



South Wiltshire Core Strategy

Evolved Preferred Options Methodology and Output Report

July 2009

South Wiltshire Core Strategy

Consultation Methodology and Output Report -

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1.0 Introduction

- 1.1 The Local Development Framework (“LDF”) is the collection of *local development documents* produced by the local planning authority, which collectively delivers the spatial planning strategy for its area. The Core Strategy is the key plan within the Local Development Framework.
- 1.2 Salisbury District Council, now superseded by Wiltshire Council in April 2009, is the body responsible for producing the LDF for the geographical area of south Wiltshire.
- 1.3 The planning system was substantially reformed in 2004 to embed community responsive policy-making at its heart and to make contributing to the achievement of *sustainable development* a statutory objective. The new *spatial planning* system exists to deliver positive social, economic and environmental outcomes, and requires planners to collaborate actively with the wide range of stakeholders and agencies that help to shape local areas and deliver local services.
- 1.4 This report comprehensively identifies the consultation process undertaken for the production of this Core Strategy, how parties were involved, who was invited to make representations. In addition this paper signposts to where a summary of the main issues raised are provided and identifying how the issues have been addressed. This method has been chosen due to the volume of representations received during the process.
- 1.5 This report therefore sets out how the council has complied with the consultation requirements of the Regulations (The Town and Country Planning (Local Development) (England) (Amended) Regulations 2008), specifically regulation 25 and 27. It also details briefly the preparation process of the South Wiltshire Core Strategy.
- 1.6 To summarise some of the headlines related to this project, the Spatial Planning team have undertaken the following consultation up until this stage:
 - Consulted each household in south Wiltshire directly at least three times informing parties of the process and asking them to make representations. A total of over 150,000 letters.
 - Attended over 100 events such as public meetings, to try and engage the communities
 - Addressed school assemblies and set up dedicated Yeahbut webpages, resulting in over 100 representations from under 16s.
 - Travelled throughout the district on the mobile library service to take the message out to the communities
 - Placed 36 press adverts, articles, radio adverts and even a campaign of advertisements on local buses.
 - Distributed thousands of leaflets to pubs, village shops, supermarkets, libraries, sports centres, theatres, cinemas, restaurants, public offices, sports clubs, post offices and arts centres and handed out leaflets to commuters on local train services (with kind permission of the train operators and Network Rail).
 - Received over 10,000 representations

1.7 This report should also be read alongside the following documents which write up the consultation arrangements and provide detail and summaries of the representations received at various stages of production:

- Salisbury and south Wiltshire – Our Place in the Future – Output and methodology report (Issues and Options Consultation) (CON/07)
- Core Strategy Preferred Options – Methodology and Output Report (CON/16)
- Revised / Evolved Preferred Options Methodology and Output Report (CON/20)

1.8 All of these documents are available on the council's website.

Core Documents

CON/07 – Our Place in the Future Methodology and Output Report

CON/16 - Core Strategy Preferred Options – Methodology and Output Report

CON/20 - Revised / Evolved Preferred Options Methodology and Output Report

2.0 Purpose of this document

- 2.1 The purpose of this document is to set out the consultation undertaken and identify and summarize representations received during the consultation phases that were undertaken on the Core Strategy thereby meeting regulation 25 of the Town and Country Planning (Local Development) (England) (Amended) Regulations 2008), as well as meeting the requirement of the Statement of the Community Involvement.
- Salisbury and South Wiltshire - Our Place in the Future (Issues and Options)
 - Core Strategy Preferred Options – A Plan for Salisbury and South Wiltshire 2006-2026
 - Our Place in the Future – Planning the future in Salisbury and south Wiltshire (evolved Preferred Options)
- 2.2 This document also identifies the consultation to be undertaken on the south Wiltshire core Strategy proposed submission documents in order to meet regulation 27.
- 2.3 It represents a simple write up of the process and a series of output tables.
- 2.4 Throughout this document there are references to other documents which form part of the south Wiltshire core strategy document library. These documents can be viewed by visiting the Planning Office at the Wiltshire Council south ‘hub’ office. However, Topic Papers, Evidence Base and Output and methodology reports signposted are also available on line at www.wiltshire.gov.uk

3.0 Pre-production and scoping the project

3.1 The team spent several months reading and understanding Government guidance and also followed closely guidance on the PAS website. Best practice by other LPAs was benchmarked and time was also taken to learn the lessons from all of the Core Strategies (both successful and unsound) through reading all Inspectors' reports. Team members have attended various training events and seminars on best practice. This guidance and information has been used to produce a series of templates and project road maps to ensure a consistent approach to information gathering and that all team members were aware of the key stages the Government expected our work to cover. Such roadmaps have been undertaken for several project areas including topic papers, site delivery and infrastructure delivery.

3.2 Producing the Topic Papers

3.3 A number of key stages have been undertaken to assemble the evidence, analyse it, identify the challenges facing the district, produce a spatial portrait, and to develop options, however it was clear that this audit trail needed to be written up. Therefore a Topic Paper approach to showing this information has been identified.

3.4 Synthesizing the evidence - producing topic papers including the identification of key themes, issues and options

3.5 Much time was spent scanning the external environment to identify sources of evidence that would help inform us in recognising the issues and pressures facing our district. This information has been captured within our topic papers and can be viewed in the core document library ref: TOP01 to TOP16. Topic Papers initially produced were¹:

- Topic 1 - Climate Change
- Topic 2 - Housing
- Topic 3 - Settlement Strategy
- Topic 4 - Supporting Communities
- Topic 5 - Biodiversity
- Topic 6 - Flooding
- Topic 7 - Agriculture
- Topic 8 - Retail
- Topic 9 - Economy
- Topic 10 - Tourism & Leisure
- Topic 11 - Planning Obligations
- Topic 12 - Waste & Pollution
- Topic 13 - Conservation
- Topic 14 - Design
- Topic 15 - Transport
- Topic 16 - Inclusive Design

3.6 These have been captured on a broad topic-based approach but are able to take each topic down to spatially distinctive areas. We took time to try and be as

¹ Since this time several further topic have been added,, which are detailed later on in this paper. Topic's include Water, Infrastructure and the Identification of Strategic Housing Areas.

complete as possible and scanned at international, national, regional and local levels for relevant evidence, policy and strategies.

3.7) Methodology for developing options.

3.8 Each member of the team produced a number of the topic papers to address the themes, and the topic paper template asked the team member to identify potential options for dealing with each issue they highlighted. These provided a clear audit trail of how issues and options have been arrived at. The options were developed by taking account of the following:

- Listening carefully to advice and guidance from the government, PAS (Planning Advisory Service) and the Improvement and Development Agency (“IdEA”).
- Using technical tools to evaluate the options against a set of criteria on subjects such as sustainability, flood risk, transportation, retail, open space, and rural facilities.
- Being consistent. Suggesting options that are consistent with each other and with the Vision
- Being realistic. Options must be viable and we must ensure that the Council, working with partners, can realistically expect to achieve and deliver them.
- Using experience. To make informed judgments, and realise that elected Councillors have the final decision.

3.9 Filling gaps in the evidence - Studies commissioned

3.10 To supplement understanding of the issues and fill any evidence gaps that existed, evidence based studies were either commissioned or undertaken by the team. Our empirical research covers the following areas:

- **Strategic Landscape Character Assessment:** completed February 2008 (Chris Blandford Associates): STU/27
- **Settlement Settings Assessment:** completed February 2008 (Chris Blandford Associates): STU/28
- **Strategic Housing Land Availability Assessment:** completed August 2009: STU/36
- **Retail and leisure Assessment:** completed December 2006 (GVA Grimley): STU/13
- **Strategic Flood Risk Assessment:** completed February 2008 (Halcrow)
- **Strategic Flood Risk Level 2 Assessment:** to be completed August 2009 (Halcrow): STU/29
- **Open Space Survey:** 2006 (PMP consultants):STU/20
- **Employment Land Review:** undertaken in house by Economic Development team, final report April 2007: STU/15
- **Housing Needs Study:** 2006 (David Couttie Associates): STU/12
- **Housing Market Assessment:** 2006 (incorporated into the housing needs study (David Couttie Associates):STU/12
- **Wiltshire and Swindon Gypsy and Travellers Accommodation Needs Assessment:** Completed 2006 (David Couttie Associates): STU/11
- **A tourism strategy for south Wiltshire** – undertaken in house, dated 2006. Informed by several external studies: STU/09
 - South West Tourism (2003): Economic impact of tourism in Salisbury

- Tourism South East (2004): Salisbury destination benchmarking visitor survey
- Bournemouth University (2005): Accommodation facilities in Salisbury - Infrastructure evaluation
- Bournemouth University (2005): Leisure facilities in Salisbury - Infrastructure evaluation
- Salisbury District Council (2005): South Wiltshire economic assessment
- Salisbury District Council (2005): South Wiltshire tourism SWOT analysis
- South West Tourism (2005) Towards 2015: Shaping tomorrow's tourism
- **Rural facilities survey:** 2005/06 data completed by Wiltshire County Council: STU/14
- **Transport Assessment:** completed March 2008 (MVA consultancy): STU/31
- **Review of the Salisbury Central Area 40ft policy:** completed August 2008 (Chris Blandford Associates): STU/32
- **Identification of strategic growth areas – paper 1:** draft completed December 2007 (produced in house by Forward Planning Team): STU/23. This paper has now been finalized and is presented as Topic Paper 19: Identification of strategic growth areas.
- **Identification of strategic growth areas – paper 2:** draft completed July 2008 (produced in house by Forward Planning Team): STU/24. This paper has now been finalized and is presented as Topic Paper 19: Identification of strategic growth areas.
- **Economic Assessment:** updated annually in house by Economic Development team
- **Conservation Area Appraisals:** undertaken in house by Conservation Team. Ten have been drafted, one has been adopted.
- **Salisbury Vision:** finalised Area Development Framework received, supported by its own Sustainability Appraisal (consortium of consultants led by Gillespies). Salisbury Vision final document finalised. Produced in house by Vision Project Director: VIS/01-15
- **Housing Trajectory:** completed annually within the Annual Monitoring Report (AMR/01-04)
- **Market and coastal town studies:** Amesbury strategy was completed in 2006
- **Salisbury Transport Model:** to be completed summer 2009 by Atkins
- **Salisbury Historic Environment Assessment:** completed April 2009 by Land Use Consultants
- **Workspace Strategy:** currently being undertaken by DTZ,

3.11 Review and keeping evidence up to date - production of Addenda to topic papers

3.12 Once completed, the evidence base and topic papers were published on the Council's website (along with all the other evidence base documents), to provide the background explanation of how the issues and options were identified. Since this initial period Addenda and 'Addenda Addenda' to the topic papers have been produced to show how Issues and options evolved into preferred options and the options in the submission draft and this is detailed later in this report. In addition further Topic Papers have been produced for the subjects of Infrastructure and Water. These are discussed later in this paper.

3.13 Developing the vision and strategic objectives

3.14 A Core Strategy's vision and strategic objectives should describe what the area should be like in the future and begin to articulate how this can be achieved. The vision should closely relate to the Sustainable Community Strategy, possibly sharing its own vision or at least articulating the spatial elements of that strategy. It should be embedded in place and provide a picture of how the area will spatially develop, whilst being realistic and deliverable. Strategic objectives or outcomes should begin to articulate how the issues and challenges identified can be addressed and indicate the broad direction that more detailed strategy and policy should take. This can be undertaken through a GAP analysis to identify how the vision can be delivered, and achieved from the baseline scoped through the evidence base and supported through consultation expressing stakeholder's views as to how the district should develop over the next 20 years.

3.15 Key actions included:

- Reviewing all extant Community Strategies and all other visioning work, including Parish Plans, to identify key visions developed within the community that should be incorporated within the Core Strategy;
- Liaising with the Local Strategic Partnership and Community Plan team as a key stakeholder to ensure consistency of approach and to keep them integrated within the Core Strategy process;
- Reviewing the outputs of the evidence gathering and base lining exercise through the Topic Papers and analysing this in conjunction with the outputs of community consultation;
- Identifying the need for any further consultation required to develop a better understanding of the aspirations of the communities and stakeholders;
- Producing a clearly justified draft vision, based on evidence and relating to community aspirations (i.e. that is not an 'officer's vision').
- Carrying out of GAP analysis to identify the space between the reality at the moment (the challenges outputted from Project 2 above) and the Spatial Vision
- Developing a set of broad strategic objectives that will be effective in bridging the gap identified above;
- Considering if and how the vision and objectives developed would benefit from additional stakeholder engagement.

3.16 Partnership working across sectors

3.17 Throughout the whole preparation process partnership working has been incorporated within all aspects of the process. This is to ensure not only stakeholder buy-in but also that key stakeholders are able to deliver their specialist knowledge, outcomes and evidence in order to inform the Core Strategy and ensure that it can include all infrastructure and other requirements needed to deliver the overall vision and strategy. Examples include working with partners to ensure economic aspirations are incorporated (such as those agencies located at Porton Down), working with the Highways Agency and transport authority to ensure the transport network has sufficient capacity and working closely with English Heritage to ensure the historic fabric of the area is not damaged.

3.18 Raising the Corporate profile and political management

- 3.19 During the initial phases of preparation it was apparent that corporate and political 'buy-in' to the LDF process would be necessary. The following processes were therefore put in place:
- Creation of an 'LDF Management Board' to raise the profile and acknowledge the importance of successful delivery. This board comprises senior Councillors, the Policy Director, Service Unit Head and Team Leader, and acts as a steering group to oversee the LDF process. This arrangement ensures accountability and that key corporate stakeholders are embedded in the process and have influence over the LDF. Ultimately the propose of the Board is overseeing the production of a set of planning policies that have been subject to a healthy debate and are owned, understood and supported by the majority of stakeholders.
 - Portfolio holder and cabinet briefings to keep Members updated.
 - E-bulletins to keep all Members and Parish Councils up to date on progress
 - Planning for real exercises for Members to try and ensure they understand the LDF process in more detail and have more buy-in to proposals.

3.20 Quality Control and Risk Management

- 3.21 Quality control and risk management techniques have also been implemented to try and ensure a sound Core Strategy. Processes include:
- Instruction of Landmark Chambers to advise on the process at most stages to ensure a sound plan.
 - Proactive use of the Planning Advisory Service ("PAS") Self-Assessment Tool Kit.
 - Using the Government of the South West ("GOSW") as a 'critical friend' throughout the process.
 - Benchmarking all Core Strategies as they go through examination and resulting Planning Inspectorate ("PINS") report.
 - Team management to ensure consistent quality of work produced by the team.
 - LDF Management Board to ensure Member buy-in.
 - Technical consultation group set up to include representatives from specialist bodies Natural England, GOSW, Wiltshire County Council, English Heritage, Environment Agency, South West Development Agency, Highways Agency and others. This was to ensure infrastructure delivery and commitment from delivery agencies.

4.0 The Issues and Options Paper and Consultation

4.1 Pre-consultation

4.2 To try and ensure that the topic papers picked up the key issues we carried out two rounds of pre-consultation with those identified as the key stakeholders and partners including the following:

- South Wiltshire Economic Partnership.
- City Centre Management
- The Licensing Officer
Divisional Police HQ
- Wiltshire and Swindon Economic Partnership²
- Salisbury Tourism Partnership³
- Wiltshire Rural Regeneration Partnership
- Wiltshire Market Towns Partnership
- Cranborne Chase AONB
- Wiltshire Wildlife Trust
- Wiltshire community development officer
- South Wiltshire Strategic Alliance Representative

4.3 We had some helpful feedback that was used to revise the topic papers, but by no means 100% response rates. In addition several other methods of pre-consultation have been used throughout the process, many of which have been described earlier within this paper, including:

- The 'LDF Management Board' comprising senior Councillors, Policy Director, Service Unit Head and Team Leader, which acts as a steering group to oversee the LDF process. All draft documents have been taken to this forum before being released to committees or to consultation.
- Portfolio holder and cabinet briefings to keep Members updated.
- A Technical Consultative Group meeting.

4.4 Linking the Core Strategy Issues and Options with other plans and strategies

4.5 There were a number of key corporate projects that were coming up for major consultation at the same time as the Core Strategy Issues and Options.

4.6 The preferred options of the Salisbury Vision and the Issues and Options for the Core Strategy of the Local Development Framework both required consultation in July 2007. A corporate decision was then made to also take this opportunity to refresh the Community Plan, which would then have the added benefit of further cementing the relationship between the strategies and maximising synergies.

4.7 Each of the elements to this consultation exercise broadly asked people what they want for their future, with the exception of the Vision, which was a consultation exercise more constrained by narrow choices, having already been through several rounds of consultation. Both the Community Plan and Core Strategy are fundamental to the future of our communities and it was felt that the

alignment of these projects had produced a watershed moment. It seemed that it was time for some kind of 'state of the district debate' based on where we would be going next.

- 4.8 There were a number of benefits that could be realised by coordinating the consultation process, the main ones being:
- It was a unique moment in time and a great opportunity to ask the community what they want to see in the future.
 - It would accord with best practice and Government Guidance - *Planning Together Local Strategic Partnerships (LSPs) and Spatial Planning: a practical guide*.
 - It would ensure the essential tests of soundness are passed.
 - It would ensure that consultation complies with the adopted SCI and all other adopted procedures including the Wiltshire Compact.
 - It was an opportunity to break down traditional barriers between service area pool skills and ensure there is a consensual and consistent approach to consultation techniques
 - By bundling up consultation a piecemeal approach would be avoided and consultation fatigue would be limited
 - It would ensure best value and realise economies of scale.

4.9 Sustainability Appraisal, Sustainable Environmental Assessment and Habitats Regulations' Assessment.

- 4.10 Under both European and for some aspects UK law we are required to produce Sustainability Appraisal, incorporating the Sustainable Environmental Assessment ("SEA") and undertake a Habitats Regulations Assessment ("HRA").

4.11 Sustainability Appraisal

- 4.12 In order to scope the Sustainability Appraisal ("SA"), we closely followed government guidance and scoped international, national, regional, and local plans, policies, strategies and indicators as well as assessing the district's baseline, which resulted in the identification of 23 Sustainability Appraisal Indicators. These were consulted on widely, through not only sending copies to the 4 (now 3) main statutory consultees, but also writing to all parties on the then 'Local Plan' database. An advert was also placed in the local newspapers. As a result 33 responses were received, and these enabled further clarification of the sustainability objectives to make them more locally distinctive and responsive to the local situation. At all stages the scoping report was also taken through the council's scrutiny panel and cabinet.

- 4.13 For all stages of producing the Core Strategy a Sustainability Report has been produced. For the Issues and Options stage, we scanned the Regulations and guidance and felt that it was not possible and/or we were not required to produce a full SA/SEA to support our issues and options at this stage. However, we used our SA framework and objectives (ref: SUS/04) to test all of the options to be put forward within the Issues and Options Paper/questionnaire in order to determine those that could represent more sustainable courses of action over other options. This was published through an interim Sustainability Statement (ref: SUS/05), which accompanied the Issue and Options paper.

4.14 Habitats Regulations Assessment

4.15 South Wiltshire is diverse in its biodiversity and both within its boundaries and within a 10km radius are a number of internationally designated Special Areas of Conservation, Special Protection Areas and Ramsar nature sites. Our understanding of the Habitat Regulations is that we do not need to undertake a HRA on the Issues and Options, but that it needs to commence in detail at the Preferred Options stage. At this point we therefore began to commence discussions with Natural England in order to scope a draft HRA, which would accompany the Preferred Options stage. Having looked at the complexities of the process with both Natural England and the district ecologist it was felt appropriate to employ external consultants to undertake the work. The work of the consultants would be guided through a steering group to be attended by, amongst others, Natural England, Environment Agency, Wessex Water and the district and county ecologists. Details of the HRA and details of consultation and meetings undertaken are provided within the HRA itself.

4.16 Production of Issues and Options paper

4.17 Evolving from the topic papers, pre-consultation and work on the SA, together with joining up with the Salisbury Vision and Community Strategy, conclusions were drawn and the first Issues and Options paper and accompanying questionnaire (ref: CON/04 and CON/05) were produced. There are a number of considerations that informed its look and feel:

- The document represented a genuine opportunity for our communities to have their say prior to the council taking any decisions, including on the Vision.
- We have a mandatory requirement to consult on the new planning policy system and it made sense to join this up with the Vision and Community Issues
- The Government require us to frame the paper in the manner of identifying key issues affecting our district and presenting a range of options that could be approaches to tackling them.
- The fairly light, magazine style format was an attempt to make a very complex process easier to understand for the public. We tried to make it as accessible as possible.

4.18 The Issues and Options set out in the paper were the result of extensive analysis of the evidence base and original studies as well as local, regional and national strategies. This informed a series of topic papers that were published in order to present a coordinated view of the information, in order to make it easier for stakeholders to understand how we had reached our conclusions

4.19 The working title for this initiative was:

'Salisbury and South Wiltshire - Our Place in the Future'

4.20 Issues and Options Consultation

4.21 The consultation was designed to be very comprehensive and was fully compliant with the then adopted Statement of Community Involvement (ref:

SCI/06)². A conscious decision was taken to far exceed the SCI requirements, to try and maximise engagement in the process. The Consultation Strategy encompassed a range of techniques involving a media strategy, publicity, leaflets, direct notification, use of new technologies and neighbourhood forums as set out below.

4.22 Each of the elements to the Issues and Options consultation exercise (ref: CON/01-07, CTG/01, FOC01-06, EXB/01-07, MED01-02 and COM/10-18) asked people what they wanted for their future. With the exception of the Vision, the consultation exercise was not constrained by narrow choices - it was aspiring. Both the Community Strategy and Core Strategy are fundamental to the future of our communities and the alignment of these projects had a number of benefits as detailed in section 2 above.

4.23 Pre-consultation

4.24 In addition to the pre-consultation detailed at the beginning of this section, a report was also taken to the Council's cabinet to inform Members of the forthcoming joined up consultation (ref: COM/10) and later to ask them to release the Issues and Options for consultation (ref: COM/11). In addition all Parish Councils were informed of the forthcoming consultation and asked if they would like an officer to attend a Parish Council meeting.

4.25 Design of Documents

4.26 All documents were designed in a light, magazine style format in an attempt to make a very complex process easy to understand and as accessible as possible. Documents were written to be as jargon free as possible and were purposely pitched at 'the layperson' rather than those with a more detailed knowledge of the planning process, in order to try and engage in a far deeper way than with just the 'usual suspects'. In accordance with Government guidance all documents were framed in a manner that identified the key issues affecting the district and presented a range of options for tackling them.

4.27 Who was consulted?

The consultation aimed to involve the very broadest range of stakeholders and was aimed at increasing awareness of the Core Strategy and inviting parties to make representations on the Issues and Options. Consultation included all of the following techniques:

- A household survey with questionnaire was sent to all 48,000 households in the district. This comprised a single page questionnaire asking residents to indicate their priorities under three headings; community issues, planning policies and the Salisbury Vision, and inviting them to request the full consultation documents
- Hard to reach groups in liaison with our community partners
- Young people via schools and use of the "YeahBut" website
- Statutory and non-statutory consultees
- Government departments and agencies
- Regional agencies

² Due to Local Government Reorganisation the former Salisbury District SCI has in effect been 'deleted' and a new SCI is in the process of preparation. However the Core Strategy community involvement still conforms with the former SCI and the regulations.

- All elected representatives (MPs and County, District and Parish Councillors)
- Strategic partners such as the South Wiltshire Strategic Alliance
- Businesses as identified by the council's economic development team
- Community groups and residents associations
- Developers and agents
- Business sector such as the Chambers of Trade and Commerce
- All parties on the LDF database - A 'Consultation pack' including a covering letter, a copy of the consultation document, self addressed envelope, response form and summary leaflet was sent to all 879 consultees on the LDF database, as well as all Councillors, Parish Councils and statutory consultees.
- Voluntary groups
- Public service providers
- Pressure groups (such as CPRE)
- Adjoining districts and parishes
- Consultative Technical group, as detailed above The inception meeting was held on 3 September 2007 (ref: CTG/02)

4.28 Indirect Notification

4.29 copies of a summary leaflet were distributed at locations throughout the district. These leaflets were made available in public buildings, including libraries, shops and public transport depots. A list of where we left leaflets is set out below:

- | | |
|---|-------------------------|
| • Pubs | • Planning Reception |
| • Village shops | • Restaurants |
| • Supermarkets | • Sports clubs |
| • Libraries | • Post offices |
| • Sports centres – Salisbury, Durrington, Amesbury, Tisbury | • Salisbury Arts Centre |
| • Salisbury Playhouse | • Bus and Train Station |
| • City Hall | |
| • Pennyfarthing Street Council Offices | |

4.30 Public Exhibitions

4.31 A number of public exhibitions were held across the district to engage members of the public within all of our communities. The exhibitions were held at the following locations and times:

- 31st July 2007 Victoria Hall, Tisbury (8.15am-7.45pm)
- 9th August 2007 Guildhall, Salisbury (8.15am-8.45pm)
- 13th August 2007 Antrobus House, Amesbury (8am-5.45pm)
- 20th August 2007 Jubilee Hall, Downton Secondary School, Downton (8am-7.30pm)
- 28th August 2007 Lecture Hall, Mere (8am-8pm)
- 3rd September Wilton, Michael Herbert Hall (8am-8pm)
- 6th September Memorial Hall, Downton (11.45am-7.45pm)
- 18th September 2007 Guildhall, Salisbury (8.15am-5.45pm)
- 20th September Amesbury Library (9am-7pm)
- 26th September 2007 stand at Salisbury Business Expo, City Hall, Salisbury

4.32 Pre-publicity was carried out to try and make members of the public aware of these exhibitions. This included displaying posters and leafleting local shops, businesses, parishes and community centres in advance, in addition to press adverts that clearly set out where the exhibitions would be held and when. At the exhibitions display boards were put up, which summarised the issues that we had identified . Planning officers attended the exhibitions in order to answer any questions.

4.33 Drop in sessions

4.34 Sessions were held for Development Control officers and then professionals from other District council departments on 8th August 2007.

4.35 Council Committees

4.36 The following Committees of the former district council were also consulted and attended by officers who gave a presentation and answered questions in each case: (ref: COM/10 to COM/18):

- City Area Planning Committee 2nd August 2007
- Southern Area Committee 9th August 2007
- Western Area Committee 16th August 2007
- Planning and Economic Development Scrutiny Panel 20th August 2007
- City Area Community Committee 22nd August 2007
- Northern Area Committee 23rd August 2007

4.37 Parish Councils

4.38 All Parish Councils were asked whether they would like a Forward Planning officer to attend a Parish Council meeting to enable them to learn about 'Our Place in the Future'. The following meetings were attended:

- 8th August 2007 South Newton Parish Council
- 28th August 2007 Downton Parish Council
- 30th August 2007 Public Meeting - Friary Estate, Salisbury
- 3rd September 2007 Mere Parish Council
- 4th September 2007 Amesbury Town Council
- 6th September 2007 Alderbury Parish Council
- 6th September 2007 Bishopstone Parish Council
- 10th September 2007 Tollard Royal Parish Council
- 11th September 2007 Laverstoch & Ford and Clarendon Parish Councils (joint)
- 13th September 2007 Netherhampton Parish Council
- 13th September 2007 Whiteparish Parish Council
- 14th September 2007 Donhead St Andrew Parish Council
- 17th September 2007 Lower Bemerton Ward Public Meeting
- 17th September 2007 Orcheston Parish Council
- 18th September 2007 Tisbury Parish Council
- 19th September 2007 Porton Public Meeting
- 20th September 2007 Winterbourne Stoke Parish Council
- 24th September 2007 Berwick St James Parish Council
- 26th September 2007 Teffont Parish Council
- 1st October 2007 Alderbury Public Meeting

4.39 Publicity Measures

4.40 Local Press - Adverts were placed towards the front of the Salisbury and Amesbury Journals, the Blackmore Vale Magazine and the Avon Advertiser to inform people of the consultation throughout the process (ref: MED/01 to MED/02). Dates of publication included:

<ul style="list-style-type: none">• Salisbury Journal – 26th July 2007• Blackmore Vale – 26th July 2007• Avon Advertiser – 1st August 2007• Front page article in Avon Advertiser – 1st August 2007• Salisbury Journal – Salisbury Vision advert – 23rd August 2007	<ul style="list-style-type: none">• Salisbury Journal – 6th September 2007• Avon Advertiser – 6th September 2007• Blackmore Vale – 6th September 2007
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4.41 Press Launch & Press Releases - The Portfolio Holders for Planning and Economic Development and the Forward Planning Team Leader held a press launch in the Red Lion Hotel, Salisbury on 25th September 2007.

4.42 Local TV Interviews with Planning Officers (ref: MED/02) - Broadcast on 7th September 2007 and available on archive since that date.

4.43 Local Radio Advertising Campaign (ref: MED/02) – Spire FM broadcast two weeks of radio adverts, 5 times a day, commencing 30th July 2007 and an additional week of adverts, 5 times a day, commencing 17th September 2007.

4.44 Adverts on Local Buses - Adverts were displayed on Park & Ride buses from 05th September 2007 until 5th October 2007.

4.45 Posters (ref: EXB/01) - Posters were placed on parish notice boards, as well as in strategic locations around the district.

4.46 Leafleting - A summary leaflet (ref: CON/04) was produced and distributed to key places around the district, for example in pubs, railway stations and shops. Leaflets were also handed out at:

- 22nd August and 17th September: Salisbury Railway Station from 6.30am
- Wilton Market
- Salisbury Market

4.47 Mobile Libraries - To try and reach out to the more rural areas the team worked in partnership with the Mobile Library Service. It was advertised a week in advance that officers would be available to speak to members of the public and to distribute consultation documents on the following routes:

- Mobile Library Route H - 5th September 2007
- Mobile Library Route F - 17th September 2007
- Mobile Library Route H - 19th
- Mobile Library Route B - 25th September 2007
- Mobile Library Route D - 27th September 2007
- Mobile Library Route E - 28th

- September 2007
- Mobile Library Route K - 21st September 2007

September 2007

4.48 Focus groups - were held on the following topics:

- Natural Environment - 12th September 2007 (minutes ref: FOC/01)
- Transportation - 11th October 2007 (minutes ref: FOC/04)
- Economy - 2nd October 2007 (minutes ref: FOC/03)

4.49 Hard to Reach Groups - A number of organisations were contacted in consultation with the Council's Community Initiatives team. The list of organisations is stored confidentially by Community Initiatives, as many do not wish to be widely publicised. However, these included representatives of ethnic minority and disability groups etc.

4.50 Schools/young people

To make sure we also engaged the younger generation we tailored a questionnaire on 'Yeah but', which is a website specifically aimed at teenagers and run by the Council. All secondary schools in the district were contacted to see if, as part of their IT lessons, this website could be featured and students encouraged to fill in the questionnaire. Over 100 young people responded via the on line form on the 'Yeahbut' web site.

An officer also went to several local schools in the area to give a presentation and answer any questions that the students had. Events took place on the 13th and 19th September.

4.51 Web pages

Dedicated 'Our Place in the Future' interactive web pages were created, which included fully downloadable copies of all documents, Frequently Asked Questions, a glossary, useful links, technical documents such as the Sustainability Appraisal and all of the evidence base, together with an online version of the questionnaire powered by SNAP software.

Core Documents

CON/05 – Our Place in the Future (1) Consultation Document

CON/04 – Our Place in the Future (1) Questionnaire

SCI/06 – Statement of Community Involvement

CON/01 – Our Place in the Future (1) Pre-consultation contacts list and letters

CON/02 – Our Place in the Future (1) Pre-consultation Responses

CON/03 – Our Place in the Future (1) Consultation Databases and Letters

CON/04 – Our Place in the Future (1) Questionnaire

CON/05 – Our Place in the Future (1) Document

CON/06 – Our Place in the Future (1) Responses

CON/07 – Our Place in the Future Methodology and Output Report

CTG/01 – Meeting 1 – Agenda and minutes

FOC/01 – Natural Environment Focus Group

FOC/02 – South Wiltshire Strategic Alliance Forum

FOC/03 – Economy Focus Group

FOC/04 – Transport Focus Group

FOC/05 – Salisbury and Wilton Housing Summit

FOC/06 – South Wiltshire Economic Partnership Board

EXB/01 – Posters and Leaflets

EXB/02 – Schedule of deposit of posters and leaflets

EXB/03 – Schedule of dates of the Our Place in the Future exhibitions

EXB/04 – Our Place in the Future exhibition boards

EXB/05 – Schedule of dates of the Our Place in the Future promotional events

EXB/06 – Schedule of dates of the Our Place in the Future meetings

EXB/07 – Miscellaneous papers relating to Our Place in the Future Meetings etc

MED/01 – Friendly press advertisements

MED/02 – Press releases, reports and broadcasts

COM/10 - Cabinet

COM/11 - Cabinet

COM/12 – Southern Area Committee

COM/13 – Western Area Committee

COM/14 – Planning and Economic Development Overview and Scrutiny Panel

COM/15 – Community and Housing Overview and Scrutiny Panel

COM/16 – City Area (Community) committee

COM/17 – Northern Area Committee

COM/18 – Resources Overview and Scrutiny Panel

5.0 Results of the Issues and Options Consultation

5.1 In all the consultation process solicited representations from 6131 parties or individuals. The success criteria identified at the outset of this project was targeted at 1000 responses. In this context the success of the 'Our Place in the Future' consultation was overwhelming.

5.2 Looking at the distribution of representations received via the different forms of access provided, it is no surprise that by far the biggest response was via the single page questionnaire sent as a household survey to all properties in the district. The full questionnaire was a much more detailed document and, despite our best efforts regarding design and presentation, did require significant commitment on the part of the respondent. We were particularly pleased with the 102 responses received from young people via the Yeahbut website and as a result of work with local schools. All responses can be found at CON/06 and CON/07. The following is a breakdown of submissions made by different access channels :

Our Place Questionnaire	704
Household Survey	5325
Yeahbut Website	102
Total	6131

5.3 An access database was designed to log all responses and be capable of following a party's representations throughout the Core Strategy process. As a result, all respondents have then been included in subsequent rounds of consultation. Each party and comment made has a unique reference number and we therefore have the ability to manipulate the data and group responses by issue, as well as produce any report required and provide statistical data of responses.

5.4 After the close of consultation all responses were inputted into the database and analysed, before moving onto the preferred options stage. An output report showing the responses to all of the questions asked is provided within CON/07 (Salisbury and south Wiltshire Our Place in the Future Consultation Methodology and Output Report). This document represents a basic output report, which simply describes the methodology and prints the response to each question asked. It is not the objective to interpret or draw conclusions from the results at this juncture, rather it performs the following functions:

- Provides a resource to be used in a range of plans and strategies.
- Forms part of a clear audit trail showing the steps we have taken throughout the LDF process.

5.5 As with any raw statistics there needs to be some caution over their use. It is relatively easy to extract feedback in isolation and out of context to make a compelling argument for a particular course of action. This must be avoided and the data collected must be used in a statistically sound manner, and free text comments considered on the content and merits of each representation. A summary of the free text comments received is provided within each Topic Paper Addenda (discussed later in this document) reference TOP/17 – TOP/30. In

- addition it should be noted that particular attention was paid to the views of specialists and community representatives. For example, it would simply be nonsensical not to pay close attention to what the Environment Agency has to say about flood risk.
- 5.6 In addition, for the full questionnaire, respondents were also asked to make free text comments. These were analysed separately in the writing up of Topic Paper addenda.
 - 5.7 The response to the 'Our Place in the Future' consultation provided an excellent profile of stakeholders' views on a wide range of issues that were taken forward into the place shaping agenda and helped set a strategic spatial direction of travel, which is truly reflective of the unique characteristics of the district and should allow us to develop policy solutions that meaningfully try and deliver the aspirations of our communities.
 - 5.8 However, interrogation of the consultation results, while a key consideration in future strategic direction, was not the only course of action. Representations were assessed in conjunction with other key factors, such as alignment with national and regional policy, and tested against our adopted SA and SEA Framework, and deliverability criteria.

Core Documents

CON/06 – Our Place in the Future (1) Responses
CON/07 – Our Place in the Future Methodology and Output Report

TOP/17 – Addendum to Topic Paper 1: Climate Change
TOP/18 – Addendum to Topic Paper 2: Housing
TOP/19 – Addendum to Topic Paper 3: Settlement Strategy
TOP/20 – Addendum to Topic Paper 4: Supporting Communities
TOP/21 – Addendum to Topic Paper 5: Natural Environment
TOP/22 – Addendum to Topic Paper 6: Flooding
TOP/23 – Addendum to Topic Paper 7: Agriculture, Farm Diversification and the Rural Economy
TOP/24 – Addendum to Topic Paper 8: Retail
TOP/25 – Addendum to Topic Paper 9: The Economy and Employment
TOP/26 – Addendum to Topic Paper 10: Tourism, Leisure and Night Time Economy
TOP/27 – Addendum to Topic Paper 11: Planning Obligations
TOP/28 – Addendum to Topic Paper 13: Conservation
TOP/29 – Addendum to Topic Paper 14: Design
TOP/30 – Addendum to Topic Paper 15: Transport

6.0 Moving to Preferred Options

6.1 Spatial Interpretation of the information

6.2 It would have been a mistake to develop a set of spatial policies based on a 'one size fits all' premise. South Wiltshire is a rich and varied part of the country and the issues and challenges within it vary from place to place and between urban and rural. For example, is it the case that the demand for affordable housing is uniform across the area? Or does it vary between settlements and should our policies reflect this? We felt that they should, it is in areas such as this where very locally distinctive policies can be identified.

6.3 Firstly we identified what feedback had been received that would apply on a district-wide basis, or indeed would transcend boundaries. We then tried to identify what the information and feedback told us about the functional spatial relationships within our area (or again across boundaries where appropriate). For this we established an objective approach. Therefore, whilst there are established sub-districts such as the six Community Plan Areas, this was only used as a spatial template when it was a true reflection of what the evidence told us. It was therefore necessary to adopt an open minded and flexible approach to identify spatial relationships. In reality there were likely to be a myriad of interrelationships at many different scales. Hence any interpretive work that produced a spatially distinctive outcome should be considered to have 'soft verges' rather than 'cliff edges'.

6.4 Reviewing the LDF Evidence Base and producing Topic Paper Addenda

6.5 In order to undertake this work it was decided, through project management tools, to produce Topic Paper Addenda for each topic area, that would show a robust audit trail of how the Preferred Options were reached, as well as summarizing responses to the Our Place in the Future consultation. A template (ref: PRO/16) was created in order for all addenda to be produced by different team members in the same format and through the same systematic process. The Addenda were produced for the same topic areas as previously and can be found at TOP/17 to TOP30. . The following sections were included within the Addenda:

a) Executive summary – summarised what strategic questions were asked, responses received and any spatial patterns emerging, as well as explaining the Preferred Options identified and any conclusions.

b) Introduction, purpose of document and context – explained the purpose of the paper and placed the document in the context of the previous topic papers as well as the Issues and Options consultation

c) Review of Original Topic Papers – required authors to review the initial evidence base in the topic papers and update where necessary. Where factual errors, anomalies or areas requiring clarification were highlighted by the consultation, these changes were indicated on the original topic papers to show their evolution or written up in the Topic Paper addenda. .

d) What are we trying to achieve - what are our overall objectives? –

identified the core objectives that the core strategy was attempting to achieve as well as the objectives within the specific topic areas.

e) What did we ask? - Summarised the issues and options that formed the basis of the questions that were asked in 'Our Place' relevant to the topic area. Care was taken to also look at some of the broader, more general questions that were asked to see if they were applicable to the topic area.

f) Analysis of responses – involved analysis of the feedback received and identification of the key strategic messages being sent about the Preferred Options that we should be pursuing. Two tests were applied to determine this. These were:

- What does the feedback tell us about the spatial functional relationship about the area? What spatial patterns were emerging?
- Does the feedback align with national and regional guidance, the underpinning aims of sustainability and does it indicate strategic preferred options that we can pursue and are deliverable?

This involved analysing the responses quantitatively and qualitatively through the use of graphs and free text that summarised the key trends and issues being brought up by consultees.

g) Spatial analysis of results – looked at the consultation results on a more spatial basis, firstly at the district wide or wider area and then at the Community Area level, then whether the feedback related to not just the Community Area as a whole, but also on a lower level, to the city centre, local centres, main villages, clusters, other villages or rural areas .

h) Follow-up work required as result of consultation – required the writer to identify topics that would need further work, such as the commissioning of further evidence base studies, that would assist in formulating the preferred options.

i) The identification of preferred options for the topic area – involved some cross-cutting analysis, which took those options preferred by the stakeholders as expressed through the consultation process and subjected them to a number of tests to see if they could or should be taken forward. This involved testing to see if options met our sustainability objectives, were in accordance with Government and regional policy, realistically deliverable and spatially distinctive and not just a bland repetition of Government policy. This was undertaken in a table format and finally indicated if the option could be taken forward as preferred or not. It is here therefore that alternatives were tested against various frameworks and either deemed acceptable to take forward or rejected.

- 6.6 These addenda topic paper (TOP/17 – TOP/30) therefore summarise the main issues raised by the representations received and identify how the main issues have been addressed.

6.7 The Preferred Options, Sustainability Appraisal and Habitats Regulations Assessment

- 6.8 Once the Topic Paper Addenda were nearing completion, drafting of the SA, Preferred Options and HRA commenced. For this we again carried out a detailed scan of the external environment, especially on learning lessons from further Core Strategies that had been through inquiry. We took on board further advice from PINS and ensured that national and regional planning guidance and

other publications, such as PAS guidance had been fully taken account of. We then subjected any proposed options to full testing via our sustainability framework to test the sustainability of all alternatives that were being proposed and any Preferred Options were amended where possible. The final Preferred Options document consulted upon can be found under CON/12 together with the accompanying SA (ref: SUS/07).

6.9 Risk management and quality control

6.10 We put in place measures to manage risk and ensure that all regulatory requirements were satisfied as we moved through the LDF process, rather than wait until the end. Measures we have implemented include:

a) GOSW - Once drafted the Preferred Options document was sent to GOSW for their advice and guidance. Their main criticism was that the Core Strategy did not include housing and employment sites to meet the requirements of the then new PPS3, although at the time it was not then a requirement of PPS12 or the council's LDS.

b) Counsel - We took steps to seek specialist legal advice throughout the three-year delivery period of the LDS. We appointed Counsel from the leading environmental/legal practice, Landmark Chambers, to perform this advisory and quality control function. The rationale was that it was better to revise processes as they go along rather than to wait until adoption stage and find that problems have become embedded within the process. Counsel gave advice on the Preferred Options and put forward recommendations, especially with regard to now including housing and employment sites as required by GOSW. The issue of incorporating sites at this stage was also discussed and it was felt that a Horsham style model could be used. This advice was taken account of before the consultation period commenced.

c) Implementation of the Planning Advisory Service LDF soundness self-assessment toolkit - Authorities can satisfy themselves throughout the process of DPD preparation that they are complying with the various requirements through the PAS soundness self-assessment toolkit. The checks are geared to recognisable stages in DPD production. We have used this toolkit at all stages and have drawn on other advice from PAS. A report into the soundness of the Preferred Options document has been produced (ref: LDS/03).

Core Documents

PRO/16 – Topic Paper Addenda – Feedback assessment template

TOP/17 – Addendum to Topic Paper 1: Climate Change

TOP/18 – Addendum to Topic Paper 2: Housing

TOP/19 – Addendum to Topic Paper 3: Settlement Strategy

TOP/20 – Addendum to Topic Paper 4: Supporting Communities

TOP/21 – Addendum to Topic Paper 5: Natural Environment

TOP/22 – Addendum to Topic Paper 6: Flooding

TOP/23 – Addendum to Topic Paper 7: Agriculture, Farm Diversification and the Rural Economy

TOP/24 – Addendum to Topic Paper 8: Retail
TOP/25 – Addendum to Topic Paper 9: The Economy and Employment
TOP/26 – Addendum to Topic Paper 10: Tourism, Leisure and Night Time Economy
TOP/27 – Addendum to Topic Paper 11: Planning Obligations
TOP/28 – Addendum to Topic Paper 13: Conservation
TOP/29 – Addendum to Topic Paper 14: Design
TOP/30 – Addendum to Topic Paper 15: Transport

CON/12 – Core Strategy Preferred Options Document
SUS/07 – Sustainability Appraisal Report
LDS/03 – Soundness testing and statutory requirements

7.0 Consultation on the Core Strategy Preferred Options (Black Book)

- 7.1 When planning and implementing the consultation process on the Preferred Options it was essential that due process was followed and that it was designed to gain maximum response from stakeholders. The consultation document was called Core Strategy Preferred Options: A plan for Salisbury (ref: CON/12). Consultation was conducted over a period of 8 weeks from 28th February 2008 to 25th April 2008.
- 7.2 The consultation was designed to be very comprehensive and was fully compliant with the then adopted Statement of Community Involvement. Again, a conscious decision was taken to far exceed SCI requirements in order to try and maximise engagement in this process. The consultation encompassed a wide range of techniques involving a media strategy, publicity, direct notification, posters, summary sheets for young people and public meetings, as set out below.
- 7.3 During this time the following consultation techniques were used. A full write up and summary of responses can be found within the Core Strategy Preferred Options Output Report and appendices (CON/16 – also available on the council's website).
- 7.4 **Direct consultation** - The consultation aimed to involve the broadest range of stakeholders and included the following:
- A letter was sent to all households (48,000) in the district informing them of the consultation and how they could get involved
 - Hard to reach groups in liaison with our community partners
 - Young people via direct notification to all Primary and Secondary schools in the district and a tailor made summary sheet
 - Statutory and non-statutory consultees
 - All elected representatives (MPs and County, District and Parish Councillors)
 - Strategic partners such as the South Wiltshire Strategic Alliance
 - Community groups and residents associations
 - Developers and agents
 - The business sector such as the Chambers of Trade and Commerce
 - A consultation pack including a covering letter, the Preferred Options document and response forms were sent to all consultees on the LDF database: a total of over 850 individuals, business, interested groups, councillors, parish councils, those that responded to the previous consultation and statutory consultees.
 - Voluntary groups
 - Pressure groups (such as CPRE)
 - Adjoining districts and parishes
 - Availability of consultation document at libraries and the Council Offices
 - Other parties who responded to previous rounds of consultation
- 7.5 **Design of document** - The Preferred Options document, although more complex than that produced for the Issues and Options, was still designed to be relatively light and jargon free as possible.

- 7.6 Availability on the internet** - Copies of the consultation document, response form and all background and evidence base documents were available on the Councils website.
- 7.7 Indirect notification**
- 7.8 Adverts informing the public of the consultation were placed in the Salisbury Journal, Blackmore Vale and Avon Advertiser (3 times each during the consultation) and a 'wrap', designed to raise awareness about the consultation, was distributed with the Avon Advertiser. Full details can be found within MED/03 and MED/04. In addition, posters were placed on parish notice boards, as well as in strategic locations around the district including in Salisbury, Wilton, Amesbury, Downton, Mere and Tisbury. Consultation documents were available to view in libraries across the district as well as at the Councils offices.
- 7.9 Press articles (ref: MED/05 and EXB/08)**
- 7.10 Throughout the consultation period the Salisbury Journal ran several press articles about the Preferred Options and radio adverts were broadcast throughout the consultation on Spire FM (5 times per day for two weeks). Posters were also put up in Wilton, Downton, Mere, Amesbury, Salisbury and Tisbury to inform the public of the consultation, exhibitions and public meetings.
- 7.11 In addition, BBC Wiltshire broadcast an interview with Councillor Paul Sample (former Leader of Salisbury District Council), which discussed the consultation, and Vision News carried out several interviews, which can be viewed online.
- 7.12 Consultative Technical Group**
- 7.13 A further meeting of the Consultative Technical Group was held on 3rd April 2008 (ref: CTG/02). Unfortunately a number of the agencies invited were unable to attend (such as Wessex Water, Environment Agency, English Heritage and County Highways) but each organisation was sent a copy of the Core Strategy Preferred Options directly. The main focus of the discussion was on the highway, nature and archaeological implications of the Preferred Options.
- 7.14 Public Exhibitions (ref: EXB/11)**
- 7.15 A number of public exhibitions followed by public meetings were held across the district to engage members of the public within all of our communities. These were held at the following locations:
- Amesbury Antrobus House 6th March (1pm-6pm and 7pm-8.30pm)
 - Downton Memorial Hall 13th March (1pm-6pm and 7pm-8.30pm)
 - Salisbury Guildhall Square 18th March (1pm-6pm and 7pm-8.30pm)
 - Tisbury Victoria Hall 25th March (1pm-6pm and 7pm-8.30pm)
 - Mere Grove Buildings 31st March (1pm-6pm and 7pm-8.30pm)
 - Wilton Michael Herbert Hall 4th April (1pm-6pm and 7pm-8.30pm)
 - Amesbury Antrobus House 8th April (1pm-6pm and 7pm-8.30pm)
- 7.16 Pre-publicity was carried out to try and make members of the public aware of these exhibitions. This included displaying posters and releasing press adverts that clearly set out where the exhibitions would be held and when. At the exhibitions, display boards summarised the issues we had identified and

planning officers attended to answer questions raised. The public meetings consisted of a presentation on the Preferred Options, how people could respond and what the next steps were. Copies of the consultation document and response forms were available to take away from the exhibitions.

7.17 Drop in sessions

7.18 Sessions were held for Development Control Officers of the Council and staff from other Council departments on 5th March 2008, and were attended by Forward Planning Officers, who explained the consultation and answered questions.

7.19 Council Committees

7.20 As well as consulting all Members individually with the consultation pack, the following Committees of the Council were consulted:

- Northern Area Committee 13th April 2008
- Planning and Economic Development Scrutiny 19th March 2008
- City Area (Planning) Committee 20th March 2008
- Northern Area Committee 27th March 2008
- Southern Area Committee 27th March 2008
- Western Area Committee 3rd April 2008

7.21 Parish Councils

7.22 The consultation pack was sent to all Parish Councils and several asked that a Forward Planning Officer attend a Parish Council Meeting, or specially organised public meeting. An officer attended the following meetings:

- 7th March Laverstock Parish Council
- 26th March Firsdown Parish Council
- 3rd April 2008 Winterslow Parish Council
- 14th April Downton Parish Council
- 16th April Durrington Parish Council
- 21st April 2008 Orcheston Parish Council
- 22nd April Redlynch Parish Council
- 22nd April 2008 Harnham Resident's Meeting
- 29th April 2008 Idmiston Parish Council

7.23 Press releases

7.24 A press release was issued by the Council and e-mailed to local parish magazines on 22nd February 2008.

7.25 Hard to reach groups

7.26 A number of organisations were contacted in consultation with Community Initiatives. The list of organisations is stored confidentially by Community Initiatives as many do not wish to be widely publicised. However, these included representatives of ethnic minority and disability groups.

7.27 Schools/young people

7.28 To make sure we also engaged the younger generation we tailored a summary leaflet and wrote letters to all Primary and Secondary Schools in the district informing them of the consultation and how they could get involved.

Core Documents

CON/10 – Initial letter to Parish Councils
CON/11 – Core Strategy Preferred Options Consultee List and Letters
CON/12 – Core Strategy Preferred Options Document
CON/13 – Core Strategy Preferred Options Comments Forms and Notes
CON/14 - Core Strategy Preferred Options Website Statistics
CON/15 - Core Strategy Preferred Options Responses
CON/16 – Core Strategy Preferred Options Draft Output and Methodology Report
CTG/02 – Meeting 2 Agenda and Minutes
EXB/08 - Schedule of Dates of Delivery of Preferred Options Document to Public Libraries
EXB/09 - Preferred Options Public Exhibitions/Meetings Posters
EXB/10 - Schedule of Dates of Posting Preferred Options Public Exhibitions/Meetings Posters
EXB/11 - Schedule of Dates of Preferred Options Public Exhibitions/Meetings
EXB/12 - Preferred Options Public Exhibition Material and Minutes
EXB/13 - Other Preferred Options Public Meetings
MED/03 – Preferred Options Statutory Notices
MED/04 – Preferred Options Friendly Press Advertisements
MED/05 – Preferred Options Press Releases, Reports and Broadcasts
COM/19 – Northern Area Committee
COM/20 – Planning and Economic Development Overview and Scrutiny Panel
COM/21 – City Area Committee
COM/22 – Northern Area Committee
COM/23 – Southern Area Committee
COM/24 – Western Area Committee
COM/25 – Full Council
COM/26 – Letters sent in response to questions at Full Council
COM/27 – Preferred Options Committee Presentation

8.0 Results of the Preferred Options Consultation

8.1 The Preferred Options consultation received representations from around 1500 individuals, groups, Councillors, Parish Councils and Statutory Consultees. Together these respondents made over 7000 individual comments on the Preferred Options. All representations received have been inputted into the LDF database and officer responses have been provided to all representations. All this information can be viewed within CON/16 (Core Strategy Preferred Options Draft Output and Methodology Report) and is available on the council's website. <http://www.wiltshire.gov.uk/environmentandplanning/planning/planningpolicy/localdevelopmentframework/southwiltshirecorestrategy/corestrategypreferredoptions.htm> (Preferred Options methodology and output report)

8.2 Full Council (ref: COM/25)

8.3 Some options put forward, especially the housing and employment sites identified, caused a large amount of controversy amongst the general public. As a result a Full Council meeting was called towards the end of the consultation to discuss the issue and a way forward. The Full Council resolution made concluded and required the Forward Planning team to:

- Analyse thoroughly the comments received, consider their implications for the future development of the district and incorporate them into the LDF evidence base;
- Prepare a revised document that incorporated the issues raised by the public and other consultees;
- Carry out a further round of public consultation to ensure that all concerned felt that they had a proper opportunity to participate and influence the debate.
- Take into account Rural Regeneration. The Core Strategy should contain a broad range of measures to ensure rural regeneration and the sustainability and well being of rural communities. Wherever possible rural communities should be permitted to achieve the development of houses, affordable houses, small offices or workshops that, individually, they may seek.
- The further discussion and consultation should include arrangements to brief all District Councillors, Parish Councillors, members of the public and other stakeholders, so that the implications and impact of the Preferred Options could be understood and an adequate basis for participation in the consultation process created.

8.4 The administration also resolved:

- To work with all groups and non-aligned Members on the Council to define the scope and nature of the consultation arrangements. These arrangements would ensure that District Councillors were able to make an input to the content of the draft submission document, particularly in respect of their local areas.
- That the draft submission document will be subject to agreement by Full Council before it is submitted to the Secretary of State for Communities and Local Government, and
- That a further round of public consultation be held in respect of a revised document and the submission to the Minister, originally planned for June 2008,

should be delayed in order that further discussion and consultation could occur. A revision to the LDS would be published and all stakeholders, including GOSW informed of the change of timetable.

8.5 Both the agenda and the minutes of this meeting are available at COM/25. This meeting therefore created the need for a further evolved 'Preferred Options' consultation document to be produced taking into account the representations already received.

Core Documents

CON/16 – Core Strategy Preferred Options Draft Output and Methodology Report
COM/25 – Full Council

9.0 Production of the 'Our Place in the Future' (2) magazine (Evolved Preferred Options).

- 9.1 The representations made during the Preferred Options consultation were analysed and responded to by the Forward Planning team within the LDF database to ensure that all data can be sorted and organised when the LDF is close to Examination, as detailed within CON/16. The responses informed the production of the magazine 'Our Place in the Future' (2).
- 9.2 Once the representations received during the Preferred Options consultation had been analysed, much thought was put into how the new consultation on 'evolved' preferred options, as required by Full Council should take form. The Preferred Options consultation responses showed that the options put forward within the 'Black Book' were largely acceptable. However, issues arose over specific sites that had been identified, especially the concept of a new settlement close to Porton Down.
- 9.3 It was felt that the new consultation should therefore be refined and focus predominantly on an evolved strategy of the location of the housing and employment sites, and that the main focus should be on those sites that would be deliverable within the first five years of the Core Strategy's life. This was because these sites had proved to be most controversial, although it should be noted again that the consultation responses did show that the respondents were largely supportive of the strategy and the proposed sites being put forward.
- 9.4 Although the new consultation document produced (ref: CON/19) is focused on the growth strategy, it was felt that the public should still also be able to comment on the Preferred Options or 'Black Book', which identifies a 20 year strategy. In light of this, the output report, and the data in the appendices (ref: CON/15 and CON/16) was treated as still being in draft format and would be updated with any additional representations made during the additional phase of consultation.

9.5 Sustainability Appraisal and Habitats Regulations Assessment

- 9.6 The new consultation would be supported by the existing SA (ref: SUS/07) as it was felt that the evolved options were in fact very similar to those previously put forward, especially as the 'Black Book' was still 'open' for comment. Further work began on the HRA (ref: SUS/08) around May 2008, initially through the local authority working in conjunction with Natural England and the district Ecologist. Initial scoping was undertaken in-house but it was felt that planning officers did not have enough specialist expertise to complete the task. At this point Nicholas Pearson Associates were appointed to ensure the work already undertaken is robust and take the HRA forward. Nicholas Pearson Associates, together with Enfusion, have also now been appointed to complete the SA/SEA work, as well as the HRA.

Core Documents

CON/15 – Core Strategy Preferred Options Responses

CON/16 – Core Strategy Preferred Options Draft Output and Methodology Report

CON/19 – Our Place in the Future (2) Document

SUS/07 – Sustainability Appraisal Report

SUS/08 – Habitats Regulations Assessment: Screening and Interim Report

10.0 Consultation on Our Place in the Future (2)

- 10.1 The consultation was named 'Our Place in the Future' as this branding had been popular with the public and Councillors during the 'Issues and Options' stage. The consultation documents can be viewed at CON/19 and CON/12.
- 10.2 The consultation was again designed to engage a large number of parties and be fully compliant with and indeed exceed the requirements within the adopted SCI. The magazine was entitled 'Our Place in the Future – Planning the Future of Salisbury and south Wiltshire – Another opportunity for you to have a say on the planning policies that will shape the district for the next 20 years'. Consultation was conducted over a period of 8 weeks from 1st September 2008 until 24th October 2008. At this point consultation on the original 'Black Book' was also re-opened.
- 10.3 The consultation encompassed a wide range of techniques involving a media strategy, publicity, direct notification, posters and public meetings, as set out below.

10.4 Direct notification - Who was consulted?

- 10.5 The consultation aimed to involve the broadest range of stakeholders and included the following:
- The magazine was sent to every household and business in the district in mid-August, in plenty of time before the commencement of the consultation period. The magazine, with a covering letter, was also sent to all those who had responded to previous consultation and all statutory consultees
 - All elected representatives (MPs and County, District and Parish Councillors). Councillor and Parish Councilor pre-consultation was also carried out (ref: MEM/21 to MEM/24). Seminars for Councillors and Parish Councillors were held on 5th and 6th August respectively. This was to introduce them to the new consultation and encourage them to get involved. At the meeting each Councillor or Parish Council was provided with a pack containing copies of the consultation documents, posters to advertise both our forthcoming exhibitions and their own events (if appropriate), a sheet of Frequently Asked Questions, a print out of the Seminar Power Point presentation and a CD containing all of these items. The seminar presentation advised attendees about the consultation and how sites were selected. These seminars were relatively well attended and those Councillors and Parish Councils that did not attend were sent the full pack after the meeting
 - Strategic partners such as the South Wiltshire Strategic Alliance
 - Community groups and residents associations
 - Developers and agents
 - Business sector such as the Chambers of Trade and Commerce
 - All parties on the LDF database who had responded to the previous consultations
 - Voluntary groups
 - Pressure groups (such as CPRE)
 - Adjoining districts and parishes
 - Availability of consultation document at libraries and the Council Offices
 - Statutory consultees

- 10.6 Design of document** – the magazine was designed to be as light and jargon free as possible, focusing on the key issues in an attempt to try and ensure that as many parties as possible would read it. In accordance with Government guidance all documents were framed in a manner that identified the key issues affecting south Wiltshire and presented a number of Preferred Options for tackling them.
- 10.7 Availability on the internet** - Copies of the consultation document, details of how to respond together with all background and evidence base documents were available on the Council's website at:
<http://www.salisbury.gov.uk/planning/forward-planning/local-development-framework/preferred-options.htm#po-involved>
- 10.8 Indirect notification (ref: MED/16 – MED/07)**
Adverts informing the public of the consultation were placed in the Salisbury Journal, Blackmore Vale magazine and Avon Advertiser. This consisted of both a friendly advert (MED/07) and a statutory notice (MED/06). In addition parishes and Councillors were provided with posters and were asked to place these at strategic locations around their parishes.
- 10.9 Press articles (ref: MED/06 to MED/08)** - The Salisbury Journal and Blackmore Vale magazine ran several press articles about the magazine. Radio interviews were held with officers by the local radio station 'Spire FM'.
- 10.10 Consultative Technical Group (ref: CTG/03)** – A further meeting of the Consultative Technical Group was held on 4th June 2008, prior to the magazine being finalised. At this meeting stakeholders were taken through the site selection process and asked if there were any reasons why the sites proposed should not be taken forward. Unfortunately a number of the agencies invited were again unable to attend. The main focus of discussions was around possible highway and archaeological implications of the sites being proposed.
- 10.11 Public Exhibitions (ref: EXB/13 to EXB/15)**
- 10.12 A number of public exhibitions were held across the district to engage members of the public within all of our communities. These were held at the following locations:
- Salisbury Guildhall 1st September (12.30pm-7pm)
 - Mere Grove Buildings 2nd September (12.30pm-7pm)
 - Tisbury Victoria Hall 3rd September (12.30pm-7pm)
 - Amesbury Antrobus House 4th September (12.30pm-7pm)
 - Downton St Laurence's Church Hall 5th September (12.30pm-7pm)
 - Wilton Michael Herbert Hall 8th September (12.30pm-7pm)
 - Salisbury Guildhall 7th October (2.30pm-7pm)
- 10.13 All households and businesses in the district had been sent a copy of the magazine in mid-August, where details of the exhibitions were printed. In addition press adverts were placed within the Salisbury Journal, Blackmore Vale magazine and Avon Advertiser prior to the exhibitions. At the exhibitions, display

boards summarised the issues that we had identified and planning officers attended to answer questions raised.

10.14 Council Committees (ref: COM/28 to COM/33)

10.15 As well as consulting all Members with the pre-consultation seminar, the following Committees of the Council were consulted:

- Planning and Economic Development Scrutiny 15th September 2008
- Northern Area Committee 25th September 2008
- Southern Area Committee 9th October 2008
- Western Area Committee 16th October
- City Area (Community) Committee 21st October 2008

10.16 Parish Councils and community groups

10.17 All Parish Councils provided with the consultation pack were encouraged to hold their own meetings although officers could not guarantee attendance, due to pressure on resources. However the following meetings were attended.

- Harnham Ward – Meeting at the Rose and Crown hotel to discuss the land between the Harnham Business Park and the Livestock Market – 10th September 2008
- Zeals Parish Council meeting – 10th September 2008
- Laverstock Parish Council – Meeting at Greentrees Primary School to discuss proposed Hampton Park allocation
- Mere Parish Council meeting – at Mere Primary School to discuss level of housing in Mere – 8th October 2008

10.17 Community Forums (ref: MEM/25 – MEM/27)

- Six Community Forums were held, one in each Community Area, with all local Councillors and Parish Councils being invited to attend their relevant forum. Views expressed during these meetings are available within the document library ref: MEM/27.

Core Documents

CON/12 – Core Strategy Preferred Options Document
CON/18 – Our Place in the Future (2) Consultee List and Letters
CON/19 – Our Place in the Future (2) Document
CTG/03 – Meeting 3 Agenda, Minutes, Presentation and Background Papers
EXB/14 – Schedule of dates of Our Place in the Future (2) Public Exhibitions
EXB/15 - Our Place In The Future (2) Public Exhibition Material
EXB/16 - Schedule of Dates of Other Our Place In The Future (2) Meetings
EXB/17 - Miscellaneous papers relating to Our Place In The Future (2) Meetings Etc
MED-06 – Our Place 2 Statutory
MED/07 – Our Place 2 Friendly
MED/08 – Our Place 2 press
MEM/09 – Member e-brief 1
MEM/10 – Member e-brief 2
MEM/11 – Member e-brief 3
MEM/12 – Member e-brief 4
MEM/13 – Member e-brief 5

MEM/14 – Member e-brief 6
MEM/15 – Member e-brief 7
MEM/16 – Member e-brief 8
MEM/17 – Member e-brief 9
MEM/18 – Member e-brief 10
MEM/19 - Member e-brief 11
MEM/20 – Town and Parish Council e-brief 1
MEM/21 – Schedule of Members and Town and Parish Council Seminar Dates
MEM/22 – Members and Town and Parish Council Seminar Invitations
MEM/23 – Members and Town and Parish Council Seminar cover Letters
MEM/24 – Members and Town and Parish Council Seminar Pack
MEM/25 – Schedule of Dates of Community For a
MEM/26 – Community Fora Power Point Presentation
MEM/27 - Community Fora Feedback
MED/06 – Our Place in the Future (2) Statutory Notices
MED/07 – Our Place in the Future (2) Friendly Press Adverts
MED/08 – Our Place in the Future (2) Press releases, reports and broadcasts
COM/28 – Cabinet
COM/29 – Planning and Economic Development Overview and Scrutiny Panel
COM/30 – Northern Area Committee
COM/31 – Southern Area Committee
COM/32 – Western Area Committee
COM/33 – City Area (Community) Committee

11.0 Responses to the Our Place in the Future (2) magazine and proposed submission draft

- 11.1 Over 2,500 representations to the second Our Place in the Future magazine were received. All responses have again been inputted and logged into the LDF database.
- 11.2 The data collected during the consultation has been analysed by the Spatial Planning Team and, together with that collected during the previous stage of Preferred Options consultation, has been taken into account during the production of the Core Strategy. The data has been compiled in a logical way in order to provide a resource to be used in a range of plans and strategies and form part of a clear audit trail, showing the steps we have taken throughout the LDF process. All data is available on the access database developed for the Core Strategy Process. It is summarized with CON/16 and CON/20 (Evolved Preferred Options Methodology and Output Report)

11.3 Reviewing the LDF evidence base and producing the Proposed Submission Draft

- 11.4 Following the Preferred Options and Evolved Preferred Options consultations, extensive analysis and interpretation of the results was undertaken, alongside national and regional planning guidance and other publications, the existing evidence base, topic papers and other local strategies. Using all of this evidence, a series of Second Addenda to the topic papers were produced as this was felt the easiest way to present the data. (together with three topic papers on fresh subjects). Specific Topic Paper areas are:

- Topic Paper 1 Addendum 2: Climate Change
- Topic Paper 2 Addendum 2: Housing
- Topic Paper 3 Addendum 2: Sustainable Settlement Strategy
- Topic Paper 4 Addendum 2: Supporting Communities
- Topic Paper 5 Addendum 2: Biodiversity
- Topic Paper 6 Addendum 2: Flooding
- Topic Paper 7 Addendum 2: Agriculture, Farm Diversification and Rural Economy
- Topic Paper 8 Addendum 2: Retail and Leisure
- Topic Paper 9 Addendum 2: The Economy
- Topic Paper 10 Addendum 2: Tourism, Leisure and Night Time Economy
- Topic Paper 12 Addendum 2: Waste and Pollution
- Topic Paper 13 Addendum 2: Conservation
- Topic Paper 14 Addendum 2: Design
- Topic Paper 15 Addendum 2: Transport
- Topic Paper 16 Addendum 2: Inclusive Design

- 11.5 New Topic Papers:
- Topic Paper 17: Infrastructure
 - Topic Paper 18: Water Management

- Topic Paper 19: Identification of Strategic Growth Areas Paper 1 and Paper 2

11.6 The second addenda reviewed the evidence base and consultation responses and used this to refine draft policies for inclusion within the Core Strategy and identify those matters that would be more appropriately dealt with in subsequent DPDs. The new Topic Papers identify further topic areas that needed further work or clarification and justification. For example discussions with PINS and GOSW identified a number of important stages, which will provide a clear and logical assessment of the infrastructure requirements of a site that need to be implemented to make a site deliverable, the contribution it should make towards infrastructure improvements in the wider area, and establishing the viability of what can reasonably be provided. Therefore it was felt that an 'Infrastructure Topic Paper' would be useful. The Topic Paper includes scoping essential infrastructure requirements to support strategic growth. The Topic Paper Addenda 2 also show how the SA and HRA have influenced various policy areas.

11.7 Spatial interpretation of the information

11.8 It is recognised that south Wiltshire is a rich and varied part of the country and the issues, challenges and opportunities within it vary from place to place. Both stages of Preferred Options reflected this through the production of both district wide preferred options and more spatially distinctive area-specific options for each community area. Where appropriate these options have been carried forward into Core Strategy policies on the same basis.

Core Documents

CON/20 – Our Place in the Future (2) Output and Methodology Report

11.9 Planning Inspectorate Support Programme

11.10 The South Wiltshire Forward Planning team were fortunate to be nominated to take part in the PINS LDF 'frontloading' exercise, which has been set up to try and guide authorities towards a sound Core Strategy. PINS offered the services of an experienced development plan inspector to look at the work undertaken so far, focusing on considerations relating to the evidence base, the generation of convincing and appropriate strategies and the delivery of outcomes. This initiative was exceedingly useful for the team through both written and oral advice. The final written advice can be viewed at BEN/20. However, a summary amongst other comments included (reference:

- The team was generally going in the right direction
- More emphasis needed to be focused upon delivery, including the delivery of essential infrastructure to support strategic site allocations
- Support the continuation of the Topic Paper approach as this showed a clear audit trail of how options and policies had been reached
- Consideration needed to be given to ensure that the water infrastructure in the area can be delivered, especially considering issues surrounding the River Avon SAC and abstraction licenses.
- There is a need to ensure that the strategy is realistic and deliverable

11.12 Due to local government re-organisation the plan making function for the LDF was transferred to the Implementation Executive for the new Wiltshire Council on 28th November 2008. We were informed that Wiltshire Council was unlikely to be willing to authorise the document for submission consultation until after its first elections in June 2009.

11.13 Due to the transition to Wiltshire Council the council were fortunate to be visited for a second time by the Planning Inspectorate on 26th May 2009. The Inspector was able to look through initial drafts of the Core Strategy Proposed submission draft. A summary of key points highlighted included:

- All fundamentals are considered
- Text of core strategy needs much clearer and more numerous references to specific parts of the evidence base
- Support removal of majority of development management policies.
- If the CS cannot set a co-ordinated package of transport measures the starting point should be the individual localised mitigation measures considered on a site by site basis informed by the Transport Assessment.
- Some detail is needed on the phasing of the bigger ticket items of infrastructure
- CS must make it clear what the headline infrastructure requirements are
- Housing trajectory does not provide enough explanation
- Important that affordable housing policy makes it clear it will be negotiated on a site by site basis
- Concerned about deletion of gypsy and traveller policy, however make sure policy is realistic, sites within settlements will be hard to achieve.
- Questions why Solstice Park is within the strategy if not really part of the proposed strategy
- Much repetition within the document
- A lot of the text is explanation and not part of the strategy

- Cross referencing should be used more.

Core Documents

BEN/20 – PINS Inspector's LDF Frontloading Project

11.14 The drafting of submission policies for the topic area's – An iterative process using Sustainability Appraisal and Habitats Regulations Assessment

11.15 This involved some cross-cutting analysis, which took those options supported by the stakeholders as expressed through the consultation process and then subjected them to a number of tests, to see if they could or should be taken forward and ensure that they meet key policy requirements.

11.16 This involved testing them to see if the proposed policy is backed up by evidence, if they meet our sustainability objectives, are in accordance with Government national and regional policy, realistically deliverable, spatially distinctive and not just a bland repetition of government policy, and subjecting them to the HRA.

11.17 At this stage the sustainability framework testing was translated through to a SA report and tested by our consultants Enfusion, ensuring an impartial test against the SA framework. Any policy wording or other amendments suggested by Enfusion were then taken forward. Iterations as a result of SA/HRA are shown within the Topic Paper Addenda 2 and policy wording incorporated within the submission draft. A similar process occurred for options that had been screened into the HRA, however amendments and policies were subjected to much more detailed appraisal from both Natural England, the Environment Agency and the council's ecologist.

11.18 At the same time other key internal Wiltshire council departments and stakeholders such as GOSW were able to comment upon the draft.

11.19 Implementation of the Planning Advisory Service LDF soundness self-assessment toolkit - Authorities can satisfy themselves throughout the process of DPD preparation that they are complying with the various requirements through the soundness self-assessment toolkit. The checks are geared to recognisable stages in DPD production. We have used this toolkit at all stages and have drawn on other advice from the PAS. A report into the soundness of the submission document in line with latest PAS guidance has been produced and is available on the council's website.

11.20 Monitoring framework

11.21 A comprehensive monitoring framework has been produced incorporated within the Integrated Delivery Plan which forms part of the South Wiltshire Core Strategy proposed submission draft. This identifies how and when the Core Strategy should be delivered.

12.0 Consultation on the proposed submission draft:

12.1 The final consultation on soundness was again designed to engage a large number of parties and be fully compliant with regulations. Consultation will be conducted over a period of 7½ weeks from 10th August to 30th September 2009.

12.2 The consultation will encompass a number of techniques involving a media strategy, publicity, direct notification, exhibitions and community boards.

12.3 Local Press advert / public notice covering area:

- Salisbury Journal
- Blackmore Vale
- Avon Advertiser
- The Wiltshire Gazette and Herald
- The Wiltshire Times
- The Swindon Advertiser
- The Bath Evening Chronicle
- The Devizes News
- The Somerset Standard / Guardian
- The Andover Advertiser
- The Wiltshire and Gloucestershire Gazette

12.4 Exhibitions

12.5 Exhibitions will be held at the following dates and times, where Officers will be available to answer queries.

Settlement	Location	Date	Time
Salisbury	Guildhall	11 th August 2009	12.30pm – 7.00pm
Salisbury	Guildhall	1 st September 2009	12.30pm – 7.00pm
Tisbury	Victoria Hall	2 nd September 2009	12.30pm – 7.00pm
Amesbury	Antrobus House	3 rd September 2009	12.30pm – 7.00pm
Wilton	Michael Herbert Hall	7 th September 2009	12.30pm – 7.00pm
Mere	Lecture Hall	8 th September 2009	12.30pm – 7.00pm
Downton	Memorial Hall	10 th September 2009	12.30pm – 7.00pm

12.6 Special Area Board to discuss the Core Strategy will be held on:

Date	Area Board	Venue
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3 September 2009	Salisbury	City Hall, Salisbury
8 September 2009	Amesbury	Antrobus House, Amesbury
15 September 2009	Southern Wiltshire	Trafalgar School, Downton
16 September 2009	South West Wiltshire	Nadder Hall, Tisbury

12.7 All meetings will commence at 7pm. At the meetings a there will be a presentation and there will be the opportunity to speak to Officers and ask questions. Area boards have been set up by the new Wiltshire Council. Their role is to promote the development of stronger and more resilient communities across Wiltshire's community areas through:

- Efficient, transparent and accountable decision making
- Effective collaboration with public, voluntary and private sector partners locally to meet the aspirations of local people
- Shaping the delivery of local services
- Addressing local issues
- Building community leadership and local engagement

12.8 Each Area Board will comprise the following membership:

- The elected unitary councillors
- An elected representative from each town or parish council within the area covered by the Area Board.
- Local neighbourhood policing team
- Wiltshire National Health Service
- Housing Association or housing officer
- Community Area Partnership
- Community area young people's issues group
- Wiltshire Fire and Rescue Service
- Other groups, including (but not limited to) the military, users groups such as the Wiltshire and Swindon User Group, Wiltshire Involvement Network, partnership boards, minority ethnic groups, older people's groups, colleges, school councils, governors, local businesses, Chamber of Commerce, cultural organisations, Area of Outstanding Natural Beauty groups

12.9 Technical Consultative Group

12.10 A further meeting of the Technical Consultative Group will be held during the proposed submission document consultation period.

12.11 Direct Consultation

12.12 All general and specific consultation bodies to be notified, together with all those that have responded to previous rounds of consultation. In total this amounts to around 4,000 individual parties and includes;

- Strategic partners such as the South Wiltshire Economic Partnership
- Community groups and residents associations
- Developers and agents
- Business sector such as the Chambers of Trade and Commerce
- All parties on the LDF database who had responded to the previous consultations
- Voluntary groups
- Pressure groups (such as CPRE)
- Adjoining districts and parishes
- Availability of consultation document at libraries and the Council Offices
- Statutory consultees

12.13 Notification included detail on the availability of the proposed submission documents and the representation procedure.

12.14 Document availability

12.15 The Proposed Submission documents are available to view online at www.wiltshire.gov.uk. They are also available for inspection, free of charge, at the following times and venues:

12.16 Wiltshire Council offices

Salisbury: The Planning Office, 61 Wyndham Road, Salisbury, Wiltshire, SP1 3AH,

(Monday to Friday - 9am – 4.30pm) and

27-29 Milford Street, Salisbury, Wiltshire, SP1 2AP (Monday to Friday 8.30am to 5pm)

Trowbridge: County Hall, Bythesea Road, Trowbridge, Wiltshire, BA14 8JN

(Monday to Thursday 8.30am to 5.20pm Friday 8.30am to 5 pm)

Dezizes: Browfort, Bath Road, Dezizes, Wiltshire, SN10 2AT (Monday to

Thursday 8.30am to 5.30pm Friday 8.30am to 5pm)

Chippenham: Monkton Park, Chippenham, Wiltshire, SN15 1ER (Monday to

Thursday 9am to 5pm Friday 9am to 4.30pm)

12.17 Public Libraries

Salisbury Library: Market Place, Salisbury, SP1 1BL (Mon 10am – 7pm, Tues 9am – 7pm, Wed 9am – 7pm, Thurs 9am – 5pm, Fri 9am – 7pm, Sat 9am – 5pm)

Amesbury Library: Smithfield Street, Amesbury, SP4 7AL (Mon 10am – 7pm, Tues 9am – 5pm, Wed Closed, Thurs 9am – 7pm, Fri 9am – 5pm, Sat 9 am – 4pm)

Downton Library: Church Leat, Downton, SP5 3PD (Mon 2pm – 7pm, Tues 10am – 1pm and 2pm – 5pm, Wed 2pm – 5pm, Thurs 2pm – 7pm, Fri 2pm – 5pm, Sat 9 am – 1pm)

Durrington Library: 75 Bulford Road, Durrington, SP4 8EU (Mon 2pm-5pm, Tues Closed, Wed 10am-1pm, Thurs Closed, Fri 2pm - 7pm, Sat 10am-1pm).

Mere Library: Barton Lane, Mere, Warminster, Wiltshire, BA12 6JA (Mon 10am – 7pm, Tues 9am – 5pm, Wed 9am – 5pm, Thurs 9am – 5pm, Fri 9am – 5pm, Sat 9 am – 1pm)

Tisbury Library: High Street, Tisbury, Wiltshire, SP2 6LD (Mon 2pm – 5pm and 5.30pm – 7.30pm, Tues Closed, Wed 10am – 1pm, Thurs Closed, Fri 2pm – 5pm and 5.30pm – 7.30pm, Sat Closed)

Warminster Library: Three Horseshoes Walk, Warminster, BA12 9BT (Mon 10am – 5pm, Tues 9am – 5pm, Weds 9am – 1pm, Thurs 9am – 7pm, Fri 9am – 7pm, Sat 9am – 4pm)

Wilton Library: South Street, Wilton, Salisbury, SP2 OJS (Mon Closed, Tues 10am - 7.30pm, Wed Closed, Thurs 10am - 7.30pm, Fri 10am - 5pm, Sat 10am - 1pm)

12.19 Impact of Local Government Reorganisation and the One Wiltshire Local Development Scheme.

12.19 In 2007 it was announced that Wiltshire, excluding the Borough of Swindon, would become a single unitary authority (“Wiltshire Council”) with five existing authorities effectively merging from 1 April 2009. Each district authority was at a different stage in production of their LDF and in south Wiltshire the decision was made to continue with the existing timetable, rather than wait until the vesting date of the new council. This was primarily due to the shortage or lack of a 5-year supply of housing. The other three districts and the county officers would commence work on a joint Core Strategy for the rest of Wiltshire. Through this process the team leaders from each district and county forward planning function met fortnightly to implement the LDF and monitor progress.

12.20 In December 2008 the Implementation Executive of Wiltshire Council approved the submission of a Local Development Scheme for ‘One Wiltshire’ including the south Wiltshire Core Strategy. The LDS (LDS/04) (January 2009) (available from: http://www.wiltshire.gov.uk/wiltshire_council_local_development_scheme_2009-2012.pdf), provides for the continuation of the South Wiltshire Core Strategy that relates to the former Salisbury District area.

12.21 The timetable for production has ‘slipped’ slightly (by about 6 weeks) to ensure more comprehensive consultation, and to enable the submission document to be approved by Full Council prior to final submission to the secretary of state. The revised timetable is:

Publication of the Core Strategy for Consultation: August 2009

Representations received: August 2009 to September 2009

Submission to the Secretary of State: November 2009

Examination: November 2009 to April 2010

Adoption: May/June 2010

12.22 The early adoption of policies for the Salisbury Core Strategy will ensure that a five-year supply of land for housing can be maintained. This is particularly important in Salisbury because, unlike the other district areas, housing delivery has fallen short of the Wiltshire and Swindon Structure Plan 2016 requirements. Efforts need to be made to improve housing delivery and increase overall levels

of supply. The situation is further exacerbated in the Salisbury Housing Market Area (“HMA”) by the step change increase in housing delivery that will be required once the housing distributions within the Regional Spatial Strategy for the South West (“RSS”) are published in their final form. This is expected in late summer 2009.

12.23 Alongside the South Wiltshire Core Strategy, the LDS provides for the preparation of a new Core Strategy for the whole of the unitary area. This will, in effect, incorporate the South Wiltshire Core Strategy when it is adopted. This means that the key outcomes within the South Wiltshire Core Strategy, for example, those relating to the general strategy, broad location and distribution of growth and allocation of strategic sites, will be carried forward into the Wiltshire Core Strategy, provided that new substantive evidence has not come forward indicating that these should change.

12.24 GOSW is currently supporting this two-phased approach of the Wiltshire Core Strategy with the continuation of the South Wiltshire Core Strategy as the first phase. The South Wiltshire Core Strategy will enable Wiltshire Council to make an immediate start on delivering much needed affordable housing and jobs in south Wiltshire in a managed and timely manner.

12.25 Correspondence from GOSW to Salisbury District Council dated 27 October 2008 sets out their latest position:

"We welcome the progress this represents toward providing a spatial strategy for Salisbury and south Wiltshire and toward Wiltshire as a whole. In our view a central justification for this Core Strategy progressing in advance of a single Core Strategy for Wiltshire remains the urgent need to ensure a sufficient supply of land for new housing. At present, this remains our view despite the challenging state of the current housing market."

Core Documents

LDS/04 – Wiltshire Local Development Scheme