

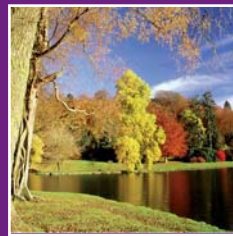
# Topic Paper 9



## Addendum

Revisions to take account of Issues and Options Consultation results

The economy and employment



# TOPIC PAPER 9 THE ECONOMY AND EMPLOYMENT - ADDENDA

## 1.0 Executive summary

1.1 This report represents a supplementary paper to Topic Paper 9 - The economy and employment. This has been produced to respond to the consultation on the Issues and Options Paper 'Salisbury and South Wiltshire – Our Place in the Future' which was consulted on for a 12 week period during the summer and early autumn of 2007.

1.2 The paper firstly analyse the results to what we asked the public specifically within the Issues and Options Paper 'Salisbury and South Wiltshire Our Place in the Future' with respect the economy and employment, the section then continues to look at relevant individual comments that were made to ascertain if there were any additional areas that needed looking into to take forward in the preferred options and then identifies some preferred options.

1.3 With respect to the economy and employment respondents where asked where new employment land should be located, whether we should use planning polices to support businesses or leave it to the market, if we should allocate site for specific employment uses or whether we should require a mix of employment uses, whether we should resist redevelopment of employment sites for housing land and whether we should allow older industrial buildings to be converted to other uses. The consultation also asked about projects within the Salisbury Vision, specific to employment land is the proposed re-modelling of Southampton road and the redevelopment of Churchfields Industrial Estate.

1.4 As a result of the consultation a number of preferred options have been identified. The options can be identified on a district-wide basis and more specific to individual places. These have been tested in the last section of this paper to ensure that they are in accordance with sustainability objectives as well as national and regional planning policy.

1.5 On a district wide basis it was clear that it is felt that the council do not work hard enough to deliver a prosperous economy and improved job prospects. Respondents wanted us to continue to use planning policies to support existing and new businesses in the district rather than leave it to market forces, this included support for both large and small businesses. Some respondents did want to leave economic development to market forces, however it is felt that this would not be a pro-active or supportive approach. This could be achieved through positive policies to try and help existing and new businesses rather than restrictive policies. For site allocations we should allocate sites for a mix of employment uses in line with the employment land review, however some preference was also given towards some specialist employment sites, for example Porton Down as well as locating businesses that required heavy transport to be located close to good roads. Respondents also supported to see a proportion of incubator business uses to be provided on employment sites

1.6 The consultation showed that respondents still wanted the council to resist the loss of business sites for other uses, but on the basis that an assessment is made as to the suitability of the site and the buildings for modern business needs and the site viability.

1.7 Most respondents agreed that the majority of new employment land should be situated within the Salisbury area, including Wilton, as well as placing additional employment in towns and villages across the district especially the local service centres of Amesbury, Downton, Mere and Tisbury. Some also wanted employment opportunities

in other villages where other development such as housing will be allocated. Respondents also suggested that employment should be accessible from housing and public transport thereby creating a balance of housing and employment to create more balanced communities. In rural areas respondents wished there to be no planning restrictions on business set up and expansion to prevent the loss of businesses to elsewhere, again rather than having no restrictions a positive policy could be developed to assist rural businesses. Another area the respondents felt could be strengthened is employment provision along the A303 corridor.

1.8 On a more place specific basis the following was identified:

**1.9 Stonehenge Community Area:** It came across clearly that the council need to strengthen, encourage and capitalise upon the opportunities presented by Porton Down and the biotechnology, environmental technology and advanced engineering sectors. This includes allocating more employment land in this location, however transport issues will need to be resolved including aspiring for the Porton/Ismiston railway station to be re-opened. In Amesbury the economy needs to be diversified with more jobs but any development in Amesbury needs to be balanced with infrastructure improvements.

**1.10 Mere and District Community Area:** For Mere it was felt that more employment land should be allocated here due to the proximity of the A303 and to encourage proper services and facilities. Some employment could also be placed in Zeals to capitalise on its proximity to the A303, supporting the facilities here and capitalise on its proximity to Bourton (Dorset).

**1.11 Nadder Valley community Area:** Respondents suggested that the west of the region needed some redevelopment. In Tisbury specifically it was felt that there were few employment opportunities and some employment land should be allocated here, but this should be small scale, well designed and in keeping with the village and surrounding countryside. The scale of any employment development needs to compliment the poor road access to the village.

**1.12 Four Rivers Community Area:** Consultation responses identified that Wilton needs growth as well as Salisbury and some Employment land should be allocated here. Several of the businesses within Wilton desperately need to expand and modernise creating a need for employment land here and the west of Salisbury. The existing business space / Shops on the High Street need supporting for small scale business and retailing. The consultation showed that it was felt that when the MOD leave the UK Land Forces site in Wilton, some employment should be created here. Elsewhere others felt that the ex-RAF/MOD site in Dinton could be used for employment.

**1.13 Southern Community Area:** It was identified that Downton needs some growth and additional employment land and that Alderbury could also be suitable for some small scale employment provision.

**1.14 Salisbury City Community Area:** The consultation showed that most employment land should be directed towards Salisbury City, where there is a desperate need. Directions of growth identified included to the west of Salisbury, extension to the Old Sarum employment Area, South of Salisbury, The Engine Shed site and the Central car park (B1 office).

1.15 The vision proposals associated with employment land – the redevelopment of Churchfields and the re-modelling of the Southampton Road area were supported. This will require the identification and allocation of additional employment land on top of the Regional Spatial Strategy requirements, this needs to be achieved to facilitate these

projects in a sustainable manner that does not just shift the problems currently experienced in these areas to elsewhere. This employment land needs to be located in Salisbury.

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

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

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

2.1 The Issues and Options that were identified within the topic papers formed the basis for the consultation document, “Salisbury and South Wiltshire, Our Place in the Future”. This document represented a 'joined up' consultation exercise incorporating questions relevant to the Community Strategy and Salisbury Vision, as well as the LDF Core Strategy Issues and Options. This document was the subject of consultation for 10 weeks between the 26<sup>th</sup> July and 5<sup>th</sup> October 2007. Over 50 public events were undertaken, to promote the process, and over 6,000 responses were received.

## **3.0 Review of Original Topic Papers**

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

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

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

### **4.1 Assessing the Local Need - Why Are We Developing Policies on the Economy and Employment Land?**

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

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

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

1. social progress which recognises the needs of everyone
2. effective protection of the environment
3. prudent use of natural resources
4. maintenance of high economic growth and employment

4.3 On a more specific level the desired outcomes at the outset of this project were overall to provide a prosperous local economy.

1. For the economy to be strong, stable, productive, innovative, competitive and sustainable which is appropriate to the nature of the District whilst minimising environmental impact.
2. The maintenance and promotion of a vibrant economy, both urban and rural, including the agricultural sector, in South Wiltshire,
3. The creation of the correct infrastructure to support business especially small ones

#### **4.4 Taking A Spatial approach**

It would be a crude mistake to develop a set of policies which are based on a 'one size fits all' premise. South Wiltshire is a rich and varied part of the Country and the issues and challenges within it vary from place to place. For example, is it the case that the demand for affordable is uniform across the area or does it vary between settlements and should our policies reflect this. We feel that they should and this way we should produce spatial strategies that are rooted in the distinctive character of specific places and are tailored to solving their particular sets of problems. This is in a nutshell for us, what spatial planning is all about.

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

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

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

4.8 A number of dimensions were used to define these areas of local life including:- secondary school catchment areas, local convenience shopping patterns, postcode town boundaries, pre-1974 urban and rural district council boundaries, housing market areas, journey

to work catchment areas, a historical study of patterns of local life by local historian, Dr. John Chandler, and the local geology/topography of the county.

Six of Wiltshire's twenty community areas are in Salisbury district, namely:

1. City community area
2. Four Rivers community area (also known as Wilton area)
3. Mere community area
4. Nadder Valley community area (also known as Tisbury area)
5. Southern community area (also known as Downton area)
6. Stonehenge community area (also known as Amesbury or Northern area)

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

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

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

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

5.1 A series of questions were asked within the Issues and Options paper 'Salisbury and South Wiltshire Our Place in the Future'. Respondents were asked to state whether they strongly agree, agree, neither agree or disagree, disagree or strongly disagree. These were determined from the National, Regional and County context, as well as looking at the local context sources and specialised evidence produced to inform the LDF. Evidence, strategies and plans looked at and detailed within Topic Paper 9 are:

1. Planning Policy Statement 1
2. Planning Policy Guidance 4
3. Planning Policy Statement 7
4. Planning Policy Guidance 13
5. Regional Planning Guidance for the South West (RPG 10)
6. Draft Regional Spatial Strategy for the South West (RSS10)
7. Draft Regional Economic Strategy for the South West (2006-2015)
8. Draft Regional Economic Strategy for the South West – Action Plan
9. Wiltshire and Swindon Economic Partnership Strategy
10. Wiltshire and Swindon Structure Plan 2016
11. Nomis 2005 data
12. South Wiltshire Economic Assessment 2006

13. Salisbury District Employment Land Review 2007
14. Salisbury District Council Economic Development Strategy (2003)
15. South Wiltshire Economic Partnership Vision
16. Salisbury Vision
17. Four Rivers Community Plan
18. Mere and Community Plan
19. Nadder Valley community Plan
20. Southern Area Community Plan
21. Stonehenge Community Plan
22. Alderbury Parish Plan
23. Amesbury Parish Plan
24. Donhead St Mary Parish Plan
25. Mere Parish Plan
26. Pitton and Farley Parish Plan

5.2 The specific questions asked regarding the economy were asked under Issue 4, option 19 and 20:

**5.3 Option 19:**

Finding new land for employment uses will be a challenge. One option would be to locate most new jobs near larger settlements to reduce the need to travel to work. We welcome your views on how you feel about locating new jobs in or around the following settlements:

- Salisbury City
- Amesbury
- Boscombe Down and Porton Down (extend existing allocation)
- Downton
- Old Sarum (extend existing allocation)
- Tisbury
- Wilton
- Mere

**5.4 Option 20:**

- We should continue to use planning policies to support existing businesses in the district rather than leave it to market forces
- We should allocate sites specifically for the office, warehousing and general industrial uses to reflect the trend away from manufacturing
- Allocating sites for mixed employment uses can encourage specialist groupings such as office parks and research and development
- Housing land has a higher value than business land. This can encourage redevelopment of business sites for housing, at the expense of local jobs. Policies should resist such redevelopment.
- Some older industrial buildings may no longer be suitable for modern employment purposes and might be appropriate for conversion to other uses, subject to safeguards and viability tests

**5.5 Option 22** dealt with the environmental impacts of business and commercial development and is dealt with under Topic Paper 1 – Climate Change and its Supplementary Report.

5.6 There were also more generally questions asked regarding the economy falling out of other topic paper areas and these include:

1. Asking within option 2 whether 'improving job prospects' was important to the community and whether they are satisfied with the local action already being undertaken in this area.
2. Asking in Option 5 whether most new development should take place in Salisbury with its existing services and facilities.
3. Part of option 6 then asked if we should continue to target new housing and employment development within the large settlements across the district, namely (beyond Salisbury) Amesbury, Wilton, Tisbury, Mere and Downton.
4. Option 7 enquired whether more new development should be allocated in order to try and grow the villages into viable local settlements with a greater range of services.
5. Part 2 sought respondents views on the Salisbury Vision. This contained 2 projects that were key to the economy of Salisbury City and Employment land identified under option 41 – The remodelling of Southampton Road with new residential development, a dual carriageway and relocation of the college and under option 42 which proposed the redevelopment of Churchfields industrial estate with a mix of residential –led purposes and finding better sites for the existing businesses.

5.7 Since this time further strategies have been published that have now been taken into account these are:

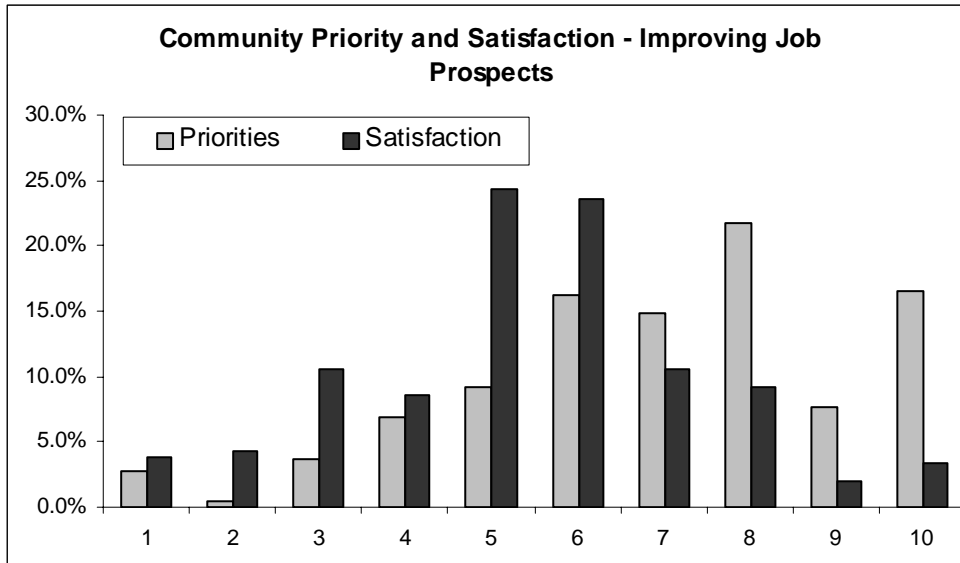
1. Regional Economic Strategy for the South West - 2006-2015 (final version)
2. Regional Economic Strategy for the South West – Delivery Framework, 2006-2009 (final version)
3. Regional Economic Strategy for the South West, 2006-2015 – Spatial Implications – Place Matters (final version)
4. Wiltshire and Swindon Economic Partnership Workspace Strategy
5. Salisbury Area Community Plan
6. Tisbury Parish Plan
7. Planning for Economic Development (ODPM, 2004)
8. Nomis 2006 data

5.8 Although these do not appear to bring up any key issues, they do strengthen certain directions with respect to both local aspirations and regional direction.

1. Strengthen and encourage the biotechnology, environmental technology and advanced engineering sectors through capitalising on the opportunities presented by Porton Down and other commercial spin-offs.
2. Develop a more coherent A303 corridor
3. Diversify the local economy in Amesbury
4. Tisbury wishes to attract new business enterprises to provide work for all whilst ensuring employment development is small scale, well-designed and in keeping with the village environment and surrounding countryside

## 6.0 Analysis of Responses

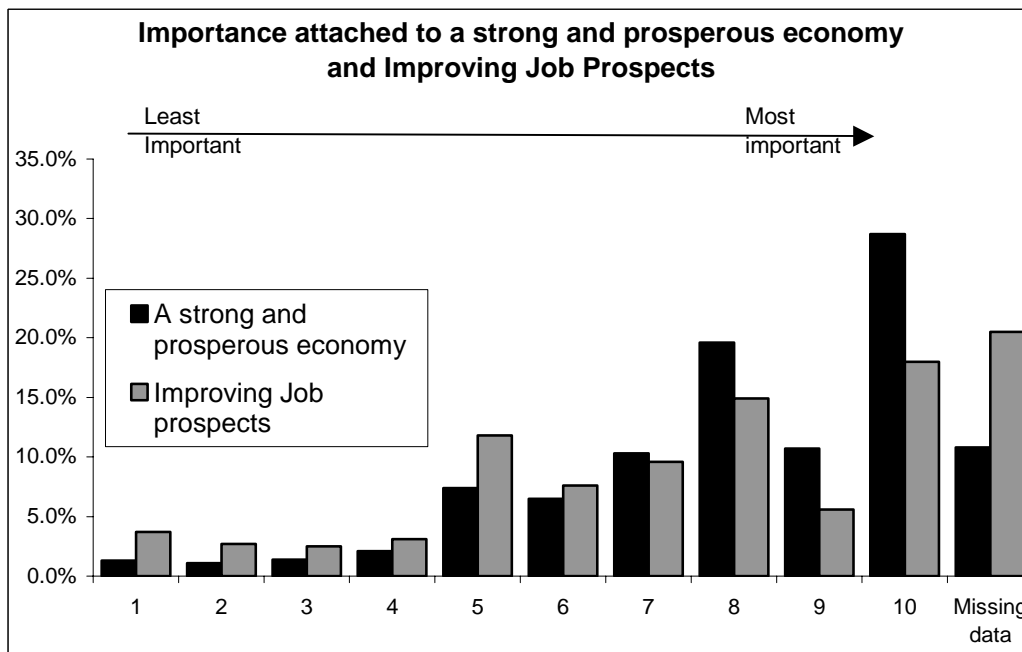
**6.1 Community Priorities** - At the beginning of Salisbury and South Wiltshire Our Place in the Future respondents were asked for their community priorities with respect to Job Prospects and how satisfied they were with local action already being taken to tackle the issue of Improving Job prospects. Respondents were asked to rank their importance from 1 (low) to 10 (high). The results are shown on the graph below:



Response rate (priorities): 392  
 Response rate (satisfaction): 30

6.2 This clearly shows that respondents were not particularly satisfied with the work that the council had undertaken to improve job prospects historically, but saw improving this area as important for the future. This will therefore be a key issue for the Core Strategy and any future community strategy to tackle.

6.3 A household survey was also undertaken which attracted 5325 responses, this was sent to every household in the district. This again asked the importance that respondents gave to Job Prospects and how important improving job prospects is to residents in the district. The results of those associated within the economy are show below:

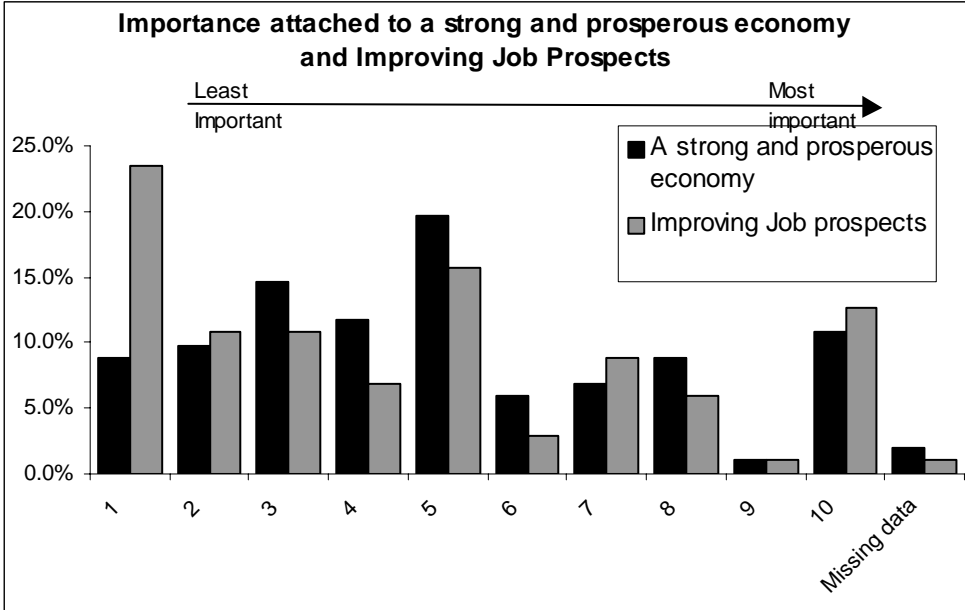


6.4 This clearly shows that a strong and prosperous economy and improving job prospects is important to residents in the district. This is clarified through identifying the mean result for each aspect, for a strong and prosperous economy the mean was 7.9 and for

improving job prospects it was 6.92. Respondents were also asked to add any comments, with respect to the economy respondents suggested that:

1. Chronic shortage of full-time job opportunities, need to do more to attract jobs to the city
2. Provide stimulating jobs
3. Top priority is jobs
4. Strong economy depends on a well-educated work-force
5. A strong and prosperous economy makes other issues achievable
6. Salisbury's economy is based on tourism

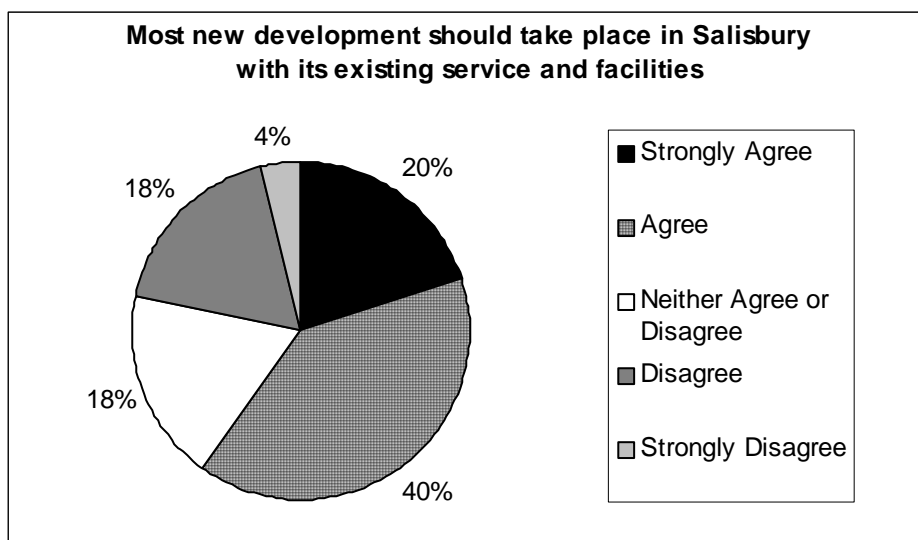
6.5 Similar questions were also asked from school pupils, this attracted 102 responses,



6.6 This appears to show that the young people were not too bothered about a strong and prosperous economy or improving job prospects with a mean of 4.98 and 4.5 respectively. However the young people did not score any aspects of the questions posed and particularly importantly overall the main scores for the school aged children was generally low.

**6.7 Salisbury and South Wiltshire – Our Place in the Future**

Option 5 asked if most new development, whether housing, employment or other land uses, should take place in Salisbury with its existing services and facilities.

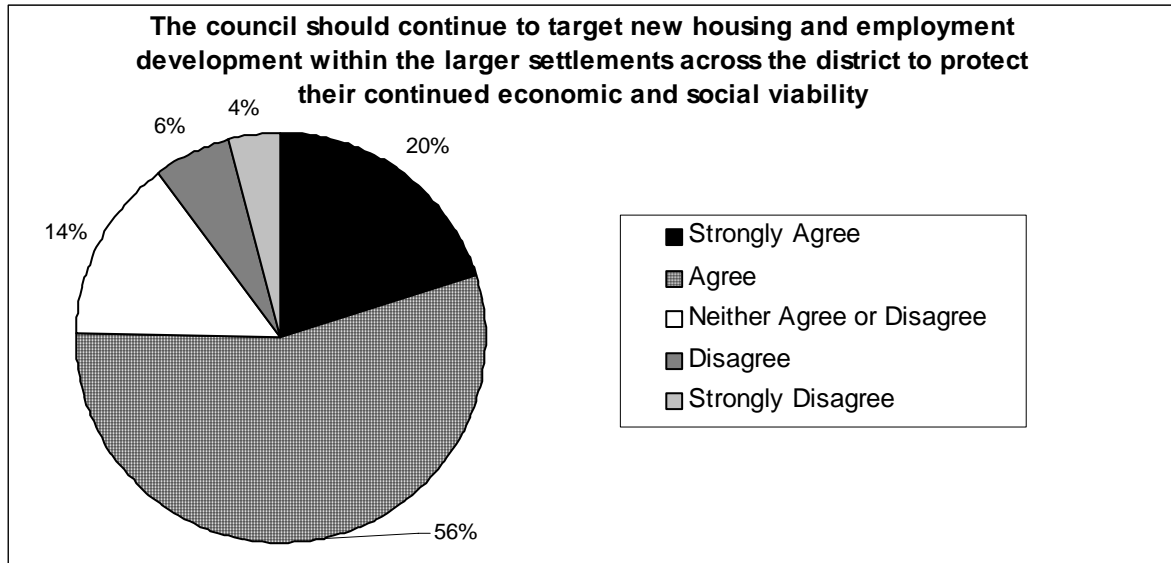


Response rate: 415

6.8 This clearly shows that at least 60% of respondents agree that Salisbury City is where most new development should take place. Respondents also had an opportunity to make written comments related to this option, key comments included:

1. Place development in and around Salisbury so long that improved infrastructure is provided, housing density is not too great and the character and setting of the city is not damaged
2. Ensure brownfield sites are built on first
3. Development should be directed to Fugglestone Red
4. Churchfields should be a mixed use redevelopment
5. Direct commercial traffic out of the city
6. Employment opportunities in the City are reducing and
7. Make sure Salisbury does not become a City with unemployment
8. If satellite centres with good employment opportunities and good facilities were developed, it wouldn't be necessary for most new development to be located in Salisbury City.
9. Providing that new employment comes to Salisbury otherwise it will only contribute to more commuting to work
10. Develop other local towns / villages that need infrastructure, to make them more sustainable
11. Salisbury is developed enough, Mere area needs developing
12. A good deal should be in Salisbury but housing and employment should be spread out even into the smallest villages
13. Salisbury could be ruined by over-development
14. Scope for growth in Salisbury
15. Amesbury in preference to Salisbury because of the A303
16. Salisbury needs to maintain its character and improve its infrastructure and services
17. Most development in Salisbury would ruin tourism and Salisbury's character

6.9 Part of option 6 then asked if we should continue to target new housing and employment development within the large settlements across the district, namely beyond Salisbury, Amesbury, Wilton, Tisbury, Mere and Downton.



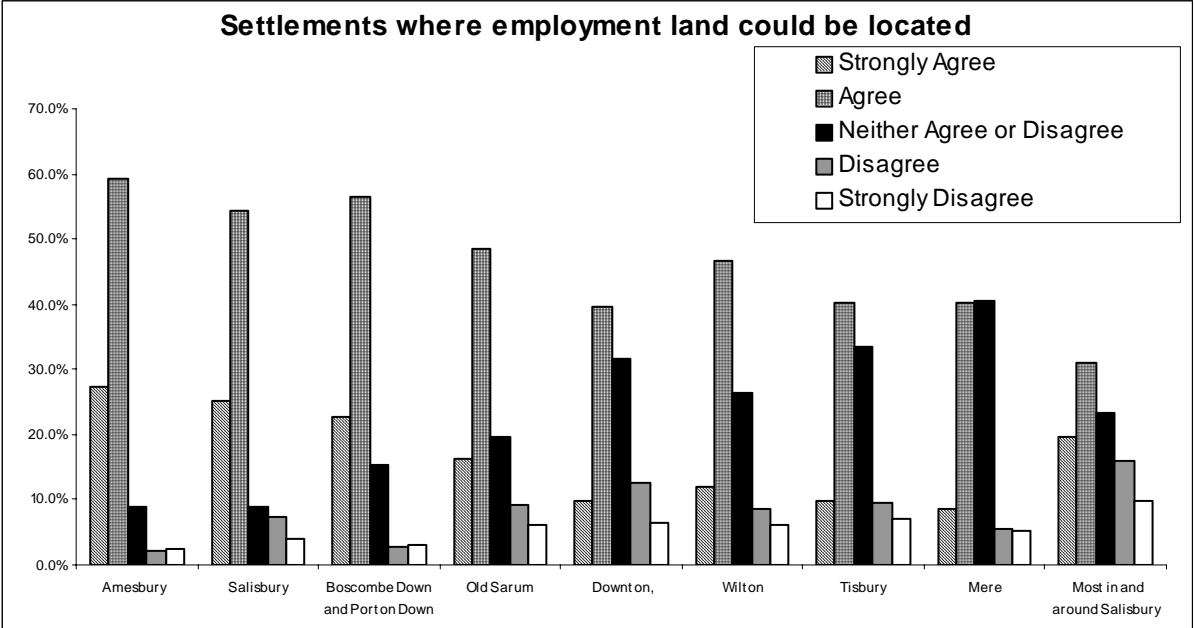
6.10 Again this shows that approximately 75% of respondents either agree or strongly agree that the council should target new housing and employment development within the larger settlements of Amesbury, Wilton, Tisbury, Mere and Downton. Respondents also had an opportunity to make written comments related to this option, key comments included:

1. Mere is already over built
2. Amesbury is ideal for development, however you need to balance growth of Amesbury and the economic viability of Salisbury.
3. Need a new site to replace churchfields
4. Separate identity of villages is important
5. Planned housing in Tisbury is a bit mistake. Tisbury has no secondary school or employment opportunities
6. Use surplus MOD / public sector land
7. New development in Amesbury should be dependant on major infrastructure improvements
8. Need proper services and facilities in Mere
9. A303 improvements to the west of Amesbury, need to be undertaken prior to any new development
10. Development needs to be throughout south Wiltshire, not just in the local centres
11. Wilton and Downton need growth too
12. Old Sarum should not be expanded until further facilities are planned.
13. Looks as if most employment development is going to go north of the city so this is where new housing should go.
14. Satellite centres with employment opportunities could be used
15. Do not join Laverstock or Wilton to Salisbury.
16. Distribute development in Salisbury and the other main settlements
17. Resist Greenfield development on the edge of towns
18. It is the countryside which makes Salisbury desirable
19. Rural areas also need to develop so families can grow
20. Other centres are less prone to damage and need infrastructure – Downton, Amesbury Wilton etc.

6.11 Further analysis of whether the smaller settlements should be identified for growth is detailed within the supplementary report to Topic Paper 3.

6.12 With respect to specific options posed associated with providing employment land respondents were asked where they thought employment land should be located.

Respondents were asked about how they felt about locating most employment land and new jobs near larger settlements to reduce the need to travel to work. Those settlements identified were Salisbury City, Amesbury, Boscombe Down and Porton Down, Downton, Old Sarum, Tisbury, Wilton and Mere. The response is shown in the graph below.



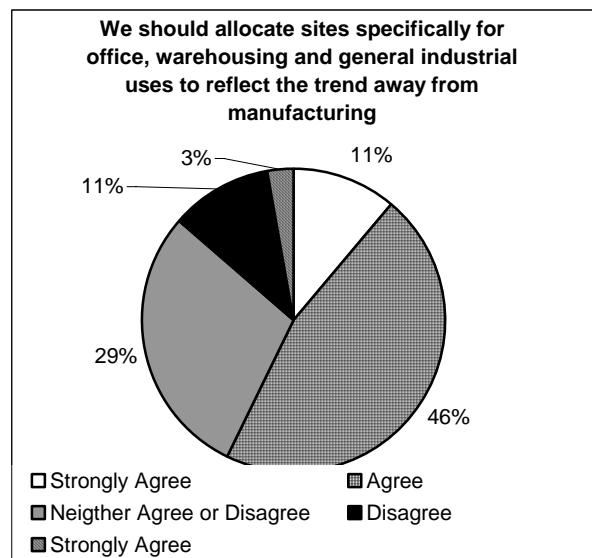
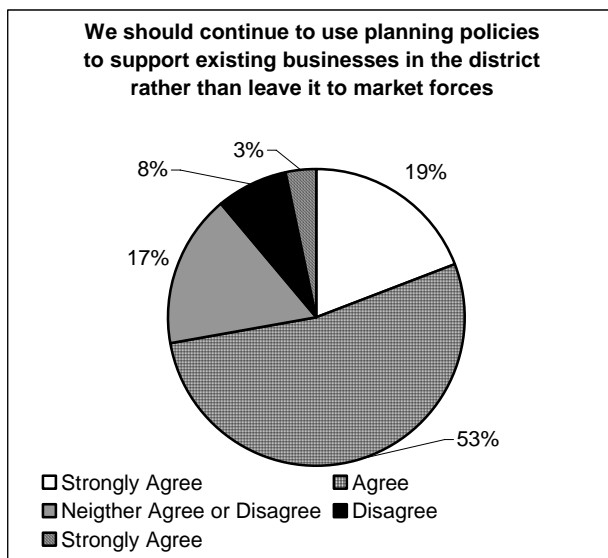
6.13 This clearly shows that most respondents felt that new employment land should be located in Amesbury, this may be because of the existence of a large employment allocation already at Amesbury namely Solstice Park. After this Salisbury City, extending the Boscombe Down and Porton Down and Old Sarum allocations were popular. Despite this respondents also felt that locating employment in the local service centres of Downton, Tisbury, Wilton and Mere were also well-liked options with very few respondents in disagreement.

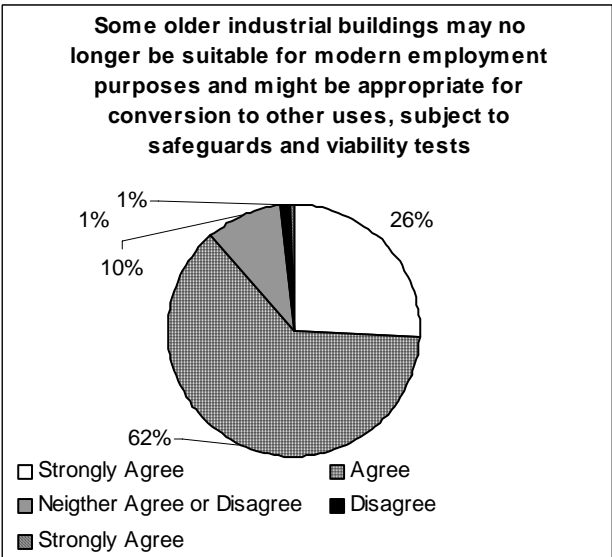
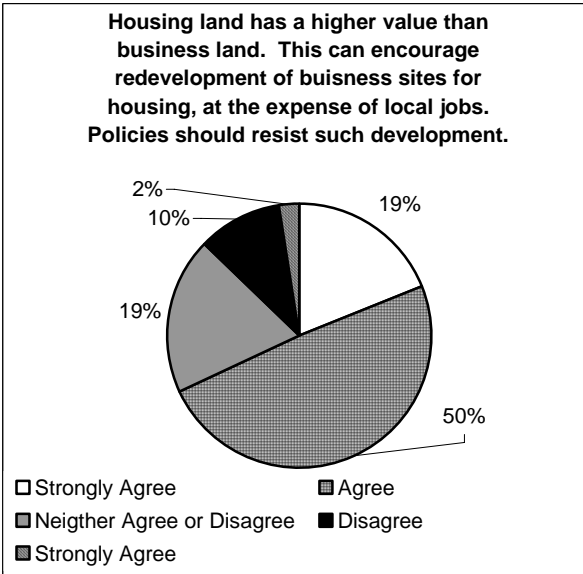
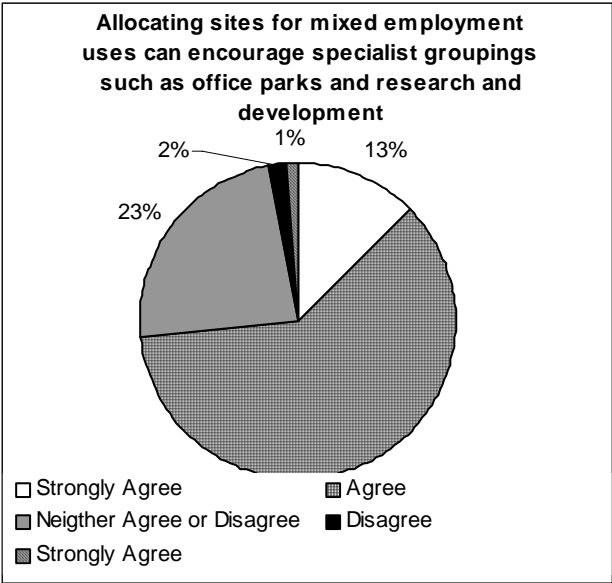
6.14 Respondents also had an opportunity to make written comments related to this option, key comments included:

1. More employment sites in Salisbury would be an advantage to stop it becoming a dormitory town
2. Distinction should drawn between establishments needing access for heavy transport
3. Tisbury has poor road facilities
4. Wilton is limited by sewerage facilities
5. Employment must be easily accessible via public transport, foot or cycle
6. In Wilton there is a need to promote existing business space / shops on Wilton high street before creating new areas
7. Due to an increase in technology many people may work at home and providing facilities may be a productive way ahead
8. Employment development should be dispersed throughout the district, appropriate to the size of the settlement
9. In Salisbury place employment in unused premises
10. The south of Salisbury City needs to take a share of the load as well as the north
11. Leave employment land to demand, let the market place lead and judge each case on its own merits
12. Alderbury is possible for employment but not mentioned, employment site in Whaddon is not yet fully utilised

13. Business parks are playing havoc with the traffic and needs to be planned carefully
14. What about Dinton and the ex- MOD land there?
15. Concentrate on providing jobs in Salisbury - this would avoid out commuting
16. Business offering employment should decide
17. Place it at Amesbury and along the A303 corridor, jobs in Amesbury should be a priority
18. Downton already has enough employment land
19. Jobs should be near housing and public transport - Salisbury and Tisbury
20. West of the region needs major redevelopment
21. Should be dedicated areas for business not mixed in with residential
22. Spread out employment chances
23. UKLF would be ideal for employment
24. Wilton Carpet factory almost moved from Wilton due to poor choice of buildings for business
25. Largest amount of employment land should be provided in and around Salisbury to avoid out-commuting
26. In rural areas employment development should be based on accessibility
27. The Porton or Idmiston railway stations should be re-opened to serve the employment sites there.
28. Governments do not create private sector jobs, they can be encouraged by less red tape.
29. Higher quality jobs in Salisbury
30. Place B1 office in the central car park
31. Avoid industrial sprawl
32. Boscombe / Porton Down and Old Sarum would need better roads
33. DSTL plans for Porton expansion are extensive
34. Downton can accommodate further employment use
35. Balance housing and employment in order to develop more balanced and sustainable communities that minimise the need to travel.
36. Should avoid increased journeys through the national park
37. Mixture of jobs and employment on UKLF

6.15 Respondents were then asked how we support employment and try to prevent job losses, the options posed and responses received are shown in the graphs below.





The graphs clearly show that respondents were in agreement with the options posed and therefore should be taken forward. These are:

- Continue to use planning policies to support existing businesses in the district rather than leave it to market forces
- Allocate sites specifically for office, warehousing and general industrial uses to reflect a trend away from manufacturing
- Allocate sites for mixed employment uses can encourage specialist grouping such as office parks and research and development
- Housing land has a higher value than business land. This can encourage redevelopment of business sites for housing, at the expense of local jobs. Policies should resist such development
- Some older industrial buildings may no longer be suitable for modern employment purposes and might be appropriate for conversion to other uses, subject to safeguards and viability tests.

6.16 Respondents also had an opportunity to make written comments related to this option, key comments include:

1. Remove some of the red tape to encourage entrepreneurialship (rates etc)
2. Re-pursue the Brunel link to Netherhampton Road.
3. The provision of a bypass to the city is vital
4. Market forces do strange things to the community and its economy
5. Business developments should be away from arterial roads to prevent another Southampton Road
6. We have a large number of ugly, old and under-used commercial sites which must be released for redevelopment
7. Allocate sites with reference to the transport infrastructure
8. Need to plan for smaller businesses and the ability of the building to meet modern business space needs
9. Need to develop small high tech industry
10. Brownfield employment sites should only be released for housing when it is clear that existing buildings will not be used for business
11. Focus commercial development on clearly defined areas, reduce regulation and let the market take its course
12. Develop small suitable businesses in residential areas
13. Still encourage smaller manufacturing businesses– there may be an environmentally friendly comeback! Manufacturing should not be discouraged, better to have mixed development
14. Allow industrial estates to modernise
15. SDC should be commended for resisting housing on employment sites
16. There should be no planning restrictions on business set up in rural areas
17. Council should avoid blanket policies which resist redevelopment of business land. This approach would be inconsistent with PPS3. A criterion based policy would be appropriate
18. Control direction of development but not over specify solutions
19. Ensure development enhances the region
20. Business sector needs to forge strong links with educational establishments to enable a well-motivated skilled workforce.
21. Resist redevelopment of business sites unless alternative employment is found elsewhere.
22. Enable existing businesses to expand and improve rather than loosing the business to the parish
23. Assess sites individually
24. Land allocations need to be made with careful reference to demand

### **6.17 Economy focus group**

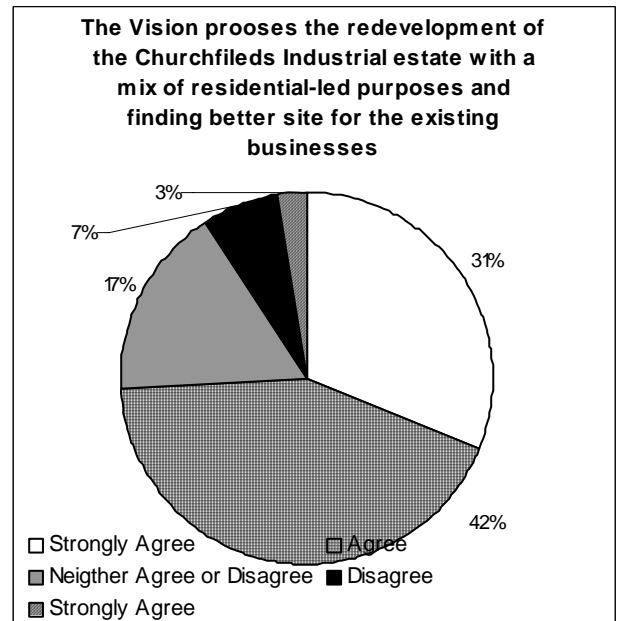
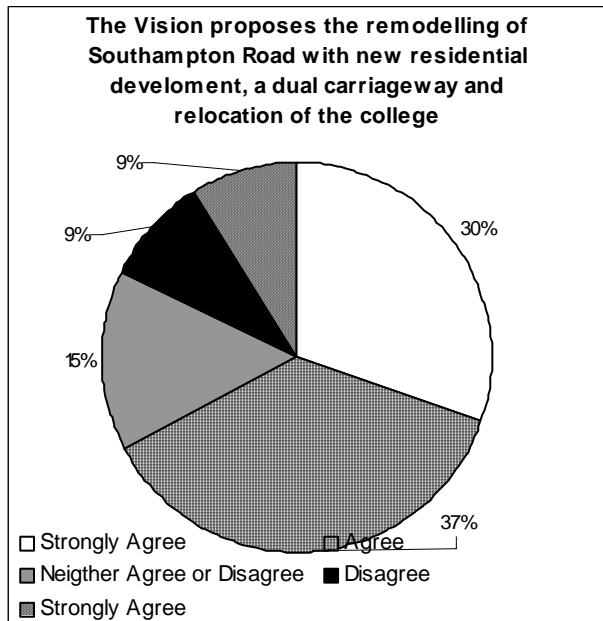
6.18 An economy focus group was held on 2<sup>nd</sup> October 2007 with the remit of *'holding a round table discussion with key stakeholders to discuss and review the Salisbury District Council's economy section of the Issues and Options paper and to identify any important omissions or opportunities'*. Those attending represented economic concerns within the district as well as representatives from south Wiltshire economic partnerships, Salisbury and Stonehenge Tourism Partnership and the Federation of Small Businesses and representatives from Wiltshire county council.

6.19 Key points identified during the meeting identified that:

1. Business in Wilton such as the Wilton Carpet Factory and the Felt Mill desperately need to expand and modernise. They cannot do this on their existing sites. Harnham Business Park does not appear to have appetite for a factory. Therefore desperate need for employment land west of Salisbury.
  2. Affordable housing is needed to support the expansion of manufacturing businesses
  3. Need to identify transport issues associated with stifling the economy and transportation issues at Porton Down
  4. Travel plans are hurdles on businesses
- New employment sites distributed around the district are also required. Feel it was a mistake putting most of the employment allocations in Amesbury as this is not necessarily where the businesses want to be located.
  - New employment land in Salisbury City is desperately needed. Growth of a number of businesses on Chrchfields is being stunted by a lack of suitable sites
  - Employment land needs to be for B1, B2 and B8 uses not retail based employers.

## 6.20 The Salisbury Vision

Respondents also had an opportunity to comment upon the Salisbury Vision, two of the proposals within the Vision were directly relevant to the provision of employment land – the remodelling of Southampton Road and Churchfields industrial estate. The results of the questionnaire are shown in the pie charts below.



6.21 Respondents also had an opportunity to make written comments related to this option, key comments included:

### 6.22 Southampton Road

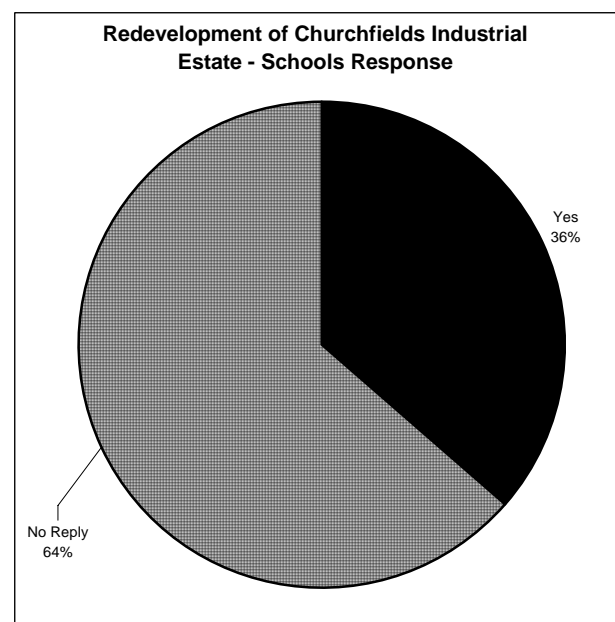
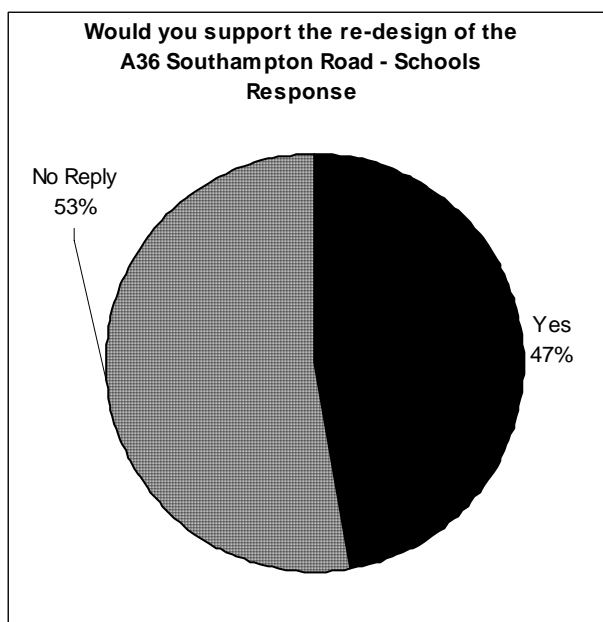
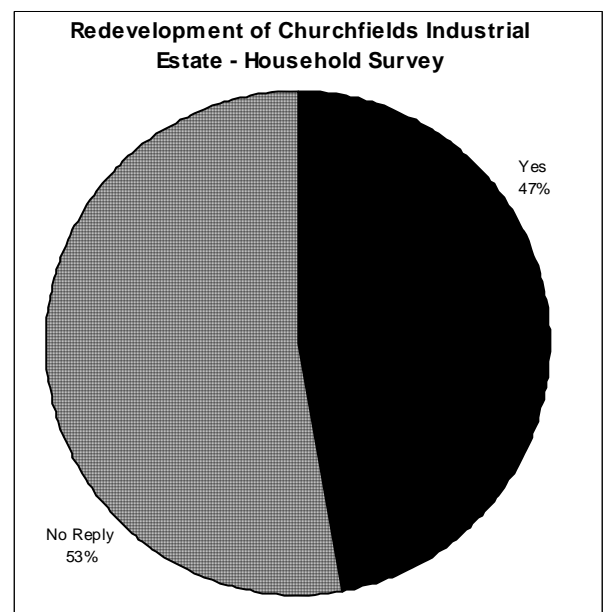
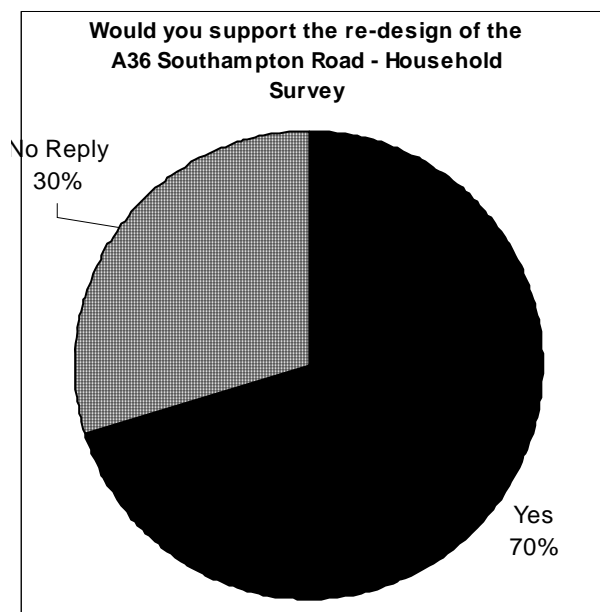
1. Southampton Road definitely needs dualling
2. Southampton Road is a commercial area which would have to be re-sited causing more traffic problems elsewhere.
3. Re-site businesses from Southampton Road to an out of town industrial estate and build a hotel or two
4. Changes must take place to ensure flow of traffic in Salisbury
5. Southampton Road is an eyesore and is a very depressing view for visitors when they enter the city
6. Where will all the businesses and industrial units go?
7. Redevelopment of an established retail warehouse would not be sustainable. Aspirations need to be based in the context of reality

### 6.23 Churchfields

1. Re-development of churchfields is the most important
2. Churchfields would need to be re-sited which could create more traffic problems, it is additionally a flood risk zone
3. Re-site businesses to proper out of town sites
4. Business must be sited away from the existing residential areas
5. Salisbury District Council Business survey in 2003 identified Churchfields has a turnover of £600m employing 4,500 most businesses are satisfied and settled.
6. Provide the Brunel link instead.
7. Improve what is there already.
8. Redevelop churchfields for a mixture of offices, homes, small businesses and hotel.
9. Road access to churchfields would be sufficient

10. Move dump / recycling centre from churchfields or provide better access
11. How will you afford to move the businesses off Churchfields
12. Put churchfields on greenfields at Harnham
13. Churchfields is on a floodplain
14. Redevelopment of Churchfields would also result in the loss of safeguarded land for waste management use which is against the Wiltshire Waste Local Plan.
15. Churchfields is in part a landfill site and contamination issues would need to be considered.
16. Put employment on the Engine shed site.

6.24 Similar questions were also posed within the schools questionnaire and within the wider questionnaire mailed to all households. The questionnaires asked whether respondents would support the projects. Results are shown below:



6.25 The main consultation documents offered the opportunity to answer the Vision questions in five different ways i.e *agree/disagree/strongly agree/strongly disagree or neither agree or disagree*. In the householder and schools survey, questions on the Vision were asked in a slightly different way to those in the main consultation documents. In these surveys, respondents were asked to tick the Vision projects which they supported. In light of this, analysis of these results needs to be undertaken with a note of caution. Due to the way in which the questions were asked, no firm conclusion as to the nature of non 'yes' votes can be arrived at. The absence of a 'yes' vote for a Vision project does not automatically mean that the respondent does not support the project as the respondent could equally have no view on the matter.

## **7.0 Spatial analysis of results**

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

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

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

1. Work harder to improve job prospects and provide a strong and prosperous economy throughout the district
2. Housing and employment development could be directed towards the larger settlements across the district to protect their continued economic and social viability
3. Continue to use planning policies to support existing businesses in the district rather than leave it to market forces, including small and large businesses
4. Allocate site specifically for office, warehousing and general industrial uses to reflect the trend away from manufacturing
5. Plan for 25 – 30 ha of new employment land (excluding the vision projects) approximately 53% for B1 office, 12% for B2 general industrial or 35% for B8 storage and distribution
6. Allocate sites for mixed employment uses to encourage specialist groupings such as office parks and research and development
7. Policies should resist the loss of business sites for housing, especially if this is at the expense of local jobs
8. Older industrial buildings that may no longer be suitable for modern employment purposes might be appropriate for conversion or redevelopment to other uses, subject to safeguards and viability tests, and the ability of the building to meet modern business needs.
9. Allow industrial estates to modernise
10. Council should avoid blanket policies which resist redevelopment on business land – such an approach would be inconsistent with PPS3
11. Strengthen and encourage the biotechnology, environmental technology and advanced engineering sectors through capitalising on the opportunities presented by Porton Down and other commercial spin offs such as the development of small high tech industry and full-time and stimulating job opportunities.
12. Separate identity for the villages is important
13. Development needs to be throughout south Wiltshire, not just the local centres
14. Develop a more coherent A303 corridor
15. Distinctions should be drawn between establishments needing access for heavy transport

16. Employment must be easily accessible from housing by public transport, foot or cycle in rural areas as well as urban
17. Business parks need to be planned carefully in relation to traffic
18. Travel plans are hurdles on businesses
19. Providing space and technology to enable home working
20. Let the employment land market place be lead and judged by demand and judge each on its own merits
21. Encourage businesses through less red tape
22. Focus commercial development on clearly defined areas and let the market take its course
23. Develop small suitable businesses in residential areas
24. Don't exclude manufacturing – it may make an environmentally friendly come-back
25. Council has been successful at retaining employment sites
26. There should be no planning restrictions on business set up in rural areas
27. Need employment sites throughout the district
28. Make more effort to attract businesses to the area
29. Need to maintain existing companies as well as attracting new ones
30. Incubator (affordable) business units need to be provided, this could be a percentage of an employment site
31. How do we allow companies to grow from maybe 5 staff to 15.
32. Balance housing and employment in order to develop more balanced and sustainable communities that minimise the need to travel.
33. Ensure development enhances the region
34. Business sector needs to forge strong links with educational establishment to enable a well-motivated skilled workforce
35. Resist redevelopment of business sites unless alternative employment is found elsewhere
36. Enable existing businesses to expand and improve rather than losing the business to the parish
37. Assess sites individually
38. Land allocations need to be made with careful reference to demand

**7.3 Rural Issues** - Enable existing businesses to expand and improve rather than losing the business to the parish

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

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

### **7.5 Mere and District**

1. West of the region needs major redevelopment

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

1. Mere is already overbuilt
2. Develop a coherent A303 corridor
3. Mere area needs developing
4. Need proper services and facilities in Mere
5. Some employment land should be allocated in Mere.

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

1. Develop a coherent A303 corridor

### **7.8 Cluster villages:**

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.10 Rural issues:**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.11 Nadder valley**

1. West of the region needs major redevelopment

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

1. Attract new business enterprises to provide work for all whilst ensuring employment development is small-scale, well-designed and in keeping with the village environment and surrounding countryside.
2. Tisbury has few employment opportunities
3. Some employment land should be allocated in Tisbury.
4. Tisbury has poor road access and therefore cannot take too much employment
5. Employment should be near to housing and the best travel locations – Salisbury and Tisbury

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.15 Other villages:**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.16 Rural issues:**

Specific rural issues associated with the rural economy, agriculture and farm diversification are addressed within Topic Paper 7 and its supplementary report.

### **7.17 Stonehenge**

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

1. Diversify the local economy in Amesbury
2. Some employment land should be located in Amesbury
3. Develop Amesbury in preference to Salisbury due to the proximity of the A303.
4. Amesbury is ideal for development, however you need to balance growth of Amesbury and economic viability of Salisbury
5. New development in Amesbury should be dependant on major infrastructure improvements
6. A large proportion of employment land should be in Amesbury
7. Jobs in Amesbury should be a priority

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

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

1. Capitalise on the opportunities presented by Porton Down.
2. A large proportion of employment land should be allocated through extending Porton Down.
3. Identify and resolve transport issues associated with stifling the economy at Porton Down

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

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

1. The Porton or Idmiston railway stations should be re-opened to serve the employment sites there.

### **7.23 Other villages:**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.24 Rural issues:**

Specific rural issues associated with the rural economy, agriculture and farm diversification are addressed within Topic Paper 7 and its supplementary report.

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

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

1. Wilton needs growth too.
2. Some employment land should be allocated in Wilton
3. The existing business space / shops on Wilton High Street need promoting before creating new areas.
4. Wilton could be limited by sewerage facilities
5. Some existing businesses such as the Wilton Carpet Factor and the Felt Mill desperately need to expand and modernise. They is a desperate need for employment land here or to the West of Salisbury.
6. Place a mixture of jobs and employment on the UKLF site

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

1. The ex-MOD site could be used for employment purposes

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.29 Other villages:**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.30 Rural issues:**

Specific rural issues associated with the rural economy, agriculture and farm diversification are addressed within Topic Paper 7 and its supplementary report.

### **7.31 Southern**

1. Avoid increased journeys through the new forest national park.

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

1. Downton needs growth too
2. Some employment land should be allocated in Downton
3. Downton already has enough employment land

### **7.33 Main village: Alderbury**

1. Alderbury is possible for some small scale employment but not flagged up.

### **7.34 Main village: Whiteparish**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.35 Main village: The Winterslows**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

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

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.37 Other villages:**

No spatial implications with regard to employment land and the economy have arisen from the consultation.

### **7.38 Rural issues:**

Specific rural issues associated with the rural economy, agriculture and farm diversification are addressed within Topic Paper 7 and its supplementary report.

### **7.39 Salisbury City**

1. Most of the Employment land should be directed towards Salisbury City in line with improved infrastructure that does not alter greatly the character and setting of the city.
2. One direction of growth could be Fugglestone Red
3. Desperate need for employment land west of Salisbury
4. Desperate need for new employment land in Salisbury City
5. Old Sarum should not be expanded until further facilities are planned
6. A large proportion of employment land should be in Salisbury City and Old Sarum
7. Churchfields should be redeveloped for mixed use development that includes some employment.
8. Improve what is there already on Churchfields
9. Redevelopment Churchfields for a mixture of offices, homes and small businesses and hotel
10. Churchfields would be fine if the road access was improved
11. Move rubbish tip and recycling centre from Churchfields

12. The Recycling and waste site on Churchfields is safeguarded land for waste management within the Wiltshire Waste Local plan
13. Part of Churchfields is a landfill site which may have contamination issues.
14. Need to find a new site to replace churchfields
15. Put churchfields on greenfields at Harham
16. Make sure Salisbury does not become a City with unemployment
17. More employment sites in Salisbury would be an advantage, ensure that it comes here
18. Place employment in unused premises in Salisbury
19. The south of Salisbury needs to take a share of the employment land load as well as the north
20. Focusing jobs in Salisbury would limit out-commuting
21. Re-pursue the Brunel link between Churchfields and Netherhampton Road. The provision of a by-pass to the city is vital to economic development.
22. Business developments in Salisbury should be away from arterial roads to prevent another Southampton Road.
23. If we do not provide jobs in Salisbury City it will become a retirement town
24. Southampton Road needs dualling
25. Re-siting Southampton road could just cause traffic problems elsewhere
26. Re-site Southampton road to an out-of-town industrial estate, it is an eyesore and a depressing view for visitors when they enter the city
27. Salisbury's economy is based on tourism
28. High quality jobs in Salisbury
29. Place B1 office in the central car park
30. Put employment on the Engine Shed Site

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

There does not appear to be any follow up work required, however, if the job numbers within the Regional Spatial Strategy increase the employment land review may need updating.

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

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

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
<b>District Wide or wider area implications</b>				
8.1. Work harder to improve job prospects and provide a strong and prosperous economy throughout the district	Positive – in line with SA objectives 2, 3, 11, 17, 18	Accords with national policy	Yes, could be an aim of the overall vision.	Can take forward.
8.2. Housing and employment development could be directed towards the larger settlements across the district to protect their continued economic and social viability	Positive– in line with SA objectives 2, 5, 17, 18, 21, however there would be a negative aspect in respect to objective 5 as services and facilities in smaller settlements may decline.	Accords with policy	Yes.	Need to ensure that smaller settlements are accessible to the larger local centre.
8.3. Business sector needs to forge strong links with educational establishment to enable a well-motivated skilled workforce.	Positive – in line with SA objective 2 and 19	Accords with national and regional policy.	Yes, however, council would be relying on other bodies to deliver this.	Can encourage businesses to link with educational establishments, but cannot force them.
8.4. Continue to use planning policies to support existing businesses in the district rather than leave it to market forces, including supporting small and larger businesses	Positive – in line with SA objectives 11, 12, 13, 14, 15, 16, but could be slightly negative towards objective 17.	Accords with national and regional policy.	Yes.	Can take forward.
8.5. Allocate sites	Positive – in line with SA	Accords with national	Yes	Can take forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
specifically for office, warehousing and general industrial uses to reflect the trend away from manufacturing.	objectives 11, 13, 17 and 18.	and regional policy		
8.6. Plan for 25-30 ha of new employment land (excluding the vision projects) split between approximately 53% B1 (office), 12% B2 (general industrial) and 35% B8 (storage and distribution).	Positive – in line with SA objectives 2, 17 and 18.	In accordance with national and regional policy.	Yes	Take this forward, it is a requirement to find a certain number of jobs and corresponding employment land to 2026, spatial distribution is identified later on in this table.
8.7. Allocate sites for mixed employment uses to encourage specialist groupings such as office parks and research and development.	Positive – in line with SA objectives 11, 13, 17 and 18.	In accordance with national and regional policy.	Yes	Mixed employment sites that must exclude retailing could encourage the economy more than allocating site for individual business uses, however some areas may be more suited to specialised employment sites.
8.8. Policies should resist the loss of business sites for housing, especially if this is at the expense of local jobs.	Positive – in line with SA objectives 2, 17, 18	In accordance with national and regional policy.	Yes	Can be taken forward, the economy needs to be supported.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
8.9. Older industrial buildings that may longer be suitable for modern employment purposes might be appropriate for conversion or redevelopment to other uses, subject to safeguards and viability tests and the ability of the building to meet modern business needs.	Positive – in line with SA objective 1, 11, 17 and 18	In accordance with national and regional policy. So long as the redevelopment looks at non B use class employment firms, followed by missed use including residential taking account of potential higher employment densities.	Yes	Can be taken forward to ensure brownfield land is re-used if the site is deemed unviable and not suitable for modern employment purposes.
8.10. Resist redevelopment of business sites unless alternative employment is found elsewhere	Positive in line with SA objectives 17 and 18.	Possible conflict with the draft RSS for the south west, which requires local authorities to look at whether an employment site meets the need of business or is poorly located for economic development purposes.	Yes	Despite the public's message, redevelopment uses would need to be controlled in accordance with the RSS.
8.11. Allow industrial estates to modernise.	Positive – in line with SA objectives 11, 17 and 18.	In accordance with national and regional policy.	Yes.	Can be taken forward.
8.12. Ensure their policies are dynamic and not blanket which resist any	Positive – in line with SA objectives 11, 17 and 18.	In accordance with national and regional policy.	Yes.	Can be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
redevelopment on business land.				
<b>8.13. RURAL</b> - Enable existing businesses to expand and improve rather than losing the business in parishes	Please see Topic Paper 7 supplementary report.			
8.14. Strengthen and encourage the biotechnology, environmental technology and advanced engineering sectors through capitalising on the opportunities presented by Porton Down and other commercial spin-offs such as the development of high-tech and provision of more full-time stimulating jobs.	Positive – in line with SA objectives 17 and 18.	In accordance with national and regional policy.	Yes	Can be taken forward
8.15. Separate identity for the villages is important,	Positive – in line with SA objective 22.	In accordance with national and regional policy.	Yes	Can be taken forward.
8.16. Employment development needs to be throughout south Wiltshire.	Neutral / Negative – against SA objective 17 and 18.		Possible	Although ideally all villages would like a number of employers to enhance their

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
				sustainability, businesses tend to cluster and choose locations or reasons such as accessibility and sustainability. Many villages in the district would fail the test of sustainable locations.
8.17. Develop a more coherent A303 corridor economically.	Neutral – in line with SA objective 17 and 18, but against SA objective 10 as travel by car and lorry is not as sustainable as other uses although the A303 connection is a good road.	In accordance with regional and national policy.	Issues with dualling of the A303, although the road does represent strong links that can be capitalised upon.	Can be taken forward.
8.18. Distinctions should be drawn between establishments needing access for heavy transport.	Positive – in line with SA objective 5, 9, 10, 17 and 18.	In accordance with regional and national policy	Yes	Can be taken forward, making sure that employment uses using heavy industry are located in places with easy access.
8.19. Employment must be easily accessible from housing by public transport, foot or cycle in	Positive – in line with SA objectives 5, 9, 10, 17 and 18.	In accordance with regional and national policy.	Yes	Can be taken forward by ensuring that employment is provided through

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
rural areas as well as urban.				mixed used developments and is situated in accessible locations to other uses.
8.20. Business parks need to be planned carefully in relation to traffic	Positive – in accordance with SA objective 10.	In accordance with regional and national policy.		Sites can be planned to try and ensure minimal use of the car.
8.21. Travel plans are hurdles on business	Negative – against SA objective 10.	Travel plans are a requirement of national planning guidance.		Despite the desire for businesses not to produce travel plans, this is not an option that should be pursued. It fails the tests of the SA and compliance with national and regional policy.
8.22. Let the employment land market place be lead and judged by demand and judge each on its own merits.	Negative against SA objective 10,	Against regional policy which requires local authorities to plan for the delivery of additional jobs. Central governments requirement to translate job numbers into employment land requirements through the employment land		Without employment allocations and promotions, little employment land may be delivered and any employment land coming forward may not be in sustainable locations nor meet the criteria of sustainable development.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
		review would also potentially not be met.		
8.23 Encourage businesses through less red tape	Positive – in accordance with SA objective 17	N/A	Although not against national or regional policy is the responsibility of the council to set business rates, these are not set through the Local Development Framework or the Core Strategy.	Despite the public's message this cannot be taken forward within the LDF. The council will need to investigate this through other avenues.
8.24. Focus commercial development on clearly defined areas and let the market take its course	Possibly against SA objective 17 and 18 – sometimes commercial development needs to be helped rather than relying on the market to deliver.			This could be taken forward with caution. Sometimes commercial development needs to be helped rather than relying on the market to deliver, however policies need to be flexible enough in order to encourage business development.
8.25. Develop small suitable businesses in residential areas	In accordance with SA objectives 5, 17 and 18.	In accordance with national and regional policy in providing sustainable communities.	Should be few issues in deliverability.	Can be taken forward.
8.26. Don't exclude manufacturing – it may make an environmentally	In accordance with SA objective 8, 9, 17 and 19.	In accordance with national and regional policy. Some B2	Should be few issues in deliverability.	Can be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
friendly come-back		general industrial has been identified as being required locally.		
<b>8.27. RURAL</b> - There should be no planning restrictions on business set up in rural areas	Please see Topic Paper 7 supplementary report			
8.28. Need employment sites throughout the district	In accordance with SA objective 2, 17 and 18.	Only in accordance with Regional policy if it is in accordance with the scale of the settlement and can accommodate future growth of business, extends the services available promotes self-containment or does not significantly increase traffic.		Can be taken forward as long as in conformity with the RSS.
8.29. Make more effort to attract businesses to the area	In accordance with SA objectives 17 and 18.	In accordance with regional and national policy.	Can be delivered through positive planning policies and more partnership working with economic development and south Wiltshire economic partnership.	Can be taken forward – the council can make the area more attractive by creating positive planning policies to encourage businesses to the area, especially niche industries.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
Need to maintain existing companies as well as attracting new ones				
8.30. Incubator (affordable) business units need to be provided, this could be a percentage of an employment site	In accordance with SA objective 17 and 18.	In accordance with regional and national policy to meet the needs of small businesses.	Can be delivered	Can be taken forward, however a specific percentage of requirement will need to be identified.
8.31 Allow companies to grow from maybe 5 staff to 15.	In accordance with SA objective 17 and 18.	In accordance with regional and national policy to meet the needs of small and growing businesses.	Could be delivered through a positive policy allowing business expansion – see also Topic Paper 7 Supplementary Report	Can be taken forward through a positive planning policy.
8.32 West of the region needs major redevelopment	In accordance with SA objectives 2, 5, 17 and 18.	In order to accord with national and regional policy this needs to be provided at a scale that is in accordance with the scale of the settlement and housing delivery.	Yes.	Can be taken forward, such settlements should be identified within the settlement strategy and then allocated with the SWAAP or SSA.
<b>Mere and District</b>				
8.33 Mere is already overbuilt	Against SA objective 1, 2, 5, 17 and 18.	Against national and regional policy – Mere functions as a local service centre and more employment	N/A	Do not take forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
		development whilst also encouraging those businesses already there could make it a more sustainable community.		
8.34 Develop a coherent A303 corridor	Neutral – in line with SA objective 17 and 18, but against SA objective 10 as travel by car and lorry is not as sustainable as other uses although the A303 connection is a good road.	In accordance with regional and national policy.	Issues with dualling of the A303, although the road does represent strong links that can be capitalised upon.	Can be taken forward.
8.35 Mere area needs developing	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.
8.36 Need proper services and facilities in Mere	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.
8.37 Some employment land should be allocated	In accordance with SA objective 1, 2, 3, 5, 10,	In accordance with regional and national	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
in Mere	17, 18, 20 and 21.	policy (as long as the scale is in accordance with the size of the settlement).		
<b>Nadder Valley (Tisbury area)</b>				
8.38 Tisbury - Attract new business enterprises to provide work for all whilst ensuring employment development is small-scale, well-designed and in keeping with the village environment and surrounding countryside.	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.
8.39 Some employment land should be allocated in Tisbury	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.
8.40 Tisbury has poor road access and therefore cannot take too much employment	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.
<b>Stonehenge</b>				
8.41 Diversify the local economy in Amesbury,	In accordance with SA objective 1, 2, 3, 5, 10,	In accordance with regional and national	Yes	Should be taken forward – and ensure

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8.42 Jobs in Amesbury should be a priority	17, 18, 20 and 21.	policy (as long as the scale is in accordance with the size of the settlement).		Solstice Park remains as an employment site.
8.43 Some employment land should be located in Amesbury	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.
8.44 Develop Amesbury in preference to Salisbury due to the proximity of the A303.	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	Against Regional policy as Salisbury is identified as a SSCT which means that more development should be identified here.	No.	Do not take forward
8.45 A large proportion of employment land should be in Amesbury	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	Against Regional policy as Salisbury is identified as a SSCT which means that more development should be identified in Salisbury rather than Amesbury.	No.	Do not take forward – however balance the employment in line with housing growth and carry through Solstice Park employment site.
8.46 Amesbury is ideal for development, however you need to balance growth of Amesbury and economic viability of Salisbury	In accordance with SA objective 1, 2, 3, 5, 10, 17, 18, 20 and 21.	In accordance with regional and national policy (as long as the scale is in accordance with the size of the settlement).	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
8.47 New development in Amesbury should be dependant on major infrastructure improvements	In accordance with SA objectives 2, 5, 10, 13, 17 and 18.	In accordance with regional and national policy, however if roads are being implied, this will depend on the outcome of the Transport assessment. – Please see Topic Paper 15	Yes	Infrastructure should be provided within any employment development to support Amesbury.
8.48 Capitalise on the opportunities presented by Porton Down.	In accordance with SA objectives 17 and 18.	In accordance with regional and national policy.	Yes	Should be taken forward.
8.49 A large proportion of employment land should be allocated through extending Porton Down.	In accordance with SA objectives 17 and 18.	In accordance with regional and national policy.	Yes	Should be taken forward.
8.50 Identify and resolve transport issues associated with stifling the economy at Porton Down	In accordance with SA objectives 10, 17 and 18.	In accordance with regional and national policy.	Yes	Should be taken forward.
8.51 The Porton or Idmiston railway stations should be re-opened to serve the employment sites there.	In accordance with SA objectives 10, 17 and 18.	In accordance with regional and national policy.	Yes	Should be taken forward.
<b>Four Rivers: Ebble, Nadder, Wylde, Till.</b>				
8.52 Wilton needs growth too, whilst ensuring	In accordance with SA objective 1, 2, 5, 10, 11,	In accordance with national and regional	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
sewerage facilities have capacity.	17 and 18.	policy		
8.53 Some employment land should be allocated in Wilton. Some existing businesses such as the Wilton Carpet Factor and the Felt Mill desperately need to expand and modernise. They is a desperate need for employment land here or to the West of Salisbury.	In accordance with SA objective 17 and 18.	In accordance with national and regional policy	Yes	Should be taken forward.
8.54 The existing business space / shops on Wilton High Street need promoting before creating new areas	In accordance with SA objective 2, 5, 17 and 18.	In accordance with national and regional policy	Yes	Should be taken forward.
8.56 The ex-MOD site (UKLF) could be used for employment purposes	In accordance with SA objective 17 and 18.	In accordance with national and regional policy	Yes	Could be taken forward, however the option below represents a more sustainable option.
8.57 Place a mixture of jobs and employment on the UKLF site	In accordance with SA objective 1, 2, 5, 1, 17 and 18.	In accordance with national and regional policy	Yes	Should be taken forward in preference to the option above.
<b>Southern</b>				
8.58 Downton needs growth too. Some	In accordance with SA objective 1, 2, 5, 10, 11,	In accordance with national and regional	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
employment land should be allocated in Downton	17 and 18.	policy		
8.59 Downton already has enough employment land	Against SA objective 1, 2, 5, 10, 11, 17 and 18.	Against national and regional policy.	Yes.	Despite this message this is not an option that can be taken forward due to Downton's role as a local service centre
8.60 Alderbury is possible for some small scale employment but not flagged up.	In accordance with SA objective 5, 17 and 18.	In accordance with national and regional policy.	Yes	Should be taken forward.
<b>Salisbury City</b>				
8.61 Most of the Employment land should be directed towards Salisbury City as there is a desperate need in the City, in line with improved infrastructure that does not alter greatly the character and setting of the city and to ensure Salisbury does not become an area with unemployment or a retirement town. High quality jobs are also	In accordance with SA objective 17 and 18.	In accordance with national and regional policy.	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
required in Salisbury City.				
8.62 One direction of growth could be Fugglestone Red. Desperate need for employment land west of Salisbury	In accordance with SA objective 5, 17 and 18.	In accordance with national and regional policy.	Yes	Could be taken forward.
8.63 Old Sarum should not be expanded until further facilities are planned	In accordance with SA objective 2 and 5.	In accordance with national and regional policy. However the new housing and employment development at Old Sarum will provide a certain level of facilities and services including a school, local shop and improved bus services. Any further development here could improve the facilities further.	Yes	Should not be taken forward in preference to the option below.
8.64 A large proportion of employment land should be around Old Sarum	In accordance with SA objective 17 and 18.	In accordance with national and regional policy. The area is already home to a successful employment area and new housing development has	Yes	Should be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
		commenced. Further employment here could make the area more sustainable and together with more housing could provide additional services and facilities.		
8.65 Churchfields should be redeveloped for mixed use development that includes some employment, offices, homes and small businesses and hotel	In accordance with SA objective 1, 2, 4, 5, 9, 10, 11, 13, 14, 15, 17, 18, 20, 21 and 22. Could be against objective 12 – flooding but this could be resolved with the Environment Agency.	In accordance with national and regional policy. The site represents an old business park that could do with modernisation, creating a mixed use development and moving some inappropriately located businesses to other more suitable locations provides a sustainable solution.	Yes, however this needs to be phased in order to ensure additional employment land is found for the businesses moving off the site as well as a new Waste site, prior to any businesses moving.	Should be taken forward.
8.66 Improve what is there already on Churchfields	Against most SA objectives. By just improving what is there may not result in maximising the economic and social	Although this accords with national and regional policy it does not represent such a sustainable outcome as that proposed above.	Yes.	This should not be taken forward in preference to the option proposed above.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
	benefits that could be gained by redevelopment.			
8.67 Churchfields would be fine if the road access was improved. Re-pursue the Brunel link between Churchfields and Netherhampton Road. The provision of a bypass to the city is vital to economic development.	Against SA objective 14, 15 and 16.	Against	Difficult to deliver – this would result in resurrecting the 'Brunel link' from Harnham to Churchfields which would have a negative impact on the River Avon SAC. There would also be issues with funding.	This should not be taken forward.
8.68 Move rubbish tip and recycling centre from Churchfields	In accordance with SA objective 5, 8, 14 and 15.		The Waste sites are the responsibility of Wiltshire County Council and the Waste Local Plan / LDF. A new site would need to be found. This could be delivered in accordance with the redevelopment of Churchfields. WCC should be encouraged to move the site.	Should be taken forward with the redevelopment of Churchfields. However a new waste site will need to be found.
8.69 Need to find a new site to replace churchfields	In accordance with objective 17 and 18.	In accordance with national and regional policy.	Yes	Should be taken forward.
8.70 Place employment in unused premises in Salisbury	In accordance with objective 11, however business needs change	If the buildings do not meet the needs of business today this	No	Should not be taken forward.

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
	over time and to benefit the economy new premises are often needed.	would be against Regional (E4) and National policies.		
8.71 The south of Salisbury needs to take a share of the employment land load as well as the north including Harnham	In accordance with SA objective 5, 17 and 18.	In accordance with national and regional policy.	Yes	Could be taken forward.
8.72 Put employment on the Engine shed	In accordance with SA objective 5, 17 and 18.	In accordance with national and regional policy.	The site is currently safeguarded for a transport interchange. It is owned by the council and could be redeveloped as part of a comprehensive redevelopment of Churchfields. The site is currently outside of the Housing Policy Boundary.	Could be taken forward incorporated in a comprehensive redevelopment of churchfields. Probably as part of a mixed use development.
8.73 Business developments in Salisbury should be away from arterial roads to prevent another Southampton Road.	Against SA objective 19.	Against regional and national policy	No.	Should not be taken forward.
8.74 Southampton Road needs dualling	In accordance the SA objective 10, 17 and 18.	In accordance with national and regional policy	Could be delivered in partnership with the Highway's agency.	Could be taken forward, however care would need to be taken

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
				to ensure any traffic jams are not just shifted rather than removed.
8.75 Re-site Southampton road to an out-of-town industrial estate, it is an eyesore and a depressing view for visitors when they enter the city	In accordance with objective 17 and 18. Against SA objective 21.	Against national and regional policy –	Difficult - although the employment uses could be moved, retail land value is high, furthermore it is now against national policy to have out of town retail, so there may be an issue with planning permission for out of town retail sites, which would further result in retailers being unwilling to move. A Gypsy and Travellers site is also within the area. A new site would need to be found for this use.	Some uses could be re-sited however other uses will be more difficult to achieve without out of town retail allocations and / or CPO.
8.76 Re-siting Southampton road could just cause traffic problems elsewhere	In accordance the SA objective 10, 17 and 18.		Some of the existing uses can be re-sited. However car needs to be taken to ensure traffic problems are not caused elsewhere.	As above. Some uses could be re-sited however other uses will be more difficult to achieve without out of town retail allocations and / or CPO
<b>8.77 TOURISM -</b>	Please see			

Preferred Option from Stakeholder feedback	Sustainability Appraisal*	Alignment with national and regional policy**	Deliverability***	Other and action****
Salisbury's economy is based on tourism	supplementary report to Topic Paper 10.			
8.78 Place B1 offices in the central car park	In accordance with objective 10, 17 and 18.	In accordance with National and Regional policy.	Yes, as long as the development of the central car park is taken forward.	Should be taken forward. Offices could be incorporated within a mixed use development on the central car park in Salisbury.

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

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

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

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