

# Topic Paper

# 10



## Addendum

Revisions to take account of Issues and Options Consultation results

Tourism, leisure and night time economy



# TOPIC PAPER – Tourism and Leisure

## SUPPLEMENTARY REPORT

### Executive summary

This paper is a supplementary report to the original Tourism and Leisure topic paper produced as part of the issues and options core strategy consultation. This paper analysis's the results from that consultation and using national and regional guidance, sustainability appraisal criteria, deliverability and spatial distinctiveness, recommends options to be put forward into the preferred options.

In relation to tourism and leisure, respondents were asked whether we should continue to support tourism and leisure development throughout the district as well as promoting and increasing tourist accommodation. Specifically in relation to Salisbury respondents were asked whether we should continue to promote and enhance the nighttime economy, whether Churchfields should be redeveloped and whether key projects for enhancement of the city centre should be carried forward.

The responses received were in support of promoting leisure, tourism and cultural developments in the district. There was also support for increasing the provision of tourist accommodation in the district although there was concern over the negative impacts caravans and chalet development could have. There was support for enhancing the city centre through a range of projects.

Spatial issues which have emerged include the need to provide tourist accommodation throughout the district to meet the identified need from the Tourism Strategy, a need to promote and support tourist and leisure development throughout the district in suitable locations and the need to provide conference facilities, particularly in existing town centres.

After carrying out an analysis of the options against national and regional guidance, the objectives of the sustainability appraisal, deliverability and spatial distinctiveness a number of options have been put forward for the preferred options. These are summarised as:

- Promote the provision of new hotels in South Wiltshire.
- Encourage the provision of high quality conference facilities.
- Protect hotels, B&Bs and guesthouses.
- Encourage tourism and leisure development in rural areas
- Allow the provision of small scale caravan sites and holiday chalet development in or near existing settlements which supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside.
- Allow a visitor centre for Stonehenge to enhance the visitor experience whilst protecting the character and environment of the site.
- Improve and reshape the city's evening economy and to upgrade it with a greater choice of quality wine bars and restaurants aimed at a wide range of age and social groups, and move away from the large style formats of pubs and bars which attract narrow age groups of mass drinkers.
- Promote tourism, and leisure and cultural facilities throughout the district.
- Allocate a hotel on the former Churchfields Industrial Estate in Salisbury.
- Major investment in the public areas of the city.

In conclusion, only those options, which are in accordance with the sustainability objectives and national and regional guidance and can clearly be delivered both on a district wide and more spatially distinct level, have been put forward.

## **Introduction, purpose of document and context**

This document is the second element of the series topic papers that were published in order to present a coordinated view of the assessment of the evidence upon which we based our Core Strategy Issues and Options consultation. In order to make it easier for stakeholders to understand how we had reached our conclusions and as a key part of identifying the challenges facing our district and feasible options for addressing them, a series of 16 topic papers were written. These were as follows:

- [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](#)

The Issues and Options that were identified within the topic papers formed the basis for the consultation document, "Salisbury and South Wiltshire, Our Place in the Future". This document represented a 'joined up' consultation exercise incorporating questions relevant to the Community Strategy and Salisbury Vision, as well as the LDF Core Strategy Issues and Options. This document was the subject of public consultation for 10 weeks between the 26<sup>th</sup> July and 5<sup>th</sup> October 2007. Over 50 public events were undertaken, to promote the process, and over 5,000 responses were received.

## **Review of Original Topic Papers**

The next stage in the process is to review the initial evidence base in the topic papers and update where necessary and analyse the results of the consultation to formulate a set of preferred options. Where factual errors, anomalies or areas requiring clarification have been highlighted by the consultation, then these changes have been indicated on the original topic papers to show their evolution.

## **Analysis of Results of the Issues and Options Consultation**

The next stage in the process is to review our analysis of the evidence base within the topic papers to take account of the outcome of the consultation and also update them where there has been a change in the evidence available to us since their publication. This review of the topic papers is an essential step on the road to producing the Core Strategy Preferred Options paper, which builds on the response of stakeholders to the issues and options we presented in the 'Our Place in the Future' paper. The following are the stages you should undertake to ensure all Topic Papers are reviewed in a robust and consistent manner.

## **Assessing the Local Need - Why Are We Developing Policies on Tourism and Leisure?**

The need for this topic to be included within the emerging Local Development Framework has emerged clearly from an analysis of national and regional planning policy and an appraisal of the growing body of specialist literature and guidance given to local planning authorities. Furthermore original work that has formed part of the base of evidence which will inform the Local Development Framework process has highlighted that there is a need for a new and effective set of policies to help meet our objectives.

## **What are we trying to achieve - what are our overall objectives?**

The core objectives as envisioned at the outset of this project were to develop a set of planning policies, which contribute to the following patterns of land use:

- Social progress which recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- Maintenance of high economic growth and employment

On a more specific level the desired outcomes at the outset of this project were:

- Is tourism important enough to be addressed within the core strategy?
- Should the council provide for at least one 100 bed 4 star hotel in Salisbury?
- Should the council provide for a boutique hotel in Salisbury?
- Should the council provide for 100 bed group / budget hotel?

- Should the council introduce a planning policy to provide for a high quality, flexible conference facility capable of attracting medium to large conferences?
- Should the council develop a policy to prevent the loss of hotel bed spaces in Salisbury including B&B's and guesthouses?
- Should the council develop a policy to ensure the sustainable location of tourist accommodation in the countryside?
- Should the council provide a policy for proposals for static and tourist caravan sites and holiday chalet developments even though no need has been identified?
- Should the council continue to maintain a policy supporting a visitor centre for Stonehenge?
- Should the council provide for an increase in leisure facilities (restaurants, pubs bars, cinemas etc) in order to encourage more people to come to Salisbury in the evening rather than going to other centres?
- What kind of leisure activities should be encouraged?
- In more rural areas should the council support any tourism or leisure development that benefits rural businesses, communities and visitors so long a they do not harm the character of the countryside especially in statutorily designated areas?

### **Taking A Spatial approach**

It would be a crude mistake to develop a set of policies, which are 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. For example, is it the case that the demand for affordable is uniform across the area or does it vary between settlements and should our policies reflect this. We feel that they should and this way we should produce spatial strategies that are rooted in the distinctive character of specific places and are tailored to solving their particular sets of problems. This is in a nutshell for us, what spatial planning is all about.

One of the drawbacks we have encountered in the past is that of plans and strategies being delivered over disparate areas, when it makes much more sense from the customers perspective to have them coordinated and covering the same areas. This is often called co-terminus service delivery and is based on joining up services and policy solutions so that they are more tailored to where they are needed.

To align our policy solutions to the areas where the issues are arising, we have taken a detailed look at how the diverse character of our district and assessed if there are broad areas which share similar characteristics and present similar sets of challenges.

The Wiltshire community areas were defined in the early 1990's in response to a review of local government boundaries that set greater store by 'natural' communities, i.e. areas that described real patterns of local life (shopping, employment, schooling, etc.) as opposed to administrative boundaries.

A number of dimensions were used to define these areas of local life including:- secondary school catchment areas, local convenience shopping patterns, postcode town boundaries, pre-1974 urban and rural district council boundaries, housing market areas, journey to work catchment areas, a historical study of patterns of local life by local historian, Dr. John Chandler, and the local geology/topography of the county. Six of Wiltshire's twenty community areas are in Salisbury district, namely:

- City community area

- Four Rivers community area (also known as Wilton area)
- Mere community area
- Nadder Valley community area (also known as Tisbury area)
- Southern community area (also known as Downton area)
- Stonehenge community area (also known as Amesbury or Northern area)

On analysis the justification for the Community areas appears just as valid today as it did when they were formed, being as they were based on a sound understanding of the hierarchy and function of settlements and how communities view their sense of place. Furthermore the issues and challenges identified do reflect the similarities within these existing areas and also the diversity between them.

However there is a slight point in rigidly sticking to a spatial pattern of interpreting the District if it is not appropriate to certain issues or challenges. For example the Military issues reach outside of the District to the north of the plain and similarly there is a huge synergy between Wilton and Salisbury. Therefore while, where appropriate the Community Plan areas will form the basis of our spatial model, it will not be pursued dogmatically so, and where the functional relationship between places dictates we will promote a flexible approach. In other words the areas defined by the community plans should best be considered as soft verges rather than cliff edges.

## **FINDINGS OF THE 'OUR PLACE IN THE FUTURE' CONSULTATION ON THE CORE STRATEGY ISSUES AND OPTIONS**

### **What did we ask?**

The Our Place consultation sought views from everyone in the district. Consultation material included the main document with a questionnaire, household surveys which were sent to every household in the district, a young peoples questionnaire, focus groups and public meetings.

#### 'Our Place' consultation document

In the 'Our Place' consultation document the issue of tourism and leisure was raised in option 35, which asked respondents to rate whether they strongly agreed, agreed, neither agreed or disagreed, disagreed or strongly disagreed with the following statements:

#### Option 35

- We should actively promote the provision of new hotels in South Wiltshire
- We should encourage the provision of high quality conference facilities
- We should resist the loss of hotels, B&Bs and guest houses
- We should encourage tourism and leisure development in the rural area
- We should encourage the provision of static and tourist caravan sites and holiday chalet developments
- We should continue to support a new visitor centre for Stonehenge
- We should encourage more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends.

Option 2 in the 'Our Place' document asks respondents to rank the importance of issues facing the district from 1 to 10 and then to rank how satisfied they are with the local action already taken to tackle these issues. The two issues, which relate to tourism and leisure, were:

- Promoting tourism
- Providing leisure and cultural facilities
- Improved activities for teenagers
- Improved facilities for young children

#### Salisbury Vision – 'Our Place' consultation document

The 'Our Place' consultation also contained a section on the Salisbury Vision that set out a number of options related to tourism and leisure, which were set out under options 42 and 43. They asked respondents to say whether they Strongly agreed, agreed, neither agreed or disagreed, disagreed or strongly disagreed with the following statements:

- The Vision proposes the redevelopment of Churchfields Industrial Estate with a mix of residential-led purposes and finding better sites for the existing businesses.
- The Vision proposes a major investment in the public areas of the City, such as the market Square, Chequers, Market Walk and Cheese Market, as well as the creation of new high quality public spaces such as Fisherton Square and Confluence Park.
- The Vision proposes the enhancement of the Market Square into a high quality public space, which is a major focus for the City and an area for meeting, markets and events.
- The Vision introduces the idea of creating distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall.

#### Householder survey

As part of the 'Our Place' consultation, a householder survey was sent to all households in the district.

Related to tourism and leisure, respondents were asked to rank the following options from 1 to 10 (10 being a high priority and 1 being a low priority):

- Promoting tourism, leisure and shopping opportunities
- Promoting tourism
- Providing leisure and cultural facilities
- Improved activities for teenagers
- Improved facilities for young children

Related to tourism and leisure, respondents were asked to tick the following option if they supported it:

- Improvement of the Market Place as a central place for pedestrians
- The provision of a new Fisherton Square linking Fisherton Street with the rest of the City and arts venues
- Enhancing the street scene in the chequers

- The development of a Harnham eco-park enhancing access to and understanding of the Water Meadows.

### Young people's survey

A separate survey was designed for younger people to fill and give their views. The options were similar to the householder survey.

Related to tourism and leisure, respondents were asked to rank the following options from 1 to 10 (10 being a high priority and 1 being a low priority):

- Promoting tourism, leisure and shopping opportunities
- Promoting tourism
- Providing leisure and cultural facilities
- Improved activities for teenagers
- Improved facilities for young children

Related to tourism and leisure, respondents were asked to tick the following options they supported:

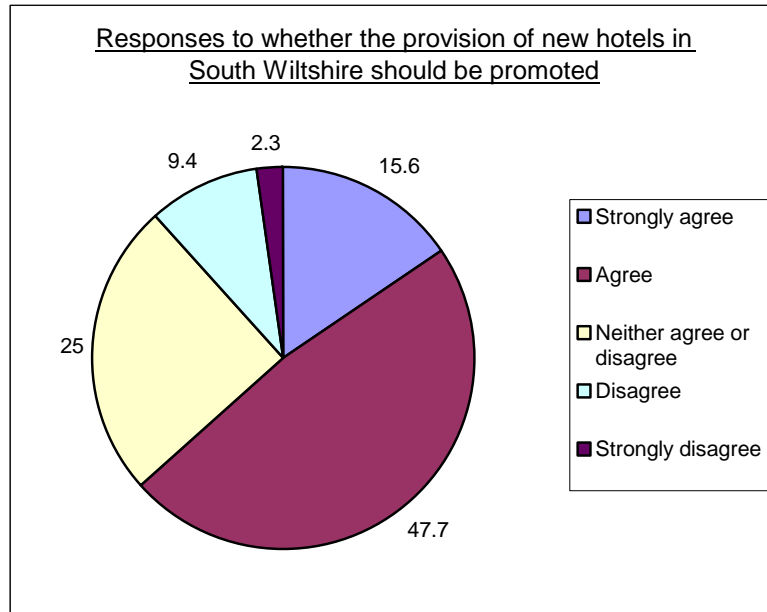
- Improvement of the Market Place as a central place for pedestrians
- The provision of a new Fisherton Square linking Fisherton Street with the rest of the City and arts venues
- Enhancing the street scene in the chequers
- The development of a Harnham eco-park enhancing access to and understanding of the Water Meadows.

## **Summary of responses**

### Tourism and leisure accommodation

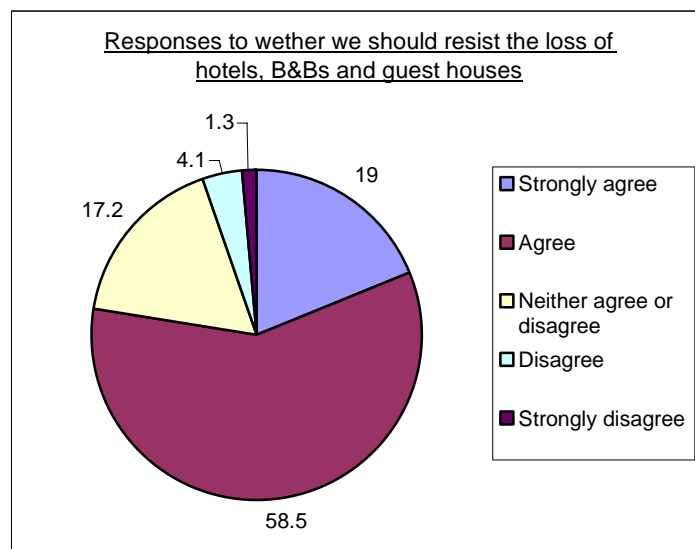
Option 35 of the 'Our Place' consultation asked respondents their views on a number of issues centred on tourism and leisure in the district.

Related to tourist accommodation, respondents were asked whether we should actively promote the provision of new hotels in South Wiltshire (Figure 1). 392 people responded to this issue with 63.3% of people either agreeing or strongly agreeing with this. Quite a large number (25%) neither agreed nor disagreed with this option. Some comments received included "We need a 100 bed hotel with conference facilities" and "A nice hotel r two designed and operated so it blends into the existing appearance of its setting is a good idea".



**Figure 1: Pie chart to show whether the provision of new hotels in South Wiltshire should be promoted from option 35 in the Our Place consultation document**

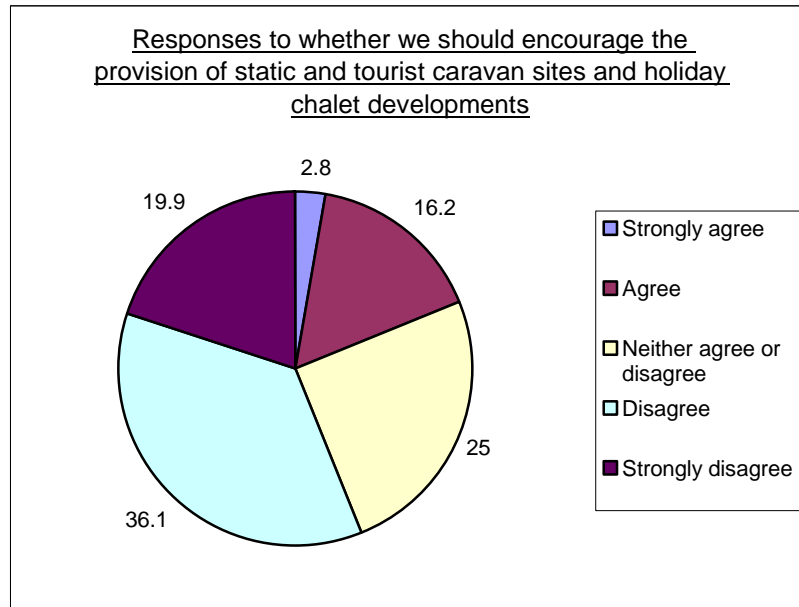
Respondents were also asked whether we should resist the loss of hotels, B&Bs and guesthouses (Figure 2). 395 people responded to this and 77.5% of people either agreed or strongly agreed with this and 17.2% neither agreed nor disagreed. Therefore the results above show that there is support for both promoting the provision of new hotels in South Wiltshire and resisting the loss of current accommodation.



**Figure 2: Pie chart to show whether we should resist the loss of hotels, B&Bs and guest houses from option 35 in the Our Place consultation document**

Under option 35 respondents were asked whether we should encourage the provision of static and tourist caravan sites and holiday chalet developments (Figure 3). 396 people responded to this and 56% of people either disagreed or strongly disagreed, and 25% neither agreed nor disagreed. Comments received in relation to this issue stated, "I do not think Salisbury is an ideal place for significant caravan or

chalet sites”, “Static caravan and chalet are not suitable for the area around Salisbury”, “Caravans/chalets would bring problems and a different type of visitor”, “Caravan sites need to be very carefully planned and sited” and “Caravan sites etc should be subject to local approval”. This shows that there is a low level of support for encouraging the provision of static and tourist caravan sites and holiday chalet development throughout the district.

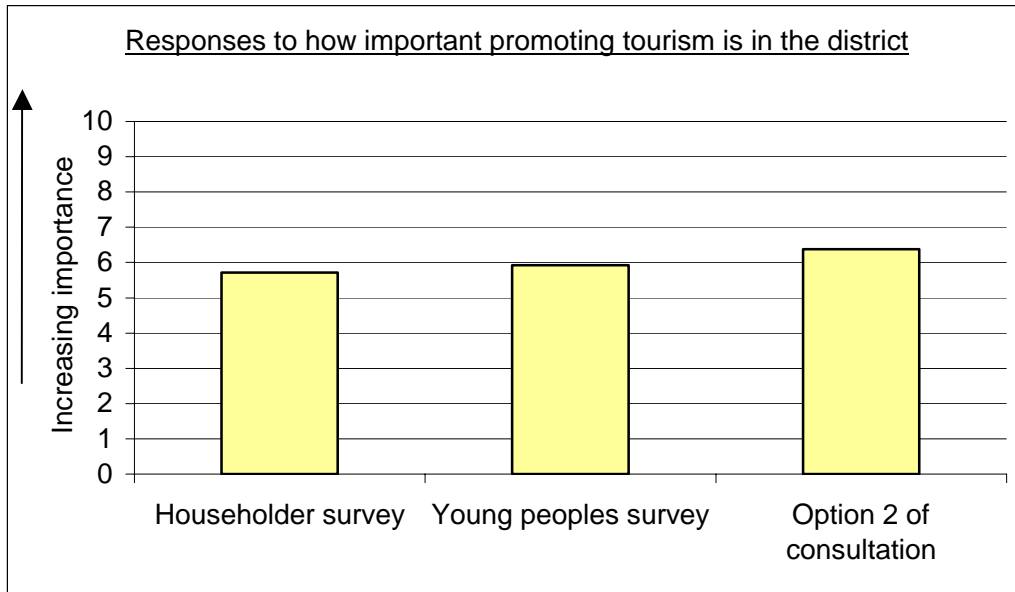


**Figure 3: Pie chart to show whether we should encourage the provision of static and tourist caravan sites and holiday chalet developments from option 35 in the Our Place consultation document**

Under option 42 respondents were asked their view on the redevelopment of Churchfields Industrial Estate with a mix of residential-led purposes and finding better sites for the existing businesses. Out of 387 responses, 74.2% of people either agreed or strongly agreed with this and 16.5% neither agreed nor disagreed. Only 9.3% either disagreed or strongly disagreed. This shows there is support for redeveloping the Churchfields Industrial Estate and relocating existing buildings.

Tourism and leisure development throughout the district

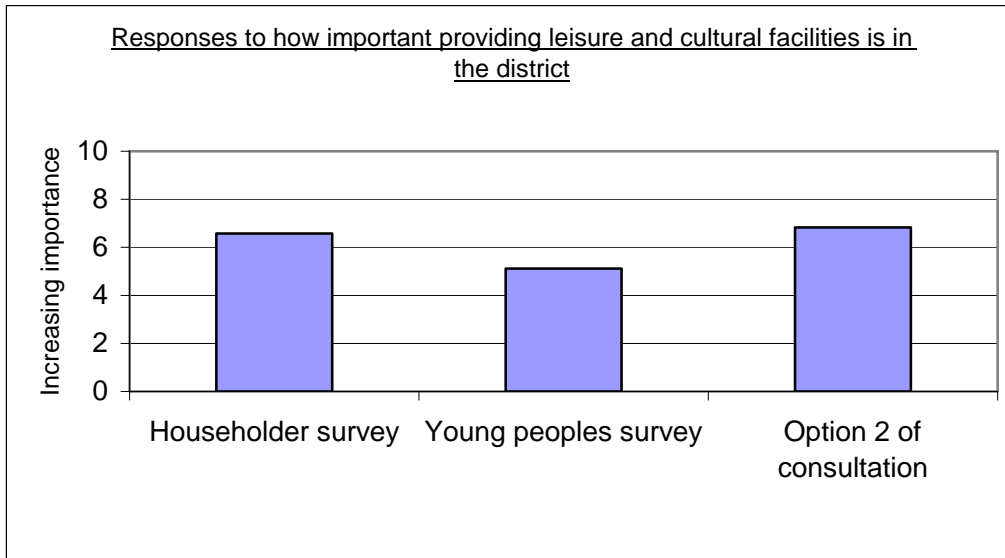
The householder survey, the young peoples survey and option 2 in the ‘Our Place’ consultation document asked respondents to rank how important they felt promoting tourism was on a scale of 1 to 10 (1 being of low importance and 10 being high) (Figure 4). The mean level of importance for promoting tourism was calculated as 5.71 in the householder survey, 5.92 in the young peoples survey and 6.38 in option 2 of the ‘Our Place’ consultation. These results all show similar levels of support and although promoting tourism doesn’t appear to be the highest priority for people, it is still an important issue.



**Figure 4: A bar graph to show responses to how important promoting tourism is in the district from the different surveys**

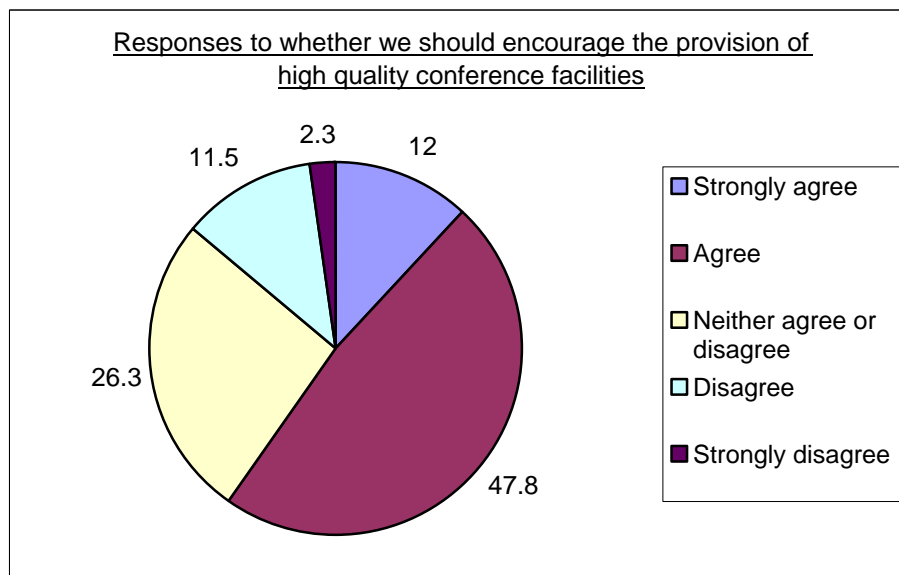
Under option 2 respondents were asked how satisfied they were with the current level of tourist promotion in the district. The mean score came out as 6.63 out of 10, which was the high level of satisfaction received from all issues in the district. This could be because people feel the district already has a wide range of tourist attractions (as shown by the response to option 27 in the 'Our Place' consultation) and therefore they feel tourism is adequately promoted.

Respondents were also asked how important they felt providing leisure and cultural facilities was, again on a scale of 1 to 10 (1 being of low importance and 10 being high) (Figure 5). The mean level of importance for providing leisure and cultural facilities was calculated as 6.58 in the householder survey, 5.12 in the young peoples survey and 6.83 in option 2 of the 'Our Place' consultation. The results of the householder survey and the 'Our Place' consultation show similar levels of importance. Although the young peoples survey showed a slightly lower level of importance, overall this issue was the fifth most important one to young people. Related to this, under option 2 respondents were asked how satisfied they were with the current level of leisure and cultural facilities in the district. The mean score came out as 6.19 out of 10, which was the third highest satisfaction level out of all issues in the district. Again this could reflect the fact that the district already has a good number of leisure and cultural facilities.



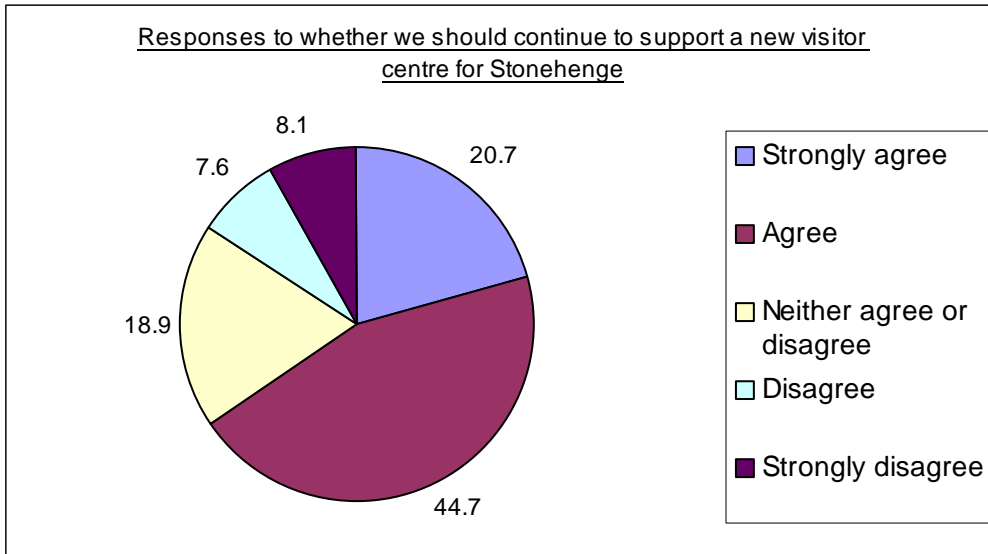
**Figure 5: A bar graph to show responses to how important providing leisure and cultural facilities in the district from the different surveys**

Several of the statements within option 35 centred on the theme of providing and improving cultural and leisure facilities in the district (Figure 6). Respondents were asked whether we should encourage the provision of high quality conference facilities. 391 people responded to this option and out of this 59.8% of people either agreed or strongly agreed with this statement. 26.3% of people neither agreed nor disagreed with this option and 13.8% either disagreed or strongly disagreed.



**Figure 6: A pie chart to show whether we should encourage the provision of high quality conference facilities from option 35 of the Our Place consultation document**

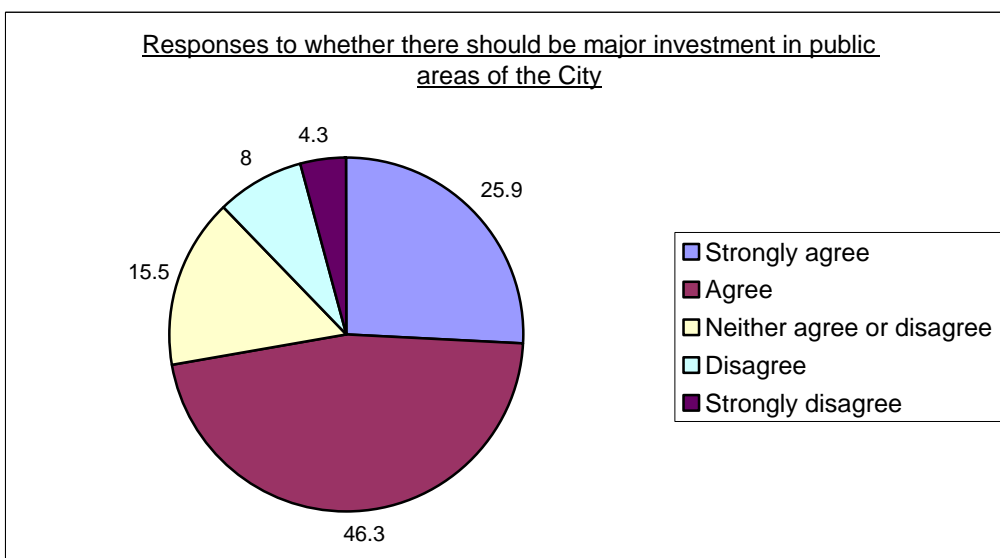
Respondents were also asked whether we should continue to support a new visitor centre for Stonehenge and out of 396 responses, 65.4% of people either agreed or strongly agreed and 18.9% neither agreed nor disagreed (Figure 7).



**Figure 7: A pie chart to show whether we should continue to support a new visitor centre for Stonehenge from option 35 in the Our Place consultation document**

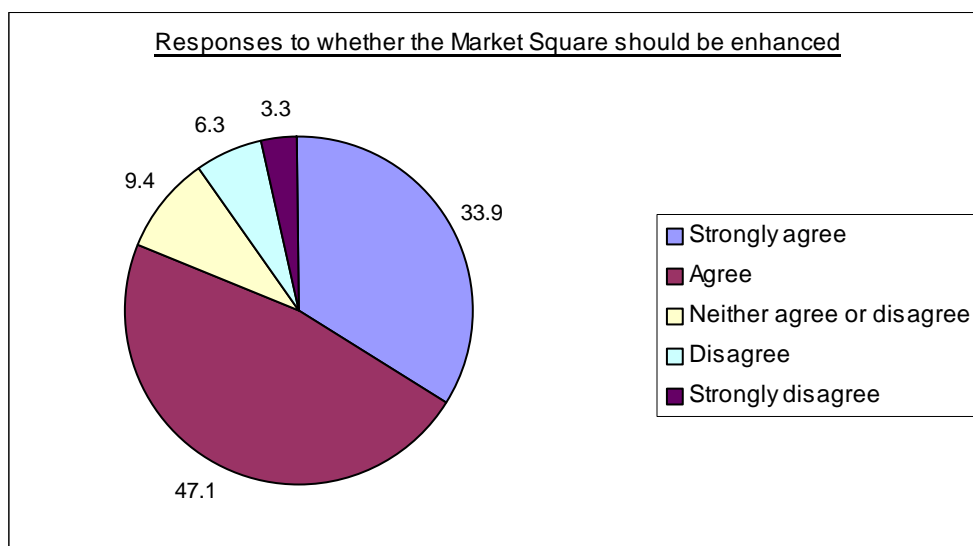
In broader terms, respondents were asked whether we should encourage tourism and leisure development in rural areas. 388 people responded to this and out of this 65.7% either agreed or strongly agreed, with 23.2% neither agreeing nor disagreeing. This shows there is support for improving cultural and leisure facilities in the district.

As part of the Salisbury Vision, several projects are put forward which aim to enhance the city culturally for both residents of the district and visitors and tourists. These projects were included under option 43 in the 'Our Place' consultation document. In response to the statement "The Vision proposes a major investment in the public areas of the city, such as the Market Square, as well as the creation of a new high quality public space such as Fisherton Square and Confluence Park", 72.2% of people either agreed or strongly agreed with this and 15.5% neither agreed nor disagreed, with a low minority either disagreeing or strongly disagreeing (Figure 8).



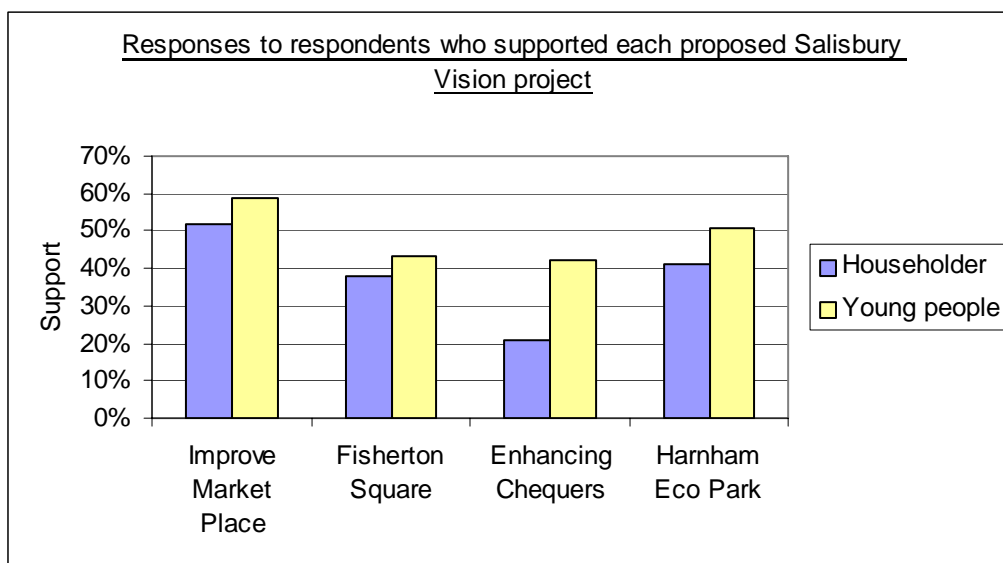
**Figure 8: A pie chart to show whether there should be major investment in public areas of the city from option 43 of the Our Place consultation.**

Respondents were also asked their opinion on the enhancement of the Market Square into a high quality public space. 395 people responded to this, and 81% either agreed or strongly agreed with this, which shows a high level of support. Option 43 also asked respondents their opinion on the idea of creating distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall. 383 people responded to this and 68.4% of people either agreed or strongly agreed with this, and 11.9% neither agreed nor disagreed (Figure 9).



**Figure 9: Pie chart to show whether the Market Square should be enhanced to be a major focus for the city centre.**

In both the Householder survey and the young peoples survey respondents were asked to tick all projects in the vision, which they supported and the following projects, related to tourism and leisure, received the following support (Figure 10): The improvement of the Market Place was ticked by 51.7% of people from the Household survey and 58.8% of people from the young peoples survey. The provision of a new Fisherton Square linking Fisherton Street with the rest of the city and arts venue was ticked by 38% of people from the householder survey and 43.1% of people from the young persons survey. Enhancing the street scene in the chequers was ticked by 20.9% of people from the householder survey and 42.2% of people from the young peoples survey and the development of a Harnham eco-park was ticked by 41.3% of people from the householder survey and 51% of people from the young peoples survey.



**Figure 10: Bar graph to show the level of support for different Salisbury Vision projects**

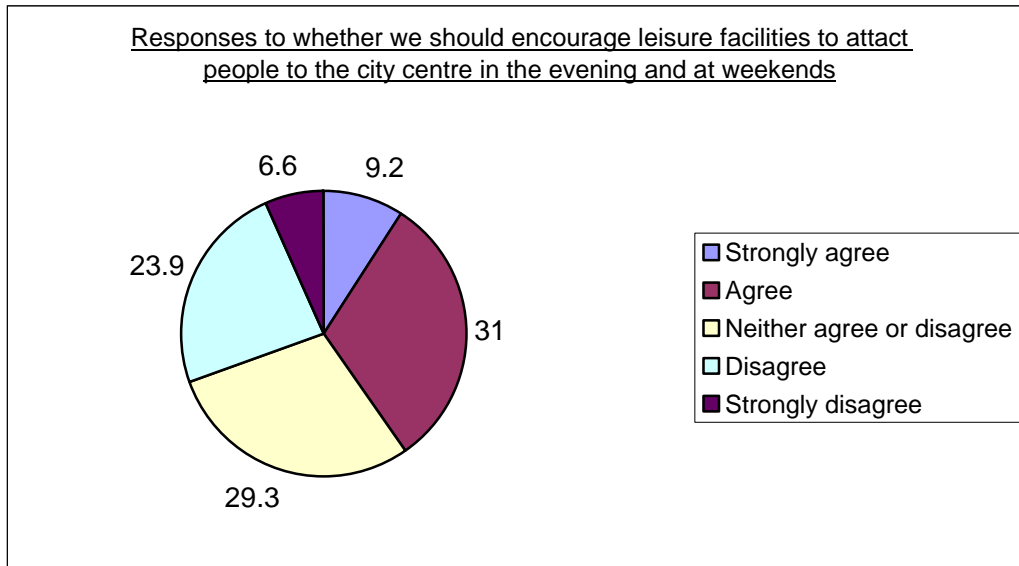
Overall, the results above show strong support for improving the city of Salisbury both culturally and environmentally. Comments received from respondents also support this with such comments as “Enhancing key public areas within Salisbury and redesigning others will provide a high quality public realm within the streets of the city centre”, “I like most of these ideas”, “Loves these ideas”, “All of this would be lovely”. Some comments did however raise a note of caution with regards to the need to protect and preserve the character of the city, including “I agree with the proposals, as long as the essential character of the city centre is preserved and enhanced”, “I really think we must be sure not to lose the feel of Salisbury as a medieval city, modernising the market square for example, changes the whole feel and will lose character” and “I have serious concerns that all this improvement will lead to a loss of character and end up ruining the city”.

The results from the ‘Our Place’ document and from the Householder shows differing levels of support for the Vision options and this can be attributed to the fact that the householder survey did not give the option for respondents to disagree with the proposal. Therefore it is not necessarily the case that those respondents, who did not tick support, did not support the proposals, as it could be the case that they did not feel strongly either way about it. This view is further supported by the fact that in the ‘Our Place’ document people were given the option to disagree with the proposals and very few people did.

### The night time economy

In relation to the night time economy option 35 asked respondents where we should encourage more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends. 393 people responded and 29.3% of people neither agreed nor disagreed, 30.5% of people either disagreed or strongly disagreed with this and 40.2 either agreed or strongly agreed. This is a relatively even spread of responses and this could be because some people may support the encouragement of some facilities such as restaurants but discourage other such as pubs and bars. This is supported by comments from some of the respondents including “There are lots of pubs and restaurants already”, “In favour of additional cinema and leisure facilities but not more bars or pubs”, “I have no objection to further cinemas/ theatres etc., but I believe we

have enough city centre pubs, bars and restaurants”, “We have too many pubs and bars already”, “Enough pubs already but need good restaurants, cafes and cinemas/ new concert hall” and “In my opinion there are too many clubs and the city can be frightening for young and old at night”. This seems to show that there is support for increasing and improving leisure facilities such as restaurants and cinema but not for bars and pubs, which people seem to associate with poor behaviour and disturbance.



**Figure 11: Pie chart to show responses to whether we should encourage more leisure facilities in Salisbury centre to attract people to the city in the evenings and at weekends from option 35 in the Our Place consultation document.**

Economy Focus group

As part of the issues and options consultation, an economy focus was held to gather the views of important stakeholders. In relation to tourism and leisure the following points emerged:

The conference sector has issues at the moment with Salisbury. Where hotels are wanting to expand in the city centre - which is the ideal location for hotel rooms and facilities, they are being blocked by the planning application process and committees. The city centre hotels are currently turning away a large amount of business. There need facilities for rooms as well as conferencing and courses. There needs to be a positive policy to encourage such extension to hotels in the city centre. There seems to be a big push for new hotels rather than the extension and retention of the existing facilities.

Space for courses/conferencing facilities is very necessary. There is a huge demand for rooms for training courses for example. With economic development in areas such as Porton Down this requirement is only going to increase. Without such facilities the courses will have to go elsewhere.

Choice of places to eat also needs to increase, and of quality food outlets. At the moment for example, during Christmas time visitors struggle to find places to eat, especially when the Christmas party season is in full swing.

## **Analysis of responses**

This section analysis's the results both on a district wide level and a more spatially based level to determine the tourism and leisure issues throughout the district. The results are then analysed against the sustainability objectives, national and regional guidance and deliverability. Based on these criteria, recommendations are put forward, on which options should be carried forward into the preferred options.

## **Spatial analysis of results**

Below is a detailed analysis of what the consultation results related to tourism and leisure have shown on a district wide level and a more spatially based level. The results are related to National and Regional Guidance and any other important evidence including the Tourism Strategy for South Wiltshire and the Retail and Leisure Needs Study 2006 (RLNS) in order to draw recommendations for the preferred options.

## **Implications on a district-wide or wider area**

### Tourism and leisure development in the district

Government guidance contained within the Good Practice Guide recognises that tourism generates significant revenue, jobs and supports communities. PPS7 also recognises that leisure and tourism activities are important to rural areas, and tourism and leisure developments, which benefit rural businesses, communities and visitors should be supported so long as they do not harm the character of the countryside. The RRS also acknowledges the role of tourism and identifies that tourist development should be encouraged to improve quality and attract additional visitors. In the district, tourism is an important contributor to the local economy and direct spending in South Wiltshire in 2003 was just over £146 million.

The householder survey, the young peoples survey and option 2 in the 'Our Place' consultation document asked respondents to rank how important they felt promoting tourism was on a scale of 1 to 10 (1 being of low importance and 10 being high). The results from these surveys all showed similar levels of support and although promoting tourism doesn't appear to be the highest priority for people, it is still an important issue. Related to this, under option 2 respondents were asked how satisfied they were with the current level of tourist promotion in the district. The mean score came out as 6.63 out of 10, which was the highest level of satisfaction received from all issues in the district. This could be because people feel the district already has a wide range of tourist attractions and therefore they feel tourism is adequately promoted.

Respondents were also asked how important they felt providing leisure and cultural facilities was on a scale of 1 to 10 (1 being of low importance and 10 being high). The mean level of importance for providing leisure and cultural facilities was calculated as 6.58 in the householder survey, 5.12 in the young peoples survey and 6.83 in option 2 of the 'Our Place' consultation. The results of the householder survey and the 'Our Place' consultation show similar levels of importance. Although the young peoples survey showed a slightly lower level of importance, overall this issue was the fifth most important one to young people. Related to this, under option 2 respondents were asked how satisfied they were with the current level of leisure and cultural facilities in the district. The mean score came out as 6.19 out of 10, which was the

third highest satisfaction level out of all issues in the district. Again this could reflect the fact that the district already has a good number of leisure and cultural facilities.

Based on the consultation results and government guidance, which encourages the development of tourism and leisure, it is considered that the issue of promoting tourism, and leisure and cultural facilities throughout the district should be carried forward into the preferred options. Support should be given for the provision of tourist and visitor facilities in appropriate locations and where new or additional facilities are required they should be provided in, or close to, service centres or villages. Facilities that enhance visitor's enjoyment and/or improve the financial viability of a particular feature should be allowed, provided that it would not have a detrimental impact on the countryside and character of the area.

### Tourism and leisure accommodation

According to the South West Regional Spatial Strategy (RSS), in some parts of the region there is concern about the loss of high quality accommodation stock to other uses. Where this is the case the RSS identifies that local authorities should undertake assessments to establish an evidence base from which policies can be developed to protect accommodation and secure reuse. An infrastructure evaluation of the accommodation and conference sector in South Wiltshire carried out by Bournemouth University in 2005, concluded that there was evidence to suggest a lack of supply in the budget and high quality leisure accommodation market relative to demand. In relation to the provision of caravan sites and holiday chalet developments, PPS7 states that policies should carefully weigh the objectives of providing adequate facilities and the need to protect landscapes and the environment. It has also been noticed that some accommodation in the district is easily able to get planning permission of a change of use away from tourist provision for example to residential and this is further diminishing the choice and level of bedspace. The issue of accommodation within Salisbury city will be discussed in detail under the Salisbury City heading below.

Due to the findings of the infrastructure evaluation and the recommendation of the RSS, an option addressing tourist accommodation was included in the 'Our Place' consultation. This asked respondents whether we should actively promote the provision of new hotels in South Wiltshire. 63.3% of people either agreed or strongly agreed with this although quite a large number (25%) neither agreed nor disagreed with this option. Respondents were also asked whether we should resist the loss of hotels, B&Bs and guesthouses and 77.5% of people either agreed or strongly agreed with this.

Based on the need to provide a variety of accommodation throughout the district to meet a range of needs, the consultation asked respondents whether we should encourage the provision of static and tourist caravan sites and holiday chalet developments. 56% of people either disagreed or strongly disagreed, and 25% neither agreed nor disagreed. Comments received in relation to this issue raised concern over the suitability of Salisbury for caravan or chalet sites and concern over the problems they could bring.

Related to tourist accommodation it is clear that the consultation responses show support from promoting the provision of new hotels in South Wiltshire and related to this it was clear that the majority of respondents were in agreement that we should resist the loss of hotels, B&Bs guesthouses. These are clearly in line with government objectives of promoting tourism and providing accommodation to meet the needs of tourists, visitors, residents and businesses. The protection of

accommodation is also in line with government guidance, which seeks to protect accommodation and its reuse. Therefore it is recommended that this option of promoting the provision of new hotels in South Wiltshire be carried forward into the preferred options.

In relation to the provision of static and tourist caravan sites and holiday chalet development throughout the district, it is clear from the consultation responses that people were concerned over the impact and suitability of this type of development in the district. However it must be noted that government guidance contained in PPS7 requires planning authorities to carefully weigh the objective of providing adequate facilities and sites with the need to protect landscapes and environmentally sensitive sites and ensure that new or expanded sites are not prominent in the landscape and that any visual intrusion is minimised. Therefore any proposals for these types of development would be expected to be of a small scale, in appropriate locations (i.e. in close proximity to tourist and leisure attraction and transport links) and to not have a detrimental impact on the landscape. Government guidance also supports the diversification in the rural economy and the provision of such accommodation, as this would clearly be in line with this. Based on the above it is considered that an option should be carried forward into the preferred options for the provision of small scale caravan sites and holiday chalet development in or near existing settlements which supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside.

### Conference facilities

The Tourism Strategy contains an action plan, which suggest the need to have a professional high quality, flexible conference facility capable of attracting medium to large conferences. PPS6 requires uses including conference facilities to be located in town centres in order to complement other uses, provide good access and ensure its vitality and viability.

Based on the above, an option was included in the consultation asking respondents whether we should encourage the provision of high quality conference facilities. 59.8% of people either agreed or strongly agreed with this statement. 26.3% of people neither agreed nor disagreed with this option and 13.8% either disagreed or strongly disagreed. Overall this shows there is support for conference facilities throughout the district. There may have been such a large number of people neither agreeing nor disagreeing because they may not have known whether there was a need for such a facility or may never use this type of facility and therefore not have an opinion on whether such a facility is built.

Based on the need identified in the Tourism Strategy and the consultation results, it is considered that an option for encouraging the provision of high quality conference facilities be carried forward into the preferred options.

## **Implications for the six community areas**

The results below are analysed in context of the six community areas within the district to investigate any spatially based issues, which emerge in the district.

## **Mere and District**

### ***Local centre: Mere***

No spatially distinct relevant information on Mere has emerged from the consultation.

### ***Main village: Zeals***

No spatially distinct relevant information on Zeals has emerged from the consultation.

### ***Cluster villages:***

No spatially distinct relevant information on Cluster villages has emerged from the consultation.

### ***Other villages:***

No spatially distinct relevant information on other villages has emerged from the consultation.

### ***Rural issues:***

Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can help to aid diversification within the rural economy and the positive contribution it can make to communities. Furthermore the government recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment. Guidance contained in PPS7 – Sustainable Development in Rural Areas, also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside. Within the Good Practice Guide it advises that in those locations where the future development of tourism is a key issue for the local authority, it will be appropriate for the core strategy to cover tourism issues together with any objectives relevant to tourism. The previous tourism and leisure topic paper highlights that tourism is an important issues in the district and should therefore be addressed.

The Tourism Strategy for South Wiltshire has a vision to develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage. It also recognises that the environment in the district is a key part of tourism and therefore it must be ensured that the tourism industry works in harmony with this.

In response to the guidance and evidence above, an option was included in the 'Our Place' consultation document, which asked respondents where we should encourage tourism and leisure development in rural areas. 65.7% of

people either agreed or strongly agreed with this option, which shows a reasonably high level of support.

Based on the strong support from the consultation for encouraging tourism and leisure development in rural areas and government guidance which recognises the positive contribution tourism can play in diversification in rural areas, it is considered that this option should be carried forward into the preferred options. It must also be highlighted that any future diversification and development must occur in harmony with the natural environment.

In relation to tourist accommodation, PPS7 – Sustainable Development in Rural Areas, states that in rural areas tourist accommodation requiring new buildings should be located in, or adjacent to, existing towns and villages. Both conversions and extensions should be allowed where it will help to ensure the future viability of businesses.

The issue of tourist and leisure accommodation in rural areas is discussed above under the district wide implications.

## **Nadder valley**

### ***Local centre: Tisbury***

No spatially distinct relevant information on Tisbury has emerged from the consultation.

### ***Main village: Hindon***

No spatially distinct relevant information on Hindon has emerged from the consultation.

### ***Cluster villages: Ludwell, Donhead St Andrew, Donhead St Mary, Charlton.***

No spatially distinct relevant information on cluster villages has emerged from the consultation.

### ***Other villages:***

No spatially distinct relevant information on other villages has emerged from the consultation.

### ***Rural issues:***

Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can help to aid diversification within the rural economy and the positive contribution it can make to communities. Furthermore the government recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment. Guidance contained in PPS7 – Sustainable Development in Rural Areas, also recognises that leisure and tourism

activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside. Within the Good Practice Guide it advises that in those locations where the future development of tourism is a key issue for the local authority, it will be appropriate for the core strategy to cover tourism issues together with any objectives relevant to tourism. The previous tourism and leisure topic paper highlights that tourism is an important issues in the district and should therefore be addressed.

The Tourism Strategy for South Wiltshire has a vision to develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage. It also recognises that the environment in the district is a key part of tourism and therefore it must be ensured that the tourism industry works in harmony with this.

In response to the guidance and evidence above, an option was included in the 'Our Place' consultation document, which asked respondents where we should encourage tourism and leisure development in rural areas. 65.7% of people either agreed or strongly agreed with this option, which shows a reasonably high level of support.

Based on the strong support from the consultation for encouraging tourism and leisure development in rural areas and government guidance which recognises the positive contribution tourism can play in diversification in rural areas, it is considered that this option should be carried forward into the preferred options. It must also be highlighted that any future diversification and development must occur in harmony with the natural environment.

The issue of tourist and leisure accommodation in rural areas is discussed above under the district wide implications.

## **Stonehenge**

### ***Northern urban cluster: Amesbury, Bulford, Durrington***

Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can make a positive contribution to communities. Furthermore the government recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment. Guidance contained in PPS7 – Sustainable Development in Rural Areas, also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside.

Stonehenge is Britain's best known and most important ancient monument - one of the first to be listed as a World Heritage Site. An internationally recognised icon of England, it attracts more than 800,000 visitors every year, over half of them from overseas. World Heritage Sites are considered essential to a proper understanding of mans history and have worldwide

relevance and importance. Based on this an option was included in the consultation which asked respondents whether we should continue to support a new visitor centre for Stonehenge and 65.4% of people either agreed or strongly agreed and 18.9% neither agreed nor disagreed. Several comments were also received in relation to this option, which stated that the visitor centre should be sited closer to the stones than the proposed centre, for example, "There is a need for a new visitor centre but it should not be at countess roundabout but close to Stonehenge", "Visitors centre for Stonehenge should be resited nearer the stones", "I am in favour of a visitor centre for Stonehenge but in the right place which is next to the Stones.  $\frac{3}{4}$  mile away is ridiculous and most tourists will not want to make the journey", and "Support for a new visitor centre and Stonehenge depends on location."

Based on the above it is considered an option should be carried forward into the preferred options for a visitor centre for Stonehenge to enhance the visitor experience whilst protecting the character and environment of the site.

### ***Main village: Shrewton***

No spatially distinct relevant information on Shrewton has emerged from the consultation.

### ***Main village: Porton***

No spatially distinct relevant information on Porton has emerged from the consultation.

### ***Main village: Winterbourne Dauntsey / Earls / Hurdcott***

No spatially distinct relevant information on main villages has emerged from the consultation.

### ***Cluster villages: Winterbourne Dauntsey / Winterbourne Earls, Hurdcott, Winterbourne Gunner, Idmiston, Porton, Gomeldon.***

No spatially distinct relevant information on cluster villages has emerged from the consultation.

### ***Other villages:***

No spatially distinct relevant information on other villages has emerged from the consultation.

### ***Rural issues:***

Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can help to aid diversification within the rural economy and the positive contribution it can make to communities. Furthermore the government recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment. Guidance contained in PPS7 – Sustainable

Development in Rural Areas, also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside. Within the Good Practice Guide it advises that in those locations where the future development of tourism is a key issue for the local authority, it will be appropriate for the core strategy to cover tourism issues together with any objectives relevant to tourism. The previous tourism and leisure topic paper highlights that tourism is an important issues in the district and should therefore be addressed.

The Tourism Strategy for South Wiltshire has a vision to develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage. It also recognises that the environment in the district is a key part of tourism and therefore it must be ensured that the tourism industry works in harmony with this.

In response to the guidance and evidence above, an option was included in the 'Our Place' consultation document, which asked respondents where we should encourage tourism and leisure development in rural areas. 65.7% of people either agreed or strongly agreed with this option, which shows a reasonably high level of support.

Based on the strong support from the consultation for encouraging tourism and leisure development in rural areas and government guidance which recognises the positive contribution tourism can play in diversification in rural areas, it is considered that this option should be carried forward into the preferred options. It must also be highlighted that any future diversification and development must occur in harmony with the natural environment.

The issue of tourist and leisure accommodation in rural areas is discussed above under the district wide implications.

## **Four rivers: Ebbles, Nadder, Wylde, Till.**

### ***Local centre: Wilton***

No spatially distinct relevant information on Wilton has emerged from the consultation.

### ***Main village: Dinton***

No spatially distinct relevant information on Dinton has emerged from the consultation.

### ***Cluster villages: Great Wishford, South Newton, Stoford.***

No spatially distinct relevant information on cluster villages has emerged from the consultation.

### ***Other villages:***

No spatially distinct relevant information on other villages has emerged from the consultation.

### ***Rural issues:***

Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can help to aid diversification within the rural economy and the positive contribution it can make to communities. Furthermore the government recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment. Guidance contained in PPS7 – Sustainable Development in Rural Areas, also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside. Within the Good Practice Guide it advises that in those locations where the future development of tourism is a key issue for the local authority, it will be appropriate for the core strategy to cover tourism issues together with any objectives relevant to tourism. The previous tourism and leisure topic paper highlights that tourism is an important issues in the district and should therefore be addressed.

The Tourism Strategy for South Wiltshire has a vision to develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage. It also recognises that the environment in the district is a key part of tourism and therefore it must be ensured that the tourism industry works in harmony with this.

In response to the guidance and evidence above, an option was included in the 'Our Place' consultation document, which asked respondents where we should encourage tourism and leisure development in rural areas. 65.7% of people either agreed or strongly agreed with this option, which shows a reasonably high level of support.

Based on the strong support from the consultation for encouraging tourism and leisure development in rural areas and government guidance which recognises the positive contribution tourism can play in diversification in rural areas, it is considered that this option should be carried forward into the preferred options. It must also be highlighted that any future diversification and development must occur in harmony with the natural environment.

The issue of tourist and leisure accommodation in rural areas is discussed above under the district wide implications.

## **Southern**

### ***Local centre: Downton***

No spatially distinct relevant information on Downton has emerged from the consultation.

***Main village: Alderbury***

No spatially distinct relevant information on Alderbury has emerged from the consultation.

***Main village: Whiteparish***

No spatially distinct relevant information on Whiteparish has emerged from the consultation.

***Main village: The Winterslows***

No spatially distinct relevant information on the Winterslows has emerged from the consultation.

***Cluster villages: Morgans Vale, Woodfalls, Redlynch, Lover, and Bohemia.***

No spatially distinct relevant information on cluster villages has emerged from the consultation.

***Other villages:***

No spatially distinct relevant information on other villages has emerged from the consultation.

***Rural issues:***

Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can help to aid diversification within the rural economy and the positive contribution it can make to communities. Furthermore the government recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment. Guidance contained in PPS7 – Sustainable Development in Rural Areas, also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside. Within the Good Practice Guide it advises that in those locations where the future development of tourism is a key issue for the local authority, it will be appropriate for the core strategy to cover tourism issues together with any objectives relevant to tourism. The previous tourism and leisure topic paper highlights that tourism is an important issues in the district and should therefore be addressed.

The Tourism Strategy for South Wiltshire has a vision to develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage. It also recognises that the environment in the district is a key part of tourism and therefore it must be ensured that the tourism industry works in harmony with this.

In response to the guidance and evidence above, an option was included in the 'Our Place' consultation document, which asked respondents where we should encourage tourism and leisure development in rural areas. 65.7% of people either agreed or strongly agreed with this option, which shows a reasonably high level of support.

Based on the strong support from the consultation for encouraging tourism and leisure development in rural areas and government guidance which recognises the positive contribution tourism can play in diversification in rural areas, it is considered that this option should be carried forward into the preferred options. It must also be highlighted that any future diversification and development must occur in harmony with the natural environment.

The issue of tourist and leisure accommodation in rural areas is discussed above under the district wide implications.

## **Salisbury City**

### Hotel accommodation

Government guidance recognises the contribution tourism makes to generating revenue, jobs and supporting communities and supports the enhancement of existing centres. Included in the Tourism Strategy, is the findings of a study which concluded that there was evidence to suggest a lack of supply in the budget and high quality leisure accommodation market relative to demand. Although there was not an issue specifically relating to the allocation of tourist and leisure accommodation in Salisbury City, the previous topic paper highlighted that the Tourism Strategy identified the need to provide a least 100 x 4 star bed spaces, at least one boutique hotel, at least one 100 bed hotel to serve the group market as well as increasing the number of B&B and self-catering bed spaces.

Based on this evidence, an option was included in the consultation, which asked respondents whether we should actively promote the provision of new hotels in South Wiltshire. 63.3% of people either agreed or strongly agreed with this although quite a large number (25%) neither agreed nor disagreed with this option. Some comments received included "We need a 100 bed hotel with conference facilities" and "A nice hotel or two designed and operated so it blends into the existing appearance of its setting is a good idea". In the Salisbury Vision it sets out a proposal to redevelop Churchfields Industrial Estate including the development of a hotel on the site. The option for redeveloping this site was included in the consultation and in response to this, 74.2% of people either agreed or strongly agreed with this option.

PPS6 – Planning for Town Centres requires main town centre uses associated with leisure and tourism such as hotels, to be located in town centres and to compliment a range of different uses. The development of a hotel has been identified as part of the Churchfields redevelopment and this would meet both some of the identified need for bedspace and be located on a sequentially preferable site. Therefore based on the responses received from the consultation and the need identified for hotel bedspace in Salisbury, it is considered that a preferred option be carried forward for the allocation of a hotel on the former Churchfields Industrial Estate in Salisbury.

## The night time economy and leisure need

### - Government guidance

PPS6 requires Local Planning Authorities to prepare planning policies to help manage the evening and nighttime economy in appropriate centres. These policies should encourage a range of complementary evening and night time economy uses which appeal to wide range of age and social groups.

### - Retail and leisure needs study

The night time economy of an area can make an important and vital contribution to the economy of an area and according to the Retail and Leisure Needs Study (RLNS) Salisbury has a good mix of leisure activities. According to this report although there is a good selection of traditional public houses and chain bars throughout the city centre, the selection of quality wine bars, pubs/bars and restaurants is relatively limited for a centre of its size and position. The study also shows that Salisbury is not fulfilling a strong evening economy/leisure role with many people not choosing to come to Salisbury in the evening and it is considered that this is likely to be a consequence of the relatively limited range of evening economy activities. In relation to leisure, the RLNS looked into the provision of leisure facilities in the district. It confirmed that cinema provision in Salisbury is considered to be relatively small and there is capacity for an additional 5-7 cinema screens and other commercial leisure facilities if the market demand is there. It must however be noted that development should not be considered in isolation from the rest of the city centre.

### - Consultation

Based on government guidance and the findings of the RLNS, an option was included in the 'Our Place' consultation, which asked respondents whether we should encourage more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends. In response to this 29.3% of people neither agreed nor disagreed, 30.5% of people either disagreed or strongly disagreed with this and 40.2% either agreed or strongly agreed. This is a relatively even spread of responses and this could be because some people may support the encouragement of some facilities such as restaurants but discourage others such as pubs and bars. This is supported by comments from respondents including "There are lots of pubs and restaurants already", "In favour of additional cinema and leisure facilities but not more bars or pubs", "I have no objection to further cinemas/ theatres etc., but I believe we have enough city centre pubs, bars and restaurants", "We have too many pubs and bars already", "Enough pubs already but need good restaurants, cafes and cinemas/ new concert hall" and "In my opinion there are too many clubs and the city can be frightening for young and old at night". This seems to show that there is support for increasing and improving leisure facilities such as restaurants and cinemas but not for bars and pubs, which people seem to associate with poor behaviour and disturbance.

As highlighted above government guidance supports policies to enhance the evening and night time economy in appropriate centres. It also highlights that policies should encourage a range of complementary evening and night time economy uses which appeal to wide range of age and social groups. As the

consultation responses show there is concern over the types of uses currently in the city centre and the type of behaviour exhibited by some users. The RLNS also realises that there is a relatively limited range of evening economy activities in the centre. While there is a need to enhance the night time economy, there is a clear need to balance this with the rights of all users and residents of the city centre. Based on this it is recommended that an option, which aims to improve and reshape the city's evening economy and to upgrade it with a greater choice of quality wine bars and restaurants aimed at a wide range of age and social groups, and move away from the large style formats of pubs and bars which attract narrow age groups of mass drinkers, be carried forward into the preferred options.

### Leisure and tourism development in Salisbury

#### - Government guidance

Government guidance contained within the Good Practice Guide recognises that tourism generates significant revenues, jobs and supports communities and the RRS also acknowledges the role of tourism and identifies that tourist development should be encouraged to improve quality and attract additional visitors. According to the previous topic paper, Salisbury city centre has a good mix of leisure activities and should be promoted as the main focus for retail and leisure activity over the forthcoming LDF period.

#### - Consultation

Emerging from the Salisbury Vision, options for the enhancement of the city centre were included in the 'Our Place' consultation. In response to the statement "The Vision proposes a major investment in the public areas of the city, such as the Market Square, as well as the creation of a new high quality public space such as Fisherton Square and Confluence Park", 72.2% of people either agreed or strongly agreed with this, with a low minority either disagreeing or strongly disagreeing. Respondents were also asked their opinion on the enhancement of the Market Square into a high quality public space and 81% either agreed or strongly agreed with this, which shows a high level of support. Option 43 also asked respondents their opinion on the idea of creating distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall and 68.4% of people either agreed or strongly agreed with this.

In both the Householder survey and the young peoples survey respondents were asked to tick all projects in the vision, which they supported (Figure 1). 51.7% of people from the householder survey and 58.8% of people from the young peoples survey ticked that they supported the improvement of the Market Place. The provision of a new Fisherton Square linking Fisherton Street with the rest of the city and arts venue was ticked by 38% of people from the householder survey and 43.1% of people from the young persons survey. Enhancing the street scene in the chequers was ticked by 20.9% of people from the householder survey and 42.2% of people from the young peoples survey and the development of a Harnham eco-park was ticked by 41.3% of people from the householder survey and 51% of people from the young peoples survey.

Overall, the results above show strong support for improving the city of Salisbury both culturally and environmentally. Comments received from

respondents also support this with such comments as “Enhancing key public areas within Salisbury and redesigning others will provide a high quality public realm within the streets of the city centre”, “I like most of these ideas”, and “All of this would be lovely”. Some comments did however raise a note of caution with regards to the need to protect and preserve the character of the city, including “I agree with the proposals, as long as the essential character of the city centre is preserved and enhanced”, “I really think we must be sure not to lose the feel of Salisbury as a medieval city, modernising the market square for example, changes the whole feel and will lose character” and “I have serious concerns that all this improvement will lead to a loss of character and end up ruining the city”.

The results from the ‘Our Place’ document and from the Householder shows differing levels of support for the Vision options and this can be attributed to the fact that the householder survey did not give the option for respondents to disagree with the proposal. Therefore it is not necessarily the case that those respondents, who did not tick support, did not support the proposals, as it could be the case that they did not feel strongly either way about it. This view is further supported by the fact that in the ‘Our Place’ document people were given the option to disagree with the proposals and very few people did.

Based on the consultation results and the need for improvements to the city centre to sustain its attraction and promote it as the main focus for retail and leisure activity over the LDF period, it is proposed that the options of major investment in the public areas of the city, such as the Market Square, as well as the creation of a new high quality public space such as Fisherton Square and Confluence Park, the enhancement of the Market Square into a high quality public space and the creation of distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall be carried forward into the preferred options.

## **Follow-up work required as result of consultation**

No follow up work has been identified.

## **THE IDENTIFICATION OF PREFERRED OPTIONS FOR THIS TOPIC AREA**

This section carries out some cross-cutting analysis which analyses the options from the consultation against national and regional guidance, the sustainability objectives, the deliverability of each option and how spatially distinctive they are. Based on this, a sound recommendation can be made on those options that should be taken forward into the preferred options.



Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
<p>Promote the provision of new hotels in South Wiltshire</p>	<p>Positive</p> <p>In accordance with SA Objectives 20 and 21.</p>	<p>According to the South West Regional Spatial Strategy (RSS), in some parts of the region there is concern about the loss of high quality accommodation stock to other uses. Where this is the case the RSS identifies that local authorities should undertake assessments to establish an evidence base from which policies can be developed to protect accommodation and secure reuse.</p> <p>An infrastructure evaluation of the accommodation and conference sector in South Wiltshire carried out by Bournemouth University in 2005, concluded that there was evidence to suggest a lack of supply in the budget and high quality leisure accommodation</p>	<p>The option is in line with government guidance and there is a need for such facilities in the district. It must be ensured that any policies for this type of development reaffirm the governments 'town centre first' objective in accordance with PPS6.</p>	<p>- Consultation responses show support for this option along with resisting the loss of hotels, B&amp;Bs guesthouses.</p> <p>- In line with government guidance</p> <p><b>Therefore it is recommended that this option of promoting the provision of new hotels in South Wiltshire be carried forward into the preferred options.</b></p> <p>Any policy must ensure that developments are in accordance with the government guidance in the form of the town centre first objective.</p>

Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
		market relative to demand.		
Encourage the provision of high quality conference facilities	Positive In accordance with SA Objectives 20 and 21.	The Tourism Strategy contains an action plan, which suggest the need to have a professional high quality, flexible conference facility capable of attracting medium to large conferences. PPS6 requires uses including conference facilities to be located in town centres in order to complement other uses, provide good access and ensure its vitality and viability.	There is an identified need for conference facilities in the district and this need is flexible in that it could be added to an existing development or form part of a larger mixed use development.	Based on the need identified in the Tourism Strategy and the consultation results, it is considered that <b>an option for encouraging the provision of high quality conference facilities be carried forward into the preferred options.</b>  These facilities should be provided in sustainable locations alongside complementing uses and be accessible.
Resist the loss of hotels, B&B and guest houses	Positive In accordance with SA Objectives 20 and 21.	According to the South West Regional Spatial Strategy (RSS), in some parts of the region there is concern about the loss of high quality accommodation stock to other uses. Where this is the case the RSS identifies that local	Evidence has shown that there has recently been a loss of such facilities in the district to other uses such as flats and dwellings. This can be controlled through change of use restrictions and requiring applicants to	- Consultation responses show support  - In line with government objectives  <b>Therefore it is recommended that this option of protecting hotels, B&amp;Bs and</b>

Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
		<p>authorities should undertake assessments to establish an evidence base from which policies can be developed to protect accommodation and secure reuse.</p> <p>It has been the case that some accommodation in the district is easily able to get planning permission of a change of use away from tourist provision, for example, to residential and this is further diminishing the choice and level of bedspace.</p>	demonstrate that the facility is no longer viable.	<b>guesthouses be carried forward into the preferred options.</b>
Encourage tourism and leisure development in rural areas	Positive In accordance with SA Objectives 17 and 20.	Government guidance contained within the Good Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can help to aid diversification within the rural economy and the positive contribution it can	The district has a wealth of tourist and leisure attractions throughout the district, which can generate revenue, provide attractions for visitors and contribute to sustaining communities. If development related to tourism and leisure	Based on the strong support from the consultation for encouraging tourism and leisure development in rural areas and government guidance which recognises the positive contribution tourism can play in

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		<p>make to communities.</p> <p>The government also recognises that in rural areas the health of the environment and the community depends on the viability of the local economy. So areas which attract visitors for their scenic beauty and which enjoy income from tourism will be better able to afford to sustain the local environment.</p> <p>Guidance contained in PPS7 – Sustainable Development in Rural Areas, also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of</p>	<p>complements and protects the countryside, it can be delivered in a way which enhances existing communities and allows the districts tourist and leisure attractions to be enjoyed by all.</p>	<p>diversification in rural areas, it is considered that <b>the option of encouraging tourism and leisure development in rural areas should be carried forward into the preferred options.</b></p>

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		<p>the countryside.</p> <p>The Tourism Strategy for South Wiltshire has a vision to develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage.</p>		
Encourage the provision of static and tourist caravan sites and holiday chalet developments	<p>Positive</p> <p>In accordance with SA Objectives 17 and 20.</p>	<p>According to the South West Regional Spatial Strategy (RSS), in some parts of the region there is concern about the loss of high quality accommodation stock to other uses. Where this is the case the RSS identifies that local authorities should undertake assessments to establish an evidence base from which policies can be developed to protect accommodation and secure reuse.</p> <p>An infrastructure</p>	<p>The consultation highlighted the issue that people are concerned over the impact this type of development could have on the district. It is acknowledged that static and tourist caravans and holiday chalet developments provide a form of accommodation for tourist or visitors although it must be recognised that many parts of the district are not suitable for this type of development. Furthermore it is envisaged that the need</p>	<p>It is clear from the consultation responses that people were concerned over the impact and suitability of this type of development in the district. However it must be noted that government guidance contained in PPS7 requires planning authorities to carefully weigh the objective of providing adequate facilities and sites with the need to protect landscapes and environmentally sensitive sites.</p> <p>Government guidance also</p>

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		<p>evaluation of the accommodation in South Wiltshire concluded that there was evidence to suggest a lack of supply in the budget and high quality leisure accommodation market relative to demand.</p> <p>In relation to the provision of caravan sites and holiday chalet developments, PPS7 states that policies should carefully weigh the objectives of providing adequate facilities and the need to protect landscapes and the environment.</p>	<p>for this type of accommodation is relatively low compared to other forms of accommodation. Due to the above, it is considered that this type of development is deliverable but only on a small scale in appropriate locations in the district and a strong need must be put forward as well as measures to protect and enhance its setting and ensure the vitality and viability of communities are not harmed.</p>	<p>supports the diversification in the rural economy and the provision of such accommodation, as this would clearly be in line with this.</p> <p><b>Based on the above it is considered that an option should be carried forward into the preferred options for the provision of <u>small scale</u> caravan sites and holiday chalet development in or near existing settlements which supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside.</b></p>
Continue to support a new visitor centre for	Positive	Government guidance contained within the Good	A need for a visitor centre has been	<b>It is considered an option should be carried</b>

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Stonehenge	In accordance with SA Objectives 17, 20 and 23.	<p>Practice Guide on Planning for Tourism (2006) recognises that revenue generated by tourism can make a positive contribution to communities.</p> <p>Guidance contained in PPS7 also recognises that leisure and tourism activities are important to rural areas and supports sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, but do not harm, the character of the countryside.</p>	identified and is coordinated by English Heritage. If a location that enhances the site and its surroundings and adds to the visitor experience can be agreed, this development can be delivered.	<b>forward into the preferred options for a visitor centre for Stonehenge to enhance the visitor experience whilst protecting the character and environment of the site.</b>
Encourage more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends	Positive In accordance with SA Objectives 5 and 21.	PPS6 requires Local Planning Authorities to prepare planning policies to help manage the evening and night time economy in appropriate centres.	There is an identified need for a more diverse range of facilities within the centre of Salisbury to meet the needs of all users. All facilities should complement existing use. A wider range of	<p>- In accordance with government guidance</p> <p>- The RLNS realises that there is a relatively limited range of evening economy activities in the centre.</p>

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		<p>According to the RLNS although there is a good selection of traditional public houses and chain bars throughout the city centre, the selection of quality wine bars, pubs/bars and restaurants is relatively limited for a centre of its size and position. The study also shows that Salisbury is not fulfilling a strong evening economy/leisure role with many people not choosing to come to Salisbury in the evening.</p>	<p>facilities should be promoted which are not currently provided for in the centre at adequate levels and this can be done by restricting new development and change of uses.</p>	<p><b>Based on this it is recommended that an option, which aims to improve and reshape the city's evening economy and to upgrade it with a greater choice of quality wine bars and restaurants aimed at a wide range of age and social groups, and move away from the large style formats of pubs and bars which attract narrow age groups of mass drinkers, be carried forward into the preferred options.</b></p>
<p>Promote tourism, leisure and cultural development throughout the district</p>	<p>Positive  In accordance with SA Objectives 2, 5, 17 and 20.</p>	<p>Government guidance contained within the Good Practice Guide recognises that tourism generates significant revenue, jobs and supports communities. PPS7 also recognises that leisure and tourism activities are important to rural areas, and tourism</p>	<p>Tourism and cultural development is already a key part of the district and generates economic benefits, supports communities and makes the most of our built and natural heritage. Therefore it is considered this option is deliverable within the</p>	<p>Based on the consultation results and government guidance, which encourages the development of tourism and leisure, it is considered that <b>the issue of promoting tourism, and leisure and cultural facilities throughout the district should be carried</b></p>

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		<p>and leisure developments, which benefit rural businesses, communities and visitors should be supported so long as they do not harm the character of the countryside. The RRS also acknowledges the role of tourism and identifies that tourist development should be encouraged to improve quality and attract additional visitors. In the district, tourism is an important contributor to the local economy and direct spending in South Wiltshire in 2003 was just over £146 million.</p>	<p>Core Strategy timeframe.</p>	<p><b>forward into the preferred options.</b></p> <p>Support should be given for the provision of tourist and visitor facilities in appropriate locations and where new or additional facilities are required they should be provided in, or close to, service centres or villages.</p>
<p>Redevelopment of the Churchfields Industrial Estate with a mix of residential-led purposes and finding better sites for the existing businesses</p>	<p>Positive  In accordance with SA Objectives 11, 17, 20 and 21.</p>	<p>Government guidance recognises the contribution tourism makes to generating revenue, jobs and supporting communities and supports the enhancement of existing</p>	<p>The site presents a key town centre location for redevelopment. There are a number of issues with the current site and the redevelopment would help to enhance the vitality and viability of the</p>	<p>PPS6 – Planning for Town Centres requires main town centre uses associated with leisure and tourism such as hotels, to be located in town centres and to compliment a range of different uses.</p>

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		<p>centres.</p> <p>The previous topic paper highlighted that the Tourism Strategy identified the need to provide a least 100 x 4 star bed spaces, at least one boutique hotel, at least one 100 bed hotel to serve the group market as well as increasing the number of B&amp;B and self-catering bed spaces.</p>	<p>city centre and provide a mix of complementary uses. If existing uses can be decanted to an alternative site of equal or better value, then the proposals for the site are seen as being deliverable.</p>	<p>The development of a hotel has been identified as part of the Churchfields redevelopment and this would meet both some of the identified need for bedspace and be located on a sequentially preferable site.</p> <p>Therefore based on the responses received from the consultation and the need identified for hotel bedspace in Salisbury, it is <b>considered that a preferred option be carried forward for the allocation of a hotel on the former Churchfields Industrial Estate in Salisbury.</b></p>
<p>Major investment in the public areas of the City, such as the Market Square, Chequers, Market Walk and Cheese Market, as well as the</p>	<p>Positive</p> <p>In accordance with the following SA Objectives 11, 20 and 21.</p>	<p>Government guidance contained within the Good Practice Guide recognises that tourism generates significant revenues, jobs and</p>	<p>The Salisbury Vision has identified key areas within the city centre as needing improvement and enhancement to support the vitality and</p>	<p>Based on the consultation results and the need for improvements to the city centre to sustain its attraction and promote it as the main focus for retail</p>

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creation of new high quality public spaces such as Fisherton Square and Confluence Park		supports communities and the RRS also acknowledges the role of tourism and identifies that tourist development should be encouraged to improve quality and attract additional visitors.	viably of the city centre and complement other new developments. It is therefore considered this option is deliverable.	and leisure activity over the LDF period, <b>it is proposed that the options of major investment in the public areas of the city be carried forward into the preferred options.</b>
Enhancement of the Market Square into a high quality public space, which is a major focus for the City and an area for meeting, markets and events	Positive  In accordance with the following SA Objectives 11, 20 and 21.	Government guidance contained within the Good Practice Guide recognises that tourism generates significant revenues, jobs and supports communities and the RRS also acknowledges the role of tourism and identifies that tourist development should be encouraged to improve quality and attract additional visitors.	The Salisbury Vision has identified key areas within the city centre as needing improvement and enhancement to support the vitality and viably of the city centre and complement other new developments. It is therefore considered this option is deliverable.	Based on the consultation results and the need for improvements to the city centre to sustain its attraction and promote it as the main focus for retail and leisure activity over the LDF period, <b>it is proposed that the options of major investment in the public areas of the city be carried forward into the preferred options.</b>
Creating distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall	Positive  In accordance with the following SA Objectives 11, 20 and 2.1	Government guidance contained within the Good Practice Guide recognises that tourism generates significant revenues, jobs and	The Salisbury Vision has identified key areas within the city centre as needing improvement and enhancement to support the vitality and	Based on the consultation results and the need for improvements to the city centre to sustain its attraction and promote it as the main focus for retail

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		<p>supports communities and the RRS also acknowledges the role of tourism and identifies that tourist development should be encouraged to improve quality and attract additional visitors.</p>	<p>viably of the city centre and complement other new developments. It is therefore considered this option is deliverable.</p>	<p>and leisure activity over the LDF period, <b>it is proposed that the options of major investment in the public areas of the city be carried forward into the preferred options.</b></p>