

# Topic Paper 8



## Addendum

Revisions to take account of Issues and Options Consultation results

### Retail



# TOPIC PAPER - Retail

## SUPPLEMENTARY REPORT

### Executive summary

This paper is a supplementary report to the original retail 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 retail, respondents were asked whether we should continued to promote Salisbury and Amesbury as main shopping centres in the district, whether we should continue to promote and protect key service centres and the facilities within them, whether there is a need for a new foodstore in Amesbury and the level of protection that should be afforded to key services, facilities and retail units.

The responses received were mainly in support of enhancing and protecting existing settlements and their services and facilities. In relation to Salisbury there was support for continuing to promote Salisbury as the main shopping centre in the district whilst ensuring its character is protected. In relation to Amesbury there was support for a new supermarket in Amesbury although there were concerns over the impact an out-of-town supermarket would have on the existing town centre.

Spatial issues have emerged around the larger settlements of Salisbury and Amesbury related to the provision of convenience and comparison floorspace and the issue of retaining these settlements as main centres within the district. Issues emerged around the smaller key settlements including Tisbury, Mere, Downton and Wilton. These issues related to the protection and enhancement of key facilities to serve the local population. Wider district issues emerged including the need to protect local outdoor markets and the preservation of key facilities (post offices, public houses and village shops) particularly in rural locations throughout the district.

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 for ward for the preferred options. These are summarised as:

- Current frontages be retained in order to protect and enhance Salisbury city centre and ensure there continues to be a mix of uses.
- Continue to promote Salisbury as the main shopping centre.
- Redevelop the Central Car Park and Maltings for a mix of uses.
- Protect and enhance the smaller shopping centres in Tisbury, Downton, Wilton and Mere
- Designate commercial areas in local centres, where loss of shops and services would be resisted.
- Encourage the development of new shopping facilities in Durrington and designate a new centre.
- Site for a new supermarket in Amesbury town centre
- Maintain and enhance the role of Amesbury as a main shopping area
- Support and protect village shops, post offices and pubic houses, allow combined use and resist their change of use
- Protect and enhance out local outdoor markets

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 Retail?**

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:

### **Salisbury**

- Make provision for a range of shopping to support an efficient, competitive and innovative retail sector
- Take opportunities to enhance and strengthen Salisbury as a retail centre through providing for department stores, higher order and mainstream retailers

- Provide new retail units whilst protecting and enhancing the historic environment, tourism economy and the differential and specialist retail offer in Salisbury
- Provide for identified convenience floorspace requirements of (sq m net) 252 by 2011, 1,178 by 2016 and 2,145 by 2021.
- Provide for identified comparison floorspace requirements of (sq m net) 5,031 by 2011, 13,346 by 2016 and 22,970 by 2021.
- Do not provide for any further out of centre foodstore development
- Maintain the city centre boundary, primary and secondary frontages
- Designate Fisherton Street as a Special Policy Area
- Redevelop the Maltings and Central Car park for a mix of uses including retail, anchored by a new food superstore
- Redevelop Southampton Road and create a new mixed use quarter resulting in a loss of 3.86ha of retail land
- Redevelop Salt Lane, Brown Street Car parks and the Bus station to include some retail

### Questions

- With investment in the city centre and the addition of new format retail units Salisbury City centre will experience decline. Should the council build new mixed-use development including retail units on the central car park in order to meet the identified shopping need, which could be anchored by a new supermarket?
- If there is additional retail need on top of what is identified where should it go?
- We feel that the existing town centre and frontage boundaries in Salisbury should remain as they focus retail services, do you agree?

### **Amesbury**

- There is no need to allocate a new supermarket in Amesbury due to lack of projected need.
- Provide for a new supermarket in Amesbury
- Provide new comparison floorspace in line with projections of (sq m net): 117 by 2011, 253 by 2016 and 408 by 2021.
- Amesbury town secondary shopping area should be extended to incorporate the area covered by the new Co-op site (allocation S8)
- Need to encourage more A1 (retail) use in primary frontages
- Encourage more A3 (Restaurant and café) use in the secondary shopping area of Amesbury
- Discourage A3 (hot food takeaway) use in the secondary shopping area of Amesbury
- Provide for better shopping and support for Amesbury and Durrington centres

### Questions

- An out of town supermarket could kill Amesbury Town Centre. We see Amesbury as functioning as a key service centre, do you wish to maintain this?
- Should the council use their CPO powers to build a site for a new supermarket in the existing town centre even though this could take some years?
- Should the council continue to have a town centre boundary and retail frontage to be used to encourage certain uses in different areas and should these be amended, if so where?

- What kind of uses should be encouraged in the town centre?
- What kind of uses should be encouraged in the primary shopping frontages?

### **Other centres**

- Durrington, Wilton, Downton, Tisbury and Mere should be identified as a network of local centres that are easily accessible and provides shopping to meet day to day needs.
- Within the local centres designate primary frontages in order to resist change from retail
- Use other frontage policies in order to resist change from retail (A1)
- Restrict undesirable take-away's in the core areas
- Provide a link between Wilton's shopping centre and the centre of the village
- Support trade and business in Mere
- Enhance retail units in Downton
- Allow residential or office above ground floor retail
- Retain and enhance existing markets and re-introduce or create new ones.

### Questions

- Should the council implement a policy to ensure the network of smaller centres (Tisbury, Downton, Wilton and Mere) are maintained?
- Should 'commercial strips' be introduced to the local centres to protect the retail use and other important services whilst also allowing offices and residential above
- Should the local centre in Durrington be identified and shopping frontages be designated in order to protect the retail use?
- Should the markets be enhanced and how could this be 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?

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 retail was raised in several options. The main options relating to retail were covered in options 26 and 36, which asked respondents to rate whether they strongly agreed, agreed, neither agreed or disagreed, disagreed or strongly disagreed with the following statements:

#### Option 26

- We should support and protect village shops, post offices and public houses;
- We should resist the change of use of such facilities unless it has been clearly proven that they are no longer viable;
- Allowing combined uses, such as a post office within a pub, should be encourage where facilities might otherwise be lost.

#### Option 36

- We should continue to promote Salisbury as the main shopping centre;
- We should protect Salisbury from decline by redeveloping the Maltings and Central car park;
- We should maintain and enhance the role of Amesbury as a main shopping area;
- An out-of-town supermarket would add to the decline of Amesbury town centre;
- We should try to find a site for a new supermarket in Amesbury town centre;
- We should protect and enhance the smaller shopping centres in Tisbury, Downton, Wilton and Mere
- We should designate commercial areas in local centres, where loss of shops and services would be resisted;
- We should encourage the development of new shopping facilities in Durrington and protect and enhance the existing centre;
- We should protect and enhance our local outdoor markets.
- 

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 retail, were:

- Providing better shopping facilities;
- Providing support for Post Offices, Shops and Services in rural villages.

## 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 retail, which were set out under option 42. They asked respondents to say whether they Strongly agreed, agreed, neither agreed or disagreed, disagreed or strongly disagreed with the following statement:

- The Vision proposes new shopping development on the Central Car Park with a new park between the watercourses, new square onto Fisherton Street plus a range of shops, homes and leisure opportunities;

## Householder survey

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

Related to retail, 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
- Providing better shopping facilities
- Providing support for post offices, shops and services in rural villages.

Related to retail, respondents were asked to tick the following option if they supported it:

- Redevelopment of the central car park and Maltings for new shops, housing and a car park.

## 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 retail, 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
- Providing better shopping facilities
- Providing support for post offices, shops and services in rural villages.

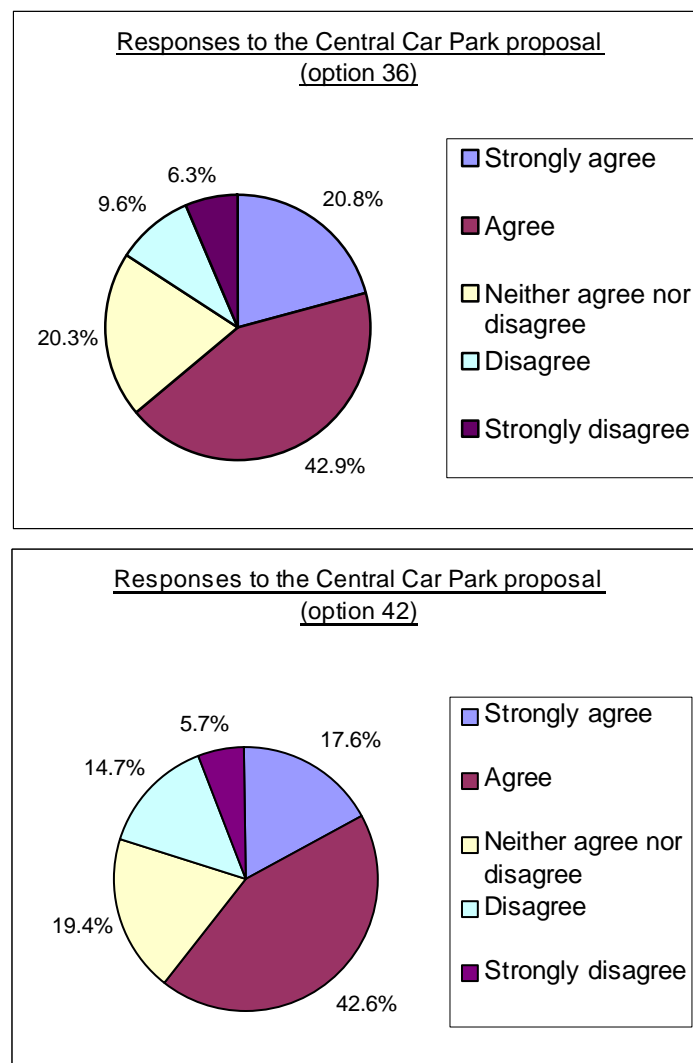
Relate to retail, respondents were asked to tick the following option if they supported it:

- Redevelopment of the central car park and Maltings for new shops, housing and a car park.

## Summary of responses

### Salisbury Vision

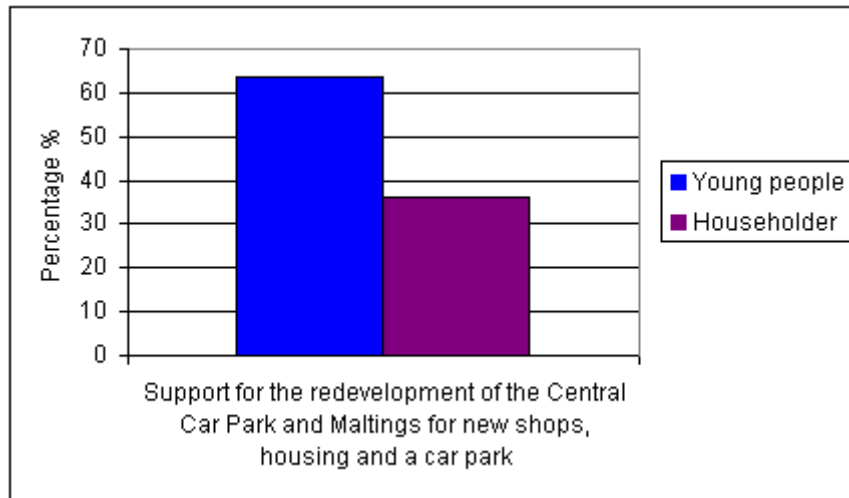
Specific questions were asked about the level of support for the Salisbury Vision projects. Questions were asked in both the Householder survey (figure 1) and in the main 'Our Place' document relating to retail under options 36 and 42. Under option 42 of the 'Our Place' consultation document, it asked respondents their view on a new shopping development on the Central Car Park with a new park between the watercourses, new square onto Fisherton Street plus a range of shops, homes and leisure opportunities. Out of a total of 387 responses, 60.2% of respondents either agreed or strongly agreed with this option and only 20.4% either disagreed or strongly disagreed. The results for option 36 which also asked respondents their view on the redevelopment of the central car park and Maltings were similar to the result from option 42. Out of 394 respondents, 63.7% of people either agreed or strongly agreed with this option and only 15.9% either disagreed or strongly disagreed.



**Figure 1: Pie charts to show the responses to options 36 and 42.**

The householder survey asked respondents whether they supported the redevelopment of the central car park and Maltings for new shops, housing and a car park, and 36.2% of respondents stated they supported this (Figure 2). A

questionnaire was also issued to young people and 63.7% of this group stated that they supported this proposal (Figure 2).

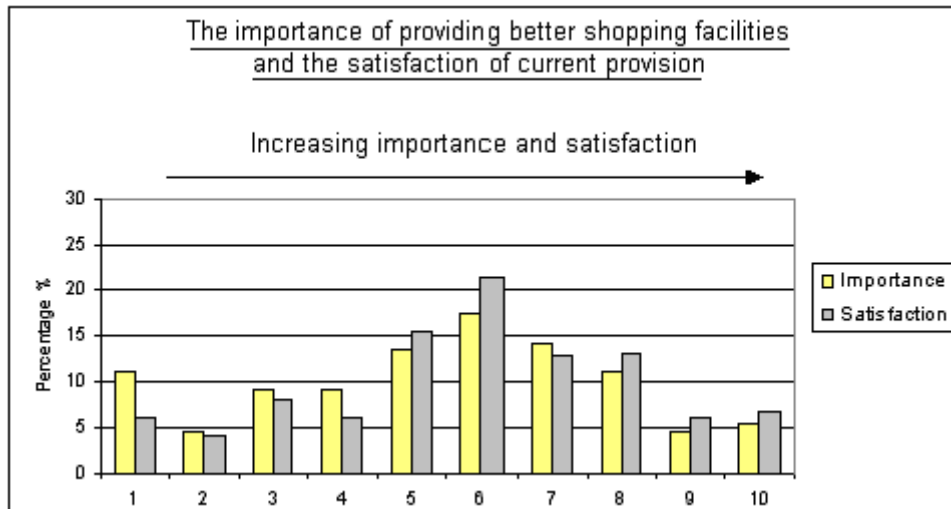


**Figure 2: A bar graph to show the level of support from the householder survey and the young peoples survey for the redevelopment of the Central Car Park and Maltings.**

The results from the 'Our Place' document and from the Householder shows differing levels of support for the redevelopment of the Central Car Park and Maltings 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 proposal, 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 proposal for the Central Car Park and Maltings and only 20.4% did. Furthermore the 'Our Place' consultation document provided more information to respondents on the project and the aim of it and this extra information could have allowed people to make more informed choices.

#### Providing better shopping facilities and current satisfaction

Issue 2 in the 'Our Place' consultation document and the Householder survey asked respondents to rank how important they felt providing better shopping facilities is and their current satisfaction level from 1 to 10, with 1 being low and 10 being high. A separate questionnaire was also devised for younger people. The results are presented below in figure 3.



**Figure 3: A graph to show the results from option 2 in the ‘Our Place’ consultation document on level of importance and satisfaction respondents placed on the issue of providing better shopping facilities in the district.**

Figure 3 shows that the majority of people selected providing better shopping opportunities as being of mid importance, with the mean importance being calculated as 5.38. Although figure 3 shows that in the householder survey 13.1% of respondents selected providing shopping facilities as of the highest importance, the mean of all respondents came out at 6.01 which is similar to the results in figure 2. A separate questionnaire was devised for young people and in response to this issue; the mean score came out as 4.69, which is slightly lower than that of the adult responses.

The Householder survey also asked people to rank the priority of a list of issues under the heading ‘Our Future planning policies’. One issue was promoting tourism, leisure and shopping opportunities and although this issue relates to more than just retail, it does include it. 5325 people responded to this question and on a ranking system of 1 to 10, the mean score came out as 6.21, which is similar to the findings in figures 2 and 3. In the young people’s survey the mean came out as 5.56, which is fairly consistent with the above findings.

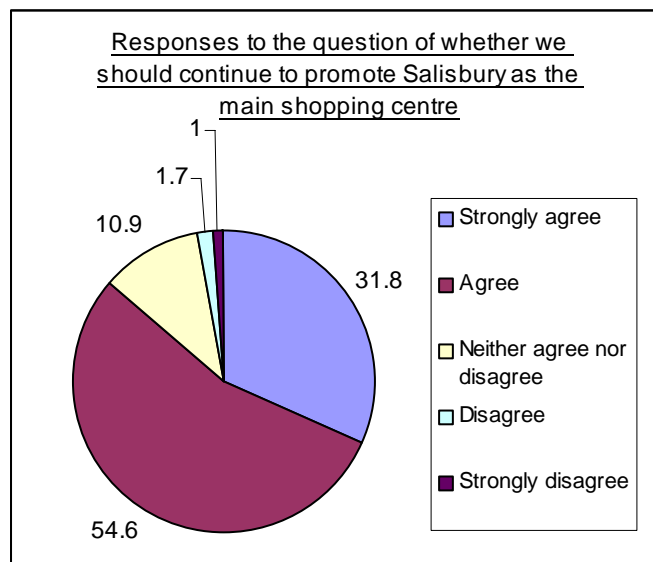
In figure 4 the levels of satisfaction are similar to the levels of importance with the mean satisfaction rate being 5.86. This shows that although providing better shopping facilities is relatively important for people in the district, it is not the top priority.

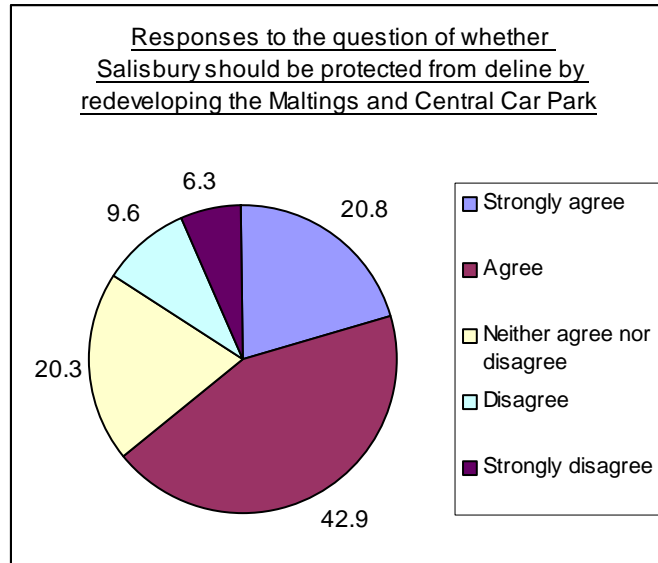


**Figure 4: A graph to show the results from the Householder survey on the level of importance and satisfaction respondents placed on the issue of providing better shopping facilities.**

Option 36 in the Our Place consultation document asked respondents their opinion on Shopping in the district (Figure 5). The first option asked whether Salisbury should continue to be promoted as the main shopping centre, and out of a total of 403 responses, 86.4% either agreed or strongly agreed with this statement. Only a small minority either disagreed or strongly disagreed with this statement – a total of 2.7%.

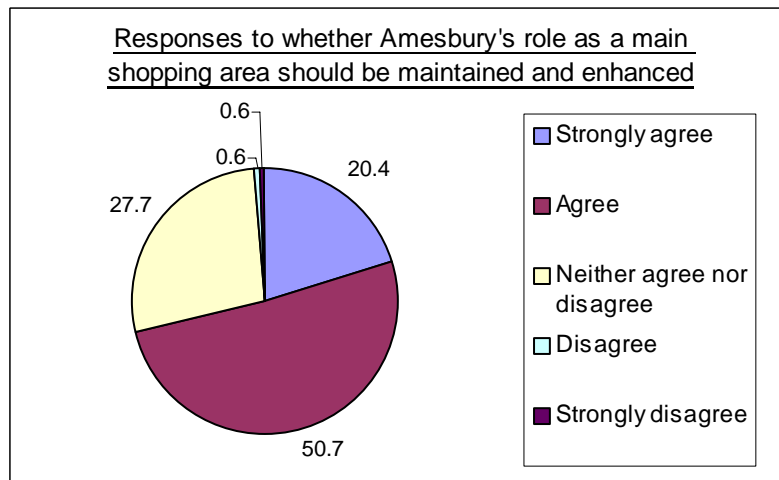
Respondents were asked whether we should protect Salisbury from decline by redeveloping the Maltings and Central car park and 394 responded to this question with 63.7% either agreeing or strongly agreeing with this (Figure 5). Quite a large proportion of respondents, 20.3%, neither agreed nor disagreed with this statement.





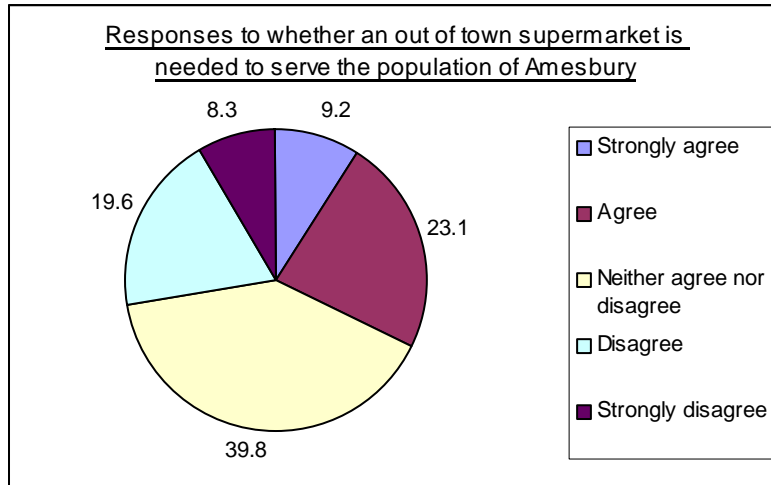
**Figure 5: Pie charts to show responses to promoting and protecting Salisbury from option 36 in the Our Place consultation document**

In response to whether Amesbury's role as a main shopping area should be maintained and enhanced, a total of 343 people responded (Figure 6). 71.1% of people either agreed or strongly agreed with this statement, although again a relatively large number, 27.7%, neither agreed nor disagreed with this statement.



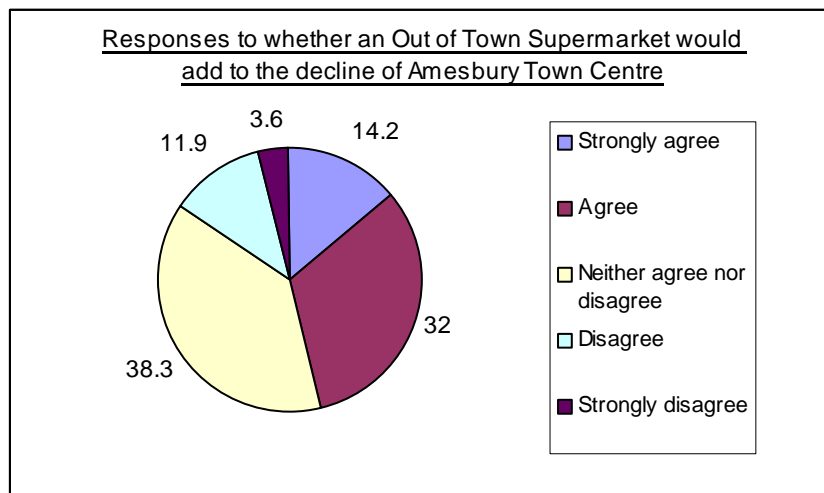
**Figure 6: Pie chart to show responses to maintaining and enhancing the role of Amesbury from option 36 in the Our Place consultation document.**

Respondents were also asked whether an out-of-town supermarket is needed to serve the growing population in Amesbury, and out of 337 respondents, only 32.3% of respondents either agreed or strongly agreed (Figure 7). The most popular response was that people neither agreed nor disagreed with this statement, with 39.8% selecting this response. A relatively high number, 27.9% either disagreed or strongly disagreed with this statement and this option received the largest disagreement out of all the options under Option 36.



**Figure 7: Pie chart to show responses to whether an out of town supermarket is needed to serve the growing population of Amesbury from option 36 in the Our Place consultation document.**

Respondents were asked whether an out-of-town supermarket would add to the decline of Amesbury town centre and out of 337 respondents, just under half (46.2%) either agreed or strongly agreed with this (Figure 8). Again a large number (38.3%) neither agreed nor disagreed with this, and quite a small proportion (15.5%) disagreed or strongly disagreed with this. In response to the question of whether a site should be found for a new supermarket in Amesbury town centre, the responses were quite evenly spread, and out of 331 responses, the majority of people (42%) neither agreed or disagreed, and 30.2% agreed compared to 13.9% disagreeing.



**Figure 8: Pie chart to show responses to whether an out of town supermarket would add to the decline of Amesbury town centre from option 36 in the Our Place consultation document.**

355 responses were received in response to the question of whether the smaller shopping centres should be enhanced and protected. A large majority (86.5%) either agreed or strongly agreed with this, with only 1.4% disagreeing or strongly disagreeing. The question of whether commercial areas should be designated in local centres received the lowest response rate with only 181 people responding to

this question. Out of this number, 73% agreed or strongly agreed with this, and 23.2% neither agreed nor disagreed.

In response to whether we should encourage the development of new shopping facilities in Durrington and protect and enhance the existing centre, 324 people responded, which is high considering that the question is related to such a specific area of the district. In response to this question, 42.6% neither agreed nor disagreed and 43.5% agreed.

370 people responded to the question of whether we should protect and enhance our local outdoor markets, and out of this number, 91.1% agreed or strongly agreed that we should. A very small proportion either disagreed or strongly disagreed. This option received the most support out of all the options put forward under option 36.

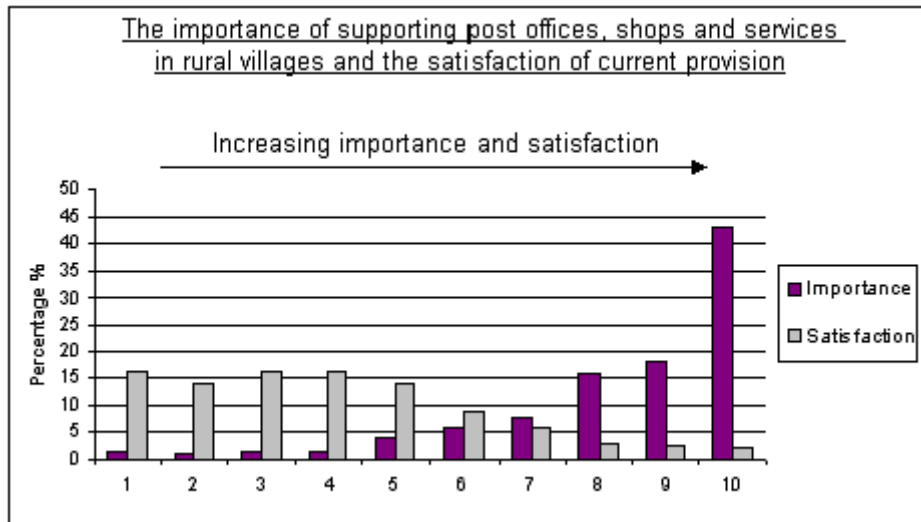
In summary the results relating to improving shopping facilities show that although it is a relatively important issue to people, it is not the most important and people are relatively satisfied with current provision. In response to the options for Amesbury the majority of people agreed or strongly agreed that Amesbury's role as a main shopping area should be maintained and enhanced. The option of providing an out-of-town supermarket in Amesbury received the least support out of all the options and related to this 46.2% of people agreed that an out-of-town supermarket would add to the decline of Amesbury town centre. It is clear that people want smaller shopping centres to be enhanced and protected including local markets.

#### Supporting post offices, shops and services in rural villages

Options 2 and 26 in the 'Our Place' consultation document, and the Householder survey asked respondents to rank how important they felt supporting post offices, shops and services is and their current satisfaction level from 1 to 10, with 1 being low and 10 being high. A separate questionnaire was also devised for younger people. The results are presented below.

The results for supporting post offices, shops and services in rural areas in figures 9 and 10 show that this issue is of high priority. The mean score in figure 9 is 8.45 and in figure 10 is 8.58. Both survey results show similar findings with a high number of respondents giving this option a score of 10. In contact to this is the response of younger people. In response to this question the mean score came out as 5.01, which is relatively low, compared to the adult results and this could be because young people do not use these facilities as much, it is more likely that their parents use them and therefore they may not see it as an important issue

Option 26 in the 'Our Place' consultation document covered the support and protection of Village Shops, Post Offices and Public Houses. Out of a total of 432 respondents, 91.7% of respondents either agreed or strongly agreed that we should support and protect village shops, post offices and public houses. Only 2.8% of respondents to this option either disagreed or strongly disagreed that this should be done, which is considered a very small proportion. Resisting the change of use of such facilities and allowing combined uses of such facilities also received wide ranging support with 89.9% (384 out of 427 respondents) and 94.4% (407 out of 431 respondents) respectively agreeing or strongly agreeing with these options. Again only a small number either disagreed or strongly disagreed with these options, with only 5.4% disagreeing that we should protect these key facilities, and 3% disagreeing that we should allow the combined use of these facilities.



**Figure 9: A graph to show the results from the 'Our Place document on the level of importance respondents placed on the issue of supporting post offices, shops and services in rural villages.**

Despite the high importance people attach to this issue, the results in figure 9 show that a low number of people are satisfied with how this issue is currently being dealt with, with only 22.6% of people selecting 6 or above. The mean score comes out at 3.95 which is considered very low and therefore shows that although supporting post offices, shops and services is very important to people, the satisfaction level is low and therefore this could be an issue which needs to be addressed.



**Figure 10: A graph to show the results from the Householder survey on the level of importance respondents placed on supporting post offices, shops and services in rural villages.**

In summary, the results show that the protection and support of village shops, post offices and public houses is of high importance. The results also show that although this issue is a high priority, the current level of satisfaction is relatively low and this therefore needs to be addressed.

## 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 retailing the following points emerged:

The amenity value and shopping experience of Salisbury needs to be maintained. The city needs to balance any redevelopment carefully - retailing/ leisure/ heritage and tourism.

People come to Salisbury because it is a nice place. The facades need to be kept. The mindset to using park and ride needs to change. Park and Ride could also be used to move tourists around for example, drop off at the cathedral, catch P&R to Wilton for the shopping centre and Wilton House, P&R stop at Old Sarum.

## **Analysis of responses**

This section analysis's the results both on a district wide level and a more spatially based level to determine the retail 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 retail 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 Retail and Leisure Needs Study (RLNS) in order to draw recommendations for the preferred options.

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

### Preservation of key facilities

Planning Policy Statement 7 (PPS7) Sustainable development in rural areas sets out the Government's objectives for rural areas and it states that the economic performance of rural areas should be improved by developing competitive, diverse and thriving rural enterprise that provides a range of jobs and underpins strong economies.

Advice in PPS7 states that local development documents should facilitate and promote sustainable patterns of development and sustainable communities in rural areas. This should include policies to sustain, enhance and, where appropriate, revitalise country towns and villages and for strong, diverse economic activity, whilst maintaining local character and a high quality environment. People who live or work in rural areas should have reasonable access to a range of services and facilities. Local Planning Authorities should through their Local Development Documents (LDD), facilitate and plan for accessible new services and facilities. Planning authorities should adopt a positive approach to planning proposals designed to improve the viability, accessibility or community value of existing services and facilities, e.g. village shops and post offices, rural petrol stations, village and church halls and rural public houses, that play an important role in sustaining village

communities. Planning authorities should support the retention of these local facilities and should set out in LDDs the criteria they will apply in considering planning applications that will result in the loss of important village services (e.g. as a result of conversion to residential use).

Furthermore government guidance supports the increase in retail in population growth areas and the GVA Grimley Retail and Leisure Needs study provides capacity projections and indicates that the total population of the survey area as identified on the study area map, is forecast to grow from 561,987 in 2006 to 634,305 in 2021 – an increase of 13%. Based on this projected growth key facilities throughout the district should be protected and enhanced to serve the growing population.

In relation to facilities and services in smaller settlements the South West Regional Spatial Strategy (SWRSS) states that development, which supports key services, should be promoted and the existing range of services in rural areas should be encouraged.

Evidence from the Supporting Communities Topic paper and the Retail Topic paper has shown that there is a general trend in the loss of pubs, post offices and shops from our villages. Based on this option 26 of the 'Our Place' consultation asked respondents whether we should support and protect village shops, post offices and public houses and resist their change of use.

The consultation responses showed that 91.7% of people either agreed or strongly agreed that we should support and protect village shops, post offices and public houses and 94.4% of respondents either agreed or strongly agreed that we should allow the combined use of such facilities. Comments from respondents included “Local facilities like shops and post offices are often vital for older people and low earners with young families who lack transport to reach more centralised areas”, “We should resist changes of use of such facilities unless it has been clearly proven that they are no longer viable”, “Shops and post offices are pivotal aspects of a community and need to be preserved and encouraged”. There is also concern over the change of use of these facilities to other uses and over the past several years the council has received a number of applications for this. In the consultation, respondents were asked whether the change of use of such facilities should be resisted unless it has been clearly proven that they are no longer viable. 427 people responded to this, and out of this 89.9% of people either agreed or strongly agreed with this.

The results above show strong support for supporting and protecting village pubs, post offices and public houses and resisting their change of use unless it has been demonstrated that they are no longer viable. There is also a high level of support for allowing combined use of these facilities.

The protection and retention of these key facilities is clearly in line with government guidance and there is evidence to show that they are under threat in many parts of Salisbury district. The consultation has also shown a high level of support for such facilities. Based on this, it is considered this issue should be carried forward into the Preferred Options as a district wide one where both a district wide policy and more spatially based policies can be devised.

#### Protection of local outdoor markets

Planning Policy Statement 6: Planning for Town Centres refers specifically to Markets. It seeks to retain and enhance existing markets and, where appropriate, re-

introduce or create new ones. It also must be ensured that markets remain attractive and competitive by investing in their improvement. Based on this government guidance an option was included under option 36 of the 'Our Place' consultation document, which asked respondents whether "We should protect and enhance our local outdoor markets". 370 people responded and 91.1% of people either agreed or strongly agreed with this. This is supported by comments from respondents, which stated "Local outdoor markets usually have cheaper and local food and could be a lifeline for those on low incomes" and "The outdoor markets are vital to small businesses and offer a different shopping experience". The results of the consultation show a significantly large number of people support local markets and from this it can be concluded that people support the protection and enhancement of local outdoor markets.

Based on government guidance and the support received from the public consultation for the support and protection of local outdoor markets, a policy protecting and supporting both existing and new local outdoor markets should be included in 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***

The previous Retail topic paper acknowledges the role smaller centres play within the district and government guidance contained within Planning Policy Statement 6: Planning for Town Centres states that the importance of shops and services to the local community is taken into account.

Mere has few empty units and is therefore a relatively healthy local centre. Mere was included under option 36 in the 'Our Place' consultation document which asked whether we should protect and enhance the smaller shopping centres including Mere. 355 people responded to this and out of this, 86.5% of people either agreed or strongly agreed, with only 1.4% disagreeing or strongly disagreeing with this option. This support is shown by one respondent's comment, which stated, "We need to ensure that the network of local centres continues to provide easily accessible shopping to meet people's day to day needs". This shows that people are concerned about access to facilities in their local area. Furthermore the protection and enhancement of these facilities is in line with government policy, which encourages settlement to be sustainable and meet as many of people's day to day needs as possible without them having to travel outside of their local centre.

The results therefore show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective. Mere needs encouragement to maintain its current retail and meet the needs of the local population and it is therefore recommended that this option of protecting and enhancing the local centre be carried forward into the preferred options.

### ***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:***

The protection and support of village pubs, post offices and shops is a largely rural issue and it has been addressed above in the district wide section as it affects a number of rural areas within the district.

## **Nadder valley**

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

The previous Retail topic paper acknowledges the role smaller centres play within the district and government guidance contained within Planning Policy Statement 6: Planning for Town Centres states that the important of shops and services to the local community must be taken into account.

#### **- Context**

Tisbury is a rural village with little through traffic and the existing retail facilities provide key services for the local population. The current Local Plan seeks to encourage the development of small-scale employment opportunities in the village. It currently has no designated frontage areas. The Tisbury Parish Plan aims to preserve and increase the shops in the High Street and attract new business enterprise to Tisbury to provide work for all. It also states the Tisbury community values its High Street greatly and seeks to arrest decline in the number of shops and enterprises. As important, people see the need to provide adequate and appropriate business premises to attract new employers.

#### **- Consultation**

Due to Tisbury's important role as a local centre it was included under option 36 in the 'Our Place' consultation document which asked respondents whether we should protect and enhance the smaller shopping centres including Tisbury. 355 people responded to this and out of this, 86.5% of people either agreed or strongly agreed, with only 1.4% disagreeing or strongly disagreeing with this option. This support is shown by one respondent's comment, which states, " We need to ensure that the network of local centres continues to provide easily accessible shopping to meet

people's day to day needs". This shows that people are concerned about access to facilities in their local area and this is shown in the Tisbury Parish Plan, which states that residents want the present level of services to be protected and enhanced, and the High Street to flourish. Furthermore the protection and enhancement of these facilities is in line with government policy, which encourages settlement to be sustainable and meet as many of people's day to days needs as possible without them having to travel outside of their local centre.

Option 36 is also relevant to Tisbury as it asked respondents whether we should designate commercial areas in local centres, where loss of shops and services would be resisted. In relation to Tisbury this is an important issue as the previous topic paper shows that existing retail units in Tisbury need protection. Out of a total of 181 responses to this option, 73% either agreed or strongly agreed with this. Quite a large proportion of respondents (23.2%) neither agreed nor disagreed with this. This could be because respondents did not understand which local centres were being referred to or they may not have noticed or experienced this issue in their area.

The public consultation results therefore show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective. The Tisbury Parish Plan is also clear on its objectives of preserving and increasing the shop s in the High Street. Therefore it is recommended that this option be carried forward into the preferred options.

There is also the specific issue with Tisbury in that there is a need to protect existing retail units as highlighted by the consultation. The Retail Study recommends that in addition to a policy managing the change of use of existing buildings, frontage policies could be introduced in the central shopping area to protect A1 shop uses and other important service facilities. Therefore it is recommended that retail frontages be designated in the centre of Tisbury where a change of use of a retail unit to other uses would be strongly controlled. Although this is a spatial issue, a policy should be included in the preferred options, which states that retail frontage areas will be designated in a number of smaller centres, and this will include Tisbury. The extent of the retail frontage areas in smaller centres will also be identified on the Proposals Map.

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

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

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

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

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

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

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

The protection and support of village pubs, post offices and shops is a largely rural issue and it has been addressed above in the district wide section as it affects a number of rural areas within the district.

## **Stonehenge**

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

#### **Amesbury**

##### **Retail frontages**

The previous Retail topic paper showed that Amesbury is a relatively healthy town centre, which has experienced investment in recent years. Despite this there are concerns over the loss of A1 retail units in the town centre. Amesbury currently contains primary and secondary shopping areas where the change of use of A1 retail premises is controlled through policies in the local plan. Despite these existing policies, there have recently been a number of changes of use to A5 uses, particularly in the secondary shopping area, which is of concern to the vitality and viability of the town centre.

In response to this issue, an option was included in the 'Our Place' consultation document under option 36, which asked respondents whether "We should maintain and enhance the role of Amesbury as a main shopping area". 343 people responded to this question with 71.1% of people either agreeing or strongly agreeing. Quite a large number neither agreed nor disagreed – 27.7%, and this could be because some respondents don't use the shopping centre and therefore do not have an opinion on its future direction.

Overall the consultation shows strong support for maintaining and enhancing the role of Amesbury as a main shopping centre and this is in line with government guidance which promotes the retention and growth of existing town centres through PPS6, and the findings of the retail study which recommends Amesbury should continue performing a Town Centre role. Due to this, and the issue of the loss of A1 retail uses in the town centre highlighted above, it is recommended that policies be put in place for the protection and enhancement of the town centre. Due to the important issue of losing A1 retail uses, it is recommended that all shopping areas in Amesbury have designated retail frontages to control the change of use and redevelopment of premises for other uses outside of A1 retail.

Some flexibility can be applied to areas of the town centre, which are not major shopping streets, and these can be differentiated through the allocation of primary and secondary shopping areas, which allow different mixes of uses depending on the location and existing uses. The current criteria used to permit a change of use needs revising to ensure that development led to a mix of uses, which preserves and enhances the role of Amesbury as a town centre and ensures its future vitality and viability. In particular the Retail Study recommended that A3 uses could be encouraged in parts of the town centre whilst restricting A5 uses.

## Foodstore

Using the findings of the Retail Study, the previous Retail topic paper concluded that there is no need to allocate a new supermarket in Amesbury due to lack of projected need. Based on this, several options around the issue of a new supermarket in Amesbury were included in the 'Our Place' consultation document under option 36. Respondents were asked whether an out-of-town supermarket is needed to serve the growing population in Amesbury, whether an out-of-town supermarket would add to the decline of Amesbury town centre and whether a new site should be found for a new supermarket in Amesbury town centre.

### - Consultation

In response to whether an out-of-town supermarket is needed to serve the growing population in Amesbury, a total of 337 people responded. Just under a third of people (32.3%) either agreed or strongly agreed with this statement, but a large proportion of people (39.8%) neither agreed nor disagreed. 337 people responded to the question of whether an out-of-town supermarket would add to the decline of Amesbury town centre and 46.2% of respondents either agreed or strongly agreed. Again a large proportion of people (38.3%) neither agreed nor disagreed.

In relation to the two issues above several comments were received from respondents and the main issues included concern over the loss of trade in the town centre, the traffic implications of large-scale out-of-town supermarkets and the environmental impacts. From both the overall results of the consultation and the individual comments received it is clear that although there is some support of an out-of-town supermarket in Amesbury, such as the comment "Local residents have called for an additional foodstore for a number of years, as the current provision in the town centre is inadequate.

The Retail Study produced by GVA Grimleys in 2006 indicates that a large proportion of Amesbury's residents are travelling to Salisbury and Andover to undertake their food shopping. In addition, there are current no vacant, available and viable sites in the town centre that could accommodate a reasonably sized store", there is concern over what effect this would have on the existing centre, and comments have shown that there is a fear of negative effects, for example "A new supermarket in Amesbury is not required and would further damage existing shops".

Respondents were asked whether we should find a site for a new supermarket in Amesbury town centre and out of a total of 331 respondents, a large proportion (42.0%) neither agreed nor disagreed, 40.2% either agreed or strongly agreed and 17.8% either disagreed or strongly disagreed. Comments received were mixed with some supporting a new supermarket to increase competition in the town centre; whilst others do not think a new supermarket is required in Amesbury.

### - GVA Grimley response

Since the consultation and the production of the previous Retail Topic paper, the Council has received a number of applications for large out-of-centre foodstores in Amesbury. In response to this GVA Grimley were instructed to carry out an independent review of the need and impact of a new foodstore

on the town centre of Amesbury. In light of a retail assessment prepared by one of the applicants for a foodstore, GVA Grimley have revised their figures and now estimate that convenience goods turnover should be £14.4m and £15.6m respectively which is a lower turnover than previously stated in the Retail and Leisure Needs Study. Based on these amendments GVA Grimley conclude "If the former Co-op store in Amesbury Town Centre were to be reoccupied in its entirety by a replacement operator, achieving a comparable turnover to the Co-op, this would largely address the quantitative need at 2011 based on current market shares.

This would also reinforce the overall conclusion reached in the Retail, Leisure and Need Study i.e. that there is no clearly defined need within Amesbury over and above identified commitments i.e. the Co-op based on constant market shares. In the event that the former Co-op store is not reoccupied in its entirety by a replacement convenience retailer achieving this level of turnover, we consider there will be a notional surplus capacity arising based on constant market shares."

Whether the Co-op store becomes re-occupied is a very important factor in considering the need for additional retail floorspace in and around Amesbury. Further work will be carried out by the Council to clarify the current position of the previous Co-op store to see how realistic it is that it will be reoccupied by a convenience foodstore. In the event that the former Co-op store is not reoccupied by a replacement convenience retailer, or is only partially reoccupied by such a retailer, GVA Grimley accept that there is likely to be a quantitative capacity for an additional store. If however the previous Co-op store was marketed and proved attractive to a replacement convenience store operator, this would go some way to meeting both the identified quantitative and qualitative needs in Amesbury and provide additional choice and competition to the Co-op which it currently lacks, and in terms of PPS6, would clearly represent a sequentially preferable site.

The updated comments from GVA Grimley do show that there is both a quantitative and qualitative need for a foodstore in the town centre, as this would both add competition and choice to the centre. The public consultation responses also show some level of support for a new foodstore in the town centre but there is a large concern from respondents that an out-of-town supermarket would add to the decline of Amesbury town centre.

#### - Government guidance

Current government guidance contained in PPS6 states, "In order to deliver the Government's objective of promoting vital and viable town centres, development should be focused in existing centres in order to strengthen and, where appropriate, regenerate them." (Paragraph 2.1) and it sees town centre sites as sequentially preferable to edge or out of centre proposals. Based on this it is recommended that the option of finding a site for a new supermarket in Amesbury town centre should be carried forward into the preferred options. It must however be noted that the Council will be investigating the intentions and future possibilities of the previous Co-op store and the likelihood of a replacement foodstore operator using the store, and the findings of this will have an impact on the level of quantitative and qualitative need in the town centre.

#### - Consultation

In response to the option of whether a site should be found for an out of town supermarket, just under a third of respondents to the public consultation (32.3%) either agreed or strongly agreed with this statement, but a large proportion of people (39.8%) neither agreed nor disagreed. It is considered that this does not show an overarching support for this option. Furthermore the RLNS looked at a number of scenarios to review the impact of an out-of-centre foodstore on current shopping patterns in and around Amesbury, and conclude that the impact of a large out of centre foodstore on Amesbury town centre is significant.

Although it is realised that it is likely that a new out-of-centre foodstore would generate more sustainable travel patterns by ensuring that residents would not have to drive to more major foodstore destinations in Salisbury and it would also improve access to a wider range of food and non-foodstore provision; according to GVA Grimley, a larger store located outside of the town centre would have a significant detrimental impact on the health of Amesbury town centre, considerably undermining convenience goods floorspace in the town centre. An out-of-centre- foodstore would therefore be against government policy which promotes the protection and where necessary the regeneration of town centres and the enhancement of vitality and viability. Furthermore according to GVA Grimley any minimal level of need that could be identified is not sufficient in itself to support new floorspace, and therefore any proposal would consequently have an impact on existing floorspace. Based on this it is recommended that the option of finding a new out-of-centre site for a foodstore in Amesbury should not be carried forward into the Preferred Options.

### **Durrington**

#### - Government guidance

Government guidance contained within Planning Policy Statement 6: Planning for Town Centres, states that villages should be the main service centres in rural areas and the importance of shops and services to the local community must be taken into account. Furthermore the Stonehenge Community Plan identifies that there is a need to preserve the current commercial and retail outlets in Durrington and generally better shopping is required. Reflecting this need, the 'Our Place' consultation document presented an option specifically related to the village of Durrington.

#### - Consultation

This option (36) stated, "We should encourage the development of new shopping facilities in Durrington and protect and enhance the existing centre". Out of 324 responses, 55.8% of people either agreed or strongly agreed with the statement. 42.6% neither agreed nor disagreed with the statement and this could be for a number of reasons. The first is that some people who answered the question may never use the facilities in Durrington or may not be familiar with the village and therefore have no opinion either way over whether the existing centre should be enhanced and protected. From comments received it was also clear that some people did not fully understand where the centre of Durrington was, for example some of the

comments received included “Where is the centre of Durrington?”, “I don’t really know Durrington”, “Durrington does not have a centre”.

Based on the responses from the consultation and government guidance contained in Planning Policy Statement 6: Planning for Town Centres, which promotes enhancing the vitality and viability of rural centres, it is considered that the development of new shopping facilities in Durrington should be encouraged. This option should be carried forward in the preferred options. It is also clear from the consultation that Durrington does not have a clearly defined centre and it is therefore proposed that the preferred options stage contain an option for designating and establishing a clear centre within Durrington.

### **Bulford**

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

### ***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 the 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 the cluster villages has emerged from the consultation.

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

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

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

The protection and support of village pubs, post offices and shops is a largely rural issue and it has been addressed above in the district wide section as it affects a number of rural areas within the district.

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

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

The previous Retail topic paper acknowledges the role smaller centres play within the district and government guidance contained within Planning Policy Statement 6: Planning for Town Centres states that the importance of shops and services to the local community is taken into account.

Wilton performs well as a local village centre offering essential 'everyday' requirements to a local catchment. Wilton is larger than most other local centres and therefore does offer more variety and choice including an outlet centre and a weekly market on Thursday. Vacancy rates are particularly low and due to their role and the built environment growth is unlikely. Furthermore GVA Grimley's assessment in the Retail Study suggests that Wilton is a relatively healthy village centre. There is however concern over the number of units, which have been allowed to convert to residential uses, and therefore there is a risk to local services.

Based on this, an option was included in the 'Our Place' consultation under option 36. This option specifically asked whether we should protect and enhance the smaller shopping centres including Wilton. 355 people responded to this and out of this, 86.5% of people either agreed or strongly agreed, with only 1.4% disagreeing or strongly disagreeing with this option. This support is shown by one respondent's comment, which stated, " We need to ensure that the network of local centres continues to provide easily accessible shopping to meet people's day to day needs". This shows that people are concerned about access to facilities in their local area. Furthermore the protection and enhancement of these facilities is in line with government policy, which encourages settlement to be sustainable and meet as many of people's day to day needs as possible without them having to travel outside of their local centre.

Option 36 also asked whether we should designate commercial areas in local centres, where loss of shops and services would be resisted. In relation to Wilton this is an important issue. Out of a total of 181 responses, 73% either agreed or strongly agreed with this. Quite a large proportion of respondents (23.2%) neither agreed nor disagreed with this. This could be because respondents did not understand which local centres were being referred to or they may not have noticed or experienced this issue.

The results therefore show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective. Therefore it is recommended that this option be carried forward into the preferred options.

There is also the specific issue with Wilton in that there have been a number of conversions to residential in recent times and this is an issue, which needs to be addressed. This issue is quite specific to Wilton and therefore could be dealt with in detail within the Salisbury and Wilton Area Action Plan. Despite this it is recommended that an option be carried forward into the preferred options, which highlights this issue and places some protection on retail units and their conversion. Based on the evidence in the previous Retail topic paper and the GVA Grimley retail study, if this is not done, the health of the

centre will decline and it will not meet the key service and shopping requirements of the local population.

***Main village: Dinton***

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

***Cluster villages: Great Wishford, South Newton, and 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:***

The protection and support of village pubs, post offices and shops is a largely rural issue and it has been addressed above in the district wide section as it affects a number of rural areas within the district.

## **Southern**

***Local centre: Downton***

The previous Retail topic paper acknowledges the role smaller centres play within the district. Downton has a good range of local services and is therefore considered a relatively healthy local centre. It currently has no policy protection of retail units and it is considered there is not a problem with the loss of retail units within this centre.

Based on the importance of protecting local centres, Downton was included under option 36 in the 'Our Place' consultation document, which asked whether we should protect and enhance the smaller shopping centres including Downton. 355 people responded to this and out of this, 86.5% of people either agreed or strongly agreed, with only 1.4% disagreeing or strongly disagreeing with this option. This support is shown by one respondent's comment, which stated, "We need to ensure that the network of local centres continues to provide easily accessible shopping to meet people's day to day needs". This shows that people are concerned about access to facilities in their local area. Furthermore the protection and enhancement of these facilities is in line with government policy (PPS1, PPS7), which encourages settlement to be sustainable and meet as many of people's day to days needs as possible without them having to travel outside of their local centre.

The results therefore show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective. The level and range of retail units within Downton need to continue to be supported and protected and it is therefore recommended that the option of

protecting and enhancing the local centre be carried forward into the preferred options.

***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 the cluster villages has emerged from the consultation.

***Other villages:***

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

***Rural issues:***

The protection and support of village pubs, post offices and shops is a largely rural issue and it has been addressed above in the district wide section as it affects a number of rural areas within the district.

## **Salisbury City**

The Maltings and Central Car Park

The previous topic paper on retail (June 2007) stated that Salisbury is in a fortunate position to have available land in the city centre at the site of the Central Car Park, and this site could be redeveloped in order to provide for the identified retail floorspace needed, potentially through a mixed-use development. In response to this and the supporting evidence contained in the topic paper, this was put forward as an option in the 'Our Place' consultation document under options 36 and 42. It was also included in the householder survey and the young people's survey.

- Consultation

Respondents were asked whether they supported the redevelopment of the central car park and Maltings for new shops, housing and a car park. The results of the consultation show that there was a reasonably high level of

support for this option with 60.2% of respondents to option 36 either agreeing or strongly agreeing with this option, with only 20.4% either disagreeing or strongly disagreeing. In response to option 42, which raised the same issue about the redevelopment of the central car park and Maltings, 66.4% of people stated they either agreed or strongly agreed with this option. The young people's survey also showed support for this option with 63.7% of respondents stating they supported this option. The householder survey showed a slightly lower result with 30.6% of people stating that they supported this option. Although this result is not particularly high, there can be several explanations for this.

The results from the 'Our Place' document and from the Householder shows differing levels of support for the redevelopment of the Central Car Park and Maltings 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 proposal, 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 proposal for the Central Car Park and Maltings and only 20.4% did.

Furthermore it could be the case that respondents were not provided with enough information on the aims of the redevelopment and this is shown by several comments, which raised concern over the loss of car parking on the site, and this could have been why the results show some resistance to the proposal, for example "I am opposed to a large retail development in the central car park...it is important to have convenient large scale parking", "There is already a lack of car parking space in Salisbury and by getting rid of central car park and trying to force people onto the park and ride buses you will only force people to go elsewhere", "Closing the Maltings and Central Car Park will have the opposite effect. People will be discouraged from coming in", "So where do the cars go if Central Car Park disappears?", "Who says that Salisbury will improve by redeveloping the Maltings and Central Car Park? Does this mean less space for car parking?", "I agree with the redevelopment of Central Car Park provided that the lost car parking is replaced within the redevelopment", "Great care must be taken with any redevelopment of the Maltings and the car park must be retained". It is in fact envisaged that the redevelopment of the Central Car Park and Maltings will retain the vast majority of car parking on the site. Of course there may be a small loss, but the Park and Ride sites around the city would be able to accommodate this.

#### - Government guidance

Government guidance requires local authorities to seek to retain and enhance existing markets through investing in their improvement and encouraging and supporting the growth of town centres, and the Maltings and Central Car Park represents a key opportunity for Salisbury. It must also be ensured that any redevelopment of this site is not seen in isolation from the rest of Salisbury and it not solely relied upon as the means of protecting Salisbury centre. Wider measures must also be taken to protect and enhance the role of Salisbury and this will be discussed in more detail below.

#### - Retail and leisure needs study

The option of redeveloping the Central Car Park and Maltings, which overall did receive a reality high level of support from respondents, would be in line with government guidance. It would also meet a large amount of identified need for convenience and comparison floorspace highlighted in the Retail Study, carried out by GVA Grimley for the district. The study shows that Salisbury needs to provide 2,145 sq m net of convenience floorspace to 2021 and 22,970 sq m net of comparison floorspace to 2021. It is calculated that the redevelopment of the Maltings and Central Car Park will meet the 2,145 sq m net required of convenience floorspace up until 2021 in Salisbury and a large amount of the identified comparison need depending on the type of development proposed.

The exact amount of comparison need that the proposal would meet is not yet fully known and consultants are in the process of investigating this further. This is further supported by GVA Grimely in their Review of Salisbury Retail Proposals (2007), which stated, "We consider the Maltings represents the key central opportunity to accommodate additional convenience and comparison shopping floorspace in Salisbury, and represents a sequentially preferable alternative location in which to accommodate any identified needs."

Furthermore the Retail Study states that it is crucial for Salisbury to encourage investment and new retailers and if nothing is done, Salisbury will fall behind the larger stronger centres.

Cabinet also took a decision earlier this year, which indicated that it is committed to the redevelopment of the Maltings including a large foodstore. Therefore the redevelopment of the Central Car Park and Maltings will promote the vitality and viability of the city centre. The retail study also highlights the fact that it is equally crucial for any town centre development to happen in conjunction with protecting and enhancing the historic environment and this is particularly important for Salisbury due to its historic character.

Based on this it is considered that the redevelopment of the Central Car Park and Maltings represents a prime opportunity for Salisbury to encourage investment and expand the both the number and range of retailers in the city centre, whilst improving the heritage assets and the overall appeal and attraction of Salisbury city. As stated above, the proposal is in line with wider government objectives and there was support for this proposal in the public consultation. Therefore it is recommended that the option of redeveloping the Central Car Park and Maltings for retail, leisure and residential uses should be carried forward into the preferred options.

#### Salisbury city centre

#### - Government guidance

PPS6 aims to promote the vitality and viability of town centres and requires the identification of centres where development will be focussed. In relation to primary shopping areas, PPS6 requires the extent of this area, as well as the town centre to be defined on the proposals map. Local Planning Authorities are also required to distinguish between primary and secondary frontages and develop policies that make clear which uses will be permitted in such locations.

Salisbury is also defined as a Strategically Significant City and Town (SSCT) within the emerging Regional Spatial Strategy (2007) and states that SSCT's should be the main focus for investment in retail and other major facilities requiring high levels of accessibility.

- Retail and leisure needs study

The Retail Study identified Salisbury as a vital and viable town centre, with comparison outlets above average, vacant units well below the national average and continued demand from retailers for space. In response to this the 'Our Place' consultation asked respondents whether we should continue to promote Salisbury as the main shopping centre. This was included under option 36 in the consultation document and out of 403 responses, 86.4% either agreed or strongly agreed with this statement. Only a small minority either disagreed or strongly disagreed with this statement – a total of 2.7%.

- Consultation

Comments received from respondents highlighted the need to preserve the character of Salisbury and to stop it becoming 'like all other town centres'. This shows that people support the continued promotion of Salisbury and furthermore these findings are in agreement with the recommendations from the Retail Study and from wider national and regional objectives of sustaining and promoting major centres. Based on this it is recommended that the option of continuing to promote Salisbury as the main shopping centre be carried forward into the preferred options.

As a main shopping centre, the mix between retail and other uses needs to be protected and enhanced in order that Salisbury can continue to prosper and compete. Salisbury city centre currently contains primary and secondary shopping areas, which serve to protect A1 retail uses. The previous topic paper highlights that these designations are performing their role relatively well and the RLNS acknowledges that the challenge over the forthcoming LDF period will be to implement new development to suit the requirements of modern format retailers, while maintaining the cohesion of the centre and quality of these different character areas.

Furthermore the city centre should protect independent and specialist retailers, and enhance the quality of the built environment and this was also highlighted by the public consultation where people gave such comments as "It is important that Salisbury retains its individual identity", "Salisbury should provide a variety of shops to attract people to shop in the city rather than travelling to other towns however if it tries to compete with its larger neighbours it would destroy the whole character of the city", "We should protect local shops and not build anymore out of town supermarkets which would lead to the decline of local businesses".

There is therefore a strong case for continuing to protect and enhance the centre of Salisbury and offer a good range and choice of retail outlets for shoppers and visitors. A mix of uses also adds to the vitality and viability of a town centre as highlighted by PPS6.

Based on this it is recommended that Salisbury continue to be promoted as the main shopping centre and the current primary and secondary frontages

be retained in order to protect and enhance the city centre and ensure there continues to be a mix of uses. Furthermore the RLNS recommends that within policy formulation, the council should take advantage of recent changes in the Use Classes Order in order to control the introduction of hot food takeaways and drinking establishments in the town centre, without which the centre could be negatively affected. Therefore the allocation of primary and secondary shopping areas and specific criteria for the protection and retention of A1 and other complementary uses should be carried forward into the Preferred Options.

### Convenience and comparison floorspace

The GVA Grimley Retail and Leisure Needs study 2006 has identified capacity for circa 5,031 sq m net of comparison goods floorspace by 2009, 13,346 sq m net by 2011 and 22,970 sq m net by 2021. The previous topic paper states that it is possible that Salisbury's market share could erode as shoppers change their centre of preference and it will therefore be important for Salisbury to enhance and consolidate its role to prevent such an outcome. The RLNS identified that there is a need for both convenience and comparison retail in Salisbury and highlights that the majority of this can be accommodated on the Maltings and Central Car Park site.

Since the consultation and the production of the previous Retail Topic paper, the Council has received a number of applications for out-of-centre comparison and convenience store in the Salisbury area. In response to this GVA Grimley were instructed to carry out an independent review of the need and impact of this on the town centre of Salisbury. The findings of the assessment are in general agreement with the RLNS with their being a general need for additional comparison i.e. non food and shopping floorspace in Salisbury, however they have not identified any specific quantitative or qualitative need for additional retail warehouse development in the Salisbury area, over and above the existing extensive provision and the committed proposals which are reflected in the adopted local plan. The report also recommends, "Any additional comparison shopping floorspace needs in the area should be accommodated within the City Centre, where a number of sites have been identified". The report also acknowledges that based on the RLNS, there is some limited capacity for additional convenience shopping floorspace in the Salisbury area, although there is no clear cut quantitative or qualitative need given the extensive range of services within the area.

Although GVA Grimley acknowledge that a sequential test may conclude that a number of smaller sites in the centre are not suitable, viable or available, the Maltings represents "the key central opportunity to accommodate additional convenience and comparison shopping floorspace in Salisbury, and represents a sequentially preferable alternative location in which to accommodate any identified needs". The previous topic paper also highlights that Salt Lane and Brown Street car parks and the bus station could become available for retail development.

The Salisbury Retail Park is allocated for comparison retailing and employment use in the current local plan. The status of this site will be investigated further in the Salisbury and Wilton Area Action Plan. Furthermore as part of the Salisbury Vision, Southampton Road has been highlighted for redevelopment and this will also be investigated further in the Salisbury and Wilton Area Action Plan.

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

No follow up work has been identified, although the options for Amesbury will take account the results of the recently submitted applications for out-of-town foodstores and any accompanying reports and investigation which emerge from this when formulating policies.

## **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>Current primary and secondary frontages be retained in order to protect and enhance Salisbury city centre and ensure there continues to be a mix of uses.</p> <p>The council should take advantage of recent changes in the Use Classes Order in order to control the introduction of hot food takeaways and drinking establishments in the town centre.</p>	<p>Positive</p> <p>In accordance with SA Objective 21.</p>	<p>Accords with Planning Policy.</p> <p>PPS6 aims to promote the vitality and viability of town centres and requires the identification of centres where development will be focused. In relation to primary shopping areas, PPS6 requires the extent of this area, as well as the town centre to be defined on the proposals map. Local Planning Authorities are also required to distinguish between primary and secondary frontages and develop policies that make clear which uses will be permitted in such locations.</p> <p>Salisbury is also defined as a Strategically Significant City and Town (SSCT) within the emerging Regional</p>	<p>Yes, primary and secondary frontages are currently in use in the districts and are part of the current local plan. They have served to resist the change of use of important A1 retail uses. Due to the recent changes in the Use Classes order (A3 and A5), there is the opportunity for policies covering Primary and Secondary frontages to be more responsive to particular areas and to provide stronger protection.</p>	<p>- In line with national and regional guidance</p> <p>- In line with consultation responses - strong support for promoting and enhancing the city centre of Salisbury.</p> <p>- RLNS recommends that within policy formulation, the council should designate areas of use restrictions in order to protect the centre from decline.</p> <p><b>Therefore the allocation of primary and secondary shopping areas and specific criteria for the protection and retention of A1 and other complementary uses should be carried forward into the Preferred Options.</b></p>

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		<p>Spatial Strategy (2007) and states that SSCT's should be the main focus for investment in retail and other major facilities requiring high levels of accessibility.</p>		
<p>Continue to promote Salisbury as the main shopping centre.</p>	<p>Positive  In accordance with SA Objective 21.</p>	<p>Accords with Planning Policy.</p> <p>PPS6 aims to promote the vitality and viability of town centres and requires the identification of centres where development will be focussed. Local Planning Authorities are required to distinguish between primary and secondary frontages and develop policies that make clear which uses will be permitted in such locations.</p> <p>Salisbury is also defined as a Strategically Significant City and Town</p>	<p>There is a strong case for continuing to protect and enhance the centre of Salisbury and offer a good range and choice of retail outlets for shoppers and visitors, which is shown by National and Regional guidance and the responses received from the consultation. A mix of uses also adds to the vitality and viability of a town centre as highlighted by PPS6. This option could therefore be delivered through the Core Strategy.</p>	<p>National guidance requires town centres to be the focus for new retail development and requires their continued promotion and enhancement.</p> <p><b>Therefore the option of continuing to promote Salisbury, as the main shopping centre should be carried forward into the Preferred Options.</b></p>

Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
		(SSCT) within the emerging Regional Spatial Strategy (2007) and states that SSCT's should be the main focus for investment in retail and other major facilities requiring high levels of accessibility.		
<p>Redevelop the Central Car Park and Maltings for retail, leisure and residential uses.</p>	<p>Positive  In accordance with SA Objective 21.</p>	<p>Accords with Planning Policy</p> <p>Government guidance requires local authorities to seek to retain and enhance existing markets through investing in their improvement and encouraging and supporting the growth of town centres, and the Maltings and Central Car Park represents a key opportunity for Salisbury. It must be ensured that any redevelopment of this site is not seen in isolation from the rest of Salisbury and it not solely</p>	<p>The option of redeveloping the Central Car Park and Maltings, which overall did receive a reality high level of support from respondents, would be in line with government guidance. It would also meet a large amount of the identified need for convenience and comparison floorspace highlighted in the Retail Study, carried out by GVA Grimley for the district.</p> <p>This is further supported by GVA Grimley in their Review of Salisbury Retail</p>	<p>- In line with Retail Study states which states that it is crucial for Salisbury to encourage investment and new retailers and if nothing is done, Salisbury will fall behind the larger stronger centres.</p> <p>- Cabinet indicated that it is committed to the redevelopment of the Maltings including a large foodstore.</p> <p>- The retail study highlights that it is equally crucial for any town centre development to happen in conjunction</p>

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		<p>relied upon as the means of protecting Salisbury centre.</p>	<p>Proposals (2007), which stated, "We consider the Maltings represents the key central opportunity to accommodate additional convenience and comparison shopping floorspace in Salisbury, and represents a sequentially preferable alternative location in which to accommodate any identified needs."</p>	<p>with protecting and enhancing the historic environment. Therefore the redevelopment of the Central Car Park and Maltings represents a prime opportunity for Salisbury to encourage investment and expand the both the number and range of retailers in the city centre, whilst improving the heritage assets and the overall appeal and attraction of Salisbury city.</p> <ul style="list-style-type: none"> <li>- In line with PPS6</li> <li>- Support from consultation</li> </ul> <p><b>Therefore it is recommended that the option of redeveloping the Central Car Park and Maltings should be carried forward into the preferred options.</b></p>

Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
<p>Protect and enhance the smaller shopping centres in Tisbury, Downton, Wilton and Mere</p>	<p>Positive</p> <p>In accordance with SA Objectives 5 and 21.</p>	<p>Accords with Planning Policy</p> <p>The protection and enhancement of these key centres is in line with government policy (PPS1, PPS6, PPS7), which encourages settlements to be sustainable and meet as many of people's day to days needs as possible without them having to travel outside of their local centre.</p>	<p>The previous Retail topic paper acknowledges the role smaller centres play within the district and government guidance contained within Planning Policy Statement 6: Planning for Town Centres states that the important of shops and services to the local community is taken into account.</p> <p><u>Downton</u></p> <p>Downton has a good range of local services and is therefore considered a relatively healthy local centre. It currently has no policy protection of retail units and it is considered there is not a problem with the loss of retail units within this centre.</p> <p><u>Wilton</u></p>	<p><u>Downton</u></p> <p>The level and range of retail units within Downton need to continue to be supported and protected and it is <b>therefore recommended that the option of protecting and enhancing the local centre of Downton be carried forward into the preferred options.</b></p> <p><u>Wilton</u></p> <p>The results show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective. <b>Therefore it is recommended that this option of protecting and enhancing the local centre of Wilton be carried forward into the preferred options.</b></p> <p><u>Tisbury</u></p>

Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
			<p>Wilton performs well as a local village centre offering essential 'everyday' requirements to a local catchment. Vacancy rates are particularly low and due to their role and the built environment growth is unlikely. Furthermore GVA Grimley's assessment in the Retail Study suggests that Wilton is a relatively healthy village centre. There is however concern over the number of units, which have been allowed to convert to residential uses, and therefore there is a risk to local services.</p> <p><u>Tisbury</u></p> <p>Tisbury is a rural village with little through traffic and the existing retail facilities provide key services for the local population. It currently</p>	<p>The public consultation results show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective. <b>Therefore it is recommended that the option of protecting and enhancing the local centre of Tisbury be carried forward into the preferred options.</b></p> <p><u>Mere</u></p> <p>The consultation results show strong support for protecting and enhancing local centres, and government guidance is in accordance with this objective.</p> <p><b>Mere needs encouragement to maintain its current retail and meet the needs of the local</b></p>

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			<p>has no designated frontage areas. The Tisbury Parish Plan aims to preserve and increase the shops in the High Street and attract new business enterprise. It also states the Tisbury community values its High Street greatly and seeks to arrest decline in the number of shops and enterprises.</p> <p><u>Mere</u></p> <p>Mere has few empty units and is therefore a relatively healthy local centre.</p>	<p><b>population and it is therefore recommended that this option of protecting and enhancing the local centre be carried forward into the preferred options.</b></p>
<p>Designate commercial areas in local centres, where loss of shops and services would be resisted.</p>	<p>Positive</p> <p>In accordance with SA Objectives 5 and 21.</p>	<p>Accords with Planning Policy</p> <p>The protection and enhancement of these key centres through designating commercial areas is in line with government policy (PPS1,</p>	<p><u>Wilton</u></p> <p>Wilton performs well as a local village centre offering essential 'everyday' requirements to a local catchment. Vacancy rates are particularly low and due to their role and the built</p>	<p>The consultation showed support for designating commercial areas in local centres and this is in line with government guidance, which seeks to protect key facilities and services and ensure local centres remain viable.</p>

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		<p>PPS6, PPS7), which encourages settlements to be sustainable and meet as many of people's day to days needs as possible without them having to travel outside of their local centre.</p>	<p>environment growth is unlikely. Furthermore GVA Grimley's assessment in the Retail Study suggests that Wilton is a relatively healthy village centre. There is however concern over the number of units, which have been allowed to convert to residential uses, and therefore there is a risk to local services.</p> <p><u>Amesbury</u></p> <p>Amesbury is a relatively healthy town centre, which has experienced investment in recent years. Despite this there are concerns over the loss of A1 retail units in the town centre, which is of concern to the vitality and viability of the town centre.</p> <p><u>Tisbury</u></p>	<p><u>Wilton</u></p> <p>In Wilton there have been a number of conversions to residential in recent times and this is an issue, which needs to be addressed, otherwise according to the RLNS the centre will decline. This issue is quite specific to Wilton and therefore could be dealt with in detail within the Salisbury and Wilton Area Action Plan.</p> <p><b>It is recommended that an option be carried forward into the preferred options.</b></p> <p><u>Amesbury</u></p> <p><b>Due to the need to protect and enhance existing centres, and the issue of the loss of A1 retail uses in the town centre it is</b></p>

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			<p>The current Local Plan seeks to encourage the development of small-scale employment opportunities in the village. It currently has no designated frontage areas. The Tisbury Parish Plan aims to preserve and increase the shops in the High Street and attract new business enterprise. There is also the specific issue in that there is a need to protect existing retail units. The Retail Study recommends that in addition to a policy managing the change of use of existing buildings, frontage policies could be introduced in the central shopping area to protect A1 shop uses and other important service facilities.</p>	<p><b>recommended that policies be put in place for the protection and enhancement of the town centre and specific retail frontages are designated.</b></p> <p><b>Some flexibility can be applied to areas of the town centre, which are not major shopping streets, and these can be differentiated through the allocation of primary and secondary shopping areas. In particular the Retail Study recommended that A3 uses could be encouraged in parts of the town centre whilst restricting A5 uses.</b></p> <p><u>Tisbury</u></p> <p>The public consultation results show strong support for protecting and</p>

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				<p>enhancing local centres, and government guidance is in accordance with this objective. The Tisbury Parish Plan is also clear on its objectives of preserving and increasing the shops in the High Street. <b>Therefore it is recommended that this option of designating commercial areas in Tisbury where a change of use of a retail unit to other uses would be strongly controlled be carried forward into the preferred options.</b></p> <p><u>Overall policy</u></p> <p><b>Action needs to be taken to enhance and protect existing settlements and their services and facilities. In relation to Salisbury there was support for continuing to promote Salisbury as the main</b></p>

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				<p>shopping centre in the district whilst ensuring its character is protected. In relation to Amesbury there was support for a new supermarket in Amesbury although there were concerns over the impact an out-of-town supermarket would have on the existing town centre. There was also support for continuing to protect and support key service centres throughout the district.</p>
<p>Encourage the development of new shopping facilities in Durrington and protect and enhance the existing centre.</p>	<p>Positive In accordance with SA Objectives 5 and 21</p>	<p>Accords with Planning Policy  Government guidance contained within Planning Policy Statement 6: Planning for Town Centres, states that villages should be the main service centres in rural areas and the</p>	<p>Yes, the option of encouraging development of new shopping facilities in Durrington can be delivered through policies, which support shopping facilities. It is proposed that a centre could be designated in Durrington, which would become the focus of new shopping</p>	<p>- Accords with National and Regional guidance  - Public consultation support  <b>The option of encouraging the development of new shopping facilities in Durrington should be</b></p>

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		<p>importance of shops and services to the local community must be taken into account. Furthermore the Stonehenge Community Plan identifies that there is a need to preserve the current commercial and retail outlets in Durrington and generally better shopping is required.</p>	<p>facilities. This option will be harder to achieve due to the lack of space available for a local centre. It could however be achieved in conjunction with other future growth in the village.</p>	<p><b>carried forward in the preferred options.</b></p> <p><b>It is also clear from the consultation that Durrington does not have a clearly defined centre and it is therefore proposed that the preferred options stage contain an option for designating and establishing a clear centre within Durrington.</b></p>
<p>Out-of-town supermarket to serve Amesbury</p>	<p>Negative</p> <p>Not in accordance with: SA Objectives 5, 11 and 21.</p>	<p>Against Planning Policy</p> <p>According to PPS6, the main objective is to promote the vitality and viability of town centres. New development should be focussed in town centre sites before edge of centre and out of centre sites are considered.</p> <p>An out-of centre-</p>	<p>Applications have been received by the council and are currently being considered.</p>	<p>An out-of-town supermarket is clearly against government policy contained in PPS6, which promotes town centres as the focus for development.</p> <p>Furthermore a larger store located outside of the town centre would have a significant detrimental impact on the health of Amesbury town</p>

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		<p>foodstore would therefore be against government policy which promotes the protection and where necessary the regeneration of town centres and the enhancement of vitality and viability and GVA Grimley conclude that based on the previous Co-op store being occupied “ there is no clearly defined need within Amesbury over and above identified commitments i.e. the Co-op based on constant market shares. Furthermore the Co-op store is located within the town centre and is therefore a sequentially preferable site for a foodstore.</p> <p>The RLNS concluded that the impact of a large out of centre foodstore on Amesbury town centre is</p>		<p>centre, considerably undermining convenience goods floorspace in the town centre.</p> <p>Furthermore according to GVA Grimley any minimal level of need that could be identified is not sufficient in itself to support new floorspace, and therefore any proposal would consequently have an impact on existing floorspace.</p> <p>The consultation responses do not support this option with a clear message emerging over concerns an out-of-centre store would have on the town centre and concerns over increased travel and associated pollution.</p> <p><b>Based on this it is recommended that the option of finding a new</b></p>

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		<p>significant which would lead to detrimental impacts on its health.</p> <p>Furthermore according to GVA Grimley any minimal level of need that could be identified is not sufficient in itself to support new floorspace, and therefore any proposal would consequently have an impact on existing floorspace.</p>		<p><b>out-of-centre site for a foodstore in Amesbury should not be carried forward into the Preferred Options.</b></p>
<p>Site for a new supermarket in Amesbury town centre</p>	<p>Positive</p> <p>In accordance with:</p> <p>- SA Objectives 5 and 21.</p>	<p>PPS6 states in order to deliver the objective of promoting vital and viable town centres, development should be focused in existing centres and it sees town centre sites a sequentially preferable site to edge or out of centre proposals.</p>	<p>GVA Grimley's most recent assessment of the need and impact of a new foodstore on the town centre of Amesbury concludes that reoccupation of Co-op store would address quantitative need in Amesbury.</p> <p>Whether the Co-op store becomes re-occupied is a very important factor in</p>	<p>The assessment by GVA Grimley shows that there is both a quantitative and qualitative need for a foodstore in the town centre of Amesbury.</p> <p>In line with government guidance.</p> <p>The public consultation responses also show some support for a new foodstore in the town</p>

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			<p>considering the need for additional retail floorspace in and around Amesbury.</p> <p>In the event that the former Co-op store is not reoccupied by a replacement convenience retailer, or is only partially reoccupied by such a retailer, GVA Grimley accept that there is likely to be a quantitative capacity for an additional store. If however the previous Co-op store was occupied by a replacement convenience store operator, this would go some way to meeting both the quantitative and qualitative needs, and in terms of PPS6, would clearly represent a sequentially preferable site.</p>	<p>centre, with a low level not supporting it.</p> <p><b>It is therefore recommended that the option of finding a site for a new supermarket in Amesbury town centre should be carried forward into the preferred options.</b></p> <p>It must however be noted that the Council will be investigating the intentions and future possibilities of the previous Co-op store and the likelihood of a replacement foodstore operator using the store, and the findings of this will have an impact on the level of quantitative and qualitative need in the town centre.</p>
Maintain and enhance the role of Amesbury as a main shopping area	Positive In accordance with SA	PPS6 states in order to deliver the Government's objective of promoting	Amesbury is already defined as a town centre and performs an	- Consultation results show support for maintaining and

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	Objectives 5 and 21.	vital and viable town centres, development should be focused in existing centres and sees town centre sites a sequentially preferable to edge or out of centre proposals.	important retail and service centre role to Amesbury and its surrounding hinterland. Policies to support and protect the town centre will be the best way of delivering this objective.	<p>enhancing the role of Amesbury</p> <p>- In line with both government guidance</p> <p><b>Therefore it is considered the option of maintaining and enhancing the role of Amesbury, as a main shopping area should be carried forward into the preferred options.</b></p>
Support and protect village shops, post offices and public houses	Positive  In accordance with SA Objectives 5 and 21.	<p>PPS7 states that the economic performance of rural areas should be improved by developing competitive, diverse and thriving rural enterprise that provides a range of jobs and underpins strong economies.</p> <p>Advice in PPS7 states that local development documents should include policies to sustain, enhance and, where</p>	Evidence from the Supporting Communities Topic paper and the Retail Topic paper has shown that there is a general trend in the loss of pubs, post offices and shops from our villages.	<p>- Consultation results show strong support for supporting and protecting village pubs, post offices and public houses.</p> <p>- In line with government guidance and there is evidence to show that they are under threat in many parts of Salisbury district.</p> <p><b>It is considered that the option of supporting</b></p>

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		<p>appropriate, revitalise country towns, whilst maintaining local character and a high quality environment.</p> <p>In relation to facilities and services in smaller settlements the South West Regional Spatial Strategy (SWRSS) states that development, which supports key services, should be promoted and the existing range of services in rural areas should be encouraged.</p>		<p><b>and protecting village shops, post offices and public houses be carried forward into the Preferred Options as a district wide policy where both a district wide policy and more spatially based policies can be devised.</b></p>
Resist the change of use of village shops, post offices and public houses	Positive In accordance with SA Objectives 5 and 21.	<p>PPS7 states that the economic performance of rural areas should be improved by developing competitive, diverse and thriving rural enterprise that provides a range of jobs and underpins strong economies.</p> <p>Advice in PPS7 states that local development</p>	<p>Evidence from the Supporting Communities Topic paper and the Retail Topic paper has shown that there is a general trend in the loss of pubs, post offices and shops from our villages.</p> <p>Over the past several years the council has received a number of</p>	<p>- Strong support for supporting and protecting village pubs, post offices and public houses and resisting their change of use unless it has been demonstrated that they are no longer viable.</p> <p>- In line with government guidance.</p>

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		<p>documents should include policies to sustain, enhance and, where appropriate, revitalise country towns, whilst maintaining local character and a high quality environment.</p> <p>In relation to facilities and services in smaller settlements the South West Regional Spatial Strategy (SWRSS) states that development, which supports key services, should be promoted and the existing range of services in rural areas should be encouraged.</p>	<p>applications for change of use of these key facilities and it has been identified as an area of concern.</p> <p>The current local plan contains policies for the protection and retention of key facilities in local areas and it has worked to resist some changes of use. Therefore this policy could be built upon.</p>	<p><b>Therefore the option of resisting the change of use of village shops, post offices and public houses should be carried forward into the Preferred Options as a district wide policy where both a district wide policy and more spatially based policies can be devised.</b></p>
<p>Allow combined uses, such as a post office within a pub, where such uses might otherwise be lost</p>	<p>Positive</p> <p>In accordance with SA Objectives 5 and 21.</p>	<p>PPS7 states that the economic performance of rural areas should be improved by developing competitive, diverse and thriving rural enterprise that provides a range of jobs and underpins strong economies.</p>	<p>Evidence from the Supporting Communities Topic paper and the Retail Topic paper has shown that there is a general trend in the loss of pubs, post offices and shops from our villages.</p>	<p>- Consultation results show strong support for allowing the combined use of key facilities.</p> <p>- In line with government guidance.</p> <p><b>Therefore this issue of</b></p>

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		<p>Advice in PPS7 states that local development documents should include policies to sustain, enhance and, where appropriate, revitalise country towns, whilst maintaining local character and a high quality environment.</p> <p>In relation to facilities and services in smaller settlements the South West Regional Spatial Strategy (SWRSS) states that development, which supports key services, should be promoted and the existing range of services in rural areas should be encouraged.</p>	<p>Over the past several years the council has received a number of applications for change of use of these key facilities and it has been identified as an area of concern.</p>	<p><b>allowing combined uses should be carried forward into the Preferred Options as a district wide policy where both a district wide policy and more spatially based policies can be devised.</b></p>
<p>We should protect and enhance out local outdoor markets</p>	<p>Positive</p> <p>In accordance with SA Objective 5 and 21.</p>	<p>Planning Policy Statement 6: Planning for Town Centres refers specifically to Markets. It seeks to retain and enhance existing markets</p>	<p>This option can be delivered through specific policy, which protects and enhances markets in local centres and towns.</p>	<p>Based on government guidance and the support received from the public consultation for the support and protection of local outdoor markets, a</p>

Preferred Option from Stakeholder feedback	Sustainability Appraisal	Alignment with national and regional policy	Deliverability	Other and action
		and, where appropriate, re-introduce or create new ones. It also must be ensured that markets remain attractive and competitive by investing in their improvement.		<b>policy protecting and supporting both existing and new local outdoor markets should be included in the preferred options.</b>

*\* 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*