

Topic Paper 9



The economy and employment



LDF Topic Paper

Employment Land, the Economy, agriculture, Farm Diversification and Forestry

Please note: This topic paper has been updated since originally written to represent the most up to date information at the time of the proposed submission draft.

Executive Summary

A prosperous local economy –South Wiltshire has very low levels of unemployment but does have lower than average wage levels. We would like the economy to be strong, stable, productive, innovative, competitive and sustainable which is appropriate to the nature of the area whilst minimising environmental impact. The maintenance and promotion of a vibrant economy, both urban and rural, including the agricultural sector, in South Wiltshire, is central to the Council's objectives and is important to the well being of our residents today and into the future. This should be facilitated by the correct infrastructure to support business. The aim is to develop the district's economy by encouraging new investment especially in the biotechnology, environmental technology and advanced engineering sectors and supporting existing business, especially smaller ones.

National context - The need for a strong, stable, productive, innovative and competitive economy is initially promoted in PPS1 (delivering sustainable development). This also supports the need to provide the infrastructure to support economic development. The main government guidance regarding the economy is found in Planning Policy Guidance 4 (PPG4) Industrial, Commercial Development and Small Firms and Planning Policy Statement 7 (PPS7) Sustainable Development in Rural Areas.

PPG4 encourages continued economic development that is compatible with environmental objectives in locations that minimise the length and number of trips especially by cars. It seeks to not unreasonably restrict commercial and industrial activities of an appropriate scale that would not adversely affect residential amenity. PPG4 further seeks to support the needs of small businesses and to provide clear land use policies for different types of industrial and commercial development that can be aimed at channelling particular types of business development into particular locations.

Draft PPS4 reflects that there is a move towards a more positive attitude for development and a great appreciation of the wider benefits. It has begun to widen the remit of employment beyond the traditional B use classes. It confirms that economic development covers a wide range of development including retail, leisure, waste facilities and traditional employment use.

PPS7 encourages planning authorities to support a wide range of economic activity in rural areas at an appropriate scale in sustainable locations through identifying suitable sites for future economic development and through identifying criteria by which economic development would be permitted together with extensions to premises.

PPS7 also identifies the need to promote a competitive, sustainable, diverse and adaptable agricultural sector which achieves high environmental standards, minimising impact on natural resources, manages valued landscapes and biodiversity and contributes directly and indirectly to rural economic diversity. The best and most versatile agricultural land should also be protected. PPS7 also encourages both farm and non-farm diversification for farmers. Commercial equestrian activity is also encouraged, together with the sustainable management of existing woods and forestry and the re-use or replacement of existing buildings.

Regional context – the draft Regional Spatial Strategy identifies the City of Salisbury as a Strategically Significant City or Town (SSCT). The RSS expects employment to grow between 10,800 (central view) and 13,600 (growth view) jobs to 2026 in Salisbury's Travel to Work Area (TTWA), although it acknowledges that significant outward expansion of Salisbury City itself is limited due to the AONB and Flood Risk factors. The RSS requires local authorities to assess the supply and demand for employment land on a three year rolling basis and to maintain a ready supply of employment sites required for business expansion, inward investment and specific sectors of Salisbury's economy. The RSS further encourages the development of small businesses in the smaller settlements and in rural areas in sustainable locations that meet organic growth and rural investment. The RSS also recognises that changes to the Common Agricultural Policy (CAP) will encourage greater diversification away from agricultural activities.

This is now superseded by the draft Regional Spatial Strategy incorporating the secretary of State's proposed changes. This confirms that provision will be made for about 13,900 jobs within the Salisbury HMA with around 13,500 of these being provided within the Salisbury Travel to Work Area. A key strategic aim of the proposed changes is to extend and enhance Salisbury as an employment and retail centre so it can better serve the surrounding rural area and achieve greater levels of self-containment. The proposed changes further emphasise that an increase in productivity needs to be made rather than just an increase in employment, this represents a challenge to achieve a long term structural change and should help to ensure that the region remains competitive in the global economy.

The Regional Economic Strategy sees Salisbury as being specialised economically in areas which have growth potential, including biotechnology and tourism with additional strengths in terms of the MOD, financial services and its retail function. Key issues include a tight labour market, lack of employment land and lack of affordable housing. Opportunities presented by Porton Down should be capitalised upon and a more coherent A303 corridor should be developed. In Amesbury there is a need for targeting initiatives to diversify the local economy and recognise its economic connections to Salisbury, Andover and Basingstoke.

County context – until the RSS for the South West is adopted, the LDF will need to take account of the Wiltshire and Swindon Structure Plan. The Structure plan seeks to provide scope to existing employers moving into Wiltshire to create sufficient high quality jobs for the growing population. A strong and diverse rural economy should also be maintained.

The Structure Plan identifies that beyond the employment land requirements detailed in the Adopted Salisbury District Local Plan 2003 which runs to 2011 that a further 30 hectares of employment land will be needed in the district to meet needs.

The draft workspace strategy identifies Salisbury City as a major centre, acknowledges that there is a need for the redevelopment and renewal of existing industrial estates, the importance of the Salisbury Research Triangle and to tackle the acute shortage of space in the commercial

centre of Salisbury to enable business to grow and diversify. It further identifies that future growth should be focused on developing the R&D hub and other commercial spin-outs.

Local context – The main source of employment in the area in the service sector and includes distribution, hotels and restaurants, transport and communications, finance, IT, public administration, education and health (88.7%). Only 9% work in the tourism sector. There are nearly 6000 businesses in south Wiltshire, approximately 25% are located at identified employment sites, and a further 25% are located in local centres including Salisbury city. The remainder are based at other locations away from employment sites and local centres, these businesses tend to employ less than 4 people (over 90%), it is important that their contribution to the overall economic activity of the community is recognised and supported. A small number of large companies within Salisbury city employ about 2,000 people.

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

The council would like to maintain a health economy in south Wiltshire. Land is needed to provide modern buildings for industry and offices. Existing businesses may want to expand or modernise and space has to be made available for new firms that want to move into the district.

QUESTIONS?

Should the council support the small businesses in the district?

Should the council support the small number of large employers in the district?

Employment land and location strategy –

The draft RSS identifies that it is for SSCT's to provide sufficient sites to accommodate the needs of individual sectors of the economy, which suggests that employment should be predominantly based around Salisbury city.

The existing local plan adopted in 2003 provides employment land to 2011, the updated Structure plan that now runs until 2016 highlights that an additional 30 hectares (ha) of employment land beyond the 50ha provided up to 2011 will need to be provided in south Wiltshire. 57 ha have already been built or committed to in the district, which leaves a residual requirement of 23 ha. However, the draft RSS requires Salisbury district to provide for an additional 10,800 and 13,600 jobs in the Salisbury Travel to Work Area. Through the employment land review that has been undertaken, this requirement has been translated into an additional requirement of between 25ha and 30ha of additionally employment land between 2006 and 2026. As the RSS will supersede the Structure Plan when adopted, this issues and options paper only identifies this requirement. Since this Topic Paper was initially written the RSS proposed changes now suggests an employment land requirement of 37ha in the Salisbury TTWA, 7ha beyond the council's Employment Land Review modelling that was initially undertaken based on the draft RSS growth scenarios.

The council therefore need to find enough employment land to deliver the requirements of the RSS (37ha). Beyond this the Salisbury Vision proposes the redevelopment of Churchfields Industrial Estate into a new mixed use development. This requires the relocation of inappropriately sited businesses and results in a further 28 hectares of employment land to be found. Increasing the total employment land that the council needs to find from 37ha to approximately 65ha ha of employment land. The vision also identifies the redevelopment of the Southampton road area of Salisbury city in order to create an attractive eastern gateway, if this is taken forward this will occur in the later stages of the RSS period and a Site Specific DPD will

be undertaken to determine the future location of any employment land loss resulting from such a proposal.

The employment land review considers that any new land allocations need to be in or around the city of Salisbury and Amesbury. Downton may be able to sustain further employment development. The review considers that it is unlikely that any of the other settlements or rural areas could feasibly take new allocations. Furthermore the existing local plan identifies that there is potential for the allocation at Boscombe Down and Porton Down (Amesbury community area) to be extended to the east. This could be extended to make the area a world class centre of excellence thus potentially bringing in inward investment and raising the localities competitiveness.

However, due to the amount of employment land needed, it is also recognised that outside of Salisbury city and Amesbury we will need to focus some new employment development near to other major population centres, and near to public transport nodes such as railway stations or along transport routes such as the A303 and A338, so it could be possible that a proportion of employment will need to be in Downton, Mere, Tisbury and Wilton. This should ensure that new employment is generated in these towns and villages rather than going to other places outside of south Wiltshire. It should also help to keep car journeys down by ensuring that workers have the opportunity to live and work in a similar location or have the opportunity to get to work by a transport mode other than the car.

With regard to size of unit that should be encouraged the employment land review identifies that in Salisbury city over 50% of demand is for units of less than 3,000sq ft with nearly half of demand being for industrial property rather than offices. In the Salisbury community area a further 25% require premises of under 5,000 sq ft with 50% of this demand being for offices. In the Amesbury community area demand is units of 5,000sq ft where the demand is more for industrial space rather than offices.

Small-scale businesses also need to be supported in more urban areas. There is currently no dedicated 'start –up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may be the next step that many small businesses are seeking to support their development.

Parish plans produced for the area identify that in Mere more support for trade, employment and business is needed as well as the need to sustain the employment land capacity to provide employment opportunities. Whilst in Amesbury the parish wishes to encourage new businesses to start up. In Tisbury the village wish to attract new business enterprises to provide work for all but whilst ensuring employment development is small scale, well designed and in keeping with the village environment and surrounding countryside.

QUESTION?

- Should most employment land allocations be made in the following settlements?
 - Predominantly based in Salisbury city
 - Amesbury
 - Extend the allocation at Boscombe Down and Porton Down
 - Downton
 - Extend the employment at Old Sarum
 - Tisbury

- ❑ Wilton
 - ❑ Mere
 - ❑ Other.....
- Should the core strategy identify the type and size of units that should be encouraged in the district and community areas?
- Are there any existing employment sites that are inappropriately located or should all the existing employment sites be maintained?

Types of employment - The types of jobs people do are changing. In the past, many more people worked in manufacturing industries than they do now. Even in south Wiltshire, which never had a particularly high amount of manufacturing jobs, this sector is reducing. The way the planning system has worked in the past means that we have probably over emphasised the protection given to manufacturing employment sites, when we need more innovative research industries and offices. These businesses also tend to pay higher salaries.

The employment land review has identified that the majority of employment floorspace needed in the future is for office use (B1), with 35% needed for storage and distribution and 12% for B2 general industrial. There is currently no dedicated 'start –up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may be the next step that many small businesses are seeking to support their development.

If these needs are not provided for in the Salisbury district, the businesses may move elsewhere, which will harm the local economy and increase unemployment.

QUESTIONS

- Is the floorspace split between office use, storage and distribution and general industrial the correct split that the council should be aiming towards?
- Should specific employment sites be allocated for specific kinds of employment use, e.g. office parks, industrial parks?
- Should the council require employment sites to deliver a certain percentage of business units that are small scale, affordable and flexible workspace to encourage new business and support the small scale nature of the businesses in the district?

Protection of existing floorspace - The council have strongly protected employment sites in the past, whether these are sites on which businesses are located, or sites that are allocated for new business. This is because business uses often have a lower land value than housing land, so developers often want to redevelop these sites for housing.

The council have historically had a policy with regard to change of use from employment, where developers are required to show that the property has been adequately marketed for continued employment use without success, to justify such a change. However the council feel that this is an informal and subjective process that is open to various outside influences and is in reality outside of the control of the council and inconsistently applied. The employment land review proposes that of better use could be the independent application of criteria to assess the ability of the building to meet modern business space needs which would allow the building to be assessed for its long term potential to economic development rather than short term developer desires. The requirement for employment land need could also be factored in.

QUESTIONS

- Should the council change the policy to assess the ability of the building to meet modern business space?
- Should the council also base such a policy on employment space need?
- Are there any other policies that could be implemented to safeguard employment space?

Maintaining the rural economy

South Wiltshire is pre-dominantly rural, and a large proportion of the population lives and works in the rural parts of the district. Maintaining an employment base within the rural area is important because the farming industry is changing and because we need to reduce the amount of rural to urban community to work. At the same time the best and most versatile agricultural land should be protected to ensure it is available for food production. The council will ensure this is achieved.

By supporting existing and creating small-scale businesses in the countryside, people who live in the countryside would have a greater range of opportunities to work near to home and should result in a more competitive, thriving, diverse rural enterprises. A fine balance needs to be struck between reducing rural to urban commuting, whilst also not encouraging the urban population to commute to new employers in the countryside. For this reason, the size of businesses in the countryside generally needs to be small scale.

In some situations, it may be appropriate to allow farmers to diversify by developing small scale businesses on their land that are either related to farming or unrelated to agriculture such as holiday cottages or small scale offices and the conversion of redundant buildings to commercial re-use. Local food producers should also be supported.

Rural businesses as well as urban ones need to become more environmentally friendly. Therefore farmers in the process of food production should ensure that water is used to best effect. Farmers should also be encouraged to develop renewable energy on their land whether this is for example bio mass production or food to waste energy solutions, although this could have a landscape implication.

Being predominantly rural equestrian activity also can make an important contribution to the local economy, especially with the presence of Salisbury Racecourse in the district. Support should therefore be provided towards the needs of horse training, breeding and livery businesses and other commercial equine enterprises in the countryside.

QUESTIONS

- Should the council promote positively farm diversification to enable farmers to diversify to increase their incomes, should this be related to their farming business or unrelated?
- Should farmers be able to re-use redundant farm buildings for commercial enterprise / farm diversification schemes.
- Should small-scale business development in the countryside be supported?
- Should the small-scale business development in rural areas be focussed in or near local service centres?

- Should the council encourage farmers to develop renewable energy on their land?
- Should the importance that commercial equestrian activity makes to the rural economy be recognised? Which aspects need to be supported?
- Should local food production companies also be supported?
- Should farmers be encouraged to use water to best effect?

LDF Topic Paper

Employment Land and the Economy

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1.0 Introduction

1.1 Policies within the Local Development Framework (LDF) will need to be developed in order to make the best use of existing sites and buildings to meet the current and future employment needs in the district whilst also designating new sites to meet the employment land and economic development purposes. This is to enable the local economy to flourish, providing a sufficient range of opportunities for local residents and contributing to the future sustainable growth of the regional and local economy whilst conserving Greenfield land and respecting other environmental considerations. Please see topic paper on agriculture and farm diversification for more detail on the rural economy.

1.2 Snapshot of the local economy

Nomis data below shows the number of employee jobs in the south Wiltshire. Between 2005 and 2006 the number has reduced by approximately 1,200, however the percentage of full time jobs has increased suggesting the job losses have been in the part time sector. The numbers working in the service sector have reduced slightly although this sector still makes up 86.7% of all jobs.

Table 1

	2005	2006	2007
Employee Jobs	51,800	50,600	53,400
Full time jobs	64.4%	67.3%	68.2%
Service Sector	88.7%	86.7%	87.0%
• Distribution, hotels and restaurants	25.8%	24.8%	23.2%
• Transport and Communications	3.1%	4.3%	4.2%
• Finance, IT and other business activities	23.8%	22.8%	27.4%
- Public admin, education and health	30.7%	28.8%	27.4%
• Other services	5.2%	5.9%	4.9%
Tourism related	9%	9.4%	7.4%
Manufacturing	7.2%	8.1%	7.9%
Construction	2.2%	3.4%	3.2%

1.3 A factor contributing to competitiveness is the economic participation rate. The improvements experienced between 2005 and 2006 are shown in the table below:

Table 2

	2005 /2006 (to March)	2006 /2007 (to March)	December 2007
Number of people of working age population (16-59/64)	68,800	68,300	68,200
Economically active	80.4% (59,200)	82.6% (60,100)	86.3% (60,900)
Economically inactive	19.6% (13,300)	17.4% (11,800)	13.7% (9,000)
Economically	4.0% (2,700)	4.7% (3,200)	N/A

inactive wanting a job			
Job seekers allowance claimants	0.9% (640) – February 2007	0.7% (458) – October 2007)	1.0% (695) (September 2008)

Source: Nomis official labour market statistics www.nomisweb.co.uk

1.4 Average earnings in the south Wiltshire are showing a trend of improving from 2006 to 2008 in comparison with both national and regional medians.

Table 3 Median earnings by residence - Gross weekly pay

	2006	2007	2008
Salisbury	£431.20	£427.70	£488.70
South West	£423.50	£427.80	£450.80
Great Britain	£449.60	£458.60	£479.30

.Source: Nomis web – www.nomisweb.co.uk from ONS annual survey of hours and earnings – resident analysis

1.5 House prices in the area are particularly high when compared to average wage levels with a wage to house price ratio of 1:11 in 2005 (average house price - £241,316, average full time earnings pa - £22,505, source Land Registry and Nomis).

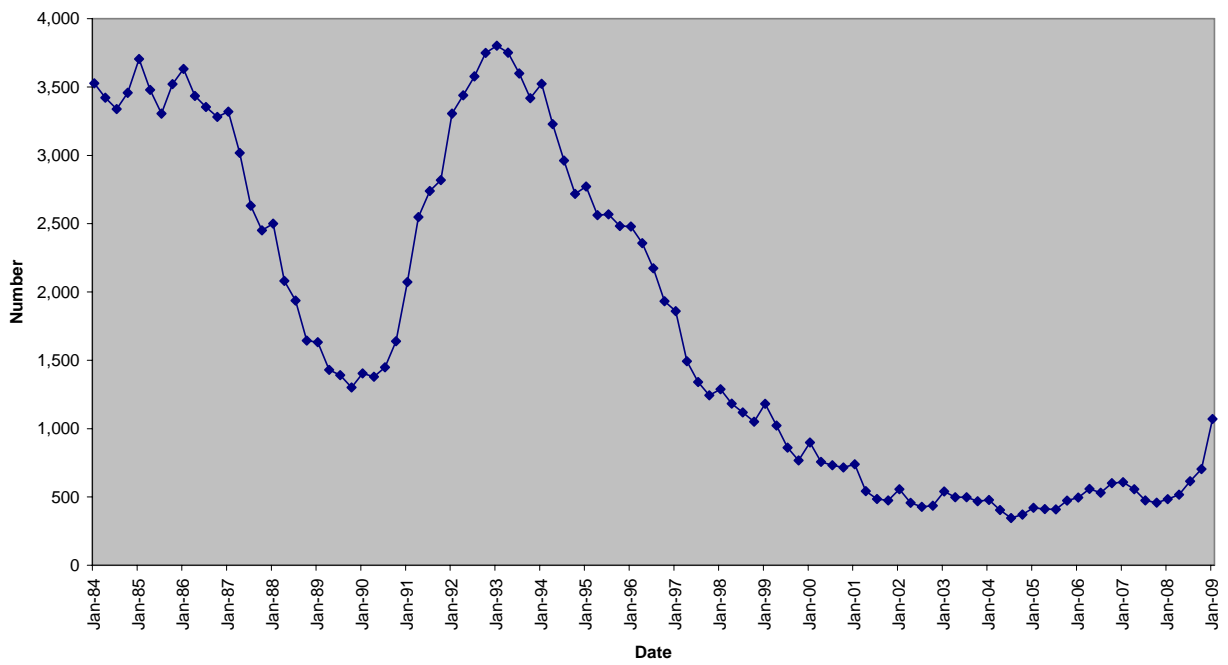
This ratio is maintained in 2006.

1.6 The number of large firms in a local economy is often a key factor contributing to an area's competitiveness. south Wiltshire has very few companies with over 250 employees and about 90% have less than 4 employees, which highlights the significance for looking after smaller companies. This is also highlighted through the statistic showing that in 2004 south Wiltshire had approximately 5,100 firms employing approximately 52,100 (South Wiltshire Economic Assessment 2006: ABI 2006) workers.

1.7 Job density statistics show the number of filled jobs in an area divided by the number of people of working age resident in that area and is a good indicator of productivity. The figure for south Wiltshire in 2004 and 2005 was 0.99, however 2006 this had slipped slightly to 0.98. However this is above both the Great Britain and south west with 2006 job densities of 0.88 and 0.90 respectively. .

1.8 In order to identify any trends of unemployment resulting from the Credit Crunch the numbers seeking Job Seekers allowance is felt to be a good indication. The data below clearly shows that those claimants have stated to increase through 2008 and this trend looks to be continuing with a sharp rise in the last quarter to January 2009.

Job Seek Allowance claimants - January 1984 to January 2009 - South Wiltshire

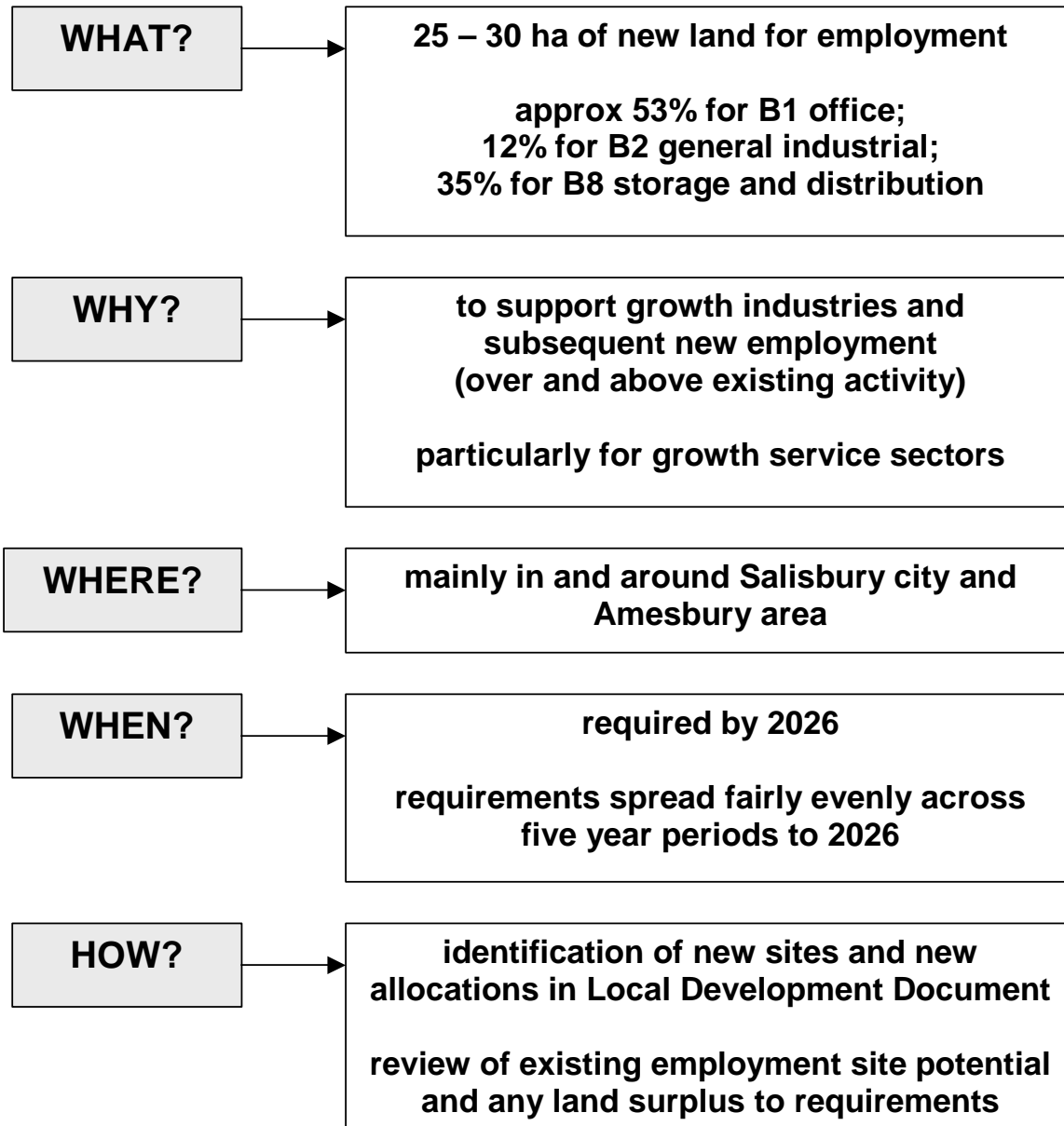


Graph 1: Job Seeker allowance claimants – south Wiltshire
Source: Nomisweb

2. ISSUES FACING SALISBURY DISTRICT

2.0 Employment Land Study 2006 (Salisbury District Council Economic Development)

2.1 Summary of requirements



2.2 Justification

The Employment Land Review was undertaken in 2006/07. In south Wiltshire 41 employment sites were identified and assessed which included:

- Existing occupied employment sites and clusters
- Employment land allocations in the adopted Salisbury District Local Plan (2003)
- The town centres of Amesbury, Downton, Mere, Tisbury and Wilton
- Salisbury City

2.3 Eight sites have been identified as being strategically important for the district economy:

- Churchfields Industrial estate, Salisbury
- Old Sarum, Salisbury
- Southampton Road, Salisbury
- Boscombe Down (Qinetiq site)
- Porton Down (DSTL, HPA etc site, Porton)
- Solstice Park, Amesbury
- Downton Business Centre, Downton
- HQ Land Command, Wilton

2.4 There are nearly 6000 businesses in south Wiltshire (2006). Approximately 25% are located at identified employment sites, and a further 25% located in local centres including Salisbury City. However, nearly 3000 businesses are based at other locations away from employment sites and local centres. Analysis of these businesses shows that they tend to be very small (mostly less than 4 employees). Whilst these businesses are not located at visible employment sites or in the city centre, it is vital that their important contribution to the overall economic activity of the community is recognised and supported. These businesses could be described as a 'hidden economy' in terms of economic activity in terms of reviewing employment land demand and supply. Due to their importance in terms of economic activity, it must therefore not be assumed that provision of dedicated 'employment land' is the only key to sustaining and developing Salisbury district's economy.

2.5 Salisbury City Community Area

Salisbury city is the largest community area in the district, with the highest population and greatest number of businesses. Two thirds of businesses in this area are located at identified employment sites or in the city centre.

2.6 Over a period of about 10 years, Salisbury has become home to a small number of large companies together employing about 2000 people. Salisbury is the location for these businesses as a result of fast growth, rather than as a result of a business decision. It may be that if one of the businesses has to choose a location today based on current size and needs, Salisbury may not necessarily be first choice. There is therefore an argument to actively help sustain these businesses and the employment they provide, in the Salisbury community area.

2.7 Other community areas

There are five other community areas in Salisbury District – Amesbury, Downton, Mere, Tisbury and Wilton. The majority of businesses are located in the Amesbury, Downton and Wilton Community areas. Mere and Tisbury have a much smaller proportion of business activity.

2.8 Amesbury has been identified as an area for major new employment growth in the Salisbury district. It is home to the Salisbury Research Triangle and Solstice Park, which together provide the largest employment and business investment opportunities in the district.

2.9 There are a number of employment sites in the Downton community area. Downton local centre is located on the main A338 Salisbury to Bournemouth /Poole road, and its easy access is likely to influence the popularity of the employment site there. In addition, whilst the Salisbury District Hospital is not a 'B class' employment site, it is one of the districts largest employers with over 3500 staff.

2.10 Mere and Tisbury are comparatively unremarkable in terms of employment land supply. The vast majority of businesses in these areas are not found in the local centres or dedicated employment sites. They are mostly very small businesses, with less than four employees.

2.11 Future employment needs in South Wiltshire

The Employment Land Review considers that any new land allocations need to be in or around Salisbury City and Amesbury. Downton may be able to sustain further employment development, and the most recent premises are mostly all let. It is also considered that Old Sarum may be suitable for further expansion of employment space. It is unlikely that any of the other settlements or rural areas could feasibly take new allocations.

2.12 With regard to change of use from employment, currently developers are required to show that the property has been adequately marketed for continued employment use without success, to justify such a change. However, this is an informal and subjective process, which is open to various outside influences and in reality, is outside of the control of the council, as a statutory authority. It is also considered to be inconsistently applied. Of better use could potentially be the independent application of criteria to assess the ability of the building to meet modern business space needs. This would allow the building to be assessed for its long term potential to economic development, rather than the short-term developer desires.

2.13 From the business satisfaction survey undertaken to inform the Employment Land Review, there were lower levels of satisfaction with premises at the Churchfields Industrial Estate and the Harnham Trading Estate. Satisfaction in Amesbury was generally good. Elsewhere there were high levels of satisfaction.

2.14 With respect to future property needs, over half of respondents to the business satisfaction survey would prefer to remain in their existing location. For those looking for alternative locations, Salisbury city appears to be the more popular location than the wider south Wiltshire location.

2.15 In terms of property size in Salisbury city, there is a clear demand (over 50%) for smaller premises of less than 3,000 sq ft that reflects the smaller nature of businesses in Salisbury district. Nearly half of all demand is for industrial property, rather than offices or land.

2.16 In Salisbury community area, future requirements are mainly for premises in the same location or in the city. Nearly half of all respondents will require office space. Nearly 75% of all future requirements are for premises of under 5,000 sq ft.

2.17 There is currently no dedicated 'start-up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may be the next step that many small businesses are seeking to support their development.

2.18 Nearly, all respondents from Amesbury community area wish to remain in their location. Demand is more for industrial space rather than offices. Again premises of up to 5,000 sq ft are preferred.

2.19 In the Downton community Area, most businesses seeking new space wish to remain in the area, there is more demand for industrial space, rather than office space although there is an indication of a demand for mixed spaces (mix of office and industrial).

2.20 In Mere and Tisbury the demand is mainly for small-scale industrial space and three quarters of respondents are keen to remain in the area. Demand is both for office and industrial space, particularly for very small premises of under 1,499 sq ft. In Wilton most respondents are keen to stay in the area with demand mainly being of industrial space.

2.21 Future employment needs

Employment numbers have been predicted for Salisbury district up until 2026, based on industry sector projections (source: Cambridge Econometrics). This work was done by Cambridge Econometrics as evidence for preparation of the Regional Economic Strategy and the Regional Spatial Strategy in the south west.

2.22 Two sets of forecast data was prepared for 'central view' and 'growth view' for the Salisbury Travel to Work Area. The central view forecasts an employment growth by 10,800 jobs by 2026 and the growth view forecasts an additional 13,800 jobs over the same period. Both scenarios have been used within the Employment Land Review to provide a range of forecast data.

2.23 There are only very slight differences in the central and growth view scenarios, with each showing overall steady growth over each five year period to 2026.

2.24 Forecast employment floorspace requirements, 2006 – 2026

Using the employment forecasts to 2026, assumptions have been made about the type of property required for each industry sector. This should provide an indication of whether each particular industry will have an additional requirement or if there will be a surplus. It should be noted that this is floorspace requirement not land requirement.

2.25 Employment density ratios have been used, based on work undertaken by the South West of England Regional Development Agency and DTZ in preparation of the RSS.

2.26 The central view scenario shows that over 158,795 sqm of floorspace will be required for B use industries by 2026 (B1 – office), B2 (industrial), B8 (warehouse / storage / distribution). Over half of the additional floorspace required is for B1 office.

2.27 The growth view scenario suggests that over 184,910 sq m of additional B use floorspace will be required by 2026, with the difference between scenarios being a prediction of growth in the public administration and defence industry. The overall type of floorspace required is similar.

2.28 Estimations have also been undertaken to determine the employment floorspace that will be surplus to requirements, based on the forecast loss of employment. The central view suggests a surplus of 20,500 sq m with the growth view predicting 16,530 sq m surplus to requirements. The majority of floorspace becoming surplus to requirements will be in the B2 industrial sectors.

2.29 Therefore the net floorspace requirement to 2026 for the central and growth view scenarios are 138,430 sq m and 168,380 sq m respectively.

2.30 Employment land forecasts

Employment floorspace predications represent built floorspace and these can now be taken forward, using development density assumptions to forecast the actual amount of employment land that is required for the future.

2.31 The development density is an assumption of site coverage that differing types of land use require. The average site coverage also provides for a mix of development styles and a number of building storeys. Standard development density assumptions have been used again, based on work undertaken by the South West of England Regional Development Agency and DTZ in preparation for the RSS

2.31 The central view suggests that an additional 25 hectares of employment land will be required (over and above that already in use and allocated) by the year 2026. The growth view makes a slightly higher predication of nearly 30 hectares. In both cases, over half of the new employment land required is for B1 use.

Table 4: Summary of recommendations for existing identified employment sites in the Salisbury district

Community area	Site location / known as	Recommendation		
		Retain whole or part of site for employment use	Release whole or part of site for non-employment uses	Potential for development / intensification of employment uses
Salisbury	Ashfield Trading Estate, Salisbury	X		
	Churchfields Industrial Estate, Salisbury	X	X	X
	Harnham Business Park, Harnham	X		
	Harnham Trading Estate, Harnham	X	X	X
	Hilltop Business Park, Salisbury	X		
	London Road, Salisbury	X		
	Malverns and Cherry Orchard Lane, Salisbury		X	
	Netherhampton Road, Harnham	X		
	Old Sarum* (established site)	X		
	Old Sarum (E1 local plan allocation)	X		
Southampton Road**	X	X	X	
Amesbury	Boscombe Down Business Park, Amesbury	X		
	Boscombe Down (Qinetiq established site), Amesbury	X	X	X
	Porton Down, Porton (DSTL/HPA site)	X		X
	Solstice Park, Amesbury	X		
	Stockport Road, Amesbury	X	X	X
	Boscombe Down (E8B local plan allocation)	X		
	Porton Down (E8B local plan allocation)	X		
Downton	Bridge Farm, Britford	X		
	Downton Business Centre, Downton	X		X
	Lode Hill, Downton	X	X	X
	Whaddon Business Park, Whaddon	X		
	Oakridge Office Park, Whaddon	X		
Mere	Quarryfield Industrial Estate, Mere	X		
	Semley Industrial Estate, Semley	X	X	
	Mere (E12 local plan allocation)	X		
Tisbury	Old Dairy, Fonthill Bishop	X		X
	Manor Farm, Chilmark	X		X
	Station Works, Tisbury	X		X
	Station Yard, Tisbury	X		
	Tisbury (E14A local plan allocation)	X		
Wilton	Barnack Industrial Estate, Wilton	X		
	Dinton Business Park, Dinton	X		X
	Netherhampton Business Centre, Netherhampton	X		
	South Newton Trading Estate, South Newton	X		X
	Westfield Park, Dinton	X		X
	British Army, HQ Land Command, Wilton	X		X

2.32 Draft Final Strategy Document – Wiltshire Workspace Strategy (January 2009)

2.33 The study was commissioned to:

- A market facing assessment of the demand for and supply of employment land, sites and premises in the Wiltshire sub-region;

- Quantification of the level & type of employment land, sites and premises required in the sub-region to support the continuation of strong economic growth in the region over the period to 2026;
- Focus on the role of key settlements, particularly the SSCTs, namely: Chippenham, Salisbury and Trowbridge;
- Understanding the role of market towns and a wider range of economic activity in rural areas; Quantification of the role of the main town centres in accommodating employment uses, including exploration of more innovative options; and
- Qualitative assessment of future demand, particularly the:
 - needs of key sectors, strategic companies, growth businesses and SMEs,
 - diversification of existing economic structures,
 - need to support a more productive economy including the knowledge-driven economy to ensure growth within environmental limits, and
 - needs of inward investment, both domestic and foreign.

2.34 The Study includes sections on background and context, an economic review, a commercial property market review, looks at the role of market towns, demand forecasting and apportionment, and identifies a delivery plan.

2.35 The study identifies that:

- 1) With credit conditions remaining tight and occupiers delaying their investment plans as risks in the occupier market are growing, transaction levels will remain below previous highs for the foreseeable future.
- 2) The changing nature of demand within the office market is altering the requirements of potential occupiers. Unsuitable, dated premises often become hard to let, which is creating a mismatch between supply and demand. This trend is reflected in many areas of Wiltshire.
- 3) Modern occupiers, especially high value occupiers are interested in prestige developments in prestige locations. Traditional office markets in towns and cities often does not fulfill this requirement. Lack of prestige premises can therefore create an economic disadvantage
High Value occupiers look for premises with:
 - a) High accessibility
 - b) High quality specification
 - c) Good communication linkages –ICT, access to Universities
 - d) High quality landscaping and infrastructure
 - e) Prestige location
 - f) High quality surrounding environment.
 - g) Space requirements have shifted from large requirements fuelled by inward investment projects, to a greater demand for smaller offices fuelled by indigenous business start-ups and business relocations/expansions.
- 4) Identifies Southampton, Andover and Winchester as influential markets outside of Wiltshire relevant to the Salisbury employment market.
- 5) Identifies that Salisbury has experienced increasing demand for both office and industrial accommodation but the market has been held back by a paucity of suitable supply. Recent turmoil in the market has led to a dramatic fall in demand in the district and developments which commenced during better market conditions and which have recently been completed have high vacancy rates.
- 6) As the economy improves and business confidence returns, DTZ anticipate that the greatest demand will be for modern industrial and warehouse accommodation driven by a combination of local businesses needing to upgrade their ageing accommodation. Salisbury has one of the oldest stocks of employment accommodation in Wiltshire and new business

start-ups. Requirements currently on hold will emerge for both modern office and industrial accommodation in accessible out of town locations in particular.

- 7) New technology in the management and operation of warehouses and distribution centres has changed the nature of occupier requirements in the distribution and warehousing industry. Second hand units are becoming less attractive to such occupiers who prefer to be involved in the design and development of their own space. This has contributed to many vacant existing warehouses being adapted for alternative or scaled down uses.
- 8) Growth in demand for business services and the desire for businesses to own their own accommodation has driven demand for B1 accommodation throughout the region, particularly for the smaller units of less than 5,000 sq ft.
- 9) Current property market trends indicate that the units in greatest demand throughout Wiltshire are for small scale, modern, flexible units between 233sqm (2,500 sq ft) and 465 sq m (5,000 sq ft). Small scale, modern, flexible and affordable developments will be most suited to the market towns in Wiltshire whilst Salisbury and Chippenham have the attributes, ability and resources to attract major institutional investors, funders and developers who support large scale developments.
- 10) Labour market forecasts suggest that over the period 2006 – 2026 the working age population in Wiltshire is expected to increase by 20,500, allowing for the increase in female retirement age. As this is some way below the projected employment increases over the period of 43,100 it may be necessary for Wiltshire to claw back some of the current out commuters and increase the employment rate of its working age population. Further to this Wiltshire may need to draw in extra in commuters from surrounding areas to meet employment projections.

2.36 The Workspace Strategy also goes into some information with regard to the impact of the credit crunch and states 'many commentators are sing the aggressive corrections in property values and its impact on the market as a whole as part of a typical 15 market cycle, which was previously experienced in the 1990's. the slow –down in the early 1990's, however, was aligned with a much weaker general economy.

2.37 Nevertheless, it remains too early to say how long the current malaise will persist. Certainly, with credit conditions remaining tight and occupiers delaying their investment plans as risks in the occupier market are growing, transaction levels will remain below previous highs for the foreseeable future'.

3. THE NATIONAL AND REGIONAL POLICY FRAMEWORK

3.1 National Policy Guidance

3.2 Planning Policy Statement 1 (PPS1)– Delivering sustainable development

This requires local authorities to promote a strong, stable, productive, innovative and competitive economy and sees the planning system as having an important role in delivering this. It also requires Local Planning Authorities (LPAs) to identify opportunities for future investment to deliver economic objectives and to contribute to sustainable economic development including social and environmental benefits. Improved productivity and competition should also be provided.

The infrastructure and services required to support new and existing economic development and housing should also be provided. PPS1 also requires the encouragement of small businesses.

<http://www.communities.gov.uk/index.asp?id=1143805>

3.3 Planning Policy Guidance 4 – Industrial, commercial development and small firms

Requires the encouragement of continued economic development in a way which is compatible with its stated environmental objectives. PPG4 further seeks to not unreasonably restrict commercial and industrial activities of an appropriate scale that would not adversely affect residential amenity.

PPG4 supports positive policies to provide for the needs of small businesses, and to provide clear land use policies for different types of industrial and commercial development. Further more the guidance suggests that polices can be aimed at channeling particular types of business development into particular locations.

<http://www.communities.gov.uk/index.asp?id=1143958>

3.4 Draft Planning Policy Statement 4 – Planning for Sustainable Economic Development (December 2007)

Draft PPS4 reflects that there is a move towards a more positive attitude for development and a greater appreciation of the wider benefits of 'development'. It has begun to widen the remit of employment beyond the traditional 'B' use classes. It acknowledges the economic role of development and paragraph 13 confirms that economic development covers a wide range of development including retail, leisure, waste facilities and traditional employment uses.

It also confirms that full consideration should be given to the economic, social and environmental aspects of a proposal, as part of a more positive approach to considering new development.

<http://www.communities.gov.uk/publications/planningandbuilding/consultationeconomicdevelopment>

3.5 Consultation paper on a new Planning Policy Statement 4: Planning for Prosperous Economies

Once finalised with replace PPG 4 and 5, PPS6 and parts of PPS7 and PPG13.

Confirms that economic development includes development within the B use classes, town centre uses and other development which achieves at least one of the following objectives whether in urban or rural areas

- Provides employment opportunities
- Generates wealth
- Produces or generates an economic output or products

Confirms main town centre policies as

- Retail (including warehouse clubs and factory outlet centres)
- Leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls)
- Offices and
- Arts, culture and tourism (theatres, museums, galleries and concert halls, hotels, and conference facilities)

Requires the evidence base to

- Assess the detailed need for employment land over the plan period
- Assess the existing and future supply of land available for economic development through land reviews
- Assess the need for additional floorspace for all main town centre uses
- Assess the capacity of existing centres to accommodate new development, including where appropriate the scope for extending the primary shopping area, and identify centres in decline where change needs to be managed and
- Identify any deficiencies in floorspace provision as well as deficiencies in the provision of local convenience shopping and other facilities which serve people's day-to-day needs and identify opportunities to remedy such deficiencies.

Elements regarding the rural economy, should be identified within the relevant Topic Paper.

<http://www.communities.gov.uk/documents/planningandbuilding/pdf/consultationeconomicpps.pdf>

3.6 Planning Policy Statement 6 (PPS6) – Planning for Town Centres

Emphasizes the sequential approach for selecting sites for development, for retail, employment, leisure and other key town centre uses. As well as promoting the need for such proposals applicants will need to show that the development will not have an impact on the vitality and viability of nearby centers. More detail is provided under the sections to this topic paper on retail and tourism.

<http://www.communities.gov.uk/index.asp?id=1501955>

3.7 Planning Policy Statement 7 – Sustainable Development in Rural Areas

Applies to country towns and villages and the wider, largely undeveloped countryside up to the fringes of larger urban areas and is concerned with the sustainable economic growth and diversification of such areas. It states that polices should facilitate and promote sustainable patterns of development in rural areas and focus development in or nearer to local service centers where employment, housing, services and other facilities can be provided close

together. Suitable sites for future economic development needs to be identified, especially in areas where there is a need for job creation and regeneration.

Planning authorities should support a wide range of economic activity in rural areas. Taking account of regional priorities expressed in the Regional Spatial Strategy (RSS), local planning authorities should:

- Identify in Local Development Documents (LDDs) suitable sites for future economic development, particularly in those rural areas where there is a need for employment creation and economic regeneration.
- Set out in LDDs criteria for permitting economic development in different locations, including the future expansion of business premises, to facilitate healthy and diverse economic activity in rural areas.

LPA's should therefore support a wide range of economic activity in rural areas. Identify suitable sites for future economic development, particularly in those rural areas where there is a need for employment creation and economic regeneration. LDD's should also set out criteria for permitted economic development in different locations, including the future expansions of business premises, to facilitate health and diverse economic activity in rural areas. Further detail is also provided in the section on farming and farm diversification.

<http://www.communities.gov.uk/index.asp?id=1143823>

3.8 Planning Policy Guidance 13 – Transport

Promotes sustainable transport through the development of accessibility by public transport, walking and cycling to reduce the need to travel, particularly by car. It goes further to state that 'development comprising jobs, shopping, leisure and services should not be designed and located on the assumption that the car will represent the only realistic means of access for the vast majority of people'.

<http://www.communities.gov.uk/index.asp?id=1144014>

3.9 Planning for Economic Development (ODPM, 2004)

Identifies that:

- Acknowledges that planning for economic development is driven by strategies
- Found that some authorities are maintaining outdated, unrealistic lists of employment sites, effectively freezing sites from other land uses
- Some planning authorities place too much emphasis on the overall quantity of employment land ahead of more qualitative consideration, such as the quality of the employment land supply.
- Some planning authorities have simply rolled forward employment land allocations between plans without significant review.
- Market realism and sustainability should be the two key considerations in allocating land for employment uses
- On a site basis development briefs have been a useful tool
- Planning authorities are seeking economic development to contribute to urban and rural renaissance
- Some issues can either impair or facilitate the process of planning for economic development. The vast majority of planning time and resources tends to be dedicated to

economic development geared towards local businesses including those seeking to expand and little time is placed to the needs of inward investors.

- Raising competitiveness appears to be a low policy priority

<http://www.communities.gov.uk/publications/planningandbuilding/planningeconomic>

3.10 Regional Policy Guidance

3.11 Regional Planning Guidance for the South West (RPG10)

Sets out the broad development strategy for the region for the period 2016 and beyond. One of the four key aims of the RPG is to improve the prosperity of the South West through improving the region's competitiveness, economic strengths and opportunities.

Local authorities should support the sustainable development of the regional economy through encouraging new economic activity in the areas where it can bring the greatest economic benefits and by accommodating continued economic development in sustainable locations.

Development plans should provide for a sufficient choice and range of employment land to meet the varying demands for different types of economic activity in the region.

Encourage developments of an appropriate scale in market towns and larger settlements elsewhere in the region in keeping with their size and function, while ensuring the vitality and viability of existing centres.

http://www.gos.gov.uk/497666/docs/166217/regional_planning_guidance

3.12 Draft Regional Spatial Strategy for the South West

This will supersede RPG10 and will cover the period from 2006-2026.

3.13 Salisbury is identified as a 'strategically significant city and town (SSCT) within the draft RSS and makes the following statement about Salisbury 'The Cathedral city of Salisbury (population 43,000) is a large free standing employment centre performing a traditional service role for a wider hinterland of smaller towns and villages, with a nationally important role as a tourism centre. The retail centre is designated as a 'quality regional town, with a high quality image and good demand for retail units'. Employment is expected to grow by between 10,800 and 13,600 jobs over the plan period in the Travel To Work Area (TTWA), given Salisbury's location on the A36 route to Southampton and its role as an important rail junction, with links to Waterloo. Potential for significant outward expansion of Salisbury is limited due to the Area of Outstanding Natural Beauty and Flood Risk factors. This will require Salisbury to grow and prosper within the context of maintaining the integrity of environmental assets and avoiding flood risk areas.

3.14 The draft RSS requires local authorities to provide for the following employment land provision:

- a) Requires local authorities to assess the supply and demand for employment land and maintain a ready supply of sites to meet local requirements for business expansion and inward investment.
- b) Requires LDDs for SSCTs to provide sufficient sites to accommodate the needs of individual sectors of the economy.

- c) Requires local authorities to review the supply of sites on a three year rolling basis to ensure that those allocated continue to meet the requirements of business, and will meet current or longer term needs for economic development
- d) Requires that sites that are no longer meeting the needs of businesses, or are poorly located for economic development purposes should be considered for the redevelopment for alternative uses in the following sequence:
 1. Non-B use class employment
 2. Missed use development including residential use taking account of the potential for higher employment densities
 3. For residential use

3.15 The draft RSS further encourages the development of small businesses in the 'market towns' and smaller settlements throughout the region. Small businesses in rural areas should be based in sustainable and accessible locations to avoid pressures on local environments and roads.

- 3.16 The RSS further supports the economy in rural areas. It recognizes that
- a) Businesses in rural areas now and in the foreseeable future are likely to have little connection with the land based industries but should be supported where they secure jobs for local people and improve the viability of rural communities. Therefore it is necessary to provide a larger number of smaller sites to meet organic growth and rural investment. Need to regularly and robustly review those sites and take greater account of the role of non-B class uses as generators of employment
 - b) LDDs to facilitate the provision of alternative accommodation at better connected locations.
 - c) Ensure the continued access to broadband and future information communication technologies will continue to play an important part in helping to reduce issues of remoteness for rural firms and businesses
 - d) Local authorities should ensure that they maintain an up-to-date robust evidence base of supply and likely demand for employment land and sizes and types of unit for their area.

http://www.southwest-ra.gov.uk/nqcontent.cfm?a_id=836

3.17 The Draft Revised Regional Spatial Strategy for the south West Incorporating the Secretary of States Proposed Changes – for public consultation – July 2008

3.18 The proposed changes continue to identify Salisbury City as an SSCT. It identifies Salisbury as a key employment centre and also notes significant concentrations of jobs in Amesbury, Porton Down and associated with military activities on and around Salisbury Plain.

3.19 Salisbury City is identified as a large free standing employment centre performing a traditional service role for a wider hinterland of smaller towns and villages, and with a nationally important role as a tourism centre. The retail centre has a high quality image and good demand for retail units The outward expansion of Salisbury is affected by environmental issues, including flooding and important wildlife habitats.

3.20 The proposed changes also identify that while there are opportunities for some job growth at locations such as Amesbury, the key strategic aim is to extend and enhance Salisbury as an employment and retail centre so it can better serve the surrounding rural area and achieve greater levels of self-containment.

3.21 Policy HMA 11 identifies that the Salisbury HMA will provide for the growth of about 13,900 jobs. It continues to state that Planning for employment will provide for about 13,500 jobs in the Salisbury Travel to Work Area and the provision of about 37 ha of employment land.

3.22 HMA11 identifies that Salisbury will enhance its role as an employment and service centre by providing for:

- Improvements to retail, cultural, educational and tourism facilities in the city centre
- Higher skilled employment, particularly in the office sector
- A reduction in traffic in the city centre
- Improvements to the character and setting of the city

3.23 The proposed changes support the Regional Economic Strategies objectives:

- To deliver successful and competitive businesses
- To deliver strong and inclusive communities
- To help deliver an effective and confident region.

3.24 Para 4.0.5 of the proposed changes identifies that ‘the likely future growth in employment (based on regional growth in GVA of 3.2% p.a¹) is specified on an HMA basis, as well as for the Travel to Work areas in the HMA....employment land figures have also been specified in hectares for TTWAs. Such land will provide for a proportion of the anticipated job growth, with the remaining growth being accommodated at existing sites and premises and in uses such as leisure, retail and services’

3.25 Chapter 8 of the proposed changes identifies that although the south west has many strong businesses across a variety of sectors, in general terms productivity lags. The economy has been traditionally driven more by increases in employment than productivity. Implicit within the economic projections that underpin the RSS is a significant uplift in productivity relative to the historic trend. Meeting this productivity challenge represents achieving a long-term structural change in the regional economy which should help to ensure that it remains competitive in an increasingly globalised economy. Achieving a switch from employment led to productivity led growth will require a greater appreciation of and response to the qualitative aspects of economic development.

3.26 Policy ES1 requires local authorities together with partners to include measure within their LDDs to promote a switch from employment-led to productivity led growth including: Guiding investment to locations where it will have maximum benefit and reduce the need to travel recognising:

- a) The role of the region’s large urban areas as key drivers of productivity
- b) The need to support and diversify the rural economy and promote sustainable communities
- c) The need to achieve successful regeneration as well as ongoing economic development

3.27 Ensuring a range and choice of appropriate sites and premises to meet business need, including a quota of smaller sites for micro, small and medium sized enterprises, to cater for both organic growth and inward investment;

¹ 3.2% represents the ‘growth view’ scenario within the Employment Land Review.

3.28 Promoting innovation and the development of knowledge driven economy by harnessing the potential of Higher and Further Education Institutions, hospitals and other knowledge intensive institutions.

3.29 Supporting the development of science parks, innovation centres and incubator units through the identification and safeguarding of appropriate sites and premises and Supporting the development of priority business sectors (as identified in the RES) including clusters of related activity and other key sectors of importance sub-regionally.

3.30 Provision of Employment land

Policy ES2 requires local authorities working in partnership with SWRDA and other representatives to ensure that LDDs provide a range and choice of available employment land and premises to meet the needs of businesses in terms of organic growth and inward investment.

3.31 A 20 year supply of employment land, including strategic sites, will be identified to support amongst other things:

- a) the on-going development of the SSCTs including providing sufficient land to accommodate the employment numbers identified in the sub-regional policies, a better balance between the location of jobs and housing,
- b) A better balance between the location of jobs and housing
- c) the on-going restructuring and diversification of the economy, including the rural economy
- d) The successful delivery of economic development and regeneration initiatives
- e) The development of the knowledge driven economy by fostering linkages with knowledge intensive institutions including HEIs a, FEIs hospitals and research institutions through the development of science parks, innovation centres and incubator units
- f) The development of more accommodation for smaller businesses, including smaller units for SME's and micro-businesses:
- g) The role of non B use class sectors, including health, leisure, tourism and education as key employment generators; and
- h) The contribution of mixed use development to employment supply

3.32 Policy ES3 request a critical review of supply of employment land on a three year rolling basis to ensure that allocations continue to meet the needs of business and the longer term needs for economic development. Sites which no longer meet the needs of business or are poorly located for economic development purposes should be considered for redevelopment for alternative uses in the following sequence:

- a) For non-B use class employment generating uses
- b) For mixed use re-development including residential use taking account of the potential for higher employment densities and:
- c) For residential use only.

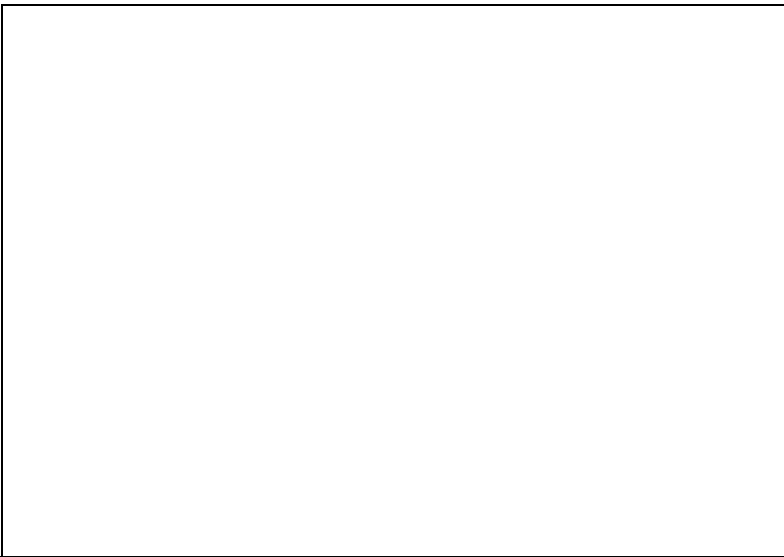
3.34 What is the Salisbury Travel To Work Area (TTWA)

3.35 The Salisbury TTWA has been determined through travel to work data from the office of national statistics. This has determined that the following parishes within the following Housing Market Areas jurisdictions fall into the TTWA: The Salisbury TTWA is also identified on the map below table 5.

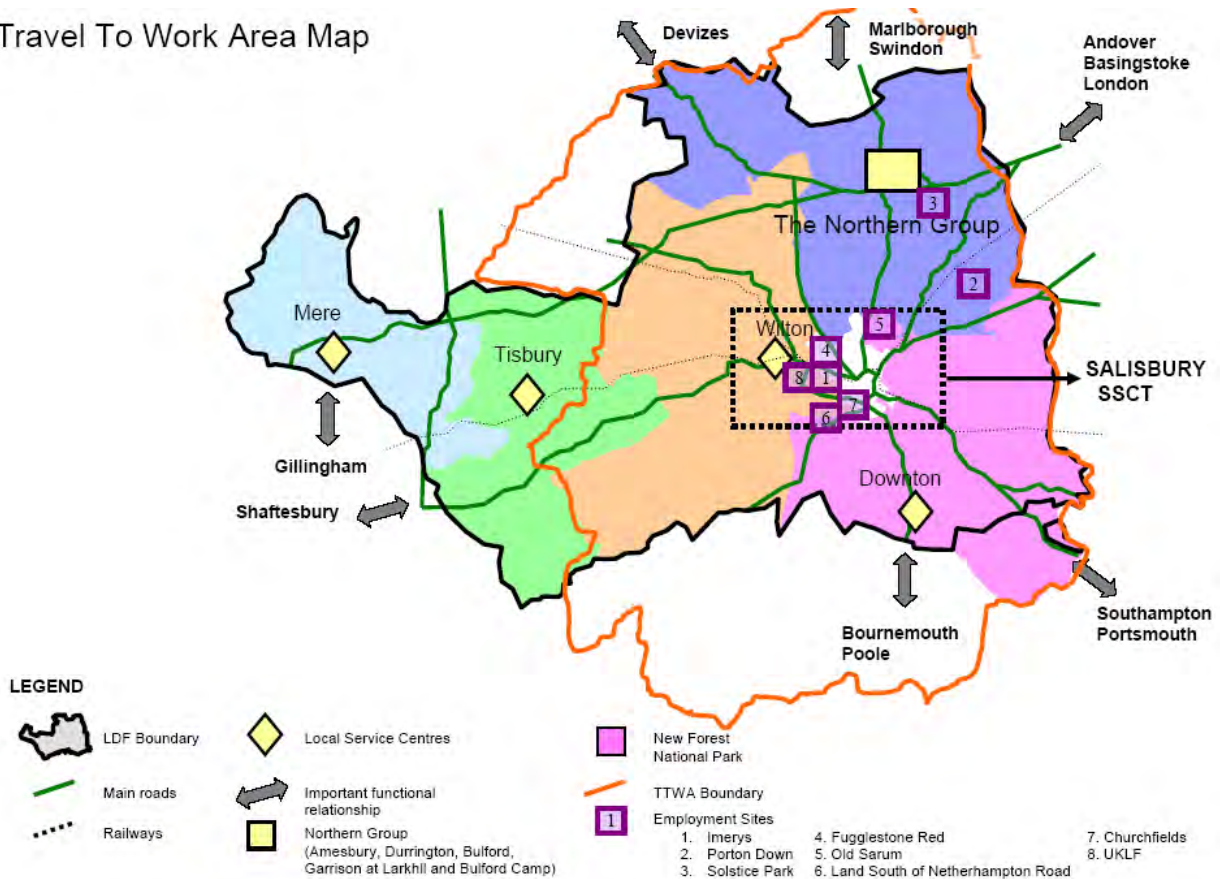
Table 5

Parish	District / Region	Parish	District / Region
Allington	Salisbury / South West	Enford	Swindon HMA / South West
Ansty	Salisbury / South West	Fittleton	Swindon HMA / South West
Alderbury	Salisbury / South West	Netheravon	Swindon HMA / South West
Barford St Martin	Salisbury / South West	Boyton	West of England HMA/ South West
Alvedistron	Salisbury / South West	Chittern	West of England HMA/ South West
Amesbury	Salisbury / South West	Codford	West of England HMA/ South West
Berwick St James	Salisbury / South West	Sherrington	West of England HMA/ South West
Bishopstone	Salisbury / South West	Stockton	West of England HMA/ South West
Broadchalke	Salisbury / South West	Upton Lovell	West of England HMA/ South West
Bower Chalke	Salisbury / South West	Alderholt	Bournemouth and Poole HMA / South West
Britford	Salisbury / South West	Cranborne	Bournemouth and Poole HMA / South West
Bulford	Salisbury / South West	Edmonsham	Bournemouth and Poole HMA / South West
Burcombe	Salisbury / South West	Pentridge	Bournemouth and Poole HMA / South West
		Sixpenny	
Cholderton	Salisbury / South West	Handley	Bournemouth and Poole HMA / South West
		Wimborne St	
Clarendon Park	Salisbury / South West	Giles	Bournemouth and Poole HMA / South West
Compton			
Chamberlayne	Salisbury / South West	Fordingbridge	New Forest District / South East
Coombe Bissett	Salisbury / South West	Martin	New Forest District / South East
Dinton	Salisbury / South West	Rockbourne	New Forest District / South East
Downton	Salisbury / South West	Hyde	New Forest District / South East
Durnford	Salisbury / South West	Damerham	New Forest District / South East
Durrington	Salisbury / South West	Breamore	New Forest District / South East
Ebbesbourne			
Wake	Salisbury / South West	Godshill	New Forest District / South East
Figheledean	Salisbury / South West	Woodgreen	New Forest District / South East
Firsdown	Salisbury / South West	Whitsbury	New Forest District / South East
Fovant	Salisbury / South West	Sandleheath	New Forest District / South East
Great Wishford	Salisbury / South West		
Grimstead	Salisbury / South West		
Idmiston	Salisbury / South West		
	Part Salisbury, part New		
Landford	Forest NPA / South West		
Laverstock	Salisbury / South West		
Milston	Salisbury / South West		
Netherhampton	Salisbury / South West		
Newton Tony	Salisbury / South West		
Odstock	Salisbury / South West		
Orcheston	Salisbury / South West		
Pitton and Farley	Salisbury / South West		
Quidhampton	Salisbury / South West		
	Part Salisbury / New		
Redlynch	Forest NPA/ South West		
Salisbury City	Salisbury / South West		
Shrewton	Salisbury / South West		
South Newton	Salisbury / South West		
Stapleford	Salisbury / South West		
Steeple Langord	Salisbury / South West		
Stratford Toney	Salisbury / South West		

Sutton Mandeville	Salisbury / South West
Swallowcliffe	Salisbury / South West
Teffont	Salisbury / South West
Tilshead	Salisbury / South West
West Dean	Salisbury / South West
Whiteparish	Part Salisbury / Part New Forest NPA / South West
Wilsford Cum Lake	Salisbury / South West
Wilton	Salisbury / South West
Winterbourne Stoke	Salisbury / South West
Winterbourne Stoke	Salisbury / South West
Winterslow	Salisbury / South West
Woodford	Salisbury / South West
Wylve	Salisbury / South West



Travel To Work Area Map



Map 1

3.36 It should be noted that ten of the parishes fall into to the south east region within the remit of New Forest District Council and are covered by the South East Plan’s job requirements. For this reason it is felt that job creation within this area should not count towards the Salisbury TTWA job numbers.

3.37 Out of the parishes based in the Swindon HMA and the Salisbury TTWA, only Netheravon is identified within the former Kennet District Council Issues and Options as a larger village where there could be opportunity to identify specific development sites to broaden the local economic base, however this is still to be determined. The thrust of the former Kennet district issues and options is in addition to protect rural businesses.

<http://www.kennet.gov.uk/planning/forward-planning/local-development-framework/spatial-options-for-future-development.htm>

3.38 Within the West of England HMA, within the West Wiltshire there are a further 6 parishes based within the Salisbury Travel to Work area, the former West Wiltshire district council identify Codford village as category C settlement, but do not identify what level of employment development could go into this tier

3.39 Six further parishes are based within East Dorset District Council area or the Bournemouth and Poole HMA, of these Cranborne, Alderholt, Sixpenny Handley are all identified as larger villages where there are a limited range of services and employment opportunities, the other villages are smaller and have even fewer or no facilities at all. Again there is little indication of the level of employment that the local authority would like to add to these villages, if any and there is little mention within the employment section that some of the parishes are in the Salisbury TTWA. And suggest the area is in the South East Dorset Sub region.

http://www.dorsetforyou.com/media/pdf/3/7/Low_Res_Discussion_Paper_-_Christchurch___East_Dorset_Core_Strategy_Issues___Options_April_2008.pdf

3.40 As a result of the identification of the above parishes being within the Salisbury HMA, it results in the following parishes being within the Salisbury Housing Market Area but outside of the travel to work area:

Table 6

Western and Mere Community Area	Nadder Valley Community Area (Tisbury)
East Knoyle	Berwick St Leonard
Kilminster	Berwick ST John
Maiden Bradley	Chicklade
Mere	Chilmark
West Knoyle	Donhead St Andrew
Sedgehill & Semley	Donhead St Mary
Stourton	Fonthill Bishop
Zeals	Fonthill Gifford
	Hindon
	Tisbury
	Tollard Royal
	West Tisbury

3.41 For these parishes we will need to delivery 400 jobs until 2026.

3.42 For the TTWA it should be noted that the RSS uses the 1998 TTWAs which are derived from the 1991 census. At the time the draft RSS was prepared, these were the most up to date set available. Since then, the 2007 TTWA's, based on 2001 census data, have been produced. These suggested a significant process of amalgamation (reflecting the increasing dominance of SSCT's) with an overall decline in the number of TTWA's from 49 to 35 in the south west region.

While the RSS figures are based on the 1998 TTWAs, which gives the opportunity for finer grained analysis, the changing nature of the TTWAs should also be kept in mind.

3.43 The main changes to the TTWA appear to be:

- a) Amendments around Fordingbridge reducing the area here
- b) Amendments around the Berwick St John / Alvedisron area moving the boundary in towards Salisbury slightly
- c) Inclusion of the Tisbury, West Tisbury, Chilmark, Fonthill areas
- d) Loss of an area between the A36 and A303
- e) Addition of an areas across Salisbury Plain north of Tilshead, coming south of Devizes, to include settlements such as West Lavington, Market Lavington, Urchfont, Wedhampton, Upavon, Charlton St Peter, Wilsford, Mannington Bruce, the Manningsfords and importantly Pewsey

3.44 Alterations as a result of the Secretary of States Proposed Changes to the RSS economic assumptions.

3.45 Since the Employment Land Review was finalised the forecasting for the RSS proposed changes have suggested slight changes within employment sectors and job numbers within the Salisbury Travel to Work Area. This are detailed below and focus purely on the growth view scenario as this is the one taken forward by the RSS proposed changes (para 4.0.5).

3.46 In addition the RSS proposed changes now translates the employment distribution from the TTWA to the HMA and results in the ability to plan more comprehensively and provide for the requirement for the whole HMA. This translates into a provision of around 400 jobs outside of the Salisbury TTWA² by within the HMA

Salisbury TTWA - Employment Sector Forecasts as detailed within the Employment Land Review based on the Growth Scenarios

Table 7

Sector	Growth view scenario -		Change
	2006	2026	
Agriculture etc	1600	1400	-200
Mining and Quarrying	0	0	0
Food, Textiles & Wood	1100	800	-300
Printing and Publishing	500	600	100
Chemicals and Mineral	900	600	-300
Metals and Engineering	400	200	-200
Electronics	700	500	-200
Transport Equipment	400	500	100
Other Manufacturing	300	300	0
Electricity, Gas & Water	100	0	-100
Construction	2100	2000	-100
Distribution	11200	14200	3000
Hotels & Catering	5200	6600	1400
Transport and Communication	2000	2200	200

² The parishes outside of the TTWA, but within the Salisbury HMA are East Knoyle, Kilmington, Maiden Bradley, Mere, West Knoyle, Sedgemoor and Semley, Stourton, Zeals, Berwick St Leonard, Berwick St John, Chicklade, Chilmark, Donhead St Andrew, Donhead St Mary, Fonthill Bishop, Fonthill Gifford, Hindon, Tisbury, Tollard Royal and West Tisbury.

Banking and Insurance	2300	2800	500
Other Business Services	7900	10300	2400
Public Admin and Defence	6900	7000	100
Education and Health	12600	15900	3300
Misc Services	6200	9900	3700
	62400	75800	13400

Salisbury Housing Market Area - Employment Sector Forecasts as amended for the RSS Proposed changes for the Central and Growth Scenarios

Table 8

Sector	2006	Growth view scenario	Change
Agriculture etc	2300	2100	-200
Mining and Quarrying	0	0	0
Food, Textiles & Wood	1100	900	-200
Printing and Publishing	500	600	100
Chemicals and Mineral	900	600	-300
Metals and Engineering	500	300	-200
Electronics	800	500	-300
Transport Equipment	400	500	100
Other Manufacturing	400	400	0
Electricity, Gas & Water	100	0	-100
Construction	2200	2100	-100
Distribution	11300	14300	3000
Hotels & Catering	5400	6800	1400
Transport and Communication	2000	2300	300
Banking and Insurance	2300	2800	500
Other Business Services	8100	10500	2400
Public Admin and Defence	6100	6100	0
Education and Health	13200	16600	3400
Misc Services	6700	10700	4000
	64300	78100	13800

Source: Baker Associates Report

3.47 Within the Employment Land Review employment figures are taken forward using density assumptions to forecast amount of employment land that is required. This uses density assumptions within a report prepared by Arup on behalf of English Partnerships and the RDAs entitled 'Employment Densities: A full guide (2001). These development densities are:

- a) B1 office – 70% site coverage
- b) B2 industrial – 40% site coverage
- c) B8 warehouse / storage/ distribution - 40% site coverage

3.48 It is important to note that the forecasts within the Employment Land Review are concerned only with employment related to B1, B2 and B8 land uses and not all employment.

3.49 In addition the RSS proposed changes makes it clear that the employment land (37ha) figure provided within the policies relevant to the HMA's will only provide for a proportion of the anticipated job growth, with the remaining growth being accommodated at existing sites and premises and in uses such as leisure, retail and service.

3.50 Wiltshire and Swindon Structure Plan 2016 - Adopted 2006

3.51 The structure plan identifies that beyond the employment land requirements detailed in the Adopted Salisbury District Local Plan 2003 which runs to 2011, a further 30 ha of employment land will be required in the district beyond that already provided for 2016. By 2003 57 hectares had already been built or committed which leaves a further strategic site requirement of 23 hectares (21 ha in Salisbury and 2 ha in the remainder of the district). However, as the Structure

3.52 Plan will be superseded by the RSS and therefore employment land provision, detailed later in this Topic Paper, has focused on the figures provided within the Regional Spatial Strategy. A strong and diverse rural economy should also be maintained.

3.53 The Structure plan also seeks to provide scope to existing employers moving into Wiltshire to create sufficient high quality jobs for the growing population

<http://www.wiltshire.gov.uk/environment-and-planning/planning-home/planning-saved-local-plans/planning-structure-plan.htm>

3.54 Salisbury District Local Plan to 2011 - Adopted June 2003.

<http://www.salisbury.gov.uk/planning/forward-planning/local-plan/adopted-local-plan.htm>

3.54 The existing local plan contains several employment allocations:

Employment land developed (1991 – 1999)	21.16 hectares	
E1	Old Sarum, Salisbury	6 hectares
E8A	Porton Road, Amesbury	18.0 hectares
E8B	Boscombe Down, Amesbury	7.00 hectares
E8B	Porton Down	5.0 hectares
E11	Downton (Remainder)	2.5 hectares
E12	Mere	3.0 hectares
Total		62.66 hectares
Employment requirement set out in WCC Structure Plan		50 hectares
Surplus of land provided		12.66 hectares

3.55 Regional Economic Strategy for the South West – 2006-2015 - Strategy

3.56 The final Regional Economic Strategy for the South West amends its aspirations slightly compared to the draft version and aspires that:

- a) South West England will have an economy where the aspiration and skills of our people combine with the quality of our physical and cultural environment to provide a high quality of life and sustainable prosperity for everyone
- b) South West England will demonstrate that economic growth can be secured within environmental limits to bring prosperity to the region

3.57 This should be achieved through

- a) Supporting business productivity
- b) Encouraging new enterprise

- c) Deliver skills for the economy
- d) Compete in the global economy
- e) Promote innovation

<http://download.southwestrda.org.uk/file.asp?File=/res/general/RES2006-2015.pdf>

3.58 Draft Regional Economic Strategy for the South West

The Regional Economic Strategy (RES) aspires to have an economy where the aspirations and skills of the people combine with the quality of the physical environment to provide a high quality of life and sustainable prosperity for everyone and to have a dynamic growth economy to continue into the future, thereby managing the economy with environmental limits and to enhance the quality of employment opportunity.

The key priorities for the strategy is to support business activity, to encourage new enterprise, to compete in a global market, to promote innovation and to improve participation in the economy.

<http://www.southwestrda.org.uk/what-we-do/policy/res-review2005/draft-res.shtm>

3.59 Draft Regional Economic Strategy for the South West – Action Plan

The RES for the South West is supported by an action plan which provides further detail. It aims to:

- a) Encourage creation of new businesses
- b) Promote enterprise in disadvantaged and rural areas
- c) Improve access to enterprise and business support for economically
- d) Under-represented groups
- e) Deliver sustainable and affordable workspace for new businesses
- f) Deliver a supply of sustainable and flexible land and premises for innovative businesses

<http://download.southwestrda.org.uk/res/general/05-09-16%20ActionplanWITHcover.pdf>

3.60 Regional Economic Strategy for South West England 2006-2009 – Action Plan

Aims to:

- a) Support business productivity
- b) Encourage new enterprise
- c) Deliver skills for the economy
- d) Compete in the global economy
- e) Promote innovation
- f) Improve participation in the economy
- g) Regenerate the most disadvantaged areas
- h) Plan Sustainable and successful communities
- i) Improve transport networks
- j) Promote and enhance what is best about the region
- k) Improve leadership, influence and partnership

<http://download.southwestrda.org.uk/res/general/05-09-16%20ActionplanWITHcover.pdf>

3.61 Regional Economic Strategy for South West England 2006 – 2015 – Spatial Implications – Place Matters

Recognizes the A303 corridor as a functional zone within which identifies priority sectors as:

- a) Advanced Engineering
- b) Food and Drink
- c) Biotechnology and Environmental Technology
- d) Advanced Manufacturing
- e) Primary Industry Sector
- f) Traditional Manufacturing

3.62 Further recognises the valuable Ministry of Defence presence with strong links to research establishments.

3.63 Describes Salisbury as 'a large freestanding centre performing a traditional role serving a wider hinterland of smaller towns and villages. Its contribution to total regional employment and GVA is around 2.4%. It has good connections with London and the South East. It has seen relatively strong economic growth and has a high quality environment. It is relatively specialised in sectors which have high growth potential in the future, including tourism and biotechnology. There are further strengths in terms of the MOD (eg Defence Science Technology Centre), financial services and its retail function. It is also in close proximity of the Porton Down research establishment. Key issues for Salisbury include the tight market, lack of employment land and a lack of affordable housing. There are a number of challenges for Salisbury in achieving its full economic potential:

- a) Realising the opportunities presented by the presence of Porton Down, for example the establishment of knowledge-based companies in the Biotechnology sector and further links with Higher Education establishments in Bournemouth and Yeovil
- b) The high quality environment may limit opportunities for further expansion
- c) Contributing in partnership with other places, the the development of a more coherent A303 corridor

3.64 In Amesbury there is a need for targeting initiatives to diversify the local economies and develop labour market potential in these settlements and recognize the significant economic connections the town has to Salisbury, Andover and Basingstoke.

3.65 Wiltshire and Swindon Economic Partnership Strategy (2003-2008)

3.66 A vibrant, sustainable economy delivering high quality opportunities for all communities in Wiltshire and Swindon.

3.67 Identifies sector priorities as:

- a) • Advanced Technologies
- b) Business Services
- c) Food and Drink
- d) ICT and Creative Industries
- e) Agriculture & Land Based Industries
- f) Tourism, Leisure & Hospitality

3.67 Geographic priorities include:

- a) Salisbury Research Triangle

3.68 Strategic priorities include:

- a) To ensure the right conditions prevail to raise productivity through innovative and sustainable development enabling increased investment in jobs and services to improve quality of life.

- b) To develop a skilled, motivated and adaptable workforce with the skills to meet current and future business needs.
- c) To bring about additional benefits to Wiltshire and Swindon through partnership working.

<http://www.wsep.org/default.cfm/loadlevel.3/loadindex.47>

3.69 **Wiltshire and Swindon Workspace Strategy (February 2005)**

1. Recognises that the economy of Wiltshire will change in future years with the continued growth of the service sector and the employment decline in traditional manufacturing and agricultural sectors.
2. Identifies Salisbury as a major centre
3. Identifies the following sectors as key in the future development of the Wiltshire economy:
 - a. Tourism, leisure and hospitality
 - b. Food & drink
 - c. Advanced Technologies including advanced engineering, biotechnology and environmental technology
 - d. ICT and Creative industries
 - e. Agricultural and Land Based Industries
 - f. Distribution
 - g. Public Administration / Defence
4. This is likely to create a change in the property market with a greater requirement for quality sites and premises to develop the knowledge based industries such as biotechnology and advanced engineering
5. The redevelopment and renewal of existing industrial estates will become increasingly important
6. Salisbury is an important knowledge hub with the Salisbury Research Triangle with R&D facilities at Porton Down and Boscombe Down.
7. Remains a need to tackle the acute shortage of space to enable the business base to grow and diversify in the principal commercial centre of Salisbury
8. Future growth appears to be focused on continue to develop the R&D hub with longer term prospects for commercial spin-out, and providing new commercial stock for the development fo business services in Salisbury City.

<http://www.wsep.org/default.cfm/loadlevel.3/loadindex.47>

4. LINKING IT TOGETHER – WHAT DO OTHER LOCAL STRATEGIES SAY?

4.1 Salisbury District Council Economic Development Strategy (2003)

The vision for the strategy is 'to ensure the support and development of a prosperous and sustainable economy in Salisbury and South Wiltshire, and thus to enhance the quality of life for all our residents'.

4.2 Relevant objectives are:

- a) The creation of an action plan for the future development and/or improvement of the Churchfields Industrial Estate
- b) The provision of sufficient employment space, of the right type, size and location to meet current and anticipated future needs
- c) The support of traditional rural based industries including agriculture

4.3 The strategy is proposed to be updated in 2007/2008.

http://www.salisbury.gov.uk/council/policies/downloads/Econ_Dev_Strat.pdf

4.4 South Wiltshire Economic Partnership Vision

For Salisbury to be 'making Salisbury and south Wiltshire a centre of excellence for world class business, technology and tourism'. Aims are:

- a) A world class Salisbury Research Triangle and Science Park
- b) Provision of a broad based and wide range of university education opportunities in Salisbury
- c) Salisbury as a centre for high quality retail, leisure and culture
- d) Salisbury and Stonehenge as a major South West tourist destination (incorporating a world class Stonehenge visitor attraction)
- e) An innovative and effective Salisbury transport system
- f) Churchfields as a high quality, large scale purpose build business park
- g) Salisbury as a thriving sub-regional centre for business.

<http://www.salisbury.gov.uk/business/swep/>

4.5 Salisbury Vision

In 2005, Salisbury District Council, the South West of England Regional Development Agency (SWRDA) and Wiltshire County Council established a partnership and appointed consultants to undertake the Salisbury Vision exercise. The Salisbury vision should set out how the city will be in another 10, 20, 30 plus years. The project will form the basis of an Area Action Plan for Salisbury and Wilton and will proposed potential land use changes.

4.6 The vision has resulted in 24 options, of which two are directly relevant to the provision of employment land. The first proposes the 'transformation of the Churchfields Industrial Estate into a new mixed use quarter based around the rail station'. This would involve the relocation of inappropriately sited businesses and associated HGV traffic to provide a new quarter that meets housing demand and provides the opportunity to meet the requirements of employers of growing economic sectors. The spin off from this is that further employment land may need to be identified in order to re-locate those businesses currently inappropriate to the Churchfields location. The vision area development framework identifies that a further 22 hectares of employment land will need to be identified as a result of the Salisbury Vision.

4.7 The second is the 'to improve the gateway to Salisbury from the east and encourage people to use Southampton Road by alternative modes of transport other than the private car' as well as the 'the comprehensive redevelopment of Southampton Road with the creation of a major new mixed use quarter for Salisbury and its eastern gateway'. This

involves the relocation away from Southampton Road of 7 hectares of employment uses, again this space would need to be found in other locations.

4.8 This additional employment land need resulting from the vision is because the vision is focused towards residential and mixed use development.

<http://www.salisbury.gov.uk/council/major-projects/vision/vision-progress.htm>

5.0 WHAT IS SOUTH WILTSHIRE'S EMPLOYMENT LAND REQUIREMENT AND SUPPLY?

5.1 Overall we need to find 65 ha of additional employment land within the Salisbury Travel to Work Area (TTWA) made up of 37ha as required by the RSS and 28ha (Churchfields) as a result of regeneration projects. Outside of the TTWA (Mere and Tisbury area) we need to provide for around 400 jobs.

5.2 The transition from the Wiltshire Structure Plan employment land requirements to the Regional Spatial Strategy requirements makes the determining of employment land existing provision and requirement confusing.

5.3 For ease of interpretation and as the Wiltshire Structure Plan should be superseded by the RSS prior to the adoption of this plan it is felt that the Core Strategy will focus on delivery of the RSS requirements. The RSS commences in 2006, this is prior to the end of the adopted Local Plan continues to 2011.

5.4 For clarification of timescales between the RSS, Local Plan and Structure Plan, when the local plan was adopted in 2003, the Structure Plan had a timescale up until 2011, however it was revised in 2006 after the adoption of the Local Plan (2003) taking the timescale to 2016. This resulted in an additional employment land requirement in south Wiltshire beyond 2011, that has not been provided for. The Core Strategy therefore provides for the RSS requirements as the Structure Plan and RSS timescales overlap between 2006 and 2011/6 and the Structure Plan will be superseded by the time of adoption of the south Wiltshire Core Strategy.

5.5 At the time of writing the existing employment land supply within the Local Plan existing allocations covering the whole of south Wiltshire is detailed below.

Table 9

Local Plan allocation site	Hectares allocated	Within our outside TTWA	Status	Remaining employment land available
E1 – Old Sarum, Salisbury (component of a mixed use scheme)	6.0	Salisbury TTWA	Outline planning permission.	6.0
E8A – Porton Road, Amesbury (Solstice Park)	18 (net)	Salisbury TTWA	Outline application for the whole site.	18 (net)
E8B – Boscombe Down, Amesbury	7.0	Salisbury TTWA	None – no application received	7.0
E8B – Porton Down	5.0 + 5.0 Local Plan allocates 5 ha but acknowledges there is a further 5 ha if required.	Salisbury TTWA	N/A – planning application subject to approval of 106 for road access. The Local Plan also suggests that a further 5ha could be available. HPA have important future intentions to expand.	10.0
E11 Downton (Remainder)	2.50	Salisbury TTWA	Completed	0
E12 – Mere	3.0	Outside of TTWA	S/2006/270, current application to renew this S/2009/0191. Application is for 10,000 sq m mix of B1 and B8 including some starter units.	3.0
E14 – Hindon Lane Tisbury	1.4 Ha	Outside of TTWA	O/L permission for 3,800 sq m of B1 business (S/2008/0779)	1.4ha or 3,000sq m.
Total employment land available				45.4 ha

5.6 At Solstice Park Amesbury, in fact rather than 18ha net there is in actuality some 64ha (the whole site) of employment land available rather than the 18 identified within the Local

Plan and the Wiltshire Council monitoring reports. This has resulted due to planning application S/2002/485 whose condition of approval states:

'Application for approval of the first of the reserved matters shall be made to the Local Planning Authority before the expiration of three years from the date of this permission. All applications for the approval of all reserved matters relating to 22.75ha of land referred to and defined in condition 20 shall be made by 01.01.2011 All applications for the approval of reserved matters for development for the remainder of the land shall be made by 01/01/2014'

5.7 This in effect releases additional employment land beyond 2011 and the 18ha within the Local Plan. This adds a further 46 ha to the employment land available in south Wiltshire. Resulting in an apparent employment land supply in south Wiltshire of 101.4 ha. This equates to around 97 ha of employment land being available within the Travel to Work Area and 4.4ha being available within south Wiltshire but outside of the TTWA (mainly the Mere and Tisbury areas).

5.8 How much land is actually available within the Travel to Work Area?

5.9 The figures both above and below show that there is a large oversupply of employment land within the TTWA at the current time. However this land is in the incorrect location. The majority of this employment land, apart from 6 ha at Old Sarum, is located either at (Solstice Park), or very close to, Amesbury (Porton and Boscombe Down). The RSS recognises Salisbury as the key employment centre with the key strategic aim being to extend and enhance Salisbury as an employment and retail centre so it can better serve the surrounding rural area and achieve greater levels of self-containment. It does recognise that there are opportunities for some modest job growth at locations such as Amesbury, but it is clear that the majority of the extant employment land available in south Wiltshire is simply in the wrong place to conform to the RSS. There are also other areas of employment land available now or in the near future which are included within the table below to show the true picture.

Salisbury TTWA Employment Land Supply

Table 10

Name of site	Hectares of employment land
Employment allocations continued to be saved from local plan.	
E1 – Land at Old Sarum, Salisbury	6
E8B - Boscombe Down, Amesbury	7
E8B - Land at Porton Down, Amesbury	10
Existing employment land available	
E8A – Porton Road, Amesbury (Solstice Park)	64
Land at Netherhampton Road (Harnham Business Park)	3.9 ha
Employment from unimplemented consents (excluding allocations detailed above)	
Employment land from extant consents	1.25
Employment Land already completed 2006-2008	
Employment Land already completed 2006-2026	4.1

Source: Wiltshire County Council Economic Research and Intelligence Unit

Total carried forward from existing source of supply	96.25ha
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5.10 At Solstice Park Amesbury, some 64ha of employment land is available. This no longer conforms with the RSS, which instead directs major employment growth to Salisbury. However this land is consented and remains available for development. Therefore although employment development on this site will be supported by the council, they will not be relied on to meet the strategic employment land requirements of the RSS or the strategic goal of enhancing Salisbury SSCT as an employment centre and consequently the relevant policy E8A will not continue to be saved. It is expected that Solstice Park could well be used for lower intensity employment such as distribution. It is also not expected that Solstice Park would provide much opportunity for decant from regeneration projects as again it is geographically in the incorrect location. With respect to Solstice Park it should be noted that Wiltshire Council monitoring statements do not currently monitor against the 64 ha but the 18ha within the local plan and the monitoring does not include completions until at least 50% of the site has been completed.

5.11 There are also exceptional local circumstances which merit the continued support of existing employment land allocations at both Porton and Boscombe Down. Each of these employment sites are key to the south Wiltshire economy and make an important contribution towards key sectors within the economy. The land identified is to support science-based industry and research on national importance to facilitate the implementation of the Salisbury Research Triangle initiative. These sites are allocated for this specialist use and are not therefore in effect a 'mainstream' commercial allocation, although they will continue to be saved.

5.12 Therefore the majority of the employment land provision will be delivered at Salisbury SSCT.

5.13 This therefore shows that there are exceptional local circumstances which merit either the continued support of existing employment land allocations across TTWA or warrant not saving the relevant policy. In order to meet the employment land requirement of 37ha plus 28ha (total of 65ha) to meet decant from regeneration projects (it should be noted that it is envisaged that 5ha of employment remains on the Churchfields site, resulting in a need to find an additional 28ha of employment land) the following sites will either be allocated or continue to be saved (within the TTWA).

Table 11

Name of site	Hectares of employment land
Employment allocations continued to be saved from local plan.	
E1 – Land at Old Sarum, Salisbury	6
E8B - Boscombe Down, Amesbury	7
E8B - Land at Porton Down, Amesbury	10
Employment from unimplemented consents (excluding allocations detailed above)	
Employment land from extant consents	1.25
Employment Land already completed 2006-2008	
Employment Land already completed 2006-2008	4.1
Employment land to be allocated through the Core Strategy	
Fugglestone Red	8

Longhedge	8
Land south of Netherhampton Road	10
UKLF	3
Former Imerys quarry	4
Total	61.35ha³

5.14 Further Developable sites for delivery in the later stages of the plan period, if needed will be identified through the following means::

- Further land south of Netherhampton Road - 5 ha
- Land identified through the Site Specific Allocations DPD – 10 ha

5.15 In addition an employment site known as 'Mahle' is to become available in the near future (by early 2010) as the company currently occupying the site is to leave the area. This site is situated just outside Salisbury at Highpost less than a mile from the Park and Ride at Old Sarum and proposed Longhedge allocation. It is located on the A345 between Salisbury and Amesbury and therefore benefits from the regular bus that runs between Salisbury and Amesbury. The site consists of 7.8 ha (19.2 acres) and currently consists of 250,000 sq ft of employment floorspace. The aspirations of the landowner is to intensify the land use of the site creating a further approximately 75,000 sq ft of floorspace consisting of predominantly a combination of B use classes. This will be supported by the council as the site is within the TTWA and intensification of the site has the ability to provide additional job opportunities.

5.16 This employment land provision, together with the employment land at Solstice Park, provides over and above the RSS requirement and should provide for the employment land and regeneration needs of the Salisbury TTWA over the forthcoming plan period. The new employment allocations predominantly form part of mixed uses schemes and the site selection process is detailed within the Topic Paper on Site Selection.

5.17 Outside of the TTWA

Mere and Tisbury, (both local service centres), have saved employment allocations which should deliver 400 jobs needed outside of the TTWA over the period to 2026. However, this will be further assessed within the Site Specific Allocations DPD to determine if further employment land needs to be allocated. Both of these sites have outline planning permission and amount to a total of 4.4ha areas that will be saved are:

Table 12

Name of site	Hectares of employment land
E12 - Land at Mere	3
E14 Land at Hindon Lane, Tisbury	1.4
Total	4.4

³ Although this total represents the total employment land completed or allocated / to be allocated within the Core Strategy it should be noted that further employment land is available in the TTWA as detailed within Table 10 and para 5.15..

6.0 Priorities at community level

6.1 2005-2009 Community Strategy

There is no mention of the economy or employment land in the South Wiltshire Community Strategy.

6.2 Local Community Plans (Parish, Ward and Market Town Plans)

6.3 The following community plans identify economic issues that could be incorporated into the LDF. (Available from: <http://www.salisbury.gov.uk/council/policies.htm#all-policies-community-plans>)

6.4 **Four Rivers community plan** with respect to Wilton the plan would like there to be Link between the Wilton Shopping centre and village to be provided.

6.5 **Mere and community plan** – would like to see support for trade and business in Mere and in the village in order to aid sustainability. The plan would also like assistance for young people to get too and from employment through, improvements to public transport to and from the community area.

The community plan would also like to see more trade, commercial activity and employment.

6.6 **Nadder Valley community plan** would like Tisbury High Street to be protected and enhanced, the use of farmers markets to be promoted, schemes to encourage access to employment together with support for local employment and the agricultural economy. The plan would also like to see support for other types of rural employment.

6.7 **Southern Area community plan** is concerned with the negative environmental effects with regard to employment sites especially with regard to the net loss of biodiversity.

6.8 **The Stonehenge community plan** identifies that the 160 acre (65 hectares), Solstice Park will be located within the area. It will be one of the largest high-quality mixed-use business parks in the south of England, and already has the benefit of planning permission. Solstice Park will be a fundamental driver in the planned expansion of the local economy, whose population is expected to grow by nearly 10% in the next 10 years. Solstice Park lies between the A303 and Amesbury. The Salisbury Research Triangle (SRT) is also situated within the area and is focused on research and development establishments at QinetiQ Boscombe Down. However it does not specify any desires towards the future development.

6.9 **Salisbury City Community Area Community Plan – 2004-2009**

Little or no mention of the economy and economic development within the community plan

6.10. Several parish plans have also been produced for the villages of Alderbury, Amesbury, Dinton, Donhead St Mary, Durrington, Maiden Bradley, Mere and Pitton and Farley which identify the following relevant issues:

Table 13

Alderbury	<ul style="list-style-type: none"> • Oppose commercial development • Maintain level of shops.
Amesbury	<ul style="list-style-type: none"> • Encourage new businesses to start up on town. • Develop regular market for quality produce
Bemerton Ward	<ul style="list-style-type: none"> • Nothing relevant for this Topic Paper
Dinton	<ul style="list-style-type: none"> • The industrial estates provide the main employment in the village, but the majority of those in employment travel further a field to work, mainly to Salisbury. Stronger Control of commercial development planning. • It was felt that some of the newer companies on ex M.O.D. sites in the village were not very good at complying with the restrictions which were put on them by the planners. Whilst suitable employment in the village should be encouraged it should not be at the expense of the disturbance of local residents. • No expansion of industrial areas
Donhead St Mary	<ul style="list-style-type: none"> • Promote local business and employment

	<ul style="list-style-type: none"> • Encourage new business developments within the parish which are small scale and sympathetic to the surrounding area • Support appropriate employment opportunities, especially for young people.
Durrington	<ul style="list-style-type: none"> • Nothing relevant for this Topic Paper
East Knoyle	<ul style="list-style-type: none"> • Farming and Agriculture forms dominant land usage, Largest employer is the Clouds House Action on Addictin and Chemical Dependency Centre employment 60 people over a range of roles. Other source of employment are the 2 pubs. • East Knoyle has lost several businesses over previous years. • The area has a host of local tradesman as well as a taxi/mini bus service and two driving schools, as well as a classic car showroom on the site of the old garage. • In addition there is a theatrical costumer providing costumes into London. • Large number of home based media and marketing businesses. Questionnaire suggest that there are seve small employers and more than 20 other businesses run from within the home. • Would like to see continuing support for potential new employment opportunities through the appropriate conversion of redundant buildings for small business or craft use,
Figledean	<ul style="list-style-type: none"> • Responses to the household questionnaire indicate little support for commercial enterprise/light development in the Parish. Almost 70% were against the construction of small industrial units; and almost 60% against the lease or rental of such units. It appears that even the conversion of existing buildings for such purposes would be opposed.
Mere	<ul style="list-style-type: none"> • Balanced employment opportunities for local residents, Sustained employment land capacity • Prosperous local enterprises
Pitton and Farley	<ul style="list-style-type: none"> • Enable farmers to diversify
Tisbury	<ul style="list-style-type: none"> • Employment development to be small scale, well designed and in keeping with the village environment and surrounding countryside • Attracting new business enterprises to Tisbury to provide work for all

7. LEARNING FROM EXPERIENCE

a) How do our existing policies perform ?

7.1 The existing local plan contains several employment allocations:

Employment land developed (1991 – 1999)	21.16 hectares	
E1	Old Sarum, Salisbury	6 hectares
E8A	Porton Road, Amesbury	18.0 hectares
E8B	Boscombe Down, Amesbury	7.00 hectares
E8B	Porton Down	5.0 hectares
E11	Downton (Remainder)	2.5 hectares
E12	Mere	3.0 hectares
Total	62.66 hectares	
Employment requirement set out in WCC Structure Plan	50 hectares	
Surplus of land provided	12.66 hectares	

7.2 All of these sites, apart from the Mere allocation are identified within the Employment Land Review as key strategic sites) and should be retained, however although the Mere site has not been developed this should be retained due to the strength of feeling to encourage employment in Mere in the Community and Parish Plan. The following additional policies from within the existing adopted Local Plan address a wide range of issues related to the economy and employment. While many have proved effective, they will need to be thoroughly reviewed as part of the LDF process.

Table 14

Policy	Purpose	Comment
E3	Permits office development, within Salisbury Central Areas	It has been identified that Salisbury has a relatively weak office market (GVA Grimley study) although the Employment Land Review also identified that 50% of demand for employment land will be for office space and therefore a positive policy, not necessarily just in the Salisbury Central Area should be promoted.
E4	Addresses the design of small and medium size offices in the Salisbury Chequers	This is associated with the design of new office buildings, and should be looked at within the Design aspects of the Core Strategy. All development should have to adhere to certain standards. The current policy is felt to be too complex and if needed should be addressed through SPD.
E5	Permits office development on Brown Street Car Park	This should be promoted through the Salisbury and Wilton Area Action Plan as available land.
E6	Permits office development on the Old Manor Hospital	This should be promoted through the Salisbury and Wilton Area Action Plan as available land.
E7	Restricts the extension of employment activity on land to the south of Southampton Road	Although a spatial policy to protect the River Avon SAC, protection through European legislation and PPS9 should protect the area, however we may need to wait for SFRA to see whether that will provide further the evidence to protect this area of land from development pressure.
E8B	Porton Down and Boscombe down allocation.	beyond the allocation identifies that there is potential for the allocation at Boscombe Down and Porton Down to be extended to the east for future development. This needs looking at in connection with infrastructure improvements.
E9	Allocated 0.7 hectares of land in Alderbury	This is a site-specific allocation. This site has already been built and the policy is therefore proposed to be deleted.
E10	Permits employment redevelopment	The site is currently used for storage. The employment

Policy	Purpose	Comment
	of the former RAF Baverstock site, Dinton	allocation has not come forward. The allocation should only be carried forward within a Site Specific Allocations DPD if there is some indication that the site will come forward and need is identified.
E13	Permits proposals to enlarge exiting buildings or erect new buildings within the South Newton industrial estate as long as Highways improvements are undertaken or no further traffic is generated.	The site is identified within the employment land review as an employment site, a similar policy should be carried forward to ensure highway improvements if necessary.
E14A	Allocates 1.4 hectares of employment land at Hindon Lane, Tisbury	This is a site-specific allocation, this policy should be carried through into the new site-specific allocations DPD unless at the time of production the site has planning permission and is built.
E14B	Encourages conversion of residential properties to small scale employment uses in the centre of Tisbury	Tisbury is a key rural centre; continued employment opportunities should be encouraged, along with protecting the shopping facilities that currently exist. The Tisbury community plan further identifies the need to protect and enhance the High Street. This existing policy should therefore be developed further.
E15	Only allows development for employment purposes based on proposals merits due to lack of sewage infrastructure in Wilton.	This issue would need to be bottomed out if any major development was proposed in Wilton and should be addressed in the Salisbury and Wilton Area Action Plan.
E16	Protects land allocated or currently used for employment purposes	With regard to change of use from employment the Employment Land Review identifies that currently developers are required to show that the property has been adequately marketed for continued employment use without success, to justify such a change. However the Employment Land Review identify that this is an informal and subjective process, which is open to various outside influences and in reality is outside of the control of the council, as a statutory authority. It is also considered to be inconsistently applied. It is suggested that of better use could potentially be the independent application of criteria to assess the ability of the building to meet modern business space needs and employment land needs. This would allow the building to be assessed for its long term potential to the city or district, rather than the short-term developer desires as well as the identification of employment land need in the district.
E17	allows the construction of new buildings or conversion in settlements subject to certain criteria	Any future proposal needs to tie in the any future settlement strategy. This should be tied in with the settlement strategy to ensure employment is in the correct location.
E18	Restrict new employment building in several villages to conversion of existing buildings due to exceptional environmental quality	Depends on settlement strategy, these villages – Ablington, Ansty, Bodenham, Fisherton de la Mere, Stourton and Teffont Evias may well have limited development anyhow once that has been bottomed out.
E19	Allows redevelopment or development in the countryside within exiting boundaries of site, subject to certain criteria	Based on PPS7 a similar criteria based policy should be provided. PPS7 states 'Set out criteria for permitted economic development in different locations, including the future expansions of business premises, to facilitate health and diverse economic activity in rural areas'.
E20	Allows the change of use of buildings in the countryside to employment purposes subject to certain criteria	PPS7 requires a similar policy to be incorporated within the LDF, however this should be strengthened on Sustainability grounds.
E21	Except for those allowed in policy E19 restricts the development of new sites for employment purposes in the countryside	This again is required to be addressed within the LDF, however needs to be updated on the basis of para 16 of PPS7, could be amalgamated with something similar to E19 and it should be ensured that a positive policy is created.
C2	Limits development to that which would benefit the local economy or	this is a good catch all policies which redeem several other of the policies unnecessary.

Policy	Purpose	Comment
C22	the environment promotes change of use of buildings to employment first	a version of this could be re-defined with policy E20 to also incorporate the requirements of PPS7 and the draft RSS. Allows the change of use of large sheds in the countryside. This also needs to address the replacement of such buildings as well as their re-use, to try and get better development.

7.3 b) What are others doing to tackle similar problems?

Sheffield identify the strengths and weaknesses of each option identified, options include say just office development in city centre or office development anywhere.

7.4 Maldon have suggested a range of options from continuing their current policies of restricting diversification to encouraging rural farm scale business clusters to allow clusters subject to criteria, or the ability to suggest another option. This appears in generic development issues and options. Within the same paper the first section is 'Strategic Issues and Options' which is preceded by a spatial portrait of the area. This section deals with issues such as restricting out-commuting, increasing skills of the workforce, increasing access to the wider community, making public transport more attractive, and establishing the retail hierarchy.

7.5 Suffolk coastal have proposed a 'preferred' option and then proposed other alternative options. They have further asked if there are any further options that should be pursued.

7.6 East Cambridgeshire have put together a three page summary for economic development which explains the background to the district and the policy requirements, It then has three policy options which are associated with employment sites and whether they should be sustained, the protection of employment sites and the degree that farmers should be able to diversify to.

7.7 Bradford metropolitan have used the Topic paper approach. This goes through the economic trends, the policy guidance, the employment land supply, the location of employment, protection of existing employment sites, and rural diversification. There are then questions throughout the topic paper asking consultees to comment.....

8. KEY ISSUES AND SPATIAL PATTERNS

Key issues arising

- a) Promote a strong, stable, productive, innovative and competitive economy
- b) Net floorspace requirement, taking into account surplus requirements results in requirement being between 138,295 sq m and 168,010 sq m respectively. This translates into employment land requirements of between 25 and 30 hectares (approximately 50% for B1 office, 10% for B2 general industrial and 40% of B8 storage and distribution) by 2026.
- c) To support growth of industries and subsequent new employment
- d) Recognise and support the important contribution that small businesses make to the overall economic activity (generally not provided on employment sites)
- e) Actively help to sustain the small number of larger companies
- f) Amesbury community areas consists of the Salisbury Research Triangle and Solstice Park, which provide the largest employment and business investment opportunities in the district.
- g) Any new land allocations need to be predominantly in or around Salisbury city and Amesbury
- h) Downton may be able to sustain further employment development.
- i) Old Sarum may be suitable for further expansion of employment space.
- j) Unlikely that other settlements or rural areas could feasibly take new allocations.
- k) Current policy on retention of employment sites is out of the control of the council and inconsistently applied.
- l) Instead could use criteria to assess the ability of the building to meet modern business space needs as well as employment land needs.
- m) Demand for premises of less than 3,000 sq ft
- n) Salisbury community area 75% of demand is for premises under 5,000 sq ft
- o) Amesbury demand is more for industrial space for premises under 5,000 sq ft
- p) Downton community area has a higher demand for industrial space and for mixed office and industrial space.
- q) In Mere and Tisbury demand is for small scale industrial space. Demand is for both office and industrial space, particularly very small premises of under 1,499 sq ft.
- r) In Wilton demand is mainly for industrial space.
- s) Small scale, affordable and flexible workspace should be provided to encourage new business and support the small scale nature of the businesses in the district.
- t) Encouragement of continued economic development
- u) Provide infrastructure to support new and existing economic development
- v) Provide clear land policies for different types of industrial and commercial development.
- w) Channel particular types of business into particular locations
- x) Support wide range of economic activity in rural areas
- y) In rural areas focus development in or nearer to local service centers
- z) Sites no longer meeting needs of businesses or poorly located for economic development purposes should be considered for redevelopment for Non B use class employment first followed by mixed use development and finally for residential use
- aa) Encourage innovation
- bb) Improve participation in the economy
- cc) Provide a world-class Salisbury Research Triangle and Science Park
- dd) With respect to Churchfields Industrial estate, re-locate inappropriately sited businesses to new employment sites. This requires a further 22 hectares of employment land to be identified.
- ee) With respect to Southampton road re-locate inappropriately sited employment businesses to new employment sites. This requires a further 7 ha of employment land to be identified.
- ff) Support for trade, employment, local employment and business in Mere
- gg) Encourage new business to start up in Amesbury.
- hh) Sustained balanced employment land capacity in Mere

9.0 OPTIONS

Based on the issues identified and the policy framework in place, this section draws together options. The tables below represent a long list of options from which the most realistic are identified in the final row. The impacts identified are compared against the sustainability criteria in the Appendix of this topic paper

Table 15

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
9.1	Provide for the central or the growth scenario of employment growth.	RSS	Prosperous economy in the district.	More land will need to be used.	Good	Delivery of additional jobs.	Core Strategy
9.2	Should the council support the small businesses in the district (less than 4 employees)?	Employment Land Review.	Small businesses are encouraged and supported.	Medium and larger businesses could be neglected.	Fair	Continued success of small businesses.	Core Strategy.
9.3	Should the council support the small number of large employers in the district (more than 250 employees)?	Employment Land Review.	Large businesses are encouraged and supported.	Medium and small businesses are neglected.	Fair.	Continued success of small businesses.	Core Strategy.
9.4	Do not support small or large businesses?	None.	Relies on the market to deliver businesses.	May see a reduction in either type of business.	Poor.	N/A	Do not pursue.
9.5	Provide 25-30 hectares of new employment land by 2026 (50% for B1 office, 10% for B2 general industrial and 40% for B8 storage and distribution)	RSS and Employment Land Review	More prosperous economy, and provision of correct type of employment space	Some of the employment land may need to be on Greenfield sites.	Good / Fair, the employment land needs to be provided to be in conformity with the RSS.	Allocation and take up of employment land.	LDF core Strategy with allocation in SSA and SWAAP DPDs
9.6	Relocate inappropriate employment uses on Churchfields industrial estate to new employment sites, and as a result allocate a further 22 ha of employment land.	Salisbury Vision	Release brownfield land in a central location of a comprehensive mixed-use development and remove lorries and pollution from central areas of Salisbury.	Large amount of additional employment land will need to be found.	Fair	Relocation of Churchfields	LDF Core Strategy and SSA and SWAAP DPDs
9.7	Relocate within the district part of the employment on Southampton Road, Salisbury, and as a result allocate a further 7 ha of employment land	Salisbury Vision	Release brownfield land in a central location for a mixed use development and to improve the eastern gateway to Salisbury.	Further employment land will need to be found.	Difficult to implement highway changes.	Redevelopment of Southampton road area.	LDF Core Strategy and SSA and SWAAP DPDs
9.8	Carry through existing employment	RSS and Employment Land Review	Sites that are already allocated are		Good	Continued inclusion as allocation sites	LDF SSA AND SWAAP DPD.

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
	allocations in Amesbury, Tisbury, Mere, and Downton where they have not been constructed.		maintained.				
9.9	New employment land allocations should be in and around Salisbury City.	RSS and Employment Land Review	New employment land is situated in a sustainable settlement close to all services, facilities and housing.	The rest of the district may be limited economically.	Fair – a balance should also be struck to ensure the continued prosperity of more rural areas.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
9.10	New employment land allocations should be in and around Amesbury?	RSS and employment land review	New employment land is situated in a sustainable settlement close to all services, facilities and housing.	The rest of the district may be limited economically.	Fair – a balance should also be struck to ensure the continued prosperity of more rural and other urban areas.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA DPD.
9.11	Should additional employment be added to Downton?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
9.12	Should additional employment land be added to Old Sarum?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
9.13	Should small areas of additional employment land allocations be made in Tisbury?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA DPD.
9.14	Should small areas of additional employment land allocations be made in Wilton?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
9.15	Should small areas of additional employment land allocations be made in Mere?	Need to ensure other settlements in the district can provide a range of facilities to	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in	Land allocations in LDF.	LDF core Strategy with allocation sin SSA DPD.

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
		encourage sustainability.			Salisbury is provided.		
9.16	Should the employment allocation at Boscombe Down and Porton Down be extended to the east for future development?	RSS and Employment Land Review and to Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	To ensure employment land is situated in sustainable settlements,		Good / Fair	Land allocations in LDF.	LDF core Strategy with allocations in SSA and SWAAP DPDs
9.17	Should the core strategy identify the type and size of units that should be encourage in the district and community areas.	Employment Land Review.	To ensure that the correct type of business unit is provided.		Good.		Core Strategy
9.18	Do not identify the type and size of employment unit.	None	Unknown.	The wrong kind of business space may be delivered.	Poor	N/A	Do no pursue.
9.19	Support the important contribution that smaller business make to economic activity (less than 4 employees)	Recognition of the importance that small businesses make to the economy of the district.	More prosperous economy.		Good	Positive policy to encourage small businesses and to encourage the correct kind of floorspace to be delivered.	LDF Core Strategy
9.20	Support larger companies (more than 250 employees)	Need to ensure that the larger companies / employers remain in Salisbury District and to encourage other larger companies to the area.	More prosperous economy.		Good/Fair		LDF Core Strategy
9.21	Should the council keep their existing policy to protect employment land or should they change the policy to assess the ability of the building to meet modern business space	Employment Land Review.	Consistency of policy approach.	The existing policy is felt to be subjective, difficult to apply.	Good	Employment sites are retained.	Core Strategy and General Development DPD.
9.22	Use criteria to assess the ability of the building to meet modern business space needs.	Employment Land Review.	Enables buildings that are suitable for today's economy to be retained and those that are not to be	If the current buildings in the district are not suitable for modern business needs large	Good	Employment land of the correct type is maintained. there is not a large loss in employment land.	Core Strategy and General Development DPD.

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
			replaced.	amounts of employment land may be lost.			
9.23	Should the council also base such a policy on employment space need?	Employment Land Review	Enables land that is needed to provide for jobs to be maintained for such uses.	This would additionally ensure that	Good	Employment land is maintained.	Core Strategy.
9.24	Do not have a policy protecting employment land.	None	Unknown.	Most employment land would probably be redeveloped for higher value uses such as housing and retail.	Poor	N/A	Do not pursue.
9.25	Should the core strategy identify the type and size of units that should be encouraged in the district and community areas?	Southern Area Community Plan, Nadder Valley community plan and Mere and Community Plan, Employment Land Review. Need requirements of different business users.	Enables the provision of the correct type and size of workspace. Different types of employment are segregated. A transition of uses could be provided to limit impact of some industry on housing.		Fair.	Successful policy and through land allocations.	LDF core Strategy with allocations in SSA and SWAAP DPDs
9.26	Is the floorspace split between office use, storage and distribution and general industrial the correct split that the council should be aiming towards.	Employment land review.	Correct floorspace is provided to meet local business needs.		Good	Correct floorspace is provided.	Core Strategy.
9.27	Should specific employment sites be allocated for specific kinds of employment use eg office parks, industrial parks?	Employment land review.	Some unsociable employment uses are segregated.		Fair	Sites allocated for certain land uses dependent on needs.	LDF Core Strategy and SSA and SWAAP DPDs
9.28	In rural areas focus development in or near to local service centres. (Please see Topic Paper 3 – Settlement Strategy)	PPS1, PPS7	Ensures sustainable development.		Fair	Proportion of development in or near local service centres.	LDF Core Strategy.
9.29	Should further support for trade, businesses and balanced	Mere and community pl, Mere Parish Plan	Enables Mere to become more sustainable and self-		Fair	Take up of employment sites in Mere	Core Strategy and SSA DPD/

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
	employment opportunities in Mere be provided?		sufficient?.				
9.30	Should business start up be encouraged in Amesbury?	Amesbury Parish Plan.	Encourages small scale employment opportunities		Fair	More small businesses in the Amesbury community area.	Core Strategy
9.31	Should the council require employment sites to deliver a certain percentage of business units that are small scale, affordable and flexible workspace to encourage new business and support the small scale nature of the businesses in the district?	Regional Economic Strategy for the South West, Employment Land review	Affordable units are provided for start up's and small businesses		Good.	No of affordable units	Core Strategy, General development

9.32 Please see topic paper on agriculture and farm diversification for more detail on the rural economy.

10.0. INITIAL CONSULTATION

10.1 Comments received back from Salisbury Economic development team by e-mail. All changes have been incorporated.

10.2 Copies of the topic paper were also sent to the following on 1st June 2007. No comments or responses have been received:

- a) South Wiltshire Economic Partnership
- b) Wiltshire and Swindon Economic Partnership
- c) Wiltshire Rural Regeneration Partnership
- d) Wiltshire Market Towns Partnership

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