



# South Wiltshire Core Strategy

**Topic Paper 10 Addendum 2:**

*Tourism, Leisure and Night Time Economy*

July 2009

**WILTSHIRE COUNCIL LOCAL DEVELOPMENT FRAMEWORK**

**TOPIC PAPER 10 ADDENDUM 2**

**TOURISM, LEISURE AND NIGHT TIME ECONOMY**

**JULY 2009**

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# 1 INTRODUCTION

- 1.1 In June 2007 Salisbury District Council published Local Development Framework Topic Paper 10 'Tourism, Leisure and Night Time Economy' ("The Topic Paper"). In February 2008, following consultation on options put forward within The Topic Paper, the Council published an Addendum to the Topic Paper ("The Addendum").
- 1.2 This second addendum should be read in conjunction with both The Topic Paper and The Addendum and it is not therefore considered necessary to repeat background information, national policy, examples of best practice and community aspirations contained therein in detail.
- 1.3 It is noted that the Tourism policies TO1, TO2 and TO3 contained in the Draft Regional Spatial Strategy for The South West have been revised, but it is considered that this has had the effect of making them more robust without fundamentally changing their approach.
- 1.4 The Council's desired outcome for this topic is that Salisbury should be promoted as the main focus for tourism and leisure activity in south Wiltshire over the LDF period. New development on specific sites should not, however, be considered in isolation from the rest of the city centre. Linkages and integration of different sites and schemes should underpin the future of the city centre and policies should aim to ensure flexibility through encouraging mixed-use retail/leisure schemes whilst protecting A1 retail uses in Primary Shopping Frontages.
- 1.5 The Topic Paper noted that south Wiltshire is a predominantly rural area of exquisite beauty. At the core of the district is one of the World's most famous and recognisable monuments, Stonehenge, and a fine medieval cathedral in Salisbury itself. Other attractions include country houses, museums, gardens, farms, animal attractions and National Trust properties. There are further attractions just outside of the area with good links to major towns and cities beyond. A residents survey carried out in 2004 showed that local people considered tourism to be good for Salisbury.
- 1.6 It was also noted that Salisbury city boasts a modern leisure centre, arts centre, theatre, multi screen cinema and entertainment venue, and is home to a long established international arts festival and a newer food and drink festival. The city also has a number of pubs and a range of restaurants. However, a study carried out in 2005 by Bournemouth University found that visitors to Salisbury would like to see an increase in leisure facilities, attractions, restaurants and other places to eat.
- 1.7 A series of options were examined as to how the Core Strategy could assist in the continued viability of tourism, leisure and the night time economy. In summary, the options that were considered worthy of pursuing were as follows:
  - Tourism is important enough to be addressed within the Core Strategy.

- Provision for at least one 100-bed 4-star hotel in Salisbury.
- Provision for a boutique hotel in Salisbury.
- Provision for a 100-bed group/budget hotel.
- Introduction of a planning policy to provide for a high quality, flexible conference facility capable of attracting medium to large conferences.
- Development of a policy to prevent the loss of hotel bed spaces in Salisbury including B&Bs and guesthouses.
- Development of a policy to ensure the sustainable location of tourist accommodation in the countryside.
- Provision of a policy for proposals for static and tourist caravan sites and holiday chalet developments.
- Provision for an increase in leisure facilities in order to encourage more people to come to Salisbury in the evening rather than going to other centres.
- Provision for an additional 5-7 cinema screens in Salisbury.
- Designation of a leisure quarter.
- Support for tourism or leisure development that benefits rural businesses, communities and visitors, provided they do not harm the character of the countryside, especially in statutorily designated areas.

## **2 ISSUES AND OPTIONS**

- 2.1 The suggestions listed above were included within the council's 'Our Place In The Future' Issues and Options consultation carried out in the summer of 2007.
- 2.2 The Addendum reviewed The Topic Paper, analysed the results of the public consultation on these options and examined relevant individual comments to ascertain if there were any additional areas that required investigation prior to the preparation of Preferred Options for this topic.
- 2.3 Based on the consultation results and government guidance, which encourages the development of tourism and leisure, it was considered that the issue of promoting tourism, leisure and cultural facilities throughout the district should be carried forward into the Preferred Options stage.
- 2.4 The results supported the provision of tourist and visitor facilities in appropriate locations, and that where new or additional facilities are required they should be provided in, or close to, settlements. Facilities that enhance visitors' enjoyment and/or improve the financial viability of a particular feature should be allowed, provided that it would not have a detrimental impact on the countryside and character of the area. It was also considered that an option for encouraging the provision of high quality conference facilities should be carried forward into the Preferred Options stage.
- 2.5 There was support for enhancing the city centre through a range of projects, and also for increasing the provision of tourist accommodation in the district although there was concern over the negative impacts caravans and chalet development could have.

### **3 PREFERRED OPTIONS**

- 3.1 The proposals identified above were subjected to a number of tests including sustainability appraisal, deliverability and conformity with national and regional policy. As a result The Addendum identified the following as options that should be considered further:
- Promotion for the provision of new hotels in south Wiltshire.
  - Encouragement of provision of high quality conference facilities.
  - Resistance to the loss of hotels, B&B and guesthouses.
  - Encouragement of tourism and leisure development in rural areas.
  - Encouragement of the provision of static and tourist caravan sites and holiday chalet developments.
  - Continuing support for a new visitor centre for Stonehenge.
  - Encouragement of more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends.
  - Promotion of tourism, leisure and cultural development throughout the district.
  - Redevelopment of the Churchfields Industrial Estate with a mix of residential-led purposes and finding better sites for the existing businesses.
  - Major investment in the public areas of the city, such as the Market Square, Chequers, Market Walk and Cheese Market, as well as the creation of new high quality public spaces such as Fisherton Square and Confluence Park.
  - Enhancement of the Market Square into a high quality public space, which is a major focus for the city and an area for meeting, markets and events.
  - Creation of distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall.
- 3.2 The Council carried out consultation on a wide range of Core Strategy Preferred Options in the spring of 2008, of which those referred to below were of relevance to this topic.
- 3.3 The Prized Assets listed under Preferred Option PO2 included ‘A location which is at the gateway to the south west, which forms an ideal tourist base from which to explore the south coast, New Forest, Stonehenge, Wiltshire and Salisbury’.
- 3.4 Under Preferred Option PO3, Core Strategy Spatial Vision Objective H was stated as being: ‘Where tourism is a major sector of our economy, with much higher visitor numbers and longer stays in the area, facilitated by upgraded and improved visitor facilities and greater choice of accommodation’.
- 3.5 Preferred Option PO19 proposed supporting existing communities through the strategic approach of locating arts, entertainment and cultural facilities in key settlements, to ensure that everyone has reasonable access to a range of such facilities.

- 3.6 Preferred Option PO24 set out the following suggestions for enhancing and developing the tourism sector:
- Actively promoting the provision of new hotels in sustainable locations.
  - Encouraging the provision of high quality conference facilities in sustainable locations.
  - Resisting the loss of hotels, B&Bs and guesthouses.
  - Encouraging and promoting tourism and leisure facilities in rural areas.
  - Only encouraging the provision of small-scale static and tourist caravan sites and holiday chalet development where they can be accommodated without adverse impact on the environment.
- 3.7 The need for a larger entertainment venue in Salisbury, to attract bigger events and concerts, was included among the suggestions aimed at supporting communities in the Salisbury and Wilton Community Areas under Preferred Option PO32
- 3.8 Preferred Option PO35 set out the following suggestions for promoting tourism in the Salisbury and Wilton Community Areas:
- Spatial policies, which seek to protect existing hotels, B&Bs and guesthouses.
  - Enhanced public domain and improved pedestrian links between the Wilton Shopping Village and town centre to encourage more visits and enhance the viability of local services including pubs, restaurants and guesthouses.
  - In Salisbury, the provision of at least 100 bed spaces at 4 star or above, at least one boutique hotel, at least one 100-bed hotel to serve the group market, an increase in the number of B&B and self-catering bed spaces and a high-quality, flexible conference facility capable of attracting medium to large conferences. The location of these would be determined through the Salisbury and Wilton Area Action Plan.
  - A strategy to encourage more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends and also to reshape the night time economy of our larger settlements so that they offer facilities for tourists and families and are not dominated by large public houses catering for binge drinking.
- 3.9 Preferred Option PO46 set out the following suggestions for promoting tourism in the Stonehenge Community Area:
- Continuing to work with partners, especially English Heritage and the National Trust to try and find a lasting solution to improving the visitor facilities at Stonehenge. Seeking new, world-class facilities with a Tourist Information element, which highlights other attractions and facilities on offer in the surrounding area and raises the profile of Amesbury. Seeking a solution that is sustainable and will bring economic benefits to the local economy in a more meaningful way than at present.

- Seeking the delivery of a range of new tourist facilities in Amesbury and neighbouring villages to complement the proposed new World-class visitor facilities for Stonehenge.
- Framing policies that seek to protect existing hotels, B&Bs and guesthouses and encourage new hotels in sustainable locations to support visits to Stonehenge.

3.10 Preferred Option PO57 set out the following suggestions for promoting tourism in the Mere Community Area:

- Continuing to work with and support partners, especially the National Trust at Stourhead, and promote the attractions of the Mere area as a tourist destination that will bring economic benefits to the local economy. Raising the profile of the area and what it has to offer.
- Seeking the delivery of a range of new tourist facilities in Mere and neighbouring villages to complement the attractions at Stourhead and Longleat and framing policies that seek to protect existing hotels, B&Bs and guesthouses.

3.11 Preferred Option PO68 set out the following suggestions for promoting tourism in the Southern Community Area:

- Continuing to work with partners, especially big estates such as Longford Estate, the New Forest National Park Authority and tourist agencies to promote the attractions of the area as an ideal tourist base, from which a fantastic range of activities and attractions are within easy reach.
- Seeking the delivery of a range of new tourist facilities in Downton and neighbouring villages to complement the attractions at Salisbury, the New Forest and South Coast, and framing policies that seek to protect existing hotels, B&Bs and guesthouses.
- Working with estates that provide traditional country pursuits to frame a strategy which facilitates their aspirations for their business, allows for planned expansion and matches demand to local accommodation.
- Encouraging farm diversification including the re-use of redundant agricultural buildings for tourist focussed uses, as this can help contribute to the local economy.

3.12 Preferred Option PO79 set out the following suggestions for promoting tourism in the Nadder Community Area:

- Continuing to work with partners, especially English Heritage at Wardour, to promote the attractions of the Nadder Valley area as a tourist destination, which will bring economic benefits to the local economy in a more meaningful way than at present. Working to raise the profile of the area and what it has to offer.
- Seeking the delivery of a range of new tourist facilities in Tisbury and neighbouring villages and framing policies that seek to protect existing hotels, B&Bs and guesthouses.

- 3.13 In addition, Preferred Options aimed at supporting communities in individual Community Areas included proposals to provide arts and cultural facilities in larger settlements, thereby ensuring that everyone has good access to them. The relevant Preferred Options were as follows: PO43 (Stonehenge Community Area); PO54 (Mere Community Area); PO65 (Southern Community Area); PO76 (Nadder Community Area).
- 3.14 46% of respondents supported the list of Prized Assets identified under PO2. A further 40% neither supported nor objected to the list, but rather made comment on its content. It should also be noted that the asset of an ideal centre for tourism formed part of a list and none of the 14% of respondents who objected to this Preferred Option were against this individual element in principle. Analysis of comments made by objectors indicates that they were mostly concerned with the definition of the Prized Assets and how other Preferred Options would impact on them.
- 3.15 Comments made by respondents included the following:
- Wilton House, Stourhead and Old Sarum are missing - they offer much more than Durrington Walls.
  - The Parish Council agrees that new planning should pay special attention to nurturing and protecting those prized assets unique to our district as listed.
  - You have allowed developments against local residents and public interest - eg clubs & drinking - with the result that it is unpleasant and unsafe to be in Salisbury after 8pm. The mess next morning is unpleasant.
  - Tourists will not find attractive shops - just charity shops and cheap clothing shops. You do not attract good shops. You allow ugly shop signs, which ruin the appearance of attractive streets.
  - Unique heritage sites: If tourism is to expand and also 'improve' in South Wiltshire - other agencies should now agree also the next stage of development. English Heritage must now upgrade facilities at Stonehenge to make the visit more enjoyable, historically informative and have a 'come again' agenda, which alas Stonehenge does not have at present.
  - Salisbury should stand on it's own two feet and provide its own attractions. Why for instance do we not have a water park? There's no lack of water!
- 3.16 23% of respondents supported the list of Core Strategy Spatial Vision Objectives identified under PO3. A further 49% neither supported nor objected to the list, but rather made comment on its content. It should also be noted that the objective of promoting tourism formed part of a list and none of the 28% of respondents who objected to this Preferred Option were against this individual element in principle. Analysis of comments made by objectors indicates that they were mostly concerned with the wording of policies and the impact of major development in the south Wiltshire area.
- 3.17 Comments made by respondents included the following:

- We strongly support managed expansion of tourism, in a way that brings money into the district without ruining its character. We need a proactive drive to attract tourists who will appreciate Salisbury's architecture and scenery and will enjoy walking rather than driving through our countryside.
- No thank you to more tourism.
- We strongly agree that a key strategic objective should be to safeguard and enhance tourism. It is imperative that the district ensures it attracts a greater number of tourists to make a growing contribution to the economy of south Wiltshire.
- Oppose use of words 'visitor attractions' especially in relation to Stonehenge as an example. Change 'attractions' to 'experience'.
- There is no argument that we will benefit from more tourists staying longer and spending more. However, there is a dearth of good restaurants, good hotels, good B&Bs, let alone any conference centre or equivalent.
- Topic H, relating to tourism, does not seem to appreciate that access is a major limiting factor and that tourism development risks significant damage to the tranquility that is such a major feature of the countryside of the Salisbury district.

3.18 52% of respondents supported the proposals under Preferred Option PO19 to support existing communities through the strategic approach of locating arts, entertainment and cultural facilities in key settlements, to ensure that everyone has reasonable access to a range of such facilities. A further 31% neither supported nor objected to the list, but rather made comment on its content. Analysis of comments made by the 17% of respondents objecting to the proposals indicates that they were mostly concerned with the wording of policies and the cost of funding arts and entertainment facilities in relation to other identified needs.

3.19 Comments made by respondents included the following:

- Public money should be spent on more important items such as housing, services, and not arts and entertainment. Leave the private sector to fund this - they are very good at it.
- I am in favour of promoting arts etc but where is the money going to come from?
- In 'supporting existing communities...for arts, entertainment and cultural activities' we should take care that there is an overall plan for the district so that there can be cooperation rather than competition between communities.
- Option 19 seems to focus on a concentration in a few locations that again limits availability to the wider population.
- It is a little surprising that developers are not set the task of supplying arts, entertainment and cultural activities. This does not read as being helpful in any way to smaller villages.
- Instead of taxing and providing grants and subsidies, allow individuals to choose how they spend their money on entertainment, the arts and leisure.

3.20 60% of respondents supported the proposals suggested under Preferred Option PO24 for enhancing and developing the tourism sector. A further 7% neither supported nor objected to the list, but rather made comment on its content. Analysis of comments made by the 33% of respondents objecting to the proposals indicates that they were mostly concerned with the wording of policies, particularly with regard to the need to protect existing facilities, and how tourism would interact with heritage and the natural environment. There was also further concern about the impact of tourist caravans and holiday chalets in the countryside.

3.21 Comments made by respondents included the following:

- I agree that there is a shortage of conference facilities in the area. It will bring in business from outside the area from organisations that may want to hold ‘away days’. Salisbury is a pleasant location for people to visit on business trips and this is a direction we should exploit more.
- We firmly agree that this is important to actively promote the provision of new hotels in sustainable locations.
- Camping, caravan and camper van sites for tourists are an ideal way to visit the beautiful countryside of South Wiltshire, and they should be encouraged.
- To ensure continued numbers of day visitors a coach park or drop for up to 10 coaches at a time and toilets etc must be secured. Retention of existing coach park at least should be agreed.
- Improve existing hotels rather than building new ones on greenfield sites and resist loss of hotels through dilapidation.
- I would not welcome any form of transit caravan sites or holiday chalet developments. They would be almost bound to have adverse impact on the environment.
- The forthcoming LDF must designate areas where new hotels/conference facilities must be encouraged e.g. alongside the river at Churchfields and alongside B&Q on the Southampton Road.
- There is a complete failure to realise that the natural environment (and heritage) offer significant potential for tourism in the area.

3.22 37% of respondents supported the list of suggestions aimed at supporting communities in the Salisbury and Wilton area listed under Preferred Option PO32. A further 40% neither supported nor objected to the suggestions, but rather made comment on their content. It should also be noted that the suggestion of a need for a larger entertainment venue in Salisbury formed part of a list and none of the 23% of respondents who objected to this Preferred Option were against this individual element in principle.

3.23 Analysis of comments made by objectors indicates that they were mostly concerned with the potential proliferation of CCTV cameras and the lack of facilities for young people in the area. Comments made by respondents included the following:

- We suggest that Salisbury Museum should be specifically identified alongside the Playhouse, Arts Centre and City Hall.

- In Salisbury there is nothing to do! I feel that there should be more available for the teenage community apart from shopping. I would personally like an ice-skating rink, a youth centre with table tennis etc and a music venue that is worth coming to. Salisbury Football Club must be improved to give the city some status.
- When youths go into town there is not really anything for them to do that doesn't cost lots of money. I'm sure that young people would appreciate an arcade or something of that nature and I'm sure that a lot of money could be made.
- Going back to the fact that teenagers are bored...well it would be brilliant if there was somewhere to play basketball, and also a place to roller blade as well, and maybe do rock climbing, and I'm sure loads of teens would like an ice rink. And it would be brilliant if there was somewhere to do self-defence or yoga.
- I think in Salisbury there is nothing to do! There should either be a horse and cart service or stables where you can borrow the horses for rides or journeys around town. It would make money, please tourists and horse lovers like me would be completely satisfied. There should be a nightclub purely for teenagers. There should be an outside, but very warm swimming pool where we can sunbathe and chillax.

3.24 62% of respondents supported the suggestions aimed at promoting tourism in the Salisbury and Wilton area listed under Preferred Option PO35. A further 22% neither supported nor objected to the suggestions, but rather made comment on their content. Analysis of the few comments made by the 16% of respondents objecting to these suggestions does not indicate any strong themes.

3.25 Comments made by respondents included the following:

- As well as expanding tourist accommodation, restaurants etc we need to provide services that will attract eco and cultural tourists.
- I believe that Salisbury should be looking towards more interesting venues for leisure. Bars and pubs we have far too many of.
- I wholeheartedly agree that we need more family friendly places to eat/drink/relax in the evenings. There is far too much of a drinking culture in Salisbury town centre at night: it doesn't give Salisbury a very good image.
- I would like to see more: Fairs; Bowling alleys; Rock climbing/Go Ape; Diving swimming pools; Theme parks; Holiday activity weeks (mountain biking, canoeing); sports parks/fields with football goals, rugby posts etc.
- Tourism should be a priority. The city has a distinctive lack of high quality/luxury hotels/conference facilities. A larger/more cultural cinema would be a huge benefit to Salisbury.
- Restraint should be exercised in the granting of further licenses for clubs which reduce the availability of buildings for other use and add to the issues of noise, chewing gum litter, rowdy behaviour and binge drinking in the city centre.

3.26 56% of respondents supported the suggestions aimed at promoting tourism in the Stonehenge Community Area listed under Preferred Option PO46. A further 33% neither supported nor objected to the suggestions, but rather made comment on their content. Analysis of the comments made by the 11% of respondents objecting to these suggestions indicate disagreement with the description of Stonehenge as a world-class attraction and concern over the provision of new hotels in the area.

3.27 Comments made by respondents included the following:

- Tourists visit the Salisbury and Stonehenge area not just to see the historic sites but to view the many picturesque villages, river valleys and chalk grasslands for which the area is famous. Development that adversely affects these aspects of the local area will persuade visitors that there is little of value to see.
- Whilst I support the strategy I am very disappointed and, frankly, amazed at the lack of action to improve the Stonehenge site and the associated roads.
- The Stonehenge Community Area is predominantly rural and therefore farm diversification has an important role to play in promoting the tourist industry in the area.
- We need to demand rail links near Wilton to and from Stonehenge for tourism, and possibly Porton as well.
- Let market forces lead development. Where is the pressing need, are all the hotels nearby full?

3.28 69% of respondents supported the suggestions aimed at promoting tourism in the Western Community Area listed under Preferred Option PO57. A further 8% neither supported nor objected to the suggestions, but rather made comment on their content. Analysis of the few comments made by the 23% of respondents objecting to these suggestions does not indicate any strong themes.

3.29 Comments made by respondents included the following:

- For the tourists, the area is likely to lose some of its quaintness and other attractive characteristics if there is a significant increase in population.
- We would like the LDF to contain policies to promote and encourage tourism and leisure in rural areas and to promote the use of existing hotels, B&Bs, guesthouses and public houses in our area.
- Mere, being the nearest town to Stourhead, close to Longleat, adjacent to the A303 giving easy travel routes to Stonehenge, should be in an ideal location to tap into the tourist industry and we would like more support and active promotion with this.
- The phrase 'a range of new tourist facilities' is loose and vague. As it stands, it could encompass anything: a major safari park, Centre Parcs, Alton Towers etc. The kind of tourist facilities envisaged needs to be more carefully expressed: eg rural recreation facilities only.

3.30 44% of respondents supported the suggestions aimed at promoting tourism in the Southern Community Area listed under Preferred Option PO68. A further 34% neither supported nor objected to the suggestions, but rather made comment on their content. Analysis of the comments made by the 22% of respondents objecting to these suggestions indicated a desire to see no provision for tourism in this area.

3.31 Comments made by respondents included the following:

- People visit these areas because they are unspoilt. They need to be preserved at all costs but without any new building developments.
- No mention is made of the Clarendon Estate. This contains the ancient Palace of Clarendon and is the most important historic site of the Salisbury area for tourism.
- I do not want you to promote tourism in any shape or form.
- The comments in PO68b leave me a little uneasy about what is planned in terms of 'delivery of a range of new tourist facilities' in the Downton area, including the surrounding villages. There will need to be a compromise between provision of sufficient facilities to attract people to the area and over provision, which will detract from what visitors actually come to the area for.
- I was not aware that Longford Estate, as an example, contributed in any way to tourism, as there is no access to the site.
- Why bother with Downton when there is a heritage site at Stonehenge that is crying out for a solution?

3.32 55% of respondents supported the suggestions aimed at promoting tourism in the Nadder Community Area listed under Preferred Option PO79. A further 20% neither supported nor objected to the suggestions, but rather made comment on their content. Analysis of the comments made by the 25% of respondents objecting to these suggestions indicated a desire to see no provision for tourism in this area.

3.33 Comments made by respondents included the following:

- We support PO79, in particular recognising that tourism's potential as a benefit to the area can be helped by better coordination and relatively little investment. For example, more could be made of integrated transport via Tisbury Railway station - such as bikes for hire on the New Forest model, within a promotional framework.
- Do not want Wardour theme-parked. This option is open to bad administering.
- We do not need to have more facilities in Tisbury for tourists. It is a large working village and cannot sustain the inevitable increase in traffic.
- What kind of new tourist facilities and where? Disagree until proposals are confirmed.
- The influx of more cars, people and services for tourist facilities will go against the aspiration to maintain this area as AONB.

- The text could make more of the value locally of local amenities supported by tourism. Swallowcliffe has just seen its pub close: tourism could help prevent such things in future.

3.34 The results of consultation on the Preferred Options for supporting communities in the various Community Areas are summarised below, in order to avoid repetitive blocks of text. In each case, proposals to provide arts and cultural facilities in larger settlements, thereby ensuring that everyone has good access to them, formed part of a list, and not all of the respondents who objected to the Preferred Option were necessarily against this individual element in principle.

3.35 Furthermore, in each case, significant numbers of respondents neither supported nor objected to the list, but rather made comment on its content. Following analysis of comments made by those objecting, a summary of their key concerns has been noted in each case.

3.36 PO43: Stonehenge Community Area

Support:	73%
Comment:	12%
Object:	15%
Key Concerns:	None relating to this topic.

Comments made by respondents included the following:

- We support the provision of services, arts and cultural facilities in settlements such as Amesbury as this will help to create balanced communities where economic, environmental and social objectives can be met.

3.37 PO54: Mere Community Area

Support:	57%
Comment:	7%
Object:	36%
Key Concerns:	Some facilities are already available in Gillingham.

Comments made by respondents included the following:

- I agree with the laudable strategic aims of this Preferred Option, but consider that 'good access to jobs, services, arts, sports and cultural activities' is overly optimistic - this comment will apply especially to the facilities for the younger newcomers.
- All the facilities mentioned already exist in Mere or in Gillingham, which is only 4 miles away.

### 3.38 PO65: Southern Community Area

Support:	42%
Comment:	36%
Object:	22%
Key Concerns:	A desire to see no additional development in specific named settlements.

Comments made by respondents included the following:

- The community strategy for the Southern Community Area is supported.
- The issues and solutions highlighted in this option would enable the managed growth of the communities in the area whilst maintaining the existing character of the individual settlements.
- Particularly supported is the suggested provision of a range of development to meet the need of all members of the community.

### 3.39 PO76: Nadder Community Area

Support:	33%
Comment:	61%
Object:	6%
Key Concerns:	None relating to this topic.

Comments made by respondents included the following:

- We find PO76 to be framed in an odd way. We expressed our concern that some options made little reference to how things should be done. This option is a prime example. In essence, we think you mean that Tisbury should remain the focus for cultural and social development, with which we agree.

3.40 The council undertook a second stage of Preferred Options consultation in the autumn of 2008. The consultation document again referred to the need to plan for greater numbers of tourists, to contribute to the economy of south Wiltshire and the need for accommodation of all kinds, together with improved quality of visitor attractions, especially at Stonehenge.

3.41 Although a specific question regarding this topic was not asked at this second stage of consultation, there was an opportunity for respondents to make additional comments, including on previous Preferred Options. These responses have been examined and it is considered that no new issues requiring further investigation have been raised in respect of this topic.

## **APPENDIX ONE: SUGGESTED POLICIES**

Taking into account the rigorous processes, consultation and analysis undertaken by the Council and outlined above, it was considered appropriate to include the following policies within the Core Strategy.

The draft policies do not include references to general design criteria such as impact on visual amenities, biodiversity, water resources, access and traffic generation as these should flow from the Design Topic Paper. It might however be considered appropriate to reiterate such criteria in the Core Strategy policies regarding this topic.

### **Policy A: Visitor and Tourist Facilities**

Proposals for the redevelopment or development of visitor attractions to support existing tourist destinations and pastimes will be acceptable subject to meeting the other requirements of the Core Strategy. This includes support for visitor facilities within or close to the Stonehenge World Heritage Site.

#### **TARGETS**

Delivery of a Stonehenge Visitor Centre; Increase in tourism related jobs.

#### **MONITORING AND REVIEW**

Labour Market Statistics; Annual Monitoring Report.

#### **DELIVERY RESPONSIBILITY**

Wiltshire Council.

### **Policy B: Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities**

Proposals for new hotels, bed and breakfasts, guesthouses or conference facilities within the SSCT and Amesbury will be supported.

Proposals for new hotels, bed and breakfasts and guesthouses within Durrington, Bulford, Local Service Centres, Secondary Villages and Small Villages will be supported where the proposals are of an appropriate scale and character within the context of the immediate surroundings and the settlement as a whole.

Permission may exceptionally be granted for proposals for new hotels, bed and breakfasts or guest houses in Smaller Settlements and The Countryside, where these proposals involve the conversion of buildings that for contextual, architectural, or historic reasons should be retained and would otherwise not be.

In all cases it must be demonstrated that proposals will not have a detrimental impact on the vitality of Primary Shopping Frontages or the viability of existing hotels, bed and breakfasts, guesthouses or conference facilities.

Proposals for the change of use of existing bed spaces provided in hotels or public houses or conference facilities to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in either its current use, or in any other form of tourism, leisure, arts, entertainment or cultural use.

#### TARGETS

No net loss in accommodation bed spaces.

#### MONITORING AND REVIEW

Tourism Strategy and development control applications.

#### DELIVERY RESPONSIBILITY

Wiltshire Council.

### **Policy C: Tourist Caravans and Holiday Chalets**

The provision of small-scale static and tourist caravan sites or holiday chalet development will be permitted only where they can be accommodated without adverse impact on the environment.

#### TARGETS

No net loss in tourist caravan or holiday chalet sites.

#### MONITORING AND REVIEW

Rural Facilities Study.

#### DELIVERY RESPONSIBILITY

Wiltshire Council.

### **Policy D: Arts, Entertainment, Cultural and Leisure Facilities**

In order to ensure that everyone has reasonable access to a range of arts, entertainment, cultural and leisure facilities, a sequential approach will be taken to the location of such facilities as follows:

- The SSCT;
- The Northern Group or Local Service Centres;
- Secondary Villages.

Elsewhere, permission may exceptionally be granted for proposals for:

- Use of open land for tourism or leisure facilities where rural character will be preserved (including, but not exclusive to, farming attractions and country pursuits), or;

- Small-scale arts, entertainment, cultural or leisure facilities, where these proposals involve the conversion of buildings that for contextual, architectural, or historic reasons should be retained and would otherwise not be.

In all cases it must be demonstrated that proposals will not have a detrimental impact on the vitality of Primary Shopping Frontages or the viability of existing arts, entertainment, cultural or leisure facilities.

Proposals for the change of use of existing arts, entertainment, cultural or leisure facilities to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in either its current use, or in any other form of arts, entertainment, cultural, leisure or tourism use, or there is an appropriate alternative means of providing an equivalent facility.

#### TARGETS

No net loss of Arts, Entertainment, Cultural and Leisure Facilities.

#### MONITORING AND REVIEW

Rural Facilities Survey.

#### DELIVERY RESPONSIBILITY

Wiltshire Council.

#### **Policy E: Stonehenge World Heritage Site**

The Council will continue to work with partners, especially English Heritage and the National Trust to try and find a lasting solution to the improving the visitor facilities at Stonehenge. New visitor facilities will be permitted where they in the opinion of the Council:

- Return Stonehenge to a more respectful setting befitting of its WHS status;
- Includes measures to mitigate the negative impacts of the roads;
- Introduces a greatly enhanced visitor experience in a high quality visitor centre;
- Implement an environmentally sensitive method of managing visitors to and from Stonehenge;
- Includes a Tourist Information element, which highlights other attractions and facilities on offer in the surrounding area and raises the profile of Wiltshire.

#### TARGETS

Successful implementation of a new scheme by the London Olympics in 2012.

#### MONITORING AND REVIEW

Annual Monitoring Review.

Rural Facilities Survey.

DELIVERY RESPONSIBILITY

English Heritage, National Trust, Wiltshire Council and partners

## **APPENDIX TWO: MATTERS FOR INCLUSION IN AREA ACTION PLANS**

The following matters are considered to be area-specific and should therefore be included in Area Action Plans as opposed to overarching Core Strategy policies.

### **Salisbury and Wilton Area**

Identification of an appropriate site or sites for:

- A large entertainment venue in Salisbury.
- 100 hotel bed spaces at 4-star or above.
- At least one boutique hotel.
- At least one 100-bed hotel to serve the group market.
- A high-quality, flexible conference facility.

Identification of an appropriate area, or 'quarter', where more leisure facilities (such as restaurants, pubs, bars and cinemas) will be encouraged.

Enhancement of public domain and improvement of pedestrian links between the Wilton Shopping Village and town centre.

### **Western Community Area**

Continuing to work with partners, especially the National Trust at Stourhead, to promote and raise the profile of the attractions of the area as a tourist destination.

### **Southern Community Area**

Continuing to work with partners, such as the New Forest National Park Authority, to promote and raise the profile of the area as an ideal tourist base, from which an excellent range of activities and attractions are within easy reach.

### **Nadder Community Area**

Continuing to work with partners, especially English Heritage at Wardour, to promote and raise the profile of the attractions of the area as a tourist destination.

## APPENDIX THREE

### CHANGES AS A RESULT OF SUSTAINABILITY APPRAISAL, HABITATS REGULATIONS ASSESSMENT AND EDITING REFINEMENT

This initial policy text was then subjected to Sustainability Appraisal and Habitats Regulations Assessment as well as editing refinement and advice from parties such as GOSW. As a result of this the following amendments were made to the text to ensure conformity with both European Directives as well as ensuing central and regional policy are not repeated and future editing ensured.

The issue of Visitor and Tourist Facilities was generally addressed in Core Policy 33 of Draft 3 of the Submission Document. Due to various iterations, Draft 13 of the Submission Document resulted in the policy being redrafted as Core Policy 13 below, aimed at addressing a specific spatial issue:

<b>Stonehenge</b>
New visitor facilities will be permitted where they in the opinion of the Council:
<ul style="list-style-type: none"><li>• Return Stonehenge to a more respectful setting befitting of it's WHS status;</li><li>• Include measures to mitigate the negative impacts of the roads;</li><li>• Introduce a greatly enhanced visitor experience in a high quality visitor centre;</li><li>• Implement an environmentally sensitive method of managing visitors to and from Stonehenge;</li><li>• Include a Tourist Information element, which highlights other attractions and facilities on offer in the surrounding area and raises the profile of Wiltshire.</li></ul>
<b>Targets:</b> Successful implementation of a new scheme by the London Olympics in 2012
<b>Monitoring and Review:</b> AMR
<b>Delivery Responsibility:</b> English Heritage, National Trust, Wiltshire Council and partners
<b>Policies replaced:</b> None

At SA the more generically drafted Core Policy 33 was mostly rated against the objectives as neutral because the wording stated that proposals “will be acceptable subject to meeting the other requirements of the Core Strategy”, which should rule out adverse effect if polices cover biodiversity, landscape and sites of historical significance.

The SA referred to the specific issue of tourist facilities at Stonehenge as having been the subject of national debate for a long time and, whilst it is relatively easy to assume that the effects on sustainability objectives should be benign, the real effect will be dependent on the detail of proposals, which will have to be subject to EIA and probably Appropriate Assessment. No mitigation or enhancement recommendations were made for Core Policy 33.

No requirement was identified for examination of this policy at the appropriate assessment stage of the HRA.

The Policy as drafted above should therefore be included within the Core Strategy.

The issue of Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities was addressed in Core Policy 34 of Draft 3 of the Submission Document.

The SA noted that this policy sought to maintain, enhance and protect existing tourist accommodation facilities and facilitate the provision of new businesses and therefore performs well against economic objectives. Policy 32 of Draft 3 dealt with the conversion of existing buildings in the countryside and therefore overlapped with Policy 34; the uses quoted here could therefore be incorporated within Policy 32 for the sake of clarity.

However, following iteration, Policy 32 was deleted from Draft 7 as it was considered to represent a development management policy, which will be delivered through a Wiltshire-wide DPD.

The SA further noted that tourist accommodation can be a significant traffic generator and the scale of enterprises in the open countryside and smaller settlements should be given consideration to avoid adverse effect on local highway networks and objectives related to carbon emissions. The policy also supported development adjacent to settlements (i.e. greenfield sites), which could have adverse effects on biodiversity and landscape value.

The SA made the following mitigation and enhancement recommendations:

- The scale of rural facilities, particularly conference facilities, in areas with poor public transport links, should be considered in either the policy or the supporting text to avoid unacceptable traffic generation and climate change effect through emissions.
- The encouragement of new development adjacent to settlements (i.e. greenfield sites in the open countryside should be reconsidered). Does this contradict the statement that in the open countryside development will be restricted to conversion of specific buildings?
- The policy should refer to “smallest settlements” for the sake of clarity.

No requirement was identified for examination of these policies at the appropriate assessment stage of the HRA.

Following iteration, the policy relating to Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities was deleted from Draft 7 of the document, as it was considered to represent a development management policy, which could be delivered through a Wiltshire-wide DPD.

However, after further iteration it was decided that a policy of this nature should be reintroduced to the document as there is no PPS or current Local Plan policy covering this subject specifically, and evidence shows that the loss of bed spaces in south Wiltshire needs to be addressed.

A Policy as drafted below should therefore be included within the final Core Strategy.

### **Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities**

Proposals for new hotels, bed and breakfasts, guesthouses or conference facilities within the SSCT and Amesbury will be supported.

Proposals for new hotels, bed and breakfasts or guesthouses within Durrington, Bulford, Local Service Centres, Secondary Villages and Small Villages will be supported, where the proposals are of an appropriate scale and character within the context of the immediate surroundings and the settlement as a whole.

Permission may exceptionally be granted for proposals for new hotels, bed and breakfasts or guest houses in Smallest Settlements and The Countryside, where these proposals involve the conversion of buildings that for contextual, architectural, or historic reasons should be retained and would otherwise not be.

In all cases it must be demonstrated that proposals will:

- Not have a detrimental impact on the vitality of Primary Shopping Frontages or the viability of existing hotels, bed and breakfasts, guesthouses or conference facilities, and
- Avoid unacceptable degrees of traffic generation and/or climate change effect through emissions.

Proposals for the change of use of existing bed spaces provided in hotels or public houses or conference facilities to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in either its current use, or in any other form of tourism, leisure, arts, entertainment or cultural use.

**Targets:** No net loss in accommodation bed spaces

**Monitoring and Review:** Tourism Strategy and development control applications

**Delivery Responsibility:** Wiltshire Council

**Policies replaced:** T4 and T6

The remaining tourism and related topics were addressed in further Core Policies of Draft 3 of the Submission Document, viz:

Core Policy 35: Tourist Caravans and Holiday Chalets.

Core Policy 36: Arts, Entertainment, Cultural and Leisure Facilities.

Regarding Core Policy 35, the SA noted that whilst the policy would have benefits for the tourist economy, there would still be potential for unacceptable landscape effect, which would undermine the landscape quality on which the tourist trade is based. It was recommended that, although the policy referred generally to adverse effect on the environment, as it would be the visual effect of development which would be most harmful the policy should specifically state this. This would be particularly important in light of the AONB and the adjacent National Park.

Core Policy 36 sought to establish an approach for selecting locations for facilities and the SA noted that the preference for developing facilities within the SSCT would

have long-term positive impacts on existing businesses, by allowing them to harness the potential economic benefits that would arise.

There was however the potential for this policy to have negative impacts on rural communities as directing development of facilities in larger established settlements would not improve accessibility to them, and could therefore lead to increased social exclusion. However, no mitigation or enhancement recommendations were made.

No requirement was identified for examination of these policies at the appropriate assessment stage of the HRA.

However, following iteration, these policies were deleted from Draft 7 of the document as they represented development management policies, which will be delivered through a Wiltshire-wide DPD. It was also considered that the matters addressed by Core Policy 36 might be better included in a policy covering a wider range of community services and facilities.