In addition, we have seventy designated conservation areas (areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance). The council is currently carrying out a major re-appraisal of all the conservation areas to help us form future policies and management plans.



In addition to specific protection for buildings and areas of special architectural or historic interest, the government advises:

- protecting and enhancing the historic built environment;
- considering conservation and economic growth as complementary objectives;
- maintaining and strengthening a commitment to stewardship of the historic environment;
- preserving and managing significant archaeological remains and recognising their importance to society.

The region's rich and diverse historic environment is also acknowledged by the draft Regional Spatial Strategy, which states that the rich and highly distinctive historic environment of the South West is one of the region's key assets. The historic

## rules

environment is of particular importance for tourism, leisure, education and business. Specifically it advises:

- Policies should encourage the sensitive re-use of historic buildings particularly where they bring redundant or underused buildings and spaces into appropriate use.

Tourism is an important part of the economy of the South West. Historic buildings are important in providing a positive visitor experience and a source of tourism revenue, which is important to the wider local economy. Tourism should therefore be encouraged so long as this is compatible with proper long-term conservation.

- The linking of other strategies would ensure a co-ordinated and considered approach to the historic environment.

There is also a need for policies to consider the potential impact of climate change on historic environments and how they can best adapt to such change.

## What does the evidence tell us?



We used evidence from a very wide range of sources to help identify the key issues affecting our district. You can see this information on our website at

[www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

There are some very challenging issues that we will need to address if we want to both preserve and enhance our wonderful built environment. While we certainly can be proud of our listed buildings and conservation areas, they are coming under pressure from a range of causes that could quickly spoil their character forever. In particular we have identified the following real risks to our environment:

### Risks to our environment

- There is a lack of protection for our historically important unlisted buildings, which make a valuable contribution to our historic environment.
- We have a significant number of listed buildings at risk, particularly redundant farm buildings, which we need to help save.
- There is a lack of control over development to historically important unlisted buildings in conservation areas, which is eroding their character.
- Financial constraints make the repair, maintenance and use of council-owned listed buildings difficult.
- There is a need to enhance the public realm in many areas and also to work with utility companies to ensure that their work does not spoil conservation areas.
- There is no collective international designation and recognition for Salisbury Cathedral and The Close and its environs.
- There is a difficulty in ensuring that only qualified craftsmen and professionals with specialist conservation skills work on our most important buildings, otherwise poor workmanship can spoil a building and its setting.
- There is a lack of control over development in the Stonehenge World Heritage Site.
- There is a lack of information, interpretation and access to archaeological sites and monuments.
- Statutory lists are inconsistent – some buildings aren't listed and should be, while others are listed when they probably shouldn't be.
- There is a lack of guidance to the public and developers regarding the approach to the historic environment.

## Options



We have looked again at the 'rules' and then produced a range of options that we feel may help address the issue we have identified. Please tell us which of the options you feel would be best or if you feel there are better options we have missed.

The first set of options are around how we can ensure the protection of the areas where our evidence tells us that our historic environments are being spoiled by inappropriate alterations.

As well as additional controls as discussed in Option 33, the council could also take more positive action to try to help enhance our historic environments.



**Go to option 33**



**Go to option 34**

## Issue 8

# Welcoming visitors and promoting leisure and shopping opportunities

## Our district in the future



On page 5 we set out how our district could look in the future. One of our suggestions is to try to achieve a district where we would welcome visitors and make it a rewarding and enriching place to live and visit.

Salisbury district is a mainly rural area of exquisite beauty, with traditional country towns and villages, each with their own character and charm. There are wonderful river valleys, winding country lanes, thatched cottages and magnificent views at every turn that can be used to promote walking, cycling, horse riding (bridleways), "food trails" and other countryside activities. In the previous section, we looked at the important contribution of historic buildings to the district, and this is closely linked to the natural environment. Attractions include magnificent country houses, museums, gardens, farms and animal attractions and a number of outstanding National Trust properties include Stourhead and Mompesson House. The environment is a key part of the tourism product and the future success of the tourism industry is, in many ways, dependent on the long-term survival of the environment.



### The government gives us the following advice:

- Town centres can provide a range of important tourist and leisure facilities and should be supported over out-of-town proposals.
- The evening economy can make an important contribution to tourism and leisure policies should be produced that help manage it.
- Tourism and leisure are important in rural areas.
- New tourist facilities in rural areas should be located in or around existing settlements.

### The government's main objectives for retailing are:

- promote the vitality and viability of town centres;
- promote, enhance and plan for the growth and development of existing centres;

## rules

- enhance consumer choice by making provision for a range of shopping, leisure and local services;
- promote economic growth of regional, sub-regional and local economies;
- deliver more sustainable patterns of development;
- identify the centres where development will be focused, as well as the need for new centres of local importance.

The **draft Regional Spatial Strategy (RSS) for the South West** identifies that new tourist development should be encouraged to improve quality, and attract additional visitors. This should be based on a realistic measure of demand and focused in the most accessible locations, including small scale schemes in rural areas, which can assist the diversification of the economy.

The RSS identifies Salisbury as a Strategically Significant City and Town (SSCT) that should be the main focus for local retail investment, while out-of-town retail development should be resisted.

## Where are we now?

Tourism is important to the local economy; direct spending in south Wiltshire in 2005 was just over £165 million from visitors from both home and abroad. Heritage attractions account for 50% of the total visits in south Wiltshire, and Salisbury is primarily a short-break destination with the average length of stay being 3.99 nights.

Salisbury city is the biggest retail centre in the district and draws shoppers from a very wide area. A successful shopping centre is important to the city, and to the economy of the district as a whole. However, very different challenges and challenges affect the different areas of Salisbury district.



## What does the evidence tell us?



We used evidence from a very wide range of sources to help identify the key issues affecting our district. You can see this information on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)



## Options

### (a) Tourism and leisure

The council's tourism strategy has a vision for Salisbury and south Wiltshire to be recognised as a premier UK tourism destination. However, improvements need to happen in order to achieve this. Currently, there is not enough budget and high quality leisure accommodation. Salisbury is less successful in attracting business visitors than other, similar destinations and does not have the conference facilities needed for large events.

To address these problems we have identified the following needs:

- to provide at least 100 bedspaces at 4 star or above;
- at least one 'boutique' hotel;
- at least one 100 bed hotel to serve the group market;
- to increase the number of B&B and self-catering bed spaces; and
- provide a high quality, flexible conference facility capable of attracting medium to large conferences.

It has also been noticed that some hotels are easily able to get planning permission for change of use away from tourist provision, for example to residential use, and this is further diminishing the number of visitor bedspaces in Salisbury.

A recent survey showed that visitors to Salisbury felt that Salisbury does not provide a lot of leisure facilities or attractions such as cinemas. 74% of visitors would like a greater range of restaurants and other places to eat, as well as more leisure facilities within the city.



Go to option **35**



## Options

### (b) Shopping

Our evidence tells us that a number of shops would like more floorspace, and that new retailers wish to come to Salisbury but are put off because we don't have enough shop units available of the size required. The key issues emerging are:

- If we keep Salisbury as it is, without change, it will fall behind other retail centres and decline.
- Competition from other town centres is fierce and if we do not respond the quality of the shops on offer in Salisbury will diminish and all retailers will suffer.
- Because of the important historic character of many of our shop units, the only practical way to provide larger additional shops is to build more.
- Salisbury has available land in the city centre at the site of the Central car park, which could be redeveloped to meet retail needs.
- Salisbury's retail economy is characterised by an abundance of niche retailers and a lot of shoppers come to Salisbury for this reason; this characteristic needs to be carefully managed.
- Amesbury is a relatively healthy town centre which has experienced investment in recent years and it performs a more local shopping function.
- Amesbury town centre is seeing a trend to lose shop units to either hot food takeaways or other uses such as betting offices and hairdressers. There is a need to try to consolidate the shopping uses.
- A recent survey identified that the smaller centres of Downton, Mere, Tisbury and Wilton are vital and viable shopping and service destinations.
- We need to ensure that the network of local centres continues to provide easily accessible shopping, to meet people's day-to-day needs, and to encourage these centres to provide other facilities such as health centres and community facilities.
- In the Stonehenge area it is suggested that support should be made for a Durrington local centre.



# Issue 9

## The Community Chest

### Our district in the future



If we are serious about achieving our ambitions for the future of the district, we must use every means available to us. Of course we can decide together where we can allow new development and prevent it, and work with our partners to identify common goals. But we also need money to be able to invest in people and facilities that may not be commercially viable, but could add real value to people's lives. How do we raise that money?

One potential way of raising funds for reinvestment in our communities is that of collecting money from developers to be used for services and facilities that the new development will create a demand for. This "Community Chest" will be a fund for issues of real need identified within the area of a new development.

**Please note:** *This area of planning is a very complex and there is some uncertainty over how we can use any money raised. We will cover this more fully below, but we want you to be clear that what we are seeking here are your views on a general approach. If you think it is a good idea then we will have to take a much more detailed look at the legalities. However there is no point doing this if there is no support for the idea to start with.*



Negotiation payments from developers is a complex area and is sometimes called '**planning obligations**' or '**planning gain**' and sometimes '106 money.' Basically they are private agreements negotiated, usually in the context of planning applications, between local planning authorities and persons with an interest in a piece of land (or "developers"), and intended to make acceptable development which would otherwise be unacceptable in planning terms.

**The government sets tests, which are that a planning obligation must be:**

- relevant to planning;
- necessary to make the

### rules

proposed development acceptable in planning terms;

- directly related to the proposed development;
- fairly and reasonably related in scale and kind to the proposed development; and
- reasonable in all other respects.

The **Regional Spatial Strategy** advises we must work with partners to ensure that investment in transport infrastructure, community services such as education, health, culture, faith, sport and green infrastructure is phased in step with economic, residential and other development proposals. To do this we must ensure that development contributes to the cost of necessary infrastructure and environmental improvements.

### Where are we now?

We already have a policy that has been very successful in raising funds to provide additional play facilities, recreational open space and community facilities. We have collected over £2 million in the past five years. We also collect money towards education and transportation infrastructure.



## What does the evidence tell us?



We used evidence from a very wide range of sources to help identify the key issues affecting our district. You can see this information on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

This document has highlighted that our district is affected by masked rural deprivation, especially problems of access to services. There are several other issues that are hidden behind our outward veneer of prosperity and quality of life. Fear of crime, access to health care for an ageing population, lack of recreation and cultural facilities and closure of village shops and pubs are real problems facing some of south Wiltshire's residents. The evidence and feedback from our communities is that they would welcome a review of planning gain to see if the range of things we can spend it on can be widened to include more community facilities.

### Scope for a wider range of benefits

Looking at what other local authorities are collecting obligations for, there is scope for us to collect money for a wider range of benefits, if there is a proven local need. These might include:

- affordable housing,
- education,
- community facilities and meeting places (community halls),
- health services,
- recreation provision, including public open space, play and sports provision,
- allotments,
- highway infrastructure,
- pedestrian, cycleway and public transport initiatives,
- nature conservation, wildlife and biodiversity mitigation measures,
- town centre improvements,
- CCTV and security measures,
- library, museum and theatre funding,
- public art,
- public realm (streets and other shared spaces),
- local labour and training initiatives,
- flood risk management schemes,
- waste management,
- community waste and energy projects, and
- tourism.

### Options

We have looked again at the 'rules' and then produced a range of options that we feel may help address the issue we have identified. Please tell us which of the options you feel would be best, or if you feel there are better options we have missed then let us know.



**Go to option 37**

## Issue 10 Design

# Making sure new buildings and spaces are of a high quality and appropriate to our district

### Our district in the future



On page 5 we set out how our district could look in the future. We highlighted the importance of ensuring that the new buildings, which are so important to deliver our new homes and jobs, are of a very high quality. They must complement and enhance our district rather than spoil its character. In this section we seek your views on a range of options for trying to ensure this is the case.

Good design makes a vital contribution to making our places attractive, pleasant to use and appealing to visitors. A large part of what makes our district so valued by its residents and visitors is because of the way it looks. By carefully designing our new buildings and spaces we can build on these strengths and make our towns and villages even more pleasant, interesting and rewarding to live, work and relax in.



Government and regional guidance makes it clear that good design, including consideration of access issues, is crucial to the delivery of sustainable development, not separate from it. Planning therefore has a significant role to play in protecting and enhancing the natural and historic environment and character of the countryside, and ensuring high quality development through good design.

#### Specific measures we are advised to pursue are:

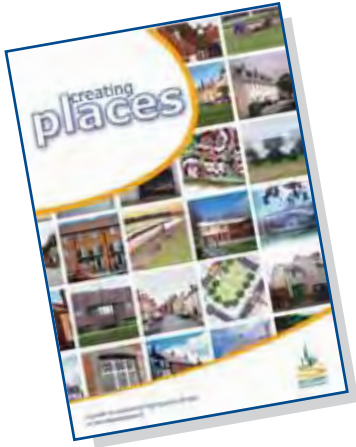
- Planning for the achievement of high quality and inclusive design for all development.
- Producing policies on design and access that respond to the local context, and create or reinforce local distinctiveness.
- Promoting sustainable buildings and call for

## rules

'innovative' designs to help create better places.

- Encouraging investment to regenerate deprived areas and improve the physical environment.
- Addressing the importance of design, and recognising the role of well-designed public spaces and buildings in improving the health, vitality and economic potential of town centres.
- Putting detailed policy requirements in area action plans, or supplementary planning documents (such as design briefs).
- Seeking by the design and layout of developments and areas, to secure community safety and road safety.
- Carefully consider the design of new buildings intended to stand alongside historic buildings. In general it is better that old buildings are not set apart, but are woven into the fabric of the living and working community.

## Where are we now?



After an external review in 2001, we have put in place some measures to try to ensure new buildings are of a high quality:

- Salisbury Design Forum of elected Members, local architects, public representatives and the Civic Society now review proposals;
- the district wide design guide, 'Creating Places', has been adopted;
- councillors now make an annual design review tour of the district;
- a member of the council's Cabinet has been appointed our "Design and Heritage Champion";
- a full time urban designer was appointed.

While the results do show that the quality of new buildings and spaces is improving, expectations of what planning could and should seek to achieve have risen dramatically in the few years since the adoption of these measures.

## What does the evidence tell us?



We used evidence from a very wide range of sources to help identify the key issues affecting our district. You can see this information on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

### Key issues

#### (a) The design of buildings and spaces must address the causes and impacts of global warming but still respect local heritage and character

We recognise that global warming is an urgent challenge and we want to be at the forefront of delivering design which incorporates use of renewable energy, such as solar panels for the generation of hot water and electricity, and all other techniques of making new buildings energy efficient. Many of these techniques have the potential to alter the appearance of individual buildings and the character of the local area.

Future policy on design will therefore need to reconcile the potential conflict with the need to conserve the character unique character of our towns and villages.

#### (b) Designing out crime

Crime and the fear of crime are key areas for action identified in the Community Strategy and in the district's local Community Plans. This seems to justify the creation of a more explicit and ambitious policy for ensuring that proposals for new development take the issue of security and community safety fully into account in their layout and design.

#### (c) The Cathedral, the local economy, and building heights in central Salisbury

The Cathedral is Salisbury's finest asset, its main tourist attraction and the pre-eminent man-made landmark in the city. The council has long sought to protect views of the Cathedral and this is a distinct policy in the current local plan. However, Salisbury also needs to grow. We need to make the best use of limited land available to us especially on previously developed sites to help deliver a prosperous city with a full range of facilities and services. One way of making the best use of land is by increasing the number of storeys and thereby the overall height of new buildings.

Our current policy restricts buildings in the city to a maximum height of 12.2 metres (40 feet). There are two main views on this policy. One is that it is a rather blunt approach, which fails to take proper account of the individual circumstances of each case and could be invisibly damaging to the economy of the city and the district. The other view is that the rule has served us well and needs to be retained as it is.



**(d) Too many new housing developments are still not meeting basic design standards**

The Commission for Architecture and the Built Environment (CABE) recently undertook an audit of new housing developments, including the South West region, and concluded that the design quality of new homes is 'disappointingly low'. Despite the measures we have already put in place, we still feel we need to do more to ensure new developments are consistently of an outstanding quality.

**(e) There is a need to sustain local identity through the sensitive design and appearance of new development**

The use of local building styles, materials and craftsmanship particular to Salisbury and south Wiltshire are an important part of why our district is so special. However we are under constant pressure to allow uniform, standardised design solutions, both in the form of bland housing estate-type layouts and global business brands wanting to build the same types of building everywhere. So we must continue to guard against the gradual erosion of the outstanding existing quality of our area.

**(f) Design policy must take account of the district's unique population profile**

The population profiles of the South West region in general and Salisbury district in particular are both characterised by a higher than average proportion of older people, with these numbers expected to rise. Our design policies could make a real difference by addressing the specific needs of elderly people in all forms of development but particularly with regard to better housing standards and access to public and community buildings.

## Options

We have looked again at the 'rules' and produced a range of options that we feel may help address the issue we have identified. Please tell us which of the options you feel would be best and if you feel there are better options we have missed then please let us know.



**Go to option 38**

## Issue 11

# Facing challenges such as flood risk, reducing waste and pollution and providing transport choices

### Our district in the future



On page 5 we set out how our district could look in the future. We can only make real progress if we also provide the “basics” which most of us take for granted but which are essential for our quality of life. These include decent roads, drainage and sewers, waste disposal and power. They can be easy to forget about and we often only notice them when they go wrong or are inadequate. We need to ensure that these essential supporting pieces, called infrastructure, are in place to help support our vision for the future.



#### The three main national objectives linked to transport issues are to:

- promote more sustainable transport choices for both people and freight;
- promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and,
- reduce the need to travel, especially by car.

We are advised to try to achieve this by making planning policies that increase the use of previously developed land, increasing housing densities and focusing more development in urban areas, towns and key service centres.

#### On pollution, waste, flood risk, water supply, natural hazards, waste disposal and minimisation, national guidance says:

- we need to make sure new development is supported by

## rules

sustainable transport choices, the provision of essential infrastructure, including for sustainable waste management, and the need to avoid flood risk and other natural hazards;

- create policies about the location of potentially polluting development and on the location of sensitive developments;
- identify constraints on further development in specific areas where there is a cumulative impact of existing and future polluting uses;
- make policies relating to telecommunications (mobile phone masts);
- make policies to encourage waste minimisation and recycling, and to discourage waste disposal via landfill sites;
- consider both air and water pollution implications of development.

The **Regional Spatial Strategy advises** we must work with partners to ensure investment in infrastructure and to use the planning process to identify clearly the relationships between development requirements and infrastructure.

## Where are we now?

We have a range of policies dealing with pollution, waste, flood risk, water supply, natural hazards, and waste disposal and minimisation, but we need to review their effectiveness and see if new policies are needed to place a greater emphasis on protecting our environment.



## What does the evidence tell us?



We used evidence from a very wide range of sources to help identify the key issues affecting our district. You can see this information on our website at [www.salisbury.gov.uk/ourplace](http://www.salisbury.gov.uk/ourplace)

### Key Issues

#### (a) Road traffic and motor vehicle usage will continue to increase

The cost of motoring has fallen in real terms since 2000, whereas the cost of public transport has risen, making it more challenging to persuade individuals to reduce car use. These trends are likely to continue. Car ownership is predicted to continue to increase, with a higher proportion of two-car households. And many of the current generation of people in their 40s and 50s have gone through life dependent on the car for all their transport needs. When they are no longer able to drive this will result in a sense of loss of independence.

This continued growth in use of the private motor vehicle will affect the following issues in our district:

- The need for efficient movement of private vehicles, buses, goods vehicles, cycles and pedestrians with the vision of preserving our built heritage.
- Trying to minimise traffic in Salisbury by discouraging through traffic may require further restrictions on vehicular movement.
- Expansion needs to be accompanied by enhanced bus services and links to the cycle network.
- Long term solutions are required to reduce the impact of heavy goods vehicle movements, especially those visiting Churchfields Industrial Estate.
- Consideration should be given to the establishment of a single city centre wide Air Quality Management Area in Salisbury.
- There is a need to produce solutions for those without access to a car or with mobility difficulties, to address the trend of declining local services such as health care and increasing centralisation at major settlements.
- We need to ensure that new development encourages walking, cycling and bus services and that these are located close to services and jobs, thereby presenting real travel choices to residents.





### (b) Pollution, waste, flood risk, water supply, natural hazards, waste disposal and minimisation

We have grouped these issues together, because although we don't want to minimise their importance, we have very few options open to us in view of the clear risks involved and some very explicit targets given to us by the government and region. The key issues are:

- Flood risk events will increase in frequency and severity over the decades to come and this requires action from us to ensure that the flood risk to and from development will be acceptably low.
- We need to try and minimise the emission of pollutants, including noise, odour and light pollution, into the wider environment.
- We need to put in place measures to safeguard water quality and reduce water consumption.
- We must ensure we can minimise waste generation and the consumption of energy, including fossil fuels, by taking account of the potential to use renewable energy sources.
- In 2006/07 Salisbury District Council recycled over 10,300 tonnes of its household waste – the equivalent of over 23% of the total household waste collected in the district. We need to build on this success.

## Options

### Some more options for you to consider

We have looked again at the 'rules' and then produced a range of options that we feel may help address the issue we have identified. Telling us which of the options you feel would be best and if you feel there are better options we have missed then please let us know.



**Go to option 39**

## PART 2

# Seeking your views on the Salisbury Vision



The Salisbury Vision project aims to revitalise key areas within the city of Salisbury while ensuring that its historic uniqueness is protected. The idea is to create high quality facilities, new jobs and an improved and sustainable environment for the people of Salisbury and beyond. Development will be phased in over a period of 25 years and all development will be aimed at increasing opportunities for people to live, work and spend their leisure time in the city.

We've already asked you for your views at two previous stages of consultation. Having listened very carefully to what you told us, we have now put together some options that we feel reflect your views. We feel these options express how you wish your city to look in 25 years time and will ensure it remains a vibrant, competitive and attractive place to live, work and visit.

We are now asking you to check that we have heard your views properly and that the options in the Vision are those that you feel you can endorse. However we want to emphasise that that no decisions have been taken and nor will they be until we have heard your views on these proposals. The elected Members of the council want this to be a Vision that truly reflects your views and they will not take any decisions on the form in which this can move forward until you have had your say.

In this document we have summarised the Salisbury Vision proposals but the full document, 'Salisbury Vision Area Development Framework', is available to view on the council's website [www.salisbury.gov.uk/vision](http://www.salisbury.gov.uk/vision), at Salisbury Library or at the Planning Office.



## The need for the Salisbury Vision - more evidence

The evidence we talked about in Part 1 has set alarm bells ringing for Salisbury. It is clear that we face fierce competition for jobs and retailing from other places such as Southampton, Andover, Basingstoke, Bath and Swindon. Doing nothing and trying to just keep things as they are will eventually lead to our decline. So a visionary, long-term view of the whole city is vital if Salisbury is to maintain and improve its appeal to local people and visitors.

But the good news is that few other places have such rich assets as Salisbury. Think of the medieval chequers, the Cathedral Close, Old Sarum, our thriving markets and the beautiful countryside on our doorstep plus good transport links to London. It is by playing to these strengths and encouraging new investment that sits comfortably with them, that the Vision will help secure the renaissance of Salisbury.

Although the Salisbury Vision consists of a number of development projects, these must not be seen as separate. Many of the projects are interlinked and are dependent on each other for their success. Together they will achieve the overall Vision for the city.

## Objectives of the Vision

- **Sustainable and eco-friendly city** - make the most of renewable energy, reduce the amount of traffic, on the city's core streets, enhance our wildlife, important water features and open spaces, encourage recycling and the prudent use of all natural resources.
- **Diversity** – encourage development that has a genuine mix of uses, including for residential, civic, educational and cultural activities.
- **Retail, leisure and culture** – develop the leisure and cultural offer of the city in terms of facility provision and events. Create a thriving retail centre with major retailers, specialists and independent outlets. Complement retail and cultural development with more cafés and restaurants.
- **Economy and skills** – develop an employment centre that offers opportunities for all levels of skills and for a wide range of professions. Enhance local skills levels, first to better the current employment opportunities and then to meet newly created ones.
- **Housing** – develop more diverse and affordable housing within the city to meet the needs of those who live and work in the area.
- **Public realm and transport** – create a city with clean, comfortable, attractive and welcoming streets and spaces. Provide an integrated transport system that focuses on pedestrians, cyclists and public transport users but which also doesn't ignore the needs of car users.
- **Character** – ensure contemporary development with a rich visual appearance that respects the special character of the city and its high quality historical architecture.

### Options

If you would like to comment on the section you have just read, please go to option 40.



**Go to option 40**

## The proposals

*The Salisbury Vision contains a number of proposals for the city based around three key themes:*

***Theme 1. Transport and movement strategy***

***Theme 2. Development strategy***

***Theme 3. Public realm strategy***

# Theme 1

## TRANSPORT AND MOVEMENT STRATEGY

The aim of this part of the Vision is to develop a transport system through the city that encourages ways of travelling other than the private car, prioritises the streets for pedestrian use and encourages new linkages between important destinations in the city.

Within this theme the following improvements to Salisbury are proposed:

### Creation of a new station interchange

The Vision proposes that a new transport interchange will be developed at the railway station to connect bus, coach, and park and ride services, as well as connecting with pedestrian and cycle routes. Included in this will be the development of a “station square” where people can meet. Integrating public transport in such a way was the clear message we received during our previous consultations with you.



### Redesigning the A36 Southampton Road



Southampton Road will be redesigned as a major transport corridor into Salisbury, changing it from a single to a dual carriageway, to reduce traffic congestion and accommodate public transport. This development will be part of the wider development of the Eastern Gateway project, which is explained below.

### Key developments concentrated on transport improvements and a pedestrian-friendly city

A number of projects will focus on the creation of a clean, safe and pleasant environment in which people can enjoy what the city has to offer. The amount of traffic in the city centre will be reduced, pedestrian-only areas will be created linking key parts of the city, public transport use will be promoted through an increase in services and stops around the centre, and there will be a reduction in on-street car parking in the centre coupled with an increase in Park-and-Ride services and car parks close to the A36 ring road.



If you would like to comment on the section you have just read, please go to option 41.

# Theme 2

## DEVELOPMENT STRATEGY

This part of the Vision aims to identify where new development can make a positive contribution to enhancing the quality and commercial viability of the city. These will provide new destinations within the city centre and include a mix of uses where people are able to live, work and spend their leisure time. It would allow some modern buildings where they would respect the history of the city and add interest.

Within this theme the following improvements to Salisbury are proposed:

### Redevelopment of the Central Car Park and the Maltings

The successful redevelopment of this area is critical to delivering the Vision and to securing the future well-being of our city. The Vision proposes that the Central Car Park and Maltings area will be redeveloped for a mix of new uses, with associated car parking, and anchored by a new food superstore. The redevelopment of the Maltings would extend towards Fisherton Street and also incorporate a new open space to act as a public square adjacent to the Salisbury Playhouse and City Hall, as part of a cultural quarter for the city centre. Land between the Mill Stream and River Avon would be rearranged to become a new park and an extension of the city shopping area. This project will also involve relocating the tourist coach park so that the site can be redeveloped.



### Eastern Gateway and Friary

The Vision proposes the redevelopment of Southampton Road to include the creation of a major new mixed-use quarter for Salisbury. The project will be based on the redevelopment of the Friary housing estate, the relocation of the college to within the city centre and the inclusion of new housing, employment and retail uses along Southampton Road.

Redevelopment at the Friary will include a high quality, mixed tenure replacement residential scheme and improved links through to the city centre. All residents will be fully engaged in the project and any redevelopment will only occur if there is support. There will also be improvements to Southampton Road itself as part of the A36 transportation project and overall the development will bring about significant transport and economic benefits to this part of the city.

### The refurbishment and reuse of whole or part of the Guildhall to ensure the reuse of one of the city's most significant listed buildings



The Guildhall is an important grade II\* listed building within the city centre and will become part vacant when the Magistrates Courts moves to new planned offices in Wilton Road. The Vision identifies that new uses, which could include civic and/or commercial city centre uses, could bring new life to the building and Market Place and help secure the economic future of the building. It identifies a danger that we could be left with an underused building that is a significant drain on public funds due to ongoing maintenance costs. Therefore the Vision proposes that alternative uses should be seriously examined through market testing. It must be recognised that any proposals should have due regard to the building's listed status and the architectural and historical context of the building.

## The redevelopment of key sites for residential development

The Vision proposes that Salt Lane and Brown Street car parks change in use to high quality city centre residential development with some small units. The proposal for the site at Chipper Lane/ Scots Lane is for residential development and other uses including leisure and a hotel. These developments will provide more vibrancy and vitality at different times of the day and meet housing needs in the city centre. The redevelopment will provide a reduction in city centre car parking to encourage the use of Park and Ride to provide a more pedestrian orientated city centre.

## Redevelopment of Churchfields Industrial Estate

Churchfields Industrial Estate will be transformed into a new mixed-use area. A significant part will be residential supported by office and hotel use. This is a key site that would allow a mix of housing and meet the requirements of office employers and other growing economic sectors. Its location close to the station and the city centre will make this site a desirable one.

Many of the existing businesses on the site will need to be relocated to a more suitable place. The council will identify potential sites and any relocation will occur in phases.



## The redevelopment of the bus station as a high-quality city centre development

The Vision proposes the redevelopment of this site to deliver a quality scheme in the centre of Salisbury. Potential development will consist of a mix of residential and retail uses. It proposes that the bus station will be relocated to the proposed station interchange site and a number of public transit stops within the city centre will be created. This is a key project for bringing forward the overall Transport Strategy for the city and in creating a more pedestrian focused centre.

## The redevelopment of the Bus Depot and Toyota Garage as a new Salisbury College

The College will be relocated from its existing site to a more central location. This development will bring a vibrant educational use within the city centre core and contribute to a diverse economy by providing the skills necessary for the employment opportunities in the district. It is envisaged that the existing College site will be redeveloped for alternative uses and the Bus Depot and Toyota Garage will be relocated to more suitable sites.

If you would like to comment on the section you have just read, please go to option 41.



# Theme 3

## PUBLIC REALM STRATEGY

The aim of the public realm strategy is to improve the quality of existing spaces, provide new urban squares and parks and focus on the provision of high quality public realm treatment and connections between key areas of the city.

### Key developments will include:

#### Enhancing key public areas

Key public areas within Salisbury will be enhanced and redesigned to provide quality space for pedestrians which link to key areas of the city.

#### Market Place

Market Place will be improved to provide a central space for pedestrians. It will be a vibrant and welcoming place with a high quality design and contemporary street furniture, signage, lighting and paving. This will provide a quality setting for the Guildhall, one of the city's most important historical buildings.



#### Fisherton Square

Fisherton Square will be redeveloped to include the creation of a major new square outside the City Hall and Salisbury Playhouse. The square will also include a new library and existing areas of Fisherton Street will be demolished to open up a visual and physical link. This development will bring the cultural activities in the city into a more prominent position and give it a higher profile and greater presence.

#### Salisbury Chequers

The Salisbury Chequers area will be redesigned to provide a high quality public realm within the streets of the city centre. It will provide a more appropriate setting for the historic buildings within the Chequers and will produce a safe and well designed pedestrian area to make the city centre more attractive for residents, tourists and other visitors.

#### Enhancing the environment of the City

The Salisbury Vision proposes a number of projects, which will enhance the environmental quality of the city.

## Harnham Eco Park

The development of Harnham Eco Park would reinvent the area of the water meadows into a new eco-park, which would include new facilities, learning opportunities and new access points from Town Path and Churchfields. Salisbury would benefit from a new tourist attraction within the city centre which would encourage people to stay longer as part of a wider visitor experience. This project would also provide the opportunity for learning more about biodiversity, wildlife and ecology.



## City Park

A new City Park located at the heart of the city adjacent to the Millstream and the River Avon could be created. This would be a vibrant and active park for people to spend their leisure time and interact. The park would act as a significant green element within the city centre providing an area of space for people close to the main commercial, shopping and leisure areas of the city. This area could include a kiosk or refreshment area that is sensitively designed.

## Green Necklace

A range of smaller projects called the 'Green Necklace' will be created around the city. This would comprise of boulevard planting along the Ring Road and Southampton Road, which would improve the visual appearance of the Ring Road and other major strategic routes. It would also promote biodiversity and carbon neutrality through offsetting vehicle emissions.

## Churchill Gardens

Improvements are proposed to Churchill Gardens to create a safe, attractive and contemporary riverside park that has an emphasis on recreational and sporting facilities. This is an important green space for the city and its residents, and improvements would allow it to be integrated with other green spaces across the centre. A kiosk or refreshment area could also be created in this area.



# Thank you

We would like to thank you for taking the time and effort to take part in this consultation. We are aware that some of these issues are complicated and some may not seem very exciting. However, they are all very important and your response to them will make a valuable contribution to how our district moves forward to face the challenges of the future.

We have made every effort to try and make the document as clear and easy to understand as possible, but we know that some of the issues are quite technical. So if there is anything that you don't understand or wish to discuss in more detail please contact the Forward Planning team using the details on the back cover - or why not come to one of our exhibitions for a cup of tea and a chat?

Remember: all questionnaires will be entered into our prize draw to be carried out by the Leader of the Council. One lucky winner will receive £100.

Good luck! – and don't forget to return your questionnaire by **5 October 2007** to make sure your views are heard.

We gratefully acknowledge the use of photographs by:

Basil Rathbone Appreciation Society  
Ian Jackson  
Jon Stone  
Jon Gateley  
David Windsor

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If you would like this document in another language or format, or if you require the services of an interpreter, please contact us.

#### Bengali

যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান অথবা যদি আপনার একজন ইন্টারপ্রেটারের প্রয়োজন হয়, তাহলে দয়া করে আমাদের সাথে যোগাযোগ করুন।

#### Cantonese

本文件可以翻譯為另一語文版本，或製成另一格式，如有此需要，或需要傳譯員的協助，請與我們聯絡。

#### Hindi

यह दस्तावेज़ यदि आपको किसी अन्य भाषा या अन्य रूप में चाहिये, या आपको आनुवाद-सेवाओं की आवश्यकता हो तो हमसे संपर्क करें

#### Mandarin

本文件可以翻譯為另一語文版本，或製成另一格式，如有此需要，或需要傳譯員的協助，請與我們聯絡。

#### Polish

Jeżeli chciałby Państwo otrzymać ten dokument w innym języku lub w innym formacie albo jeżeli potrzebna jest pomoc tłumacza, to prosimy o kontakt z nami.

#### Portuguese

Se você gostaria deste documento em outra língua ou formato, ou se você necessitar os serviços de um intérprete, por favor contate conosco.

#### Urdu

یہ دستاویز اگر آپ کو کسی دیگر زبان یا دیگر شکل میں درکار ہو، یا اگر آپ کو ترجمان کی خدمات چاہئیں تو برائے مہربانی ہم سے رابطہ کیجئے۔



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