

Topic Paper 7



Addendum

Revisions to take account of Issues and Options Consultation results

Agriculture, farm diversification and rural economy



TOPIC PAPER – Agriculture, farm diversification and the rural economy

SUPPLEMENTARY REPORT

Executive summary

This report represents a supplementary report to Topic Paper 7 – Agriculture, farm diversification and the rural economy. This has been produced to respond to the consultation on the Issues and Options Paper ‘Salisbury and South Wiltshire – Our Place in the Future’ which was consulted on for a 12 week period during the summer and early autumn of 2007.

The paper firstly analyses the results to what we asked the public specifically within the Issues and Options Paper ‘Salisbury and South Wiltshire – Our Place in the Future’ with respect to Agriculture, farm diversification and the rural economy. The section then continues to look at relevant individual comments that were made to ascertain if there were any additional areas that needed looking into to take forward into the preferred options.

With respect to agriculture, farm diversification and the rural economy respondents were asked whether farmers should be allowed more freedom to diversify into businesses not directly related to farming, whether farmers should be helped to re-use redundant farm buildings for commercial and business uses, if new small-scale business development in the countryside should be located near to larger settlements, to minimise travel and car use and if commercial equestrian activity makes an important contribution to the rural economy and should be encouraged.

As a result of the consultation a number of preferred options have been identified. Most of these appear to be on a district wide basis appropriate to the rural areas of the district rather than spatially specific but these policies could be written in association with the settlement strategy to ensure rural economic development occurs in the most sustainable locations.

On a district wide basis associated with the rural areas it was clear that there was strong support for a policy that supports small-scale new business development in the countryside located near to larger settlements to minimise travel and car use, but development should be small scale appropriate to the countryside. It was also suggested that the business units should look like farm buildings to fit in with the landscape and should limit the number of HGV's that can visit the site. Respondents also felt that small scale businesses should also be allowed near to small villages but this would need to be determined in line with the Settlement strategy.

Support was also had for allowing farmers more freedom to diversify into businesses not related to farming, as well as allowing farm based diversification. Respondents also felt that farmers should be encouraged to re-use redundant farm buildings for commercial and business use but this needs to be subject to requirements of PPS9 and the building being suitable in scale and appropriate for the location. However this needs to be monitored to ensure that diversification activities do not take precedence over farming itself and consequently safeguards must be put in place to prevent the farmer exploiting any freedom. Respondents also felt that farmers should be supported through encouraging farmers markets.

With respect to commercial equestrian activities respondents gave support for this area and the fact that it makes an important contribution to our economy, some felt that this should be left to market forces, however, to leave this to market forces would not necessarily facilitate positive outcomes.

Finally on a more spatial basis the consultation identified that main villages such as Whiteparish should also be allowed to accommodate business development to enhance the sustainability of the village, this should be provided in line with the strategy on housing and employment.

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 consultation for 10 weeks between the 26th July and 5th October 2007. Over 50 public events were undertaken, to promote the process, and over X,000 responses were received.

Review of Original Topic Papers

The initial evidence base in the topic papers has been reviewed and updated where necessary. 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. Updates to strategies and statistics that have occurred since the Topic Papers were originally produced has also been undertaken.

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 the Rural Economy?

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:

- To maintain an employment base within the rural area is important because the farming industry is changing and because we need to reduce the amount of rural to urban community to work. At the same time the best and most versatile agricultural land should be protected to ensure it is available for food production. The council will ensure this is achieved.

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?

A series of questions were asked within the Issues and Options paper 'Salisbury and South Wiltshire Our Place in the Future' Respondents were asked to state whether they strongly agree, agree, neither agree or disagree, disagree or strongly disagree. These were determined from the National, Regional and County context, as well as looking at the local context sources and specialised evidence produced to inform the LDF. Evidence, strategies and plans looked at and detailed within Topic Paper 7:

- Planning Policy Statement 7
- Water resource for the Future (2001) (Environment Agency)
- England Forestry Strategy (1999)
- The Draft Regional Spatial Strategy for the South West 2006-2026
- Regional Woodland and Forestry Framework
- South West Biodiversity Implementation Plan
- The Delivery Plan for Sustainable Farming and Food Industry in the South West 2004
- Salisbury district community strategy 2005-2009
- Mere and community plan
- Southern Area Community Plan
- Pitton and Farley Parish Plan

The specific questions asked regarding agriculture, farm diversification and the economy were addressed under Option 21:

- Farmers should be allowed more freedom to diversify into businesses not directly related to farming
- Farmers should be helped to re-use redundant farm buildings for commercial and business uses
- New small-scale business development in the countryside should be located near to larger settlements, to minimise travel and car use.
- Commercial equestrian activity makes an important contribution to the rural economy, and should be encouraged

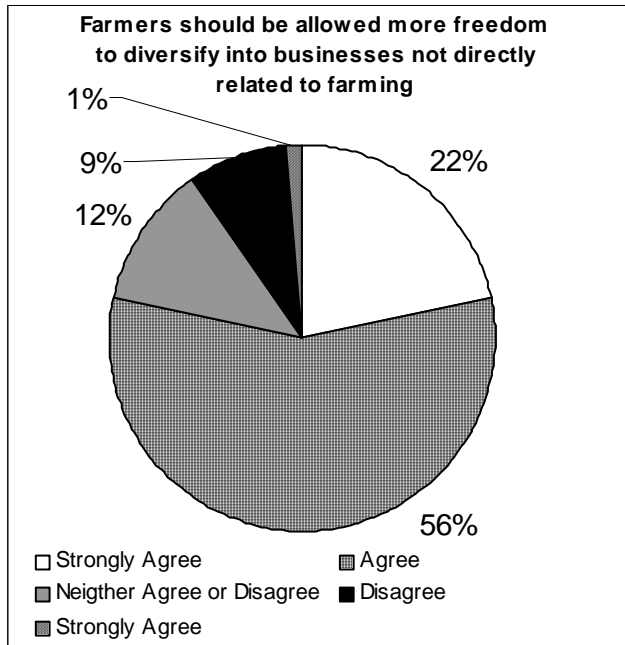
Since this time further strategies have been published that have not been taken into account these are:

Tisbury Parish Plan

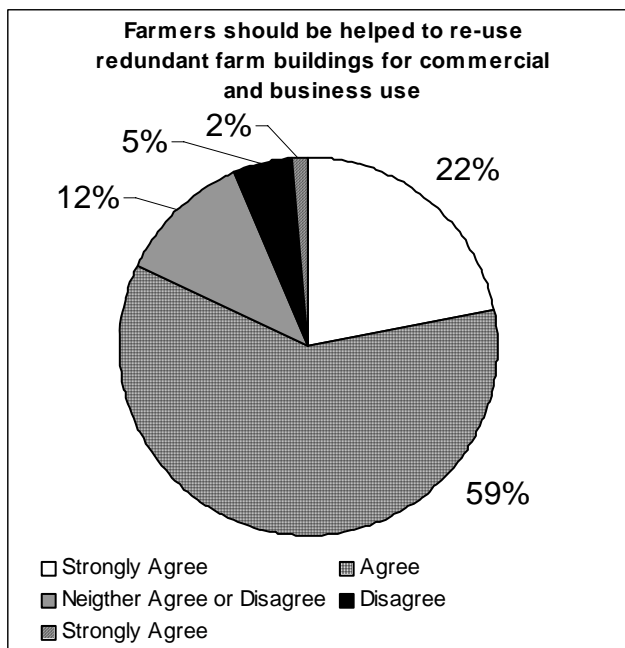
Analysis of responses

Salisbury and South Wiltshire – Our Place in the Future

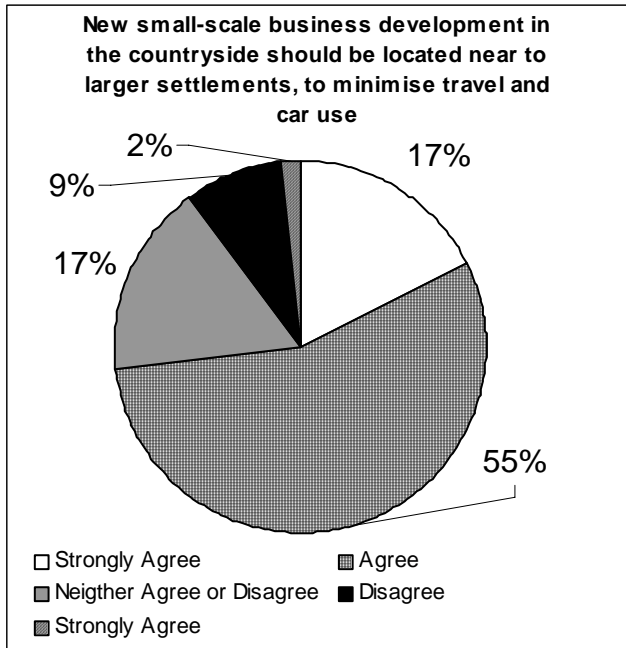
Option 21 asked whether Farmers should be allowed more freedom to diversify into businesses not directly related to farming:



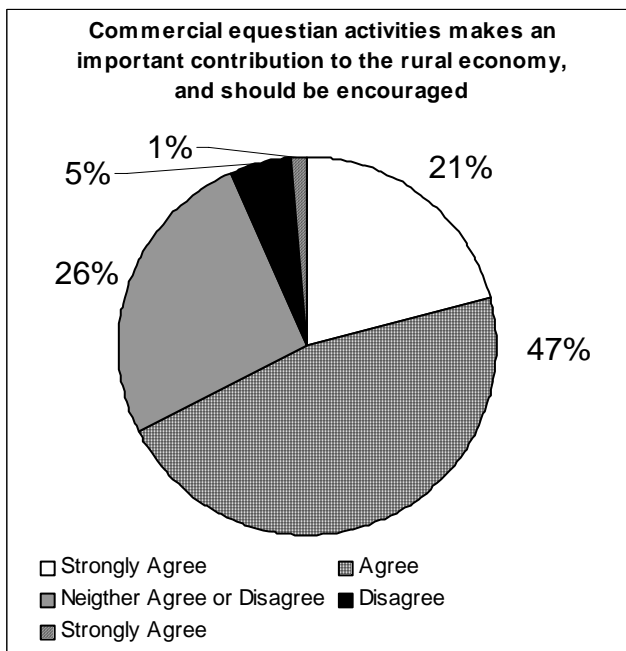
This clearly shows that the majority of respondents feel that farmers should be allowed more freedom to diversify into businesses not directly related to farming.



The following questions enquired whether Farmers should be helped to re-use redundant farm buildings for commercial and business use. Respondents clearly again agreed with this.



The next question enquired whether new small-scale business development in the countryside should be located near to larger settlements, to minimise travel and car use which again was agreed with.



The fourth part of the option was also agreed with this tried to understand whether commercial equestrian activities should be encouraged within the district as they make an important contribution to our rural economy.

Respondents also had an opportunity to make written comments related to this options:

Small scale business in the countryside

- Everything possible should be done to help the rural economy
- There is no evidence to suggest that small scale businesses in the countryside help to minimise travel
- There would need to be safeguards against rural developments which lead to an undesirable increase in traffic in the countryside – the same is true of encouraging diversification
- Businesses should be small and not employ more than 1 or 2 people.
- Main villages such as Whiteparish should also be allowed to accommodate business development to enhance the sustainability of the village, this is what PPS7 promotes.

- Only small business units should be allowed, that look like a farm so as not to disfigure the landscape, with no HGVs allowed in the country lanes, Scale and nature of development is important and should not be unlimited
- Small scale business could be equally as helpful in or near small villages
- There is too much emphasis on rural leisure and tourism, if there is a recession, tourism will suffer first
- Need to ensure that unreasonable business practices in terms of sustainability, are not encourage

Farm diversification

- Farming community should be encouraged to farm and produce food, not diversify through desperation – should support farming and local food production
- Farmers should be encouraged not helped to reuse redundant farm buildings
- Farmers will need to produce a lot more food in the future, a watch should be kept on how much they diversify
- Any re-use of redundant farm buildings should be worded to include reference to the potential impact on biodiversity that such an activity could result in for example bats and breeding birds.
- Need to ensure that converting farms to other forms of commercial use is not a means to converting it to housing or industrial use
- Farmers are capable of looking after themselves
- Suitable safeguards must be in place to prevent the farmer exploiting the freedom
- Further development to enable diversification will have to be carefully restricted
- Diversification and re-use of redundant farm buildings is good in principle but development must be appropriate for the location and not generate increased or unsuitable traffic
- Policy should enable farmers to seek alternative income and encourage alternative job opportunities within the countryside
- Each case should be judged on its own merit
- Keep original farming
- Encourage development of farmers markets, farmers hops, co-operatives and e-commerce

Equestrian.

- Domestic equestrian activity also contributes to the economy through vets, farmers, feed merchants etc
- Market forces should dictate equestrian provision

Issues associated with Rural Tourism should be dealt with under Topic Paper 10 – Tourism Leisure and its supplementary report.

Spatial analysis of results

This section is divided into two parts the first identifies what the feedback and updates tell us about the spatial functional relationship of the area and tries to identify the spatial pattern which is emerging. The paper then tries to identify whether this is in conformity with national and regional guidance, the underpinning aims of sustainability and whether there are strategic preferred options which are deliverable.

Implications on a district-wide or wider area

District wide or wider area issues which have been identified are:

- Everything possible should be done to help the rural economy

Small scale business in the countryside

- Support for small-scale new business development in the countryside located near to larger settlements, to minimise travel and car use
- There is no evidence to suggest that small scale businesses in the countryside help to minimise travel
- For small scale business to be allowed in the countryside there would need to be safeguards against developments which lead to an undesirable increase in traffic in the countryside – the same is true of encouraging diversification
- Businesses should be small and not employ more than 1 or 2 people.
- Only small business units should be allowed, that look like a farm so as not to disfigure the landscape, with no HGVs allowed in the country lanes, Scale and nature of development is important and should not be unlimited
- Small scale business could be equally as helpful in or near small villages as well as near to larger settlements
- There is too much emphasis on rural leisure and tourism, if there is a recession, tourism will suffer first
- Need to ensure that unreasonable business practices in terms of sustainability, are not encourage

Farm diversification

- Support for allowing farmers more freedom to diversify into businesses not related to farming
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- Need to ensure that converting farms to other forms of commercial use is not a means to converting it to housing or industrial use
- Farmers are capable of looking after themselves
- Suitable safeguards must be in place to prevent the farmer exploiting the freedom
- Further development to enable diversification will have to be carefully restricted
- Diversification and re-use of redundant farm buildings is good in principle but development must be appropriate for the location and not generate increased or unsuitable traffic
- Each case should be judged on its own merit
- Encourage development of farmers markets, farmers hops, co-operatives and e-commerce

Equestrian

- Support for the fact that commercial equestrian activity makes an important contribution to our rural economy and should be encouraged

- Domestic equestrian activity also contributes to the economy through vets, farmers, feed merchants etc
- Market forces should dictate equestrian provision

Implications for the six community areas

In order to try and interpret and present the results in a spatial manner the feedback has now been analysed and disaggregated in order to show how the feedback relates to the six community plan areas.

Mere and District

Although no spatially specific issues came out of the consultation the Mere area community strategy does identify the need to maintain the farming industry and to assist farmers in finding uses for their redundant farm buildings.

Local centre: Mere

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Zeals

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Cluster villages:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Other villages:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Rural issues:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Nadder valley

Local centre: Tisbury

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Hindon

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

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

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Other villages:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Rural issues:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Stonehenge

Northern urban cluster: Amesbury, Bulford, Durrington

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Shrewton

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Porton

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Winterbourne Dauntsey / Earls / Hurdcott

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

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

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Other villages:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Rural issues:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Four rivers: Ebble, Nadder, Wylde, Till.

Local centre: Wilton

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Dinton

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Cluster villages: Great Wishford, South Newton, Stoford.

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Other villages:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Rural issues:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Southern

Although no spatially specific issues came out of the consultation the Southern area community strategy does identify the need to maintain the farming industry and to assist farmers in finding uses for their redundant farm buildings.

Local centre: Downton

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Alderbury

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Main village: Whiteparish

Main villages such as Whiteparish should also be allowed to accommodate business development to enhance the sustainability of the village, this is what PPS7 promotes.

Main village: The Winterslows

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

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

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Other villages:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Rural issues:

No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Salisbury City

Salisbury is a predominantly urban area - No spatial implications with regard to Agriculture, farm diversification and the rural economy have arisen from the consultation.

Follow-up work required as result of consultation

There does not appear to be any follow up work required.

THE IDENTIFICATION OF PREFERRED OPTIONS FOR THIS TOPIC AREA

This section undertakes some cross-cutting analysis which takes those options preferred by the stakeholders as expressed through the consultation process and then subjects them to a number of tests including sustainability appraisal, deliverability and conformity with regional and national guidance to make an assessment to see if they could or should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
Support for small-scale new business development in the countryside located near to larger settlements, to minimise travel and car use	In accordance with SA objectives 2, 5, 10, 16 and 17 and 18.	In accordance with national and regional policy.	Yes.	Should be taken forward in line with the settlement strategy.
There is no evidence to suggest that small scale businesses in the countryside help to minimise travel		Against national and regional policy which suggests that supporting small scale business in the countryside gives a greater opportunity for people to live nearer to home and should result in a more thriving, diverse and competitive rural economy.	Yes.	Should not be taken forward as against national and regional policy.
For small scale business to be allowed in the countryside there would need to be safeguards against developments which lead to an undesirable increase in traffic in the countryside – the same is true of encouraging diversification	In accordance with SA objective 10.	In accordance with national and regional policy.	Yes	Should be taken forward
Businesses should be	Against objectives 17 an	Contrary to regional and	Yes	Should not be taken

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
small and not employ more than 1 or 2 people.	18.	national policy.		forward.
Only small business units should be allowed, that look like a farm so as not to disfigure the landscape, with no HGVs allowed in the country lanes, Scale and nature of development is important and should not be unlimited	In accordance with SA objectives 2, 5, 10, 16 and 17 and 18.	In accordance with national and regional policy.	Yes	Should bet taken forward.
Small scale business could be equally as helpful in or near small villages as well as near to larger settlements	In accordance with SA objective 2, 10, 17 and 18.	In accordance with PPS&	Yes	Should be taken forward, but only in line with proposals within the Settlement strategy.
Main villages such as Whiteparish should also be allowed to accommodate business development to enhance the sustainability of the village, this is what PPS7 promotes	In accordance with SA objectives 2, 5, 10, 13, 17 and 18.	In accordance with regional and national policy.	Yes	Should be taken forward in line with the Settlement Strategy.
There is too much emphasis on rural leisure	Against SA objective 20.	Contrary to national and regional policy.		Should not be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
and tourism, if there is a recession, tourism will suffer first.				
Need to ensure that unreasonable business practices in terms of sustainability, are not encourage	In accordance with SA objective 2, 10, 17 and 18.	In accordance to National and Regional policy.	Yes	Should be taken forward.
Support for allowing farmers more freedom to diversify into businesses not related to farming and related to farming.	In accordance with SA objective 17.	In accordance to National and Regional policy.	Yes	Should be taken forward.
Support for helping farmers to re-use redundant farm buildings for commercial and business use	In accordance with SA objective 17.	In accordance to National and Regional policy.	Yes	Should be taken forward. But farmers maybe should be encouraged rather than helped as below.
Farmers should be encouraged not helped to reuse redundant farm buildings	In accordance with SA objective 17.	In accordance to National and Regional policy.	Yes	Should be taken forward.
Policy should enable farmers to seek alternative income and encourage alternative job opportunities within the countryside	In accordance with SA objective 17.	In accordance to National and Regional policy.	Yes	Should be taken forward.
Farming community should be encouraged to	In accordance with SA objective 17.	In accordance to National and Regional policy.	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
farm and produce food, not diversify through desperation – should support farming and local food production				
Farmers will need to produce a lot more food in the future, a watch should be kept on how much they diversify. Suitable safeguards must be in place to prevent the farmer exploiting the freedom	In accordance with SA objective 2, 10 and 17	In accordance with national and regional policy.	Yes	Should be taken forward – any diversification policy should ensure that the farming business exists and is of a suitable scale before being allowed to diversify. We also need to ensure that we try and protect the best and most versatile agricultural land.
Any re-use of redundant farm buildings should be worded to include reference to the potential impact on biodiversity that such an activity could result in for example bats and breeding birds.	In accordance with SA objective 15.	In accordance with national and regional policy.	Yes.	Should be taken forward – Any re-use of redundant farm buildings will be required to meet the requirements of PPS9.
Need to ensure that converting farms to other forms of commercial use is not a means to converting it to housing or industrial use	In accordance with SA objective 17 and 18.	In accordance with national and regional policy.	Yes	Should be taken forward.
Farmers are capable of		Against national and		Should not be taken

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
looking after themselves		regional policy which requires us to support farmers.		forward.
Diversification and re-use of redundant farm buildings is good in principle but development must be of a scale that is appropriate for the location and not generate increased or unsuitable traffic	In accordance with SA objective 10, 11, 13, 16, 17 and 18.	In accordance with regional and national policy.	Yes	Should be taken forward.
Encourage development of farmers markets, farmers hops, co-operatives and e-commerce	In accordance with SA objective 5, 10, and 17.	In accordance with national and regional policy.	Yes	We can take forward encouragement of farmers markets and shops etc but these need to be in sustainable locations in accordance with the settlement strategy.
Support for the fact that commercial equestrian activity makes an important contribution to our rural economy and should be encouraged	In accordance with SA objective 17 and 18.	In accordance with national and regional policy.	Yes	Should be taken forward, subject to environmental character, landscape quality, scale etc.
Domestic equestrian activity also contributes to the economy through vets, farmers, feed	No in accordance with SA objectives.	Contrary to national and regional policy. PPS7 supports equine related activities for commercial	No	Should not be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
merchants etc		enterprises which support leisure and recreation.		
Market forces should dictate equestrian provision	Against SA objectives 17 and 18.	Not in accordance with national and regional policy. PPS7 asks LPAs to set out policies to support equine related enterprises.	No	Do not take forward.

****With the Sustainability Appraisal rank from Positive, neutral or negative***

***** does it accord with strategic policy say yes or no***

****** Is it a realistic goal?***

******* Any other influencing factors and given the assessment should it be pursued as a preferred option***