



South Wiltshire Core Strategy

Topic Paper 9 Addendum 2:

The Economy

July 2009

TOPIC PAPER – THE ECONOMY

ADDENDA (2)

1.0 EXECUTIVE SUMMARY

1.1 This report represents a supplementary paper to Topic Paper 9 and the Addenda to Topic Paper 9 both with respect to the economy and employment. This has been produced to respond to the 'Core Strategy Preferred Options – Embracing and managing change for the benefit of all' and the subsequent magazine 'Our Place in the Future – Planning the Future in Salisbury and south Wiltshire'. These documents were consulted on commencing in February 2008 and September 2008 respectively. This builds on the original Issues and Options Consultation that took place during the summer and early autumn of 2007.

1.2 The paper firstly analyses the representations received as a result of both consultations with respect to 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 ensure the submission draft is to sound. At the same time the original Topic Paper in this series was also updated with any new evidence that has either been produced by the council or by external bodies. The analysis of all of this information has resulted in the formulation of draft policies for the Core Strategy submission draft, that were then appraised through Sustainability Appraisal and Habitats Regulations Assessment to identify any amendments required to ensure that the plan and policies are in conformity with the relevant European directives. The amendments made as a result of this appraisal are detailed towards the end of this Topic Paper.

2.0 INTRODUCTION, PURPOSE OF DOCUMENT AND CONTEXT

2.1 This document is the third element of the series topic papers that were published in order to present an audit trail how firstly the evidence upon which we based our Core Strategy Issues and Options consultation and secondly identify the results of the Issues and Options consultation and determines which options to take forward as preferred. This third topic paper now looks at the results of the Preferred Options consultation (both the black book and the Our Place in the Future magazine) and determines how options are taken forward to submission. Any amendments or developments in evidence base that have evolved over the period have been written into the initial Topic Paper. This Topic Paper approach has been decided upon in order to make it easier for stakeholders to understand how we had reached our conclusions. It has been a key part of identifying the challenges facing our district and feasible options for addressing them. The Topic Papers written are 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
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- Addendum to Topic 1 - Climate Change
 - Addendum to Topic 2 - Housing
 - Addendum to Topic 3 - Settlement Strategy
 - Addendum to Topic 4 - Supporting Communities
 - Addendum to Topic 5 - Biodiversity
 - Addendum to Topic 6 - Flooding
 - Addendum to Topic 7 - Agriculture
 - Addendum to Topic 8 - Retail
 - Addendum to Topic 9 - Economy
 - Addendum to Topic 10 - Tourism & Leisure
 - Addendum to Topic 11 - Planning Obligations
 - Addendum to Topic 13 - Conservation
 - Addendum to Topic 14 - Design
 - Addendum to Topic 15 - Transport
 - Addendum to Topic 16 - Inclusive Design

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

2.3 The Topic Paper Addenda identifies the response received for the Issues and Options consultation and identifies how the result have influenced and evolved to create the Preferred Options. This was called Core Strategy Preferred Options: A plan for Salisbury. Consultation was conducted over a period of 8 weeks from 28th February 2008 to 25th April 2008, details of the consultation can be found in CON/15 and CON/16.

2.4 Once the representations received during the preferred options consultation had been analysed, much thought was put into how the new consultation on 'evolved' preferred options, as required by Full Council should take form. The preferred options consultation responses showed that the options put forward within the 'Black Book' were largely acceptable however the issues arose over specific sites that had been identified, especially the concept of a new settlement close to Porton Down.

2.5 It was felt that the new consultation should therefore focus predominantly on an evolved strategy of the location of the housing and employment sites and that the focus should be on those sites that would be deliverable within the first five years of the Core Strategies life.

2.6 Although the new consultation document produced is focused on the growth strategy it was felt that the public would still also be able to comment on the Preferred options or 'Black Book'. Consultation was conducted over a period of 8

weeks from 1st September 2008 until 24th October 2008. This consultation was entitled 'Our Place in the Future' and was in the format of a magazine.

3.0 REVIEW OF ORIGINAL TOPIC PAPERS

3.1 The next stage in the process is to review the initial evidence base in the original topic paper and update where necessary if you have not already done this. 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 PREFERRED OPTIONS CONSULTATION

4.1 The next stage in the process is to review and analyse the results of the Preferred Options (Black book) and Our Place in the Future magazine consultation. This review together with any changes in the Topic Papers is an essential step on the road to producing the Core Strategy submission draft, this should build 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.

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

4.3 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.

4.4 What are we trying to achieve - what are our overall objectives?

4.5 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:

- a) social progress which recognises the needs of everyone
- b) effective protection of the environment
- c) prudent use of natural resources
- d) maintenance of high economic growth and employment

4.5 On a more specific level the desired outcomes at the outset of this project were:

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

4.6 Taking A Spatial approach

4.7 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 housing 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.

4.8 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.

4.9 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.

4.10 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.

4.11 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:

- a) City community area
- b) Four Rivers community area (also known as Wilton area)
- c) Mere community area
- d) Nadder Valley community area (also known as Tisbury area)
- e) Southern community area (also known as Downton area)
- f) Stonehenge community area (also known as Amesbury or Northern area)

4.12 On analysis the justification for the Community areas appears just as valid today as it did when they were formed, and are to be continued through into the new Wiltshire Council. The community areas are 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.

4.13 However there is little 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 south Wiltshire to the north of the plain in east and west Wiltshire 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 PREFERRED OPTIONS ('THE BLACK BOOK') AND THE OUR PLACE IN THE FUTURE MAGAZINE CONSULTATION

5.1 What did we ask?

The economic future for south Wiltshire is important and is therefore covered within many aspects of the Preferred Options consultation. The Preferred Options rather than asking specific questions, put forward options that had evolved from the 'Issues and Options' as the way forward. The Preferred options then asked for each option whether respondents agreed with the preferred options, if there is anything that they do not like or think we had missed out. This analysis looks at the following areas that are also described here. This does not include the background paragraphs. The analysis later will also look at responses to paragraphs 8.59 to 8.66, 9.29 to 9.36, 10.36 to 10.39, 11.36 to 11.41, 12.38 to 12.42 and 13.38.

5.1 District wide – spatial vision

PO3 D – The economy is thriving, providing a range of job opportunities to match a growing population and where traditionally strong sectors, such as scientific research and development, continue to be world leaders – This will entail the allocation of enough employment land to deliver 14,000 new jobs up to 2026. We will need to plan for a range of employment types and space requirements and make decision on the sustainability credentials of potential sites. There is a need to nurture growth sectors specific to south Wiltshire such as the work at Porton Down and Boscombe Down, as well as help maintain and develop the rural economy.

5.3 District wide

5.4 PO 12 (Preferred Option 12)

We will promote a strategic policy which seeks to improve job prospects and provide a strong and prosperous economy throughout the south Wiltshire. This strategy will be based on the following criteria:

- a. Identify a range of new employment sites across south Wiltshire that will provide some 30-35 hectares to be developed by 2026.
- b. Housing and employment development will be directed towards the larger settlements across the district as they represent the most sustainable locations and to promote their continued economic and social viability.
- c. Jobs are matched to housing (especially affordable housing) to ensure the that people have the opportunity to work and live in the same locality.
- d. We will plan for business alongside educational establishments to try and deliver the opportunity for the fostering of strong links to enable a well-motivated, skilled workforce.
- e. Ensure the policies are dynamic and can be adapted to future changes in market demand, continue to provide the opportunities to attract strong inward investment and will allow industrial estates room to grow and modernise. f Ensure that employment sites are supported by adequate infrastructure to allow both for current and future growth.

5.5 PO 13 (Preferred Option 13)

We will develop a strategy that opens the way for employment of all kinds as this can make an important contribution to the future viability and diversity of jobs in south Wiltshire. In accordance with our evidence we will also plan specifically for the following:

- a Allocate sites specifically for office, warehousing and general industrial uses to reflect the trend away from manufacturing.
- b Plan for between 30-35ha of new employment land split between approximately 53% B1 (office), 12% B2 (general industrial) and 35% B8 (storage and distribution).
- c Allocate sites for mixed employment uses to encourage specialist groupings such as office parks and research and development.
- d Allocated employment sites should provide a percentage of the total site allocated for start-up and incubator units. Should this percentage be 10%, 15% or 20%?

5.6 PO 14 (Preferred Option 14)

We will take the following steps to nurture and protect existing employment providers:

- a 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.
- b Policies should resist the loss of business sites for housing, especially if this is at the expense of local jobs.
- c 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.
- d Strengthen and encourage the biotechnology, environmental technology and advanced engineering sectors through capitalizing on the opportunities presented for example at Porton Down.

5.7 Area specific – Salisbury and Wilton (Four Rivers)

5.8 PO 31 (Preferred Option 31)

We will ensure the delivery of 13,500 (35ha of land) new jobs within the Salisbury and Four Rivers community areas by:

- a. Providing a major new business park to the south of the City on land south of Netherhampton Road between Harnham and the livestock market.
- b. Relocating the major employment centre of Churchfields into locations which will allow better access and growth potential for existing businesses as well as room for new investment, and the delivery of Churchfields as a major residential-led mixed-use eco-homes development. The majority of these would be located to the land south of Netherhampton Road.
- c. Providing land for a range of employment types on major areas of strategic housing growth in Salisbury and the Four Rivers community areas, as described in PO 29.
- d. Providing employment land in Wilton through the Salisbury and Wilton Area Action Plan to ensure existing businesses such as the Wilton Carpet Factory and the Felt Mill have the opportunity to expand and modernize and new inward investment can be attracted
- e. Providing for a mixture of jobs, employment and homes on the Land Command site, if it is vacated.
- f. Ensuring the continued viability of other important employment sites such as the South Newton Trading Estate and Dinton Business Park.
- g. Remodelling Southampton Road to a green boulevard and rationalizing the retail and employment uses to allow high density residential development with improved permeability to the City Centre

Any strategic employment site will be identified and allocated on the Proposal Map within the submission draft Core Strategy, other sites will be identified through the Salisbury and Wilton Area Action Plan.

5.9 Area specific –Stonehenge Community Area

5.10 PO 42 (Preferred Option 42)

Our preferred option for delivering new employment opportunities in the Stonehenge Community Area is as follows:

- a) To work in close partnership with the respective agencies to revise and further develop the Porton Down Masterplan so that that the agencies can fully meet their aspirations and to match this with the new settlement or urban extension providing a more sustainable housing option for employees.
- b) To work closely with the agencies at Boscombe Down to try and facilitate their aspirations, including where necessary, diversification, so helping secure their long-term future.
- c) To work closely with the MOD to ensure that they can meet their aspirations in the area and, where agreed necessary, deliver new housing to match their expansion plans.
- d) To continue to work towards the delivery of a range of quality employment opportunities in Solstice Park, with a revised masterplan and planning brief outlining the type of employment uses that the site will deliver.
- e) Provide opportunities for low-key employment development throughout the villages in the Stonehenge Area so that local job opportunities with shorter commuting distances are available.

5.11 Area specific –Mere and District

5.12 PO 53 (Preferred Option 53)

Our preferred options for delivering new employment opportunities in the Western Community Area is by adopting the following strategic approach:

- a) To allocate land for the managed growth in the number of jobs provided in Mere to help secure its long-term future as a key local employment centre.
- b) Working closely with existing employers to ensure they have the potential to meet their future plans, including modernisation.
- c) To work closely with the National Trust at Stourhead to ensure that this major tourist facility can continue to provide important local employment opportunities.
- d) Provide opportunities for low-key, sympathetic employment development throughout the villages in the Mere area so that local job opportunities with shorter travel to work distances are available.

5.13 Area Specific – Southern Area

5.14 PO 64 (Preferred Option 64)

Our broad strategic approach to delivering employment opportunities in the Southern Area is:

- a) To allocate land in Downton for the managed growth in the number of jobs provided in the Southern Area and to help secure its long term future as an important local employment centre. This will include working closely with existing employers to ensure they have the potential to meet their future plans in a manner which respects the environment.
- b) To work closely with the New Forest authorities to ensure that this major tourist and recreational area can provide improved local employment opportunities.
- c) Provide opportunities for low key, sympathetic employment development throughout the villages in the Southern Area so that local job opportunities with shorter travel to work distances are available.

5.15 Area Specific – Nadder Valley (Tisbury)

5.16 PO 75 (Preferred Option 75)

Our preferred option for delivering new employment opportunities in the Nadder Valley Community Area is to adopt the following strategic approach:

a To allocate land for the managed growth in the number of jobs provided in Tisbury to help secure its long-term future as a key local employment centre, providing local jobs. This will include working closely with existing employers to ensure they have the potential to meet their future plans.

b To work closely with the large estates such as Fonthill, to ensure that they can continue to provide important local employment opportunities.

c Provide opportunities for low-key, sympathetic employment development throughout the villages in the Nadder Valley Area so that local job opportunities with shorter commutes are available.

5.17 Our Place in the Future – Planning the future in Salisbury and south Wiltshire (magazine)

This consultation was a more ‘light weight’ consultation document that was designed to specifically focus on those issues that were controversial during the previous round of consultation. Respondents were asked if they agreed whether sites are appropriate to meet our future employment needs, and if no, could the respondents suggest other sites. Respondents were also asked if the sites suggested were developed, what type of business activity would they like to see. The relevant paragraphs are:

5.18 Page 7 – (e) The need to retain an adequate workforce to secure our long-term economic prosperity

We have to plan for a robust economic future and not just leave it to chance. Economic growth needs housing to support it.

The acute shortage of affordable homes highlights a real problem for employers in south Wiltshire. We do not have the affordable homes to attract and retain an adequate workforce. This, coupled with an ageing population and increasing out-migration (caused by the lack of affordable homes) and out-commuting, will cause the problem to worsen.

If south Wiltshire is to have the prosperous future those respondents to our consultation want, then we have to build the new houses to allow workers of all types, ages and skills to be able to make a home in the area.

5.19 Page 14 - Placing greater emphasis on delivering the jobs to secure a successful economic future

It is clear from consultation responses that some people thought that the importance of the local economy in securing a vibrant future was a little lost, as the previous debate focused largely on housing issues. It was also suggested that it did not have a high enough profile within the previous consultation document. We agree.

The vision for the economy that we set out in the last document, gathered very strong support:

In 20 years south, Wiltshire will be a place where the economy is thriving, providing a range of job opportunities to match a growing population and where traditionally strong sectors, such as scientific research and development and the MOD, continue to be world leaders.

As with housing, we need to ensure that we have enough opportunities to meet our immediate needs within the first five years of the plan, and then decide how to provide for our longer term needs.

(a) Meeting our immediate economic needs

We must act now to meet our short term needs, so that businesses have opportunities to flourish, we can attract new jobs and remain competitive with our neighbours. We must also address specific local priorities. These include the MOD pulling out of Wilton and delivering the elements of the Salisbury Vision, for example, the redevelopment of Churchfields industrial estate. We therefore propose to allocate the following employment sites in the Core Strategy that can be developed straight away without the need for any further policy documents. These sites have been identified only after a thorough analysis of the area and careful consideration of previous consultation responses.

5.16 (Page15)

- A major new business park on land between the Harnham Business Park and the Livestock Market, to the south of Netherhampton Road;
- A phased redevelopment of the Churchfields industrial estate as a residential led mixed-use development with office, leisure and hospitality jobs;
- Redevelopment of the UKLF HQ in Wilton as a major new business park;
- Development of the next phase of Solstice Park, Amesbury;
- Significant employment land allocated in most of the strategic housing sites including Fugglestone Red and Old Sarum;
- Revisiting the master plan at Porton Down Science Park to assess whether it is still fit for purpose and working with major employers at the MOD, Boscombe Down and the Salisbury District Hospital to help them meet their future aspirations.

5.17 Page 16 is also relevant although not repeated here.

5.18 Page 23 of the magazine provided a response form and of particular relevance were questions 4 and 5 which asked:

5.19 Q4 – do you agree that these sites are appropriate to meet our employment needs? If not can you suggest any alternative sites?

5.20 Q5 – If these sites are developed, what type of business activity would you like to see?

	Offices	Research & Development	Light Industry	General Industry
Harnham Business Park				
Churchfields				
UKLF				
Solstice Park				
Fugglestone Red				
Old Sarum				
Hampton Park				
Archers Gate				

NB – Office uses would not include financial or professional service where services are provided principally to visiting members of the public. Light industry would include processes that could be carried on without causing undue disturbance in a residential area.

6.0 SUMMARY OF RESPONSES

6.1 Analysis of responses

Please note that all of this analysis summarises comments received.

6.2 PO3 D –

1. Assumption that there will be another 14,000 jobs generated in the area are aspirational. Where will they come from?
2. The provision of 4,200 new jobs would seem to be appropriate. (6374)
3. What is the evidence of this expansion in employment, particularly since the MOD will loose jobs in Wilton.
4. If unemployment is low, why do we need this many more jobs? Why not create as many jobs as are needed to have even lower unemployment and to cope with any future demographic changes (ie the population gets younger? Then we would only need sufficient new housing to cover the current shortfall.
5. The extra jobs at Porton, 800, will all be filled by December 2008, well before any proposed development is due to start.
6. The role of Porton Down and Boscombe Down as employment providers is over stated.
7. If the jobs do not materialise, there will be a reduced requirement for new housing.
8. Oppose the spatial objective.
9. General support for Vision Objective D.
10. There is a need to recognise Objectives C and D may change in response to the finally approved RSS.
11. Employment figures are predicted on the growth rates that is now double that within the region, and with the slowing nationally and internationally, not likely to be achievable eg Solstice Park is already way behind target growth.
12. Encouragement of incubator employment areas in small towns/ villages is essential.
13. There needs to be a support for existing businesses who are faced with tough market conditions, nationally and internationally.
14. Economically no longer thriving!
15. Objective is too weak. These sort of jobs will not appear without the support of a good local poly and university. We are fortunate that Wilshire college is to be strengthened and Southampton already has such a University.
16. Propose the following re-statement *'the economy is thriving, providing a range of job opportunities to match a growing population and where traditionally strong sectors, such as scientific research and development, continue to be world leaders. We will need to plan for a range of employment types and space requirements and make decisions on sustainability credentials of potential sites. There is a need to nurture growth sectors specific to South Wiltshire such as the work at Porton Down, as well as help maintain and develop the rural economy'*. (1908)
17. If the world food shortage gets worse as seems likely it is CRIMINAL to build on prime farm land (we need every scrap in WW2).
18. Tourism may provide more scope if we can attract hotels but manufacturing appears to be in decline with the loss of the Mahle plant. Solstice Park does not appear to be attracting the right sort of businesses at the moment.

Objective D should be rewritten to reflect a commensurately lower number of new jobs to match Objective C.

19. Job numbers have been created using the discredited predict and provide methodology. They have been generated by taking current figures and applying a %. They also are predicated on an assumed growth rate of 3 - 4% pa. This seems unlikely so the figures are over-estimates. As stated earlier you cannot predict where people will live or work.
20. This will also be a popular place for retirees who will not require employment. The development of a residential/work pattern is a natural not a forced process and we will find that the number of jobs posited in the Strategy will not be required.
21. We could find no evidence of work done to develop scenarios for the future economy of the area.
22. It matters greatly to state the target, the type of industry and employment desired in the future,
23. Will the economy be thriving in 5 or 10 years time? Much importance is attached to the presence of world-class employers' who being largely international companies, can and do, move away at very short notice.
24. What is the rationale for planning for 14,000 new jobs if Salisbury currently has full employment and the economically active age group is predicted to remain at about the same level? Surely this will simply lead to an increase in in-commuting, with the consequent environmental costs?
25. What kinds of jobs? Where are they coming from? Are they going to be the low-paid manual jobs which large-scale employers need, or better paid, high-tech specialised jobs which require relatively few people. If the latter, then large scale industrial/commercial sites are not needed.
26. The allocation of 13,500 of the 14,000 jobs to Salisbury and Amesbury is in direct contradiction to PrefOpt29 where the intention is to have industry near each major new housing estate (6936).
27. It should be acknowledged that the employment potential of Salisbury District exists in many employment sectors and locations not simply at Porton Down or Boscombe Down. The employment potential in the construction sector associated with the delivery of the 'Step Change' in housing should not be overlooked and will be significant to the local economy in itself.
28. The defense industry is NOT a growth industry and therefore should not be in any 'strategy'.
29. The preferred option contains no details on the provision of a 'sustainable' infrastructure to support the option. It does not show where these jobs are to be delivered. The option does not address the continued reduction in military forces which has and will continue to reduce local job opportunities and the size of the military population.

6.3 What do these response tell us about PO3D?

6.4 There was quite a level of support for the Preferred Option and comments confirmed this. There was also several important areas of support including the encouragement of incubator units.

6.5 Some respondents also opposed to the PO. The comments received are useful in determining where an objection may lie. The responses detailed that many respondents felt that the job numbers to be delivered were aspirational, especially with the current market conditions at the time of writing this topic paper addenda. However it should be noted that we are required to deliver this level of jobs numbers. The plan period is for a long period of time and by 2026, the market should have turned around by this point. Respondents were also unsure as to the evidence of the employment expansion and this can be found and signposted in the first topic paper

to this series, a respondent that appeared to have looked at the evidence suggested that the 'predict and provide' methodology was discredited, however again this is the methodology used by the Regional Assembly and predicts the job numbers that the council is required to deliver. .

6.6 Respondents also appeared to be unclear about the future role of Porton Down and this will be confirmed within the final Core Strategy.

6.7 Some respondents suggested where improvements, such as greater support for existing businesses. Others suggested that the objective was too weak, but made no attempt to suggest how. It was suggested however that the objective should also state the target, the type of industry and employment desired. One respondent commented that the needs of the construction sector needed to be taken into account. In addition it was commented that the PO does not detail the infrastructure that needs to be provided to support the option and where the jobs should be delivered or take account of a reduction in military forces. However this information is provided later on within the Preferred Options document and not specifically within the Spatial Vision.

6.8 PO12 -

1. Support PO12 and specifically e. In this regard it would be of benefit for para 8.63 to recognise the RSS comments about Solstice Park location able to meet specialist and expansive employment uses which is precisely why policies need to be dynamic. There are employment uses today that did not exist 10 years ago.
2. Need to develop and improve education and access to education to meet the needs of new employers
3. There should be greater clarity concerning the distribution of employment development throughout the district and between the settlements defined in the hierarchy.
4. Small business growth should be encouraged throughout district not just Salisbury and Amesbury
5. Criteria c appears ambitious as matching jobs to housing will be difficult to achieve. Commuting will still be apparent.
6. There is little here to deal with employment development in small settlements. It is unclear as to exactly where employment growth will be directed. Should be clear as to which settlements may be appropriate for employment growth.
7. Would be inappropriate to sterilise potential employment sites by specifying a percentile of an allocated site to be used for a specific type of employment.
8. Miss-assumption that people live and work in the same location
9. A modern college for modern students needs an out of town location.
10. Does it include small industrial units that could be accommodated in villages without disruption?
11. Disagree that employment should be developed alongside housing. Businesses are moving away. Wages to not match the housing market. Existing companies should be given incentives to expand
12. Where will the employment be going?
13. The sentiments are correct, but rest of document does not support principles, the infrastructure is not there
14. Wiltshire does not have an employment crisis. Organic market led development.
15. Transport industry should be getting consideration
16. Ensure you consider the transport industry
17. Strategy skirts around employment, no correlation with infrastructure requirements

18. No work to develop scenarios for the future employment in the area.
19. Figures set out in PO12 and 13 is arbitrary . Need to decide what employment Salisbury wants and then allocate most suitable land.
20. Better location than putting employment at Harnham would be Old Sarum or High Post.
21. Housing should be matched to jobs rather than other way round
22. Unclear how job target will be achieved.
23. For 20 years there has been employment land available partly due to Solstice Park. 20ha would be enough concentrated on existing employment sites.
24. Para 8.63 – it is confusing not to talk about the employment land also required to deliver moving Churchfields etc.
25. No mention of need to provide employment for graduates.
26. Suggested wording 'Housing and employment development will be directed towards the local centres across the district as they represent the most sustainable locations to promote their continued economic and social viability. Small scale business development may be permitted in the main villages where this complements the level of housing growth and is not detrimental to the local landscape, character of the adjacent settlement, and surrounding infrastructure'.
27. Protect city centre office locations, include support for established office uses to remain and expand.
28. Seems little idea of where employment might grow over next 20 years.
29. There is an over reliance on Porton down only 800 jobs are proposed for here.
30. Employment planning is unproved, un-evidenced, vague and refused to take note of growing trends in the area, particularly that of empty employment buildings and sites. Most work in other towns, Salisbury is not an industrial area.
31. Priority is to sustain those jobs that exist rather than provide for more.
32. Concerned the PO could be misinterpreted. AONB is not a place for major employment.
33. Represents a sound approach for housing delivery
34. Point e the word 'industrial' appears to be at radiance with para 8.64
35. Consider RAF Chilmark as an employment site.
36. Need to ensure improving education and access to education.

6.9 Para 8.63

Of the 14,000 jobs it appears that 13,500 are needed in the Salisbury / Wilton area , given numbers of jobs in rest of district this doesn't seem to add up. Need to substantiate the need for 14,000 jobs or it undermines the 12,400 houses People living in the new settlement would probably work in Hampshire.

6.10 Para 8.65

'Parish plans have all identified the lack of start-up units in the area' – our of 120 parishes less than 10% have parish plans so this is a significant statement.

6.11 What do these response tell us about PO12?

6.12 Again there was support for the Preferred Option.

6.13 Some respondents suggested improvements to the proposed strategy. These included recognising what the RSS says about Solstice Park, acknowledging that there are employment uses today that did not exist 10 years ago, acknowledging the need to develop and improve education and access to education, maybe through

a modern college, existing companies should be given incentives to expand and providing for graduates.

6.14 With respect to small business growth and suitable units it was suggested that this should be encouraged throughout the district, not just in Salisbury and Amesbury. A respondent also suggested that it would be inappropriate to sterilise potential employment sites by specifying a percentile of an allocated site to be used for specific type of employment. Some respondents further pointed out that it was confusing not to talk about the employment land also required to delivery regeneration schemes, such as moving Churchfields Industrial Estate. It was also commented that city-centre offices needed to be protected.

6.15 Some thought that the strategy of matching jobs to housing was incorrect and that the preferred options mis-assumed that people live and work in the same place.

6.16 Again it was commented that the preferred options not provided clarity as to the distribution of employment development, not detailed the infrastructure requirements that would be necessary to deliver the employment, that there was an over-reliance on Porton Down, that job figures were too high, that the job planning is un-evidenced and that there was little idea of where the employment growth would be located and that start-up units need to be provided in all areas.

6.17 PO13

1. Need to encourage at least one or more business parks for more substantial companies that will provide higher paid jobs and more variety
2. Quality design and landscaping needs to be integral to every employment site
3. Does identify additional land for businesses on Churchfields industrial estate
4. No employment in Tisbury due to poor roads
5. Large number of organisations are seeking affordable workspace
6. Manufacturing must not be excluded, we will need it in the future include working 'manufacturing subject to the suitability of the site'
7. Clearer justification of employment land split is required. Refined approach needed to show economic advantage of each settlement.
8. Need to take into account market requirements
9. Evidence prepared to date is not robust enough to support the PO.
10. Justification for start-ups and incubators is not robust
11. Is there a need for a policy to provide for a policy basis for the consideration of MOD developments.
12. Clearer justification for employment land split is needed.
13. Focus on Warehousing/distribution I Amesbury is ridiculous. Combined with Tesco distribution centre and Andover the impact on A303 would be catastrophic.
14. Object to allocated sites having a percentage for start up and incubator units
15. Ensure there is a number of employment sites available from which operators can choose from.
16. Little in the PO which deals with employment in smaller settlements
17. It is unclear as to exactly where employment growth will go
18. Should provide for all B1 uses not just offices, these uses need space too.
19. Employment sites should provide for a high percentage of flexible and start up units as encouragement for new business.
20. Foresight is needed to make the units affordable, convert light industrial units into office units. Provide incentives to develop existing sites.
21. Ensure any B8 is located adjacent to the primary highway routes, and away from dwellings to prevent 'reversing noise'. Incubator unit target should be 20%.

22. Harnham is not attractive from employment due to poor road network
23. % for incubator units would not work as depends on market demand. Such a policy would stifle future employment growth.
24. Introduction of empty rates on employment buildings will mean less speculative development.
25. There is no reference when considering jobs to the number of small businesses operating in small villages, e.g. in Teffont there are 15 or so.
26. Empty premises should be redeveloped before new sites.
27. For 14,000 jobs we will require an employer the size of Honda in Swindon.
28. We already have too many offices and distribution depots
29. How will planning prevent the arrival of another series of ugly lo-pay sheds.
30. ELR states that the Downton Trading Estate can expand to the north and south. If southward it will be demolishing gardens and houses. Staff satisfaction for staff based on trading estates is low.
31. Massively encourage homeworking.
32. AONB is not a place for major employment that involve heavy goods vehicles.
33. Support, especially for high quality office parks and dispersed employment opportunities.
34. Opening sentence of this PO is extremely precise and encapsulates the strategy.
35. 15% for start-ups, units need to be flexible
36. Development and management of cultural quarters can help address the need for affordable workspace for creative industries by providing flexible live/work space and encouraging clusters of activity that provide a trigger for local regeneration.

6.18 What do these response tell us about PO13?

6.19 Again there was support for the Preferred Option, including the support for start up businesses, however it was commented that the justification for start-up units was not robust. In addition there was still concern over the number of jobs to be delivered. There was objection to allocation sites having a percentage of start up units on them, whilst others felt that there should be a higher percentage. Not many respondents actually suggested a set percentage although one respondent suggested 15%. One suggestion was to deliver these start up units through the development and management of cultural quarters that could provide affordable workspace for creative industry to provide clusters and flexible live/work space.

6.20 Some respondents suggested improvements to the proposed strategy, such as encouraging at least one or more business parks to be developed, ensure quality design and landscaping is integral to every employment site, ensuring that the strategy refers to the other uses within B1 not just office uses, that B8 should be located near the primary road network. One respondee also suggested that incentives should be put forward to encourage the redevelopment of existing employment to remain as employment. Others felt that homeworking should be encouraged

6.21 There was concern that the strategy should have a policy to cover MOD developments.

6.22 Again there was concern that employment in smaller settlements have not been covered and the acknowledgement of the smaller businesses that do operate from the areas villages. On landscape terms it was suggested that the AONB was not a place for major employment that involves HGV's.

6.23 PO14

1. Support general initiative to resist the loss of employment land to other non-employment uses. Clearly there will be cases where change of use for housing will be beneficial. Loss of employment land needs to be considered in terms of emerging relaxation of the definition of employment land in draft PPS4 which will seek to allow for assessments to be made of the job generation from alternative uses where such do not traditionally fall within the scope and definition of employment land. Retail and leisure uses are cases in point. Widen scope of acceptable employment uses.
2. Agree especially with reference to resisting the loss of business sites for housing.
3. Don't put all your eggs in one basket – Porton Down.
4. Support policies that nurture and protect existing employment providers, they contribute significantly to the economy and should be protected where viable.
5. Should be a qualification to policy 'unless alternative employment sites provided elsewhere within the immediate locality can be found which would enable the improvement/expansion of business wishes to expand and cannot do so in its current location, it may be possible to find alternative sites within the immediate location (perhaps a mile or more radius could be included.) that would enable it to expand and retain or increase its local employment whilst using the funds gained for redeveloping its original premises for residential purposes.
6. Porton Down has been misinterpreted. It is unlikely to provide significant expansion in employment numbers.
7. Consider what assistance could be made where 'dwelling based' business facilities in rural communities are threatened with closure as a result of owner retiring and reverting premises to fully domestic use.
8. Omits the rise of homeworking which will continue.
9. Multi national companies with market forces will have an influence in the future.
10. Market forces reflect the wishes of communities intervention is costly and ineffective.
11. Churchfields is in a floodzone and built on a refuse dump.
12. Local Plan policy E16 is far too rigid and needs to be widened. As a local agent we spend far too much time jumping through marketing exercises. Appreciate not everything is suitable for residential but there must be a better way of dealing with individual applications on their merits without such rigid policy.
13. What will the safeguards and viability tests involve.
14. Opportunities for large businesses in Salisbury City Centre are currently limited, prevention of loss of employment site important.
15. Like to see a policy being more specific in relation to office occupiers. Include offices as part of a mixed use scheme in the city centre.
16. How are you going to achieve this?
17. Does not allow for review of existing employment allocations which may become unviable due to a lack of need in the area. ELR already identifies some sites that could be intensified and if achieved could mean less greenfield land used for housing.
18. Review existing employment allocations where it can be demonstrated that the site is suitable for housing and there is no local requirement for employment.
19. Safeguarding and protecting existing employment land and premises is essential and new housing provision should not be at the expense of employment opportunities.
20. PO14 does not specifically include the need to introduce a new mechanism to assess the actual suitability of a property or site in the long term based on site

appraisal criteria used in the ELR (suitability to meet modern needs as well as its strategic value to the local economy. This was raised as key recommendation in the review of rural issues in Wiltshire.

6.24 What do these responses tell us?

6.25 Again there was support for the Preferred Option and the initiative to resist the loss of employment land to other uses and to nurture and protect existing employment providers.

6.26 However, some respondents felt that acceptable employment uses should be widened in line with draft PPS4, it was also felt that the assessment of job generation should be widened to the wider definition of job provision and not traditional employment land.

6.27 Changes were also proposed including providing a positive policy to enable existing businesses to expand and improve on other land without having to find alternative employment and enable the old site to be redeveloped, so that the uplift can be used for the new site. There would however have to be a threshold of how far they could re-locate too.

6.28 Concern was expressed that homeworking had been omitted, local plan policy E16 is too rigid, as to what the safeguard and viability test will involve and that the future role of Porton down had been misinterpreted

6.29 PO31

1. Any industrial development between Harnham and Netherhampton must not go ahead until a road from the development across to Blandford road is completed.
2. Harnham must not be subject to any more traffic.
3. Industrial development at Harnham would have a serious impact on the local community.
4. Harnham would clog up the Harnham Gyratory – what will be done here?
5. The road system would grind to a halt
6. Harnham would impact on green entrance to Salisbury.
7. Harnham is remote from where most people live.
8. Building at Harnham would have an impact on the floodplain.
9. There is not enough land at Harnham for the whole of the employment allocation
10. Concern Harnham will not be popular with businesses
11. Build the bridge over the Nadder
12. There are archaeological issues at Harnham.
13. Moving Churchfields would be very stupid
14. Far too many vehicles try and park on Churchfields it needs re-siting.
15. Re-development of Churchfields would create a slum
16. Southampton Rd should be 2 lanes each way
17. Where would a new park be provided?
18. Support f that seeks to continue the viability of other employment sites at Dinton Business Park.
19. All of Churchfields could move to Solstice Park.
20. Keep new employment to brownfield sites
21. Agree that Southampton road should be redeveloped to provide a major missed use quarter with improved links to the City Centre. The site in front of TEscos is suitable for a hotel and associated facilities.
22. Take care not to just move the Churchfields problem elsewhere
23. Ensure design is good.

24. Cannot move until Carpet factory, felt mill and UKLF come on stream.
25. Re-locate Churchfields in small groups.
26. Relocating Churchfields would east the Fisherton Street bridge
27. Why are 95% of jobs going to Salisbury? Do want to see homes being provided in other settlements just to create in-commuting to Salisbury.
28. No mention of employment being created at Brown Street / Salt Lane / / Bus station / Bus Depot / Maltings and Central Car Park.
29. HGV testing station and HRC need to be found sites within the Core Strategy.
30. The PO complements PO29 scenario 1.
31. Improve Churchfields and use it, rather than using more greenfield land.
32. Would object to any retail units from Southampton Road being relocated to Harnham.
33. Concerned Harnham will not be popular with businesses.
34. A better employment site to Harnham would be ULKF
35. Locating Churchfields may result in businesses leaving the district
36. Southampton Road remodelling is crucial
37. All of Churchfields needs to move otherwise will still have problem with lorries.
38. With respect to Harnham there appears to be an element of vagueness as to where exactly the employment will go.
39. Park wall junction will also clog up with Netherhampton goes ahead.
40. Absurd to suggest greening of Southampton Rd whilst the browning of Netherhampton
41. Reduce size of proposed Netherhampton / Harnham allocation, work should not start until the roads are in place. Some sort of revival of the southern by-pass is needed.
42. Provide rail freight access on Southampton Road and Churchfields
43. Salisbury does need more employment.
44. Build a new town and put an industrial estate there.
45. The council's aims to improve the environment and prevailing traffic conditions along Southampton Road may be commendable. However the proposals in our view, fail to pay adequate regard to existing development and land uses in the area, existing landowners interests and possible aspiration and the potential willingness of such landowners to participate in any such scheme. Insufficient regards has been given to the likely costs of consolidation existing retail uses in the way envisaged and as such the viability and deliverability of PO31 has not been properly assessed. The council does not have the resources to progress this scheme and Southampton Road should be deleted.
46. Disappointed that only one major new piece of employment land has been identified.
47. Netherhampton Road is already at capacity
48. Business park of Netherhampton Road magnitude can only be developed in conjunction with major road improvement schemes, together with other infrastructure.
49. Suggest that south wilts sports club and the golf course move to Netherhampton Road and this area could be used for car showrooms from Churchfields.
50. Extend employment at High Post.
51. Have a series of smaller business parks
52. Does Churchfields really need to be located on one site?
53. Seems you want to re-model Southampton road at expense of Harnham.
54. Expand the existing business parks.
55. Improving Southampton road would have little benefit
56. Expect to see the same detail for employment sites as we see for housing.

57. B&Q currently operates from Southampton Road it has not plans to relocated it business from the current premises. It provides an important contribution to the local economy. Policy should clearly recognise the appropriateness of the existing use of the site. Object to criteria of policy that seeks to rationalise the existing retail uses in favour of residential developments.
58. Concern about growth of employment along London Road, St Thomas' Roundabout and Laverstock Road.
59. No indication of ratio of housing to industrial land for other employment sites.
60. Perverse considering Southampton road for retail development when London road is allocated.
61. Clients landholding on Southampton road provides opportunity to focus future retail provision in this existing retail location.
62. Concentration in the Salisbury area is a sound approach.
63. Support use of UKLF for employment to replace those jobs that will be lost as a result of their move.

6.30 Paragraphs 9.30 – 9.31

1. The calculation of employment land is confusing when compared to that given in para 8.63. It is not clear what area of land is required to be found in the community area, compared to the amount that needs to be found in the district as a whole.

6.31 Paragraph 9.34

1. Churchfields and Southampton Road are all poorly designed leading to wasted space as they were probably built on an ad-hic basis. Re-design areas in way that makes a much better use of space.

6.32 What do these response tell us?

6.33 Again there was support for the PO.

6.34 Those that did not support the PO did not want business development to occur in the following locations:

- a) Between Harnham and the Livestock Market, due to impact on road system and green entrance to Salisbury
- b) Moving Churchfields
- c) Southampton Road, as landowners are not willing and the council does not have the resources to progress the scheme.
- d) Re-locate Churchfields in small chunks.

6.35 Suggestions for future sites were:

1. Churchfields could move to Solstice Park
2. Keep employment to brownfield sites
3. Use Brown Street and Salt Lane car parks, use the bus station and depot and the Maltings and Central Car Park
4. Just improve Churchfields
5. Build a new town and put an industrial estate there
6. South Wilts Sports ground and Golf Club
7. High Post
8. Series of small business parks
9. Expand the existing business parks

6.36 Other comments expressed concern that the HGV testing centre and HRC need to be found a site within the Core Strategy. Concern that re-locating Churchfields could encourage businesses to leave the district. Disappointment that only one major piece of employment land has been identified. There was also

miscomprehension of why 95% of jobs should go to Salisbury, concern that the calculation for employment land is confusing due to the vision. This needs to be clearer.

6.37 PO42

1. Object to PO42
2. Opportunities to rectify the negative landscape impact of Solstice Park should be sought
3. Get a move on with Solstice Park
4. Even Solstice Park won't provide enough jobs for those houses proposed in Amesbury
5. Unclear as to why the Solstice Park masterplan needs revising as there is outline consent for the whole site, the 106 specifically allows development to take place past the end of the Local Plan period. It would also be at odds with PO12e that promotes a flexible dynamic policy. Delete needs for new masterplan for Solstice Park.
6. Development must be in keeping with the village and maintain the community spirit.
7. It would be unwise to rely on defence jobs when there is a trend to the relocation of services
8. Seems unlikely that Porton Down will expand
9. Development from the Porton Down masterplan must contribute to the 'community chest'
10. Proximity of workers to jobs can be discounted, for most going to work results in a long commute.
11. Does not discuss the contribution of agriculture as can be found in other community area sections.
12. Employment could be delivered in Shrewton as well as housing.
13. The Salisbury Research Triangle is key for economic growth in Wiltshire.
14. Asda is needed in Amesbury.
15. More employment etc in Amesbury will be good as it will mean that less people will go to Salisbury.

6.38 Paragraph 10.37

1. Oppose omission of the World Heritage Site. Rephrase to read 'The community area is also rich in historical and archaeological features, many of them such as Durrington Walls and other Scheduled Ancient Monuments, lying within a World Heritage Site'.

6.39 What do these response tell us?

6.40 Both support and objection again was received in respect to this Preferred Option. There was support for more employment at Amesbury and the suggestion that some employment could be delivered at Shrewton.

6.41 The responses suggested the need to get on with Solstice Park some were unclear as to why the Solstice Park masterplan needed revising. There was support for the continuation of the Salisbury Research Triangle as being key for economic growth. gain there as uncertainty as to the role of Porton Down.

6.42 There as concern that the contribution of agriculture had not been discussed here and that any development must be in keeping with the village.

6.43 PO53 -

1. Allocation of a new industrial area in Mere will not guarantee jobs.
2. What realistic plans are there for more jobs at Stourhead?

3. Increase population in the area is retired people so we do not need jobs.
4. A mass of words with a wish list unrelated to reality.
5. Stourhead has too many visitors which is unsustainable. They need a demand management plan and visitor regulation at popular times of year.
6. New major employers are unlikely to be attracted to Mere for various reasons such as poor roads for HGV's
7. PO is too optimistic
8. Shorter travel to work distances good.
9. There is a large site already allocated in Zeals that hasn't been taken up.
10. Do not allocate further greenfield sites in Zeals
11. Agree that land should be allocated in Mere for employment to secure its long term future. There is also potential to meet future aspirations of existing employers.
12. Agree with PO. Employment in Mere with close proximity to the A303 will prevent HGV's having to move through small villages. Encourage allocation to on field adjacent to the B3092 and A303 (adjacent to existing employment allocation), although site in Zeals parish not Mere it will function with Mere. Possible need for Employment Land Survey in Mere to determine exact types needed.
13. Enough land already allocated.
14. Need affordable units and better infrastructure
15. Reduce rates to encourage businesses.
16. Could we have some job figures in the policy.
17. Hill Brush company could modernise without inflicting PO51 scenario on the rest of Mere.
18. People don't work here because of the house prices
19. Increase in houses in Mere should be linked to a increase in jobs.
20. Industrial estate would be an eyesore.
21. 10 years too late in helping pubs/shops stay alive. Rates are too high.
22. Let the market take its course.
23. Adequate and employment already exists. Only allow key businesses to exist.

6.44 Para 11.37

1. If the economy is thriving and has a growing population why have several shops shut recently? Zeals has lost its pumps and shop and has difficulty supporting the pub.

6.45 What do these response tell us?

6.46 Again there was both support and objection to the preferred option.

6.47 There was concern that allocating new industrial land at Mere would not guarantee jobs, when the existing employment allocation in Zeals Parish (on edge of Mere) has not been taken up and that the road network is not attractive. Others felt that Mere's proximity to the A303 made it appropriate for further employment development. There was scepticism that more jobs could be created at Stourhead and concern that Stourhead already has too many visitors. Respondents also suggested that the increase in population in the area is from old people who do not need jobs and that there are enough jobs in Mere already. There was also concern over the modernisation of the Hill Brush company and the impact it may have on Mere

6.48 Some suggested improvements that could be made including the need for affordable work units and better infrastructure, reduced business rates to encourage businesses, provision of some job figures within the policy.

6.49 PO64 -

1. Oppose suggested of more development at Lode Hill – inadequate roads.
2. Why does Downton have to have most of the jobs?
3. Downton areas is already full.
4. Need to maintain the integrity of New Forest National Park and its boundaries
5. Support the allocation of further employment land in Downton
6. Alderbury and Laverstock may also be appropriate locations for employment, could be individual allocations or mixed use sites.
7. PO64 should more closely match PO63.
8. What is low key sympathetic employment?
9. Downton has potential for further employment and along the A36 corridor however damage to the landscape of New Forest NP must be resisted.
10. Should not increase employment in the current economic climate.
11. Employment currently on offer is suitable for part-timers and low skilled, pensioners topping up pension and school leavers.
12. Any development must respect the rural way of life.
13. If unemployment in area is less than 2% why do we need more jobs.
14. Current Downton business centre is an eyesore with little to soften the impact.
15. Whaddon with its better communications links would be more appropriate for further employment.
16. Ensure new employment enhances rather than detracts from Downton.
17. Don't burden Downton with jobs when people may come from outside of South Wiltshire
18. Current employment sites contributes to flooding in Downton.
19. Further employment in Downton will make traffic worse.
20. Add sentence 'however specific road use restriction will be put in place to minimise commercial traffic from business development areas using Downton and Woodfalls as a through route.
21. 500 jobs in rest of Wiltshire means jobs in this area will be very 'low key'.
22. There is a lack of suitable land in the area for industrial growth.

6.50 Para 12.40

1. These figures are all based on a consultation document that allowed people to comment on all areas in south Wiltshire and therefore the figures are flawed.

6.51 Para 12.41

1. Lode Hill site should never have been developed as a steelworks, it needs re-siting on an A Road.

6.52 Para 12.42

1. These figures are all based on a consultation document that allowed people to comment on all areas in south Wiltshire and therefore the figures are flawed.

6.53 What do these response tell us?

6.54 Again there was both support and objection to the preferred option.

6.55 There was opposition to more development at Lode Hill, although this was not a suggestion of this site being within the Core Strategy. There was a lack of understanding as to why Downton needs more jobs and to what 'low key sympathetic employment' meant. Some suggested that the employment currently available in Downton was low quality and only suitable for part time workers, pensioner top ups, school leavers and student's. There was concern that there is a lack of suitable land

in the area for industrial growth and that there was also concern over the need to maintain the integrity of the NFNPA boundary.

6.56 There was positive suggestions that asked if the impact of the current Downton business centre could be softened and any further employment buildings should enhance not detract from Downton. Others suggested that the following wording should be added 'however specific road use restrictions will be put in place to minimise commercial traffic from business development areas using Downton and Woodfalls as a through route'.

6.57 Other employment sites put forwarded included Whaddon and along the A36 corridor.

6.58 PO75

1. Road system will not stand any more traffic.
2. Invest in a new road system
3. Station Works – PO implies that there is an intention to apply a blanket restriction to the site to the effect that it should be preserved solely for employment uses even if it could be demonstrated that a mix of uses would achieve a greater amount and range of job opportunities.
4. Support achieving a greater range of job opportunities in Tisbury.
5. Tisbury is not suitable for HGV's
6. Unless policy context is more supportive, the rents are too low in Tisbury to justify upgrading resulting in the number and type of jobs in Tisbury being unlikely to change.
7. Landowners as well as business owners need to be involved in the future of sites.
8. Impact on AONB of employment buildings need to be considered.
9. Using the station works as a mixed use site would be in accordance with PPS3. i
10. Economic policies should concentrate on how best to achieve wider economic objectives particularly in terms of the amount and range of jobs to be achieved rather than on an outdated approach.
11. Re-word policy to 'The council's aim is to achieve managed growth in the number and range of employment opportunities in Tisbury to help secure its long-term future as a key employment centre providing local jobs. The council will work closely with existing and potential employers, and secondly, to support those proposals for redevelopment of existing employment sites – possibly including a mix of uses which, when taken as a whole, can be demonstrated to best achieve that wider strategic objective'.
12. Para 13.24 should be amended too.
13. Second sentence should read 'The station works site has potential for redevelopment – possibly for a mix of uses – but where the main objective will be to best enhance the number and range of employment opportunities and also reduce the impact on the AONB'.
14. Station works stands a chance If properly redeveloped.
15. Local businesses must be supported.
16. Tisbury is not a major employment site.
17. Small industrial units only in Tisbury.
18. Need to create incentives to create local employment.
19. Encouraging long term employment opportunities from outside of the area was probably beyond the remit of the Core Strategy.
20. Station works better as a light industrial site with mixed use housing.
21. More emphasis should be placed on discussions with organisations such as business Link and Rural Business Groups.

22. Feel you underplay the value of home working and electronically based activity.
23. Refer to electronic infrastructure improvements.
24. Plans do not seem to give enough weight to Tisbury's rail connection.
25. Employment land should be in proportion to Tisbury's population.
26. Can't attract people to Tisbury for employment. It is too remote.
27. Most people will work away from Tisbury.
28. Whole report is based on naive assumption that Tisbury is flat, well supplied with good roads and has good prospect of employment.
29. Need a more imaginative, flexible and commercially realistic policy approach
30. There is already enough employment land available to allow job growth for locals.
31. Increased tourism will add to bad vehicle access.
32. New employment should focus on rural activities that won't impact on roads.
33. Development should take place close to the railway.

6.59 What do these response tell us?

6.60 Again there was support and objection to the Preferred Option.

6.61 Main concern was that road network was not suitable for further employment land and that Tisbury is not suitable for HGV's or a new road system would need to be invested in. Also concern that any buildings may have on buildings in AONB. Concern that value of home-working is underplayed together with the the rail connection.

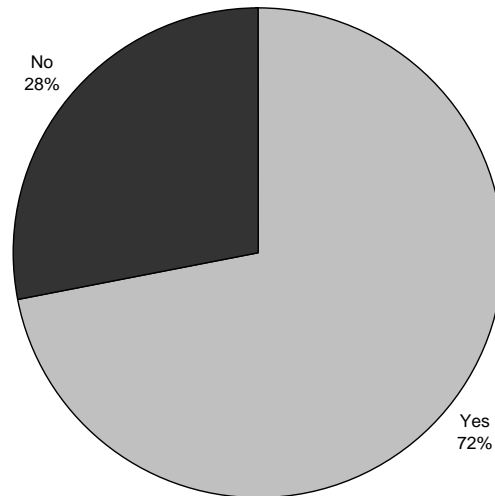
6.62 Suggestions included that the station works site stands a chance if properly redeveloped for example as a missed use industrial site with housing and that local and small businesses must be supported, possibly through incentives

6.63 Suggested re-wording 'to a 'The council will work closely.....to support those proposal for redevelopment of existing employment sites – possibly including a mix of uses which, when taken as a whole, can be demonstrated to best achieve the wider strategic objective'.

6.64 Response to Our Place in the Future magazine

6.65 Q4 – do you agree that these sites are appropriate to meet our employment needs? If not can you suggest any alternative sites?

Q4 - Do you agree that these sites are appropriate to meet our employment needs?



Number of Respondents: 562

6.66 Summary of free text comments

6.67 Most respondents rather than proposing additional sites that were not within the consultation document made comment either suggesting the other proposed sites or commenting upon issues they saw with particular individual sites proposed within the magazine.

1. Have a University of Clarendon Park
2. No central car park development
3. A major new business park on land between the Harnham Business Park and the Livestock Market, to the south of Netherhampton Road.
4. Traffic is already a problem along the Netherhampton Road, it would be better to locate the Business Park where there can be easy access to a motorway i.e. Solstice Park, Amesbury, or where access can be made more conveniently i.e. Old Sarum.
5. A phased redevelopment of the Churchfields industrial Estate as a residential led mixed-use development with office, leisure and hospitality jobs.
6. A reassessment of employment prospects for the next five years is necessary
7. Access to Fugglestone Red from the south would entail more traffic on Devizes Road, already over stretched
8. Adequate transport access to Churchfields Industrial Estate for the large articulated vehicles
9. Again Fugglestone Red should not be mixed use. UKLF by all means use as a business park. Though the A360 is not up to heavy traffic. Solstice Park is empty - please use that first.
10. Disagree with Churchfields proposal
11. Disagree with Netherhampton Road proposal
12. Agree that sites on page 15 are correct.
13. Already too many empty units in North Wiltshire
14. Amesbury does not have appropriate employment needs at present.
15. At the Old Hospital on Wilton Road
16. Any development of Churchfields must take into account better parking and traffic needs
17. Any sort of Industry would turn a beautiful market village city into a slum city like Basingstoke

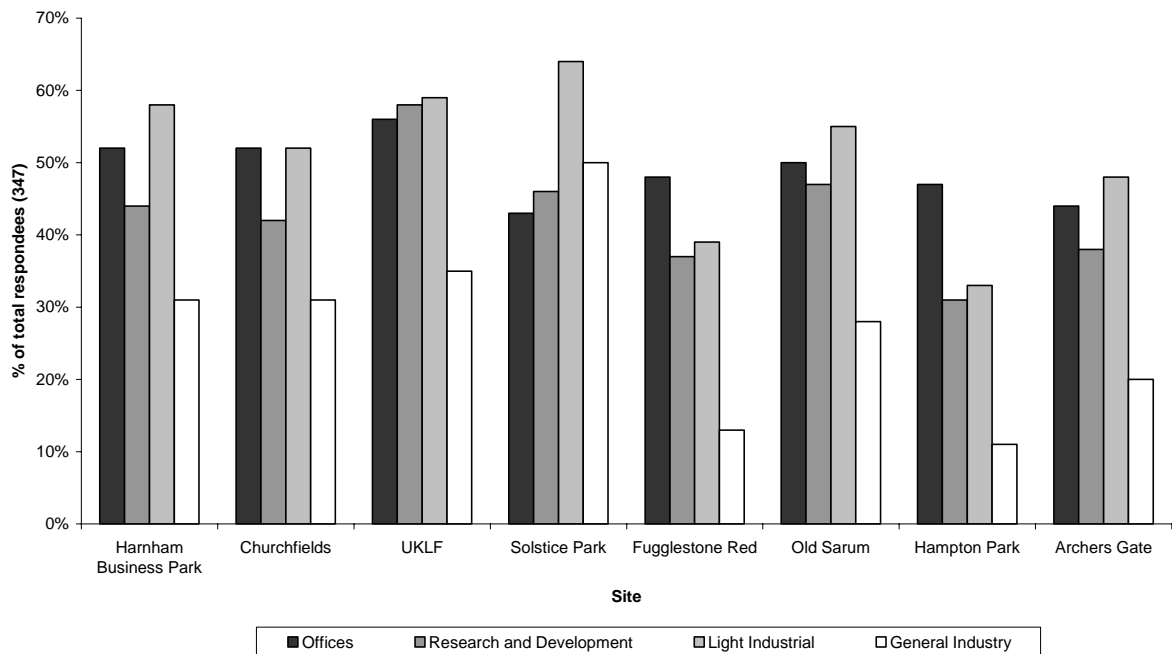
18. Appropriate site would be one served by good transport links and away from residential areas.
19. As mentioned Old Sarum could be considerably enlarged in a northerly direction without compromising green-belt or strategic gap land.
20. As stated in the Q3 answer, expansion should be out west near Tisbury, with upgrading of the Rail Station and the town/village centre you could get a vibrant community.
21. The sites chosen will be the last places that people - who have a choice, will want to live.
22. Be more positive about supporting small scale employment - one way to tackle the traffic problems.
23. Additional development at the existing Old Sarum and Harnham business parks.
24. Build a comprehensive business model to address all aspects of the employment system and the sites should emerge from this.
25. Build small offices with adequate parking.
26. But considerations need to be made to ensure 1) Adequate public transport / car parking. 2) access to efficient treatment (hospital the opposite side to all the developments)
27. But I do not think Solstice Park should be too big, it should be as attractive as possible. It has certainly done nothing for the look of the area - sofa its messy
28. But why is the current Harnham Business Park empty.
29. Churchfields housing should be with industry so that people can walk to work
30. Old Sarum is a mistake plonked down in a space
31. Churchfields should be retained as it is apart from recycling centre to another location
32. Churchfields, Salisbury and Solstice Park, Amesbury.
33. Could the area around the High Post
34. Development of Harnham Business is just transferring the Churchfields problem to another part of the city and ruining it
35. Distribution centre highly automated, how about a mix of business and automation
36. Do not forget that agriculture is a big employer and turning over existing greenfield sites would be counter productive.
37. Except Churchfields
38. Except Old Sarum
39. For Wilton UKLF would suit more businesses which are in Churchfields, in particular the Car Sales Showroom, which gets fed by huge Transporters which would be easier from the A36 and not having to trundle through the city like they do at the moment
40. Fully agree that they are appropriate
41. Harnham is unsuitable without a re-routing system for traffic that approaches via the outside city. Infrastructure is already vulnerable
42. Southampton Road
43. Housing and employment should be a coordinated action.
44. I don't think we will need these sites as British industry is in decline,
45. If any of the developments fall onto the Flood Zones 2 and 3 it is only going to make the problem much worse.
46. If intelligent and phased development used or better use of small sites area used enough employment is possible.
47. Greener travel plans are essential and public transport a priority. Employment close the housing is always a good thing.
48. In principle agree, but for small businesses only when they are in or near residential areas.

49. In the future some employment sites will be needed in the villages to reflect the demand from the new houses.
50. Infrastructure of roads into and around Tisbury must be improved before any new development in Tisbury
51. It would be nice if you could bring employment to Wilton without extra traffic - HQLF site?
52. Land adjacent to Dead Main Quarry Industrial Estate as identified by site reference 102 in the SDC SHLAA.
53. look for redundant brownfield sites such as already in use eg the Booker site, Southampton Road, Old Sarum lay of our greenbelt
54. Lopcombe Corner UKLF Pheasant Hotel is ok Coombe Bissett Odstock
55. May meet employment needs but at the end expense of transferring Churchfields problems to other areas of Salisbury
56. MOD land that is presently underused - notably Porton Ranges
57. More employment land should be built in Downton
58. More local employment opportunities should be allowed in addition to the identified sites
59. Nearer the new proposed housing areas in Salisbury
60. Needs should not be assessed so far ahead, but instead progressively.
61. No alternatives, Britain is full up.
62. No employment in Mere area.
63. no more development at old Sarum - no infrastructure
64. No need, look at poor take up at Solstice Park & Harnham Business Park
65. At Alderbury near main dual carriageway.
66. Old Sarum, Porton Down and Boscombe sown triangle are more suitable for employment development.
67. Semley - Old Station area with the possible reopening of station
68. Archers Gate, Amesbury - Would like to see no more building here.
69. Ref UKLF Wilton site - It would be much better to retain the 1,200 MOD jobs at this site by letting Pembroke's estate to accommodate the MOD to expand its headquarters onto neighbouring farmland, thus avoiding the headquarters move to Andover.
70. Salisbury Central Car Park is essential - more parking on an upper level would be an improvement (as we already have for Sainsbury's store)
71. Stop the infill! Select large new sites away from others, where a whole new community can be build
72. There are vacant or underused premises in Mere, so why build more? Also we are within easy travelling distance to Gillingham (Dorset) and Wincanton (Somerset), which are both just over the border where there is employment.
73. The marsh land near b&q on the Southampton approach road . There should be new infrastructure to take a road to the hospital & the land drained for a proper new development attractively laid out.
74. The suggestion on pg 16 of managed growth within Downton is not something that makes practical sense.
75. There should be reference to the opportunity of securing mixed use developments in settlements.
76. They provide a range of locations and scales/types of development capitalise on specialist activities and offer the sustainable opportunities through a mix of uses, within the sites or the locality.
77. Too much emphasis on housing and not enough on employment.
78. UKLF Wilton should include a decent sized supermarket, housing, a swimming pool, not just a business park
79. Use the solstice park for the large heavy lorries on Churchfields so save money and leave Churchfields where it is.

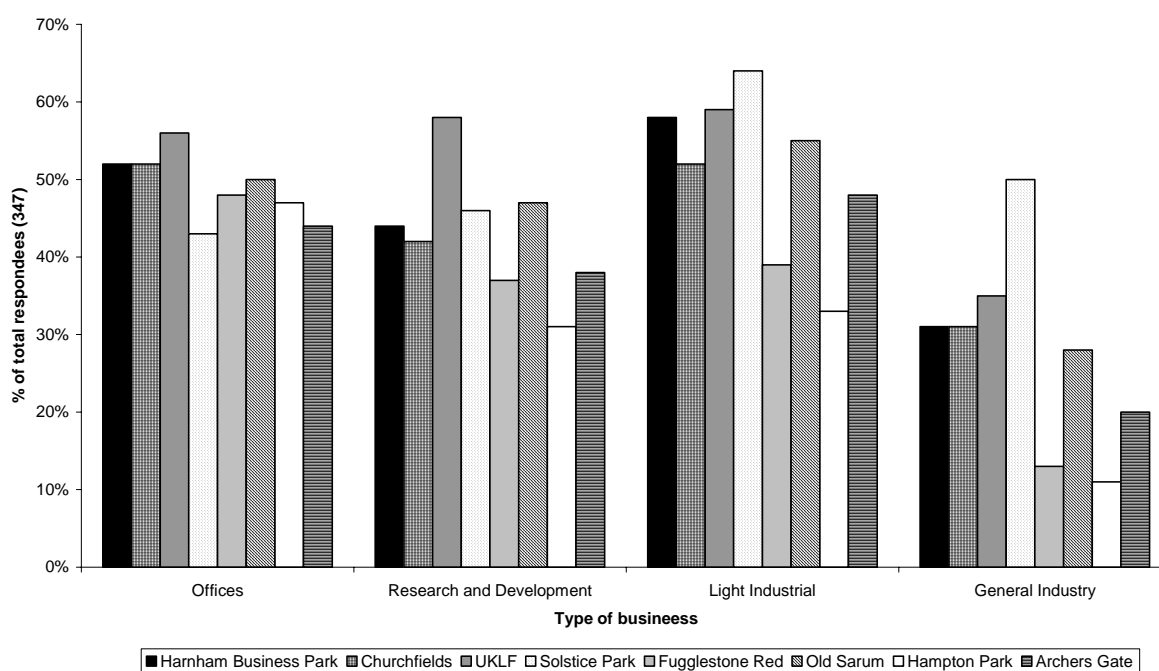
80. Use all the Archers Gate for housing put economic activity at Solstice Park and extensions to London Road NAAFI site.
81. The old hospital site on the Wilton road opposite the new Courthouse? Its an eyesore and should be converted or redeveloped asap for offices or affordable housing.
82. Working with MOD Porton Down and Boscombe Down with a view to implement business sites within MOD land
83. Yes but leave Churchfields alone and build on Brunel Link
84. You cannot just build business sites without first getting firms to come to the area. Salisbury is not on a main motorway or class A route, and road routes around town for large vehicles are dangerous.
85. Research and development - If you can get viable and financially sound occupiers.

6.68 Q5 – If these sites are developed, what type of business activity would you like to see?

If these sites are developed what type of business activity would you like to see?



The type of business activity that respondents would like to see on business sites proposed



6.69 Question 6 – Do you wish to make any other comments, including any on other issues discussed in this magazine or the previously published Preferred Options document ('The Black Book')? If so, please use the space below and/or continue on a separate sheet.

6.70 Summary of comments relevant to 'the economy'.

1. Harnham requires major infrastructure, including transport improvements. Why Harnham? 2. Size - Scheme is too large for Harnham 3. Transport - Traffic levels in Harnham are already causing environmental, safety and social problems. The development of a business park of this magnitude will require the construction of a dual carriageway to remove traffic from Harnham.
2. Industry is out of character with the area. Harnham has a garden centre and livestock centre - up the road there is a racecourse and opposite there are rivers, birds and beautiful walks. Any business allowed there should be in keeping with the image of countryside and nature preservation - riding, fishing, farming (wind farm) bird & insect preservation. There is also a golf course - so outdoors, not city image. The site would be better used as a specially designed village for the elderly with a super surgery. It has a good link to the hospital and attractive setting. The last thing the Harnahm approach needs is an eyesore of car sales rooms & building yards, with chain link fences and lorries. This is now one of the few approach roads to Salisbury that hasn't been spoilt.
3. Why is this not being revisited in light of the recent economic downturn
4. All judgements should be made on fair and equitable basis
Concerned about the alleged expansion of Porton Down and the Science Park, which of course may never happen in the current situation
5. The planning assumption seem muddled sometimes: we were told we needed Solstice park to provide employment, but then told we needed more houses at Archers Gate for all the new workers – Which comes first?
6. What are the expected outflows of people from Salisbury / Wiltshire over this period? Has that figure been taken into account?

7. We totally disagree with preferred option 53 as there already allocated employment land on the edge of Mere not taken up, also huge amount at Solstice Park Amesbury. There are existing Brownfield employment sites in Mere that could be re-deployed, rather than alongside the A303.
8. Option 53 is wrong. There are numerous brown field sites e.g. Solstice Park
9. I have reservations on Churchfields retail / industrial estate being relocated to Harnham, mainly for scenery reasons -it means ruining an attractive rolling hills landscape and will increase tendency for Salisbury and Wilton to become one conurbation. What about the land South of Southampton road (where B & Q, Majestic, Matalan etc area & South of that) It may be badly drained (surely technology can deal with that) but is less of anaesthetic sacrifice to use it – particularly since the Sewage Works is there already. A Southampton Rd estate could be carefully screened with lots of trees – Poplars etc which would look suitable.
10. There is not enough employment and by building business parks does not mean that employment will be attracted to here
11. Business development is badly hampered by poor transport links. The existing bypass is also the key blight on Salisbury aesthetically and as a community. Can we exert any influence on government to improve this situation?
12. All the decisions so far taken by the government and the council were made in the light of economic growth. Now there is a very difficult scenario especially in relation to housing. Obviously this makes it more difficult than ever to fund and sustain more affordable housing. The government and council need to consider very carefully what all this will cost, who is paying and keep a very tight check on accountability. As yet not a very strong pastime in present government.
13. No re-design of Harnham gyratory would improve this situation of heavy traffic through a residential area with no possibility of road widening
14. As we are in a recession at the moment, businesses are folding in Salisbury, jobs are fewer and far between. Who is going to buy new homes without work/job? Unless Salisbury can attract a major injection of employers into the city there doesn't appear to be much hope for the town centre
15. Churchfields - The re-siting of the waste management and the HGV weigh station should be concluded first. If this cannot be achieved then persuading commercial firms to move cheaply won't happen
16. Churchfields, The solution to the terrible access to this east is surely to build a road out across to Harnham and traffic would then have to come in that way and not through our ancient and beautiful city. Moving the whole thing seems too large a project, certainly we do not need any of the businesses to move off to Solstice Park Amesbury, so my suggestion is to completely alter the access.
17. Concerned about the proposed Harnham Business Park. Will have adverse impact on A3094. Accept that Salisbury needs employment sites to increase job opportunities, but the area needs to have good road connections.
18. Concerned that Salisbury District Council's Employment Land Review has not been made freely available.
19. You should be aware that the Salisbury Vision proposal for the current bus depot site in Castle Street is that the site should be developed for educational (a new city centre site for the Salisbury campus of Wiltshire College) or other employment /office led mixed use. The bus depot site is seen as one of the city centres most important development sites. It is well situated, has good access and is of a reasonable size. It is, therefore, essential that this site remains in employment use. The steering group ask that LDF Core Strategy and any other relevant documents recognise this and that this site is given as much protection as possible to ensure that any future redevelopment is for employment use only and that any possible future proposals, should they come forward, for residential use area strongly resisted.

20. The railway site at Tisbury, which is currently a lorry and van park, is a real waste of an opportunity. How about a beautiful, new, low carbon development of offices and service sector industries, served by its own platform at the station, that can provide sustainable employment for people in the village, in Salisbury and in Gillingham? No extra traffic, no need for car parks, but lots of opportunity for development that will be in keeping with the town and the protected landscape around it.
21. What kind of business wants to come to south Wiltshire? What have you done to attract business here? What have we got here that business wants? These questions are far more pertinent but there is no sign of SDC having considered them.
22. Correctly emphasises the role played by the MOD, Boscombe Down, Porton Down and Salisbury Heath Trust in generating local employment. However these jobs are ultimately in the parsimony of Government, which is increasingly subject to budgetary considerations. The closing of the MOD establishment at Wilton is illustrative of this. Further changes of policy could lead to less buoyant employment by these organisations.
23. Inadequate emphasis is being given to smaller employers in this area. Disparate employment through a wide variety of local small businesses may in the future be more reliable. Vodafone at Newbury for example are of enormous economic importance to that area. Providing local jobs for local people is a sustainable solution to local employment. Spreading employment opportunities through the area helps to ensure the continuation of sustainable communities with a diverse age structure. A thriving private sector is ultimately the most secure generator of employment. However concentrating employment within one area inevitably causes environmental problems like local traffic congestion, excess noise, and air pollution.
24. Providing job opportunities in all settlements would minimise environmental impact and reduce travelling time by employees who will be living locally. A return to the historical employment situation when the majority lived and worked locally even in the countryside should be considered. The general tenet currently appears to be against any development in the smaller villages. They have been ruined by this sort of mothballing. The effect has been that their populations are dominated by older people and there has been an erosion of facilities.
25. Derelict employment land at Station Works, Tisbury should be used for mixed development. Road infrastructure will not cope and the growth will not be sustainable. Tourism will be affected.
26. It is essential that the LDF Core Strategy identifies at least 9ha of employment land close to Salisbury city centre in the first quarter period of the plan for expansion and investment. The magazine identifies 30-39ha of land close to Salisbury city centre in the first quarter period of the plan for the relocation of businesses for Churchfields Industrial Estate and Southampton Road. The Core Strategy should contain a robust policy to protect existing employment land and premises which is based on a clearly defined and objective assessment of strategic need rather than the current system which is based on a rather nebulous assessment of demand for a particular site at a specific point in time.
27. We understand that the government refused funds for the Harnham Relief Road. We therefore are concerned that Harnham is now considered a suitable spot for a strategic business park and its huge amount of extra traffic. Even with the improved junctions either end, how will the road cope?
28. You state on page 17 that Salisbury can only make real progress over the next 10 years if the right infrastructure is in place. The absence of good access should therefore rule out strategic employment growth at Harnham.

29. Salisbury's main transport links, road and rail, are all going to the North. It therefore surely cannot be right to accommodate strategic employment growth to the Southwest. A great deal of the commercial traffic will be imports / exports to and from Southampton, or London or Northwards. (No traffic statistics have been supplied on numbers and destinations. It would help to have accurate figures for the present Churchfields traffic, for instance.)
30. Already the industrial park at Downton is having effect on the amount of traffic across the Forest, and Downtown's narrow, winding village road itself is horribly congested and polluted much of the time to add yet another, even larger, employment area south of Salisbury, as well as making Downton itself a key local employment area, could only make matters worse.
31. The siting of a major new employment park at Harnham should be reconsidered. The sites suggested to the north of the city would all appear to be more suitable. Employment land in the Amesbury – Porton – Old Sarum Triangle would be better placed for the road network, or possibly the site at High Post.
32. Central government is daily committing the taxpayer to steps to improve the economy, which leaves little for housing development. The five-year plan cannot possibly be achieved.
33. Government is now hinting at immigration caps a re-assessment of population needs and practicality north verses south is needed.
34. Harnham business has been empty for many years since the electricity board left the site After all this time there is still only two site taken how are we suddenly going to fill this area with business sites by giving of grants etc Churchfields business have been established there for a very long time how are they going to move I am afraid salisbury is in the backwoods as regards business sites swindon for example is situated on the london to bristol motorway Amesbury is a bit better of but the business site there has not taken off last year I would say we requi Harnham Business Park and Churchfields need careful traffic management. The design of the employment sites should also have standards.re housing but now we require council housing badly but who will build them salisbury is low wages for high price housing
35. There are strategies which many find difficulty in accepting, mainly on traffic and highway grounds. Disquiet was particularly evident with regard to the displacement of the Churchfields Estate to a site South of the A3094 at Harnham.
36. Do not agree with UKLF being made into a business park, houses would be better because Wilton has a good bus service so that residents could get into the city to work. Do not agree with making Churchfields a mixed use, houses are what is needed not empty office blocks as we already have in Salisbury and empty shops and don't think by putting a shop in these new developments you are going to have success. You wont, Salisbury has 3 Supermarkets.
37. Hampton Park is the worst choice for industrial development. Solstice Park Amesbury has vast areas of undeveloped space which could be used for most of the purposes listed, and additionally is well placed on the A303.
38. The identification, allocation and protection of land for employment use is a critical issue for Salisbury and South Wiltshire. The importance of this to the economy of South Wiltshire and thereby to the future well being of its residents cannot be overestimated. We must attract new businesses create new jobs and remain competitive with our neighbouring towns and cited if we are to prosper and thrive. If we do not the economy will decline, existing businesses will leave, jobs will disappear and the overall quality of life for our residents will deteriorate.
39. As stated in the Core Strategy Preferred Options for the RSS estimates that 35 ha of employment land will be required over the next 20 yrs for expansion and inward investment. The RSS / Core Strategy states that this should be predominantly in or close to Salisbury city centre. We understand that in terms of

land allocation the Core Strategy Preferred Options is now concentrating on the first five years of a 20-year plan. The LDF will, therefore, need to include a provision for at least 9 ha of employment land in the first quarter period of the plan.

40. One of the key priorities of the Salisbury Vision is the redevelopment of the Churchfields Industrial Estate (CIE) as a residential mixed use scheme which includes high quality offices and a hotel/conference centre. To achieve this it will be necessary for some of the existing businesses (and in particular those that generate high levels of HGV movements) to relocate to more appropriate and nearby sites. If we assume that some of the existing CIE businesses will relocate to the western third of the site this would result in approximately 21ha of land being needed for the offsite relocations. The relocation of all the existing businesses and the redevelopment of the whole site would require approximately 30ha of new land.
41. The Salisbury Vision also proposes the significant redevelopment and enhancement of the Southampton Road area, which again will require the relocation of some existing businesses. It is estimated that around 9 ha of new employment land will be required for these relocations.
42. The pressures on existing employment land and on former business premises for development for non-employment uses are huge. This is particularly true in respect of residential development proposals. In an environment such as we have in South Wiltshire it is very difficult to identify suitable sites for employment use. It is, therefore very important that we protect the sites that we do have; that we ensure that they remain for employment use. Policy E16 of the Local Plan provides some protection. There have, however, been a number of instances in the past five years where valuable employment sites have been lost to other uses. This suggests that Policy E 16 is not strong enough. LD Topic Paper 9 The Economy and Employment recognises this and proposes a change to the policy. We support a strengthening of this policy.
43. In relation to Phase 11 of Solstice Park and the possibility of revisiting the master plan for the site, Lorry routing has been raised as an issue in order to minimise the impact of HGV movements on the local road network.

6.71 What do these responses tell us?

6.72 The response to question 4 told us that the majority of respondents agreed that the employment sites put forward were the most appropriate. Although all sites obviously received some objection. Respondents were also asked if they felt there were any other alternative sites. Suggestions included:

- a) A university at Clarendon Park
- b) Old Manor Hospital at Harnham
- c) Enlarge Old Sarum considerably
- d) Out west near Tisbury, whilst upgrading the rail station
- e) Enlarge Old Sarum and Harnham business parks
- f) Retain Churchfields for employment
- g) Wilton at the UKLF site
- h) Around High Post
- i) At Southampton Road
- j) Land adjacent to Dead Maid Quarry industrial estate, Mere
- k) Lopcombe Corner
- l) Porton Down ranges
- m) Underused MOD land
- n) At Alderbury near the dual-carriageway
- o) Semley and open the old station
- p) Marsh land near B&Q on Southampton Road

q) Extend London Road NAAFI site, Amesbury

6.73 Question 5 asked what type of business activity should be on each employment site. The graphs shown previously in this topic paper show clearly that General industrial was overall the less preferred use on each site, but was slightly more preferred on Solstice Park. For the remainder of uses proposed – Offices, Research and Development and Light Industry the preference was quite even across each site.

6.74 Question 6 asked whether respondents wanted to make any other comments on issues discussed in the magazine or the previously published preferred options document. A number of these were directly related to the economy and employment land and issues that were brought up that have not been considered under the previous preferred options and magazine responses of importance were:

- a) That the strategy is not being re-visited based on the current economic downturn.
- b) What are the expected outflows of people from Salisbury over the period has this been taken account of.
- c) What have you done to attract business to south Wiltshire, have we got here what business wants?
- d) Could provide employment opportunities in all settlements to reduce travelling.
- e) Core strategy should contain a robust policy to protect existing employment land and premises which is based on a clearly defined and objective assessment of strategic need rather than the current system which is based on a rather nebulous assessment of demand for a particular site at a specific point in time.
- f) ULKF should have houses not employment.
- g) Hampton Park is the worst choice for industrial development.
- h) We must attract new jobs and remain competitive
- i) Local Plan policy E16 is not strong enough

6.75 Conclusion

6.76 This analysis highlights several areas where the strategy could be improved or where clarification will be made within the amendments to the first in the series of Topic Paper 9. will be investigated.

1. Areas of strengthening included:
2. Greater support for existing businesses
3. Greater emphasis on the infrastructure that needs to be provided within employment sites
4. Concern that the support for start up units was not robust.
5. Investigate delivering cultural quarters to provide start up space
6. Ensure quality design and landscaping is integral
7. Ensure strategy talks about other b1 uses, not just offices.
8. Encourage home working.
9. Put forward incentives to encourage employment redevelopment on employment sites.
10. Need a policy to cover MOD developments.
11. Employment in smaller settlements has not been adequately covered and acknowledgement of the smaller businesses that operate in villages
12. AONB should not have employment that uses HGV's
13. Look at widening acceptable employment uses in line with draft PPS4.
14. Clarification of what the viability test involves

15. Clarification of the future role of Porton Down
16. Clarification of why most jobs are going to Salisbury.
17. E16 is too rigid
18. Find a site for the HGV testing station and HRC in the Core Strategy
19. Concern that the contribution to agriculture had not been discussed here
20. Development must be in keeping with the village.
21. Concern that modernisation of the Hill Brush would impact on Mere
22. Emphasis on the NFNPA in Southern community area
23. Clarification of sympathetic employment in villages

6.77 The further sites that were put forward were limited, however most other options have already been looked at and either discounted already or included in the Strategy. The only exception being High Post which is felt to not be in a sustainable location.

7.0 SPATIAL ANALYSIS OF RESULTS

7.1 Implications on a district-wide or wider area

A lot of the implications detailed within the conclusion above are based on a district wide or more generally an employment wide basis, however there is a spatial difference between the needs of more urban and the rural areas. The analysis below now identifies any specific spatial implications.

7.2 Implications for the six community areas

1. Clarification of the future role of Porton Down
2. Clarification of why most jobs are going to Salisbury.
3. Find a site for the HGV testing station and HRC in the Core Strategy
4. Concern that the contribution to agriculture had not been discussed here
5. Development must be in keeping with the village.
6. Emphasis on the NFNPA in Southern community area

7.3 Mere and District

Local centre: Mere

1. Concern that modernisation of the Hill Brush would impact on Mere
2. Concern of the lack of take up of the existing employment allocation.
3. A303 makes it a suitable place for employment.
4. Scepticism that more jobs can be created at Stourhead
5. Need for affordable work units
6. Reduce business rates to encourage businesses
7. Provision of job figures within area.

Main village: Zeals

No implications arising.

Cluster villages:

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.4 Nadder valley

Local centre: Tisbury

1. Road network is not suitable for employment land
2. Concern of impact buildings may have on AONB
3. Station works stands a chance if redeveloped for mixed use

Main village: Hindon

No implications arising.

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

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.5 Stonehenge

Northern urban cluster: Amesbury, Bulford, Durrington

1. Support for employment in Amesbury

Main village: Shrewton

2. Suggestion that employment could be provided within Shrewton

Main village: Porton

3. Uncertainty of role of Porton Down, support for continuation of Salisbury Research Triangle.

Main village: Winterbourne Dauntsey / Earls / Hurdcott

No implications arising.

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

No implications arising.

Other villages:

No implications arising.

Rural issues:

4. Concern that agriculture has not been discussed here and that any development must be in keeping with the village.

7.6 Four rivers: Ebble, Nadder, Wylde, Till.

Local centre: Wilton

No implications arising.

Main village: Dinton

No implications arising.

Cluster villages: Great Wishford, South Newton, Stoford.

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.7 Southern

Local centre: Downton

1. Concern over lack of suitable land for Industrial growth
2. Soften impact of current Downton business centre

Main village: Alderbury

v

Main village: Whiteparish

No implications arising.

Main village: The Winterslows

No implications arising.

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

No implications arising.

Other villages:

No implications arising.

Rural issues:

3. Maintain the integrity of the New Forest National Park boundary.
4. Place specific road use restrictions to minimise commercial traffic using the Downton area.

7.8 Salisbury City

1. Need to find a site for the HGV testing station and HRC
2. Concern of relocating Churchfields could encourage businesses to leave the district.
3. Lack of understanding as to why 95% of jobs needed to go the Salisbury.
4. Employment land calculations are confusing due to the inclusion of the Vision.

7.9 Follow-up work required as result of consultation

No follow up work is required.

8.0 THE IDENTIFICATION OF POLICIES OPTIONS FOR THIS TOPIC AREA

8.1 As a result of analysis, the following wording is proposed for this section of the Core Strategy.

8.2 Planning for a prosperous future - jobs and employment

The Employment Strategy - A Strategy of mixed-use development to facilitate delivery of the employment facilities.

8.3 South Wiltshire has very low levels of unemployment but does have lower than average wage levels. The main source of employment in the area (87%) is the service sector and includes distribution, hotels and restaurants, transport and communications, finance, IT, public administration, education and health. Only 7.5% work in the tourism sector. (source: Nomis data). The evidence through the Employment Land Review identifies that there are nearly 6000 businesses in south Wiltshire, approximately 25% are located at identified employment sites, and a further 25% are located in local centres including Salisbury city. The remainder are based away from employment sites and local centres and, although over 90% these businesses employ less than 4 people (over 90%), it is important that their contribution to the overall economic activity of the community is recognised and supported. A small number of large companies within Salisbury city employ about 2,000 people.

8.4 Within south Wiltshire there are a number of large world class employers that are important to the Wiltshire economy such as Salisbury District Hospital and their burns unit, Porton Down and biotechnology, and the Defence agencies at Boscombe Down and on Salisbury Plain.

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

8.6 In conformity with the RSS, this Strategy makes provision for the delivery of some 13,900 jobs over the lifetime of the plan. About 13,500 jobs, on approximately 37ha of employment land will be provided within the Salisbury Travel to Work Area (TTWA). The TTWA is shown on the map below. This will predominantly be at Salisbury, so that it can better serve the surrounding rural area, achieve better levels of self-containment and deliver higher skilled employment. However, opportunities at locations such as Amesbury are also recognised. A further 400 jobs need to be delivered within the rest of south Wiltshire, outside of the TTWA.

Insert Salisbury TTWA MAP

8.7 As with housing, there is a clear need to actually deliver jobs, to ensure that the spatial vision of a prosperous and bright future is a meaningful one. As with housing the delivery of new jobs is planned to be supplied throughout the life of this Strategy. This is a difficult challenge, with uncertainties in the global economic situation, however the Strategy is focussed on those things that can be controlled at a local level to facilitate new jobs.

8.8 This Strategy has been designed to provide for choice, flexibility and competition. It allocates land for industry and commerce based on a realistic

assessment of the needs of business. It makes sure that there is sufficient land available which is readily capable of delivery and adequately served by infrastructure. It will also ensure that there are a variety of sites available to meet differing needs. Recent experience indicates that ensuring allocated employment sites are delivered in a timely manner has proved difficult in south Wiltshire. Where mixed use sites have previously been allocated, the employment element has been neglected and not subject to adequate planning controls to require delivery. This Strategy has been designed to ensure delivery.

8.9 The scarcity of deliverable employment land and the strategy to deliver sustainable development matching new homes to employment has led to this Strategy of delivering mixed use developments, where employment land is developed in tandem with new housing sites. The benefits of this approach have been identified as follows:

1. It represents a sustainable matching of population to job opportunities
2. It supports the principle of striving to deliver self-contained communities
3. It avoids an arbitrary decision as to which sites should be for housing or employment when no clear criteria are obvious
4. It responds to the business community who have requested a range of choices.
5. It allows the most efficient use of scarce land
6. It allows a comprehensive picture of essential infrastructure requirements to be built up
7. It allows planning controls linking phased delivery to housing completions
8. It responds to the local communities who are concerned about being swamped by commercial development.

8.10 Regeneration Projects

Although the strategy will predominantly deliver new jobs through the allocation of mixed use development sites, the Salisbury Vision project has provided the impetus for several regeneration schemes within Salisbury city. However some of these schemes will result in the displacement of several employment sites, adding to the amount of employment land that we need to provide.

8.11 The key area where additional employment land needs to be found is due to the redevelopment of the Churchfields Industrial estate into a housing led mixed use. This results in the need to deliver a further 28ha of employment land within this Strategy to that required by the RSS. The UKLF site in Wilton will be vacated in 2010 as a result of military changes. The resultant loss of jobs (approximately 1,200) is likely to have a severe knock on effect on the community and the viability of local services. Any redevelopment here will be required to deliver a similar number of jobs as is currently on the site. The Salisbury Vision also proposes the redevelopment of the Central Car Park/Maltings which is seen as essential to secure the future of Salisbury as a retail centre and will also provide a contribution to new employment opportunities. This is discussed in more detail on below.

Map of key regeneration sites

8.12 These regeneration projects result in a need to deliver a total of 65ha of employment land during the period 2006 to 2026 within the Salisbury TTWA. The majority of employment of this 65ha employment land will be focused at Salisbury. This will be delivered through the continuation of saving of employment allocations from the Local Plan, the use of extant employment consents and the allocation of new employment sites delivered alongside housing and other uses.

8.13 Existing employment land supply

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

Name of site	Hectares of employment land
Employment allocations continued to be saved from local plan.	
E1 – Land at Old Sarum, Salisbury	6
E8A – Porton Road, Amesbury (Solstice Park)	64
E8B - Boscombe Down, Amesbury	7
E8B - Land at Porton Down, Amesbury	10
Employment from unimplemented consents (excluding allocations detailed above)	
Employment land from extant consents	1.25
Employment Land already completed 2006-2008	
Employment Land already completed 2006-2026	4.1
Source: Wiltshire County Council Economic Research and Intelligence Unit	
Total carried forward from existing source of supply	92.35 ha

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

8.15 At Solstice Park Amesbury, some 64ha of employment land is available. This no longer conforms with the RSS, which instead directs major employment growth to Salisbury. However this land is consented and remains available for development. Therefore although employment development on this site will be supported by the council, they will not be relied on to meet the strategic requirements of the RSS in the delivery of job numbers or the strategic goal of enhancing Salisbury SSCT as an employment centre. Therefore the majority of the employment land provision will be delivered at Salisbury SSCT.

8.16 Mere and Tisbury, (both local service centres), have saved employment allocations which should deliver 400 jobs needed outside of the TTWA over the

period to 2026. However, this will be further assessed within the Site Specific Allocations DPD to determine if further employment land needs to be allocated. Both of these sites have outline planning permission and amount to a total of 4.4ha areas that are saved are:

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

Core Policy 24 - Continuation of existing employment allocations

The following employment allocations will continue be saved:

- E1 – Land at Old Sarum
- E8A – Porton Road, Amesbury (Solstice Park)
- E8b – Boscombe Down, Amesbury (Salisbury Research Triangle)
- E8B – Porton Down, Amesbury (Salisbury Research Triangle)
- E12 – Land at Mere
- E14 – Land at Hindon Lane, Tisbury

Targets: Reduction in local unemployment figures

Monitoring and Review: NOMIS official labour market statistics

Delivery Responsibility: Wiltshire Council.

Policies replaced: E2 (as the site is now built out)

8.17 Location and timing of Strategic Employment Growth

In addition to the exiting employment allocations, a majority of the strategic sites detailed in the Development Templates (Appendix A), will be required to include new employment development within a comprehensively planned mixed-use development. These sites and the quanta of development envisaged are included within Core Policy 25 . It should be noted however that the UKLF site is an existing employment site and any redevelopment will be expected to ensure that there is no net loss of jobs or employment land.

8.18 Further Developable sites for delivery in the later stages of the plan period are:

1. Further land at Netherhampton Road - 5 ha
2. Land around Salisbury District Hospital – 10 ha

8.19 Both the strategic sites and those in the later stages of the plan combine to provide an employment provision of some 54ha of land within Salisbury SSCT. In addition, further employment land may be identified within the Local Service Centres through the Site Specific Allocations DPD to ensure homes and jobs are supplied in a geographically balanced manner.

8.20 The comprehensive master plans which will be produced to shape development on the important strategic sites will demonstrate how and when the employment land will come forward. The feasibility work that has gone into proving delivery of the sites has taken account of the quanta of employment land proposed and verified its deliverability. Therefore non-delivery will not be accepted unless a material deterioration in market conditions can be demonstrated together with full disclosure of an active and prolonged marketing campaign for the facilities.

Core Policy 25 - Strategy for delivering strategic new employment opportunities

Major strategic allocations of jobs will in the first five years of the plan will be at the following sites:

- Fugglestone Red, 8 ha
- Old Sarum - 8 ha
- Land South of Netherhampton Road 10ha
- UKLF Wilton – 3ha
- Imerys Site – 4ha

Allocated employment sites will be delivered alongside allocated housing sites and will be master planned comprehensively to deliver a range of job types and unit size taking into account the most current Employment Land Review and decant uses required as a result of regeneration projects. However, beyond Churchfields decant sites, the majority are expected to be office based.

Office and Research and Development based business parks will also be acceptable in order to try and achieve a step change in job base at Salisbury SSCT. Such sites will also deliver flexible and affordable workspace, particularly small and start up units on accessible lease terms to provide continuing opportunities for business start ups.

Such employment sites, as well as taking account of other relevant policies within this Core Strategy, will be required to deliver important infrastructure to support the businesses and their employers needs whilst at work, including a crèche, gym, shop and catering establishments as well as training facilities, all should help to secure inward investment.

Targets: net decrease in Job seekers allowance (ward basis, TTWA or Wiltshire basis)
and Total employee jobs (Wiltshire basis)

Monitoring and Review: Nomis Labour market statistics

Delivery Responsibility: Wiltshire Council.

Policies replaced: N/A

Core Policy 26 - Delivering economic development in urban areas

Proposals for economic development uses within the urban settlements as detailed within the Sustainable Settlement Strategy will be permitted where there are clear environmental, regeneration and sustainable community benefits from the proposal. In making this assessment the Council will consider the following:

- The contribution the proposal would make towards meeting the area's current or longer term economic development needs, taking into account the overall level of provision indicated by Policy 25
- Whether the proposal would represent an overall pattern of development which reduces the need to travel and support increased use of public transport, cycling and walking
- services, access and the local highway network are satisfactory;
- the scale and design of the buildings are compatible with the character of the centre
- the proposal will not detract from the amenities and character of the village;
- there will be no outside operations or storage; and
- The environment of any nearby dwellings will not be adversely affected.

- Class B2 uses will only be considered where an environmental nuisance would not result.

Targets: Employment land completions of at least 1.85 ha per annum on sites within policy

Monitoring and Review: AMR and employment land monitoring reports.

Delivery Responsibility: Wiltshire Council.

Policies replaced: N/A

8.21 Planning to provide the right type of jobs

8.22 The types of jobs people do are changing. In South Wiltshire the evidence tells us that the majority of employment floorspace needed in the future is for offices (B1), with good demand for storage and distribution (B8) and less for general industrial (B2). In Salisbury city there is a demand for small workplaces of less than 3,000 sq ft or 279 sq m. The majority of large employers in south Wiltshire are in the public sector, over 97% of all businesses having less than 49 employees. However, it is recognised within the evidence that there is a small number of large private sector employers represented in Salisbury such as financial institutions and solicitors. Although it is understood that currently, these businesses are not actively seeking larger premises, business space should be constructed to be adaptable to such larger companies needs. This employment space needs to be provided to allow for business flexibility and support and the shift in employment base and productivity required by the RSS.

8.23 Small-scale businesses also need to be supported both in rural and urban areas. There are no-dedicated start up or incubator office or workshop facilities in south Wiltshire, which are necessary to support embryonic and small businesses.

Core Policy 27 - Delivering the right type of jobs to meet local needs

Proposals for 'incubator' or 'start up' employment units on allocated or existing employment areas will be supported. These units should be supported by shared business infrastructure relevant to the use class. Such units will be subject to a section 106 agreement to ensure that they remain so into perpetuity.

Targets: Delivery of incubator or start up- units on each allocated employment site

Monitoring and Review: AMR – Delivery of incubator or start up- units on each allocated employment site

Delivery Responsibility: Wiltshire Council.

Policies replaced: N/A

8.24 Small businesses

There are approximately 6000 businesses in south Wiltshire, nearly half of which are located away from employment sites or local centres and most tend to be very small (mostly less than 4 employees). Their important contribution to the overall economic activity of the community needs to be recognised and as they are often hidden when employment land is analysed.

Core Policy 28 - Small businesses

Permission will normally be granted for proposals for small scale employment enterprises likely to create employment opportunities within settlements felt to be sustainable within the sustainable settlement strategy.

Targets: Delivery of employment units beyond the strategic allocated sites.

Monitoring and Review: AMR and employment land monitoring reports.

Delivery Responsibility: Wiltshire Council.

Policies replaced: E3, E4, E5,

8.25 Bio-tech industries

The biotechnology, environmental technology, advanced engineering and medical sectors are important contributors to the south Wiltshire economy especially with the existence of Porton Down and Boscombe Down. These sectors demand state of the art high capacity connectivity that needs to be constantly upgraded. The development of the Porton Down site represents one of the biggest long-term economic investment opportunities for the south Wiltshire economy. Ministerial approval and government commitment to research and development in the area has been granted and will reinforce the area as a major centre for technology and life science expertise in the region. As well as huge economic potential, the Porton Down site is of international ecological importance. This is discussed in more detail in Chapter 13, but the further strengthening of this sector is an opportunity not to be lost and development will be supported by the council providing it meets the conservation objectives at the site

Core Policy 29 - Bio-tech, environmental Technology, advanced engineering and medical sectors

Aspirations and proposals from biotechnology, environmental technology, advanced engineering and medical sectors will be supported within south Wiltshire subject to proposals meeting other policies within the Core Strategy.

Targets: Delivery of employment units beyond the strategic allocated sites.

Monitoring and Review: AMR and employment land monitoring reports.

Delivery Responsibility: Wiltshire Council.

Policies replaced: N/A

8.26 Protecting employment land

Achieving the economic objectives for south Wiltshire depends on protecting and enhancing existing employment sites, as well as creating new opportunities. This section of the Core Strategy seeks to protect south Wiltshire's most sustainable and valued employment areas by identifying such sites and applying policies to favour employment use in these areas. These key employment areas are identified on the Proposals Map, and also within the Employment Land Review 2007 (ELR) as existing strategic employment sites. The existing strategic employment sites have been reviewed to ensure their continued suitability for employment use.

8.27 Most of these employment sites are close to Salisbury city or local settlements and provide job opportunities near to where people live. They are a valuable source of employment and an important location for businesses, large and small. In some of these areas there are potentially strong redevelopment pressures for other uses, notably residential and retail. In order to maintain a reasonable balance between jobs and homes these key employment areas should be protected.

8.28 Government guidance states that land allocated in development plans for industrial and commercial use should be reviewed, and consideration given to whether housing would be a more appropriate use. The guidance recommends that LDF's should define criteria in order to identify areas where it is considered necessary to protect employment sites because of a high level of competing demand from other land uses. The RSS notes that the situation in the Salisbury area will need to be closely monitored, with a view to ensuring balanced provision of employment and housing opportunities. This policy has been produced in the light of this guidance

and reflects the need to protect employment sites within south Wiltshire. All other proposals for change of use from employment use will be expected to meet the policy requirements of the RSS.

Core Policy 30 - Protecting employment land

Employment sites identified on the Proposals Map, and those identified within the Employment Land Review as existing strategic employment sites, should be occupied primarily by employment uses – those activities falling within Use Classes B1, B2 or B8. Proposals for development or redevelopment of employment uses on these sites will be generally supported.

Permission will not be granted for development of land or buildings previously or currently used for, or allocated for, activities falling within Use Classes B1, B2 or B8 unless it can be demonstrated that:

- i) the proposed development will generate the same number or more jobs than could be expected from the existing use, or any potential employment use; or
- ii) where the proposal concerns loss of employment land of more than 0.25ha within Salisbury city or the settlements of Amesbury, Downton, Mere, Tisbury or Wilton, it is replaced with employment land of similar size elsewhere in that settlement; or
- iii) it can be shown that the loss of a small proportion of employment floorspace would facilitate the redevelopment and continuation of employment use on a greater part of the site, providing the same number or more jobs than on the original whole site; or
- iv) the site is not appropriate for the continuation of its present or any employment use due to a significant detriment to the environment or amenity of the area; or
- v) there is valid evidence that the site has no long term and strategic requirement to remain in employment use; the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy, both currently and in the long term; site appraisal criteria, as provided by the Employment Land Review, must be applied and an objective assessment made of the sites potential contribution to the economy, in line with other sites in the area; it must be shown that the site is no longer viable for its present or any other employment use and that, in addition, it has remained unsold or un-let for a substantial period of time, following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions.

Targets: No net loss of VAT registered businesses within Salisbury HMA (data still seems available on this basis), Number of VAT registered businesses

Monitoring and Review: Nomis Official labour market statistics.

Delivery Responsibility: Wiltshire Council.

Polices replaced: E16

8.29 Support for existing businesses

It has been noted through consultation that the council could do more to support the businesses that already exist especially with respect to expansion. One way of achieving this is providing an ample supply of employment land that can be developed to suit business needs with appropriate infrastructure. However, moving is not always a viable option. Therefore there is a need to do more to ensure that those companies that want to remain in the area can do so.

Core Policy 31 - Support for existing businesses

Extensions to existing businesses premises to allow for expansion or modernisation will be permitted within or on the edge of settlements subject to such extensions being suitable in scale and design to the existing employment site and settlement where the business is located.

Targets: no specific targets

Monitoring and Review: site

Delivery Responsibility: Wiltshire Council.

Policies replaced: N/A

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

9.1 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.

9.2 Core Policy 24 and 25

Due to various iterations of drafts, Draft 7 resulted in the policy turning into core Policy 7 which was then worded as below:

Core Policy 7 - Employment Allocations

Major strategic allocations of jobs will in the first five years of the plan will be at the following sites:

- Fugglestone Red - 8 ha
- Old Sarum - 8 ha
- Land South of Netherhampton Road - 10ha
- Imerys Site – 4ha

The following employment allocations will continue to be saved:

- E1 – Land at Old Sarum
- E8A – Porton Road, Amesbury (Solstice Park)
- E8B – Boscombe Down, Amesbury (Salisbury Research Triangle)
- E8B – Porton Down, Amesbury (Salisbury Research Triangle)
- E12 – Land at Mere
- E14 – Land at Hindon Lane, Tisbury

Targets: Reduction in local unemployment figures

Monitoring and Review: NOMIS official labour market statistics

Delivery Responsibility: Wiltshire Council.

Policies replaced: E2 (as the site is now built out)

9.3 Suggestions of SA / HRA / Officer

1. Suggests specific wording to link policy with CP13 or green transport plans.
2. Need to ensure that the supporting text notes that Porton / Boscombe Down are exceptional.

3. 3 paragraphs originally within CP25 need to be brought back into the Core Strategy policy – relating to associated facilities that should be on employment sites, with amendments as suggested here.
4. UKLF appears to have been lost in CP7 and should be re-introduced
5. Solstice Park to be deleted
6. in CP 24, include specific cross-reference to meeting the requirements of CP51 and to the need for project level HRA of potential effects on the SPA/SAC.

9.4 Policy to be within final Core Strategy

Core Policy 7 - Employment Allocations

Major strategic allocations of jobs in the frontend of the plan will be at the following sites:

- Fugglestone Red - 8 ha
- Old Sarum - 8 ha
- Land South of Netherhampton Road - 10ha
- Imerys Site – 4ha
- UKLF – 3 ha

The following employment allocations will continue to be saved:

- E1 – Land at Old Sarum
- E8B – Boscombe Down, Amesbury (Salisbury Research Triangle)
- E8B – Porton Down, Amesbury (Salisbury Research Triangle)
- E12 – Land at Mere
- E14 – Land at Hindon Lane, Tisbury

New allocated employment sites will be delivered alongside allocated housing sites and will be master planned comprehensively to deliver a range of job types and unit size taking into account the most current Employment Land Review and decant uses required as a result of regeneration projects. However, beyond Churchfields decant sites, the majority are expected to be office based at Salisbury SSCT.

Office and Research and Development based business parks will also be acceptable in order to try and achieve a step change in job base at Salisbury SSCT. Such sites will also deliver flexible and affordable workspace, particularly small and start up units on accessible lease terms to provide continuing opportunities for business start ups. These start up or incubator units should be supported by shared business infrastructure relevant to the use class. Such units will be subject to a section 106 agreement to ensure that they remain so into perpetuity.

Such employment sites, as well as taking account of other relevant policies within this Core Strategy, including Core Policy 14 with respect to saved policy E8B, Porton Down, will be required to deliver important infrastructure to support the businesses and their employers needs whilst at work, including a crèche, gym, shop and catering establishments as well as training facilities, all should help to secure inward investment. In addition all businesses should prepare Green Travel Plans.

Targets: Reduction in local unemployment figures

Monitoring and Review: NOMIS official labour market statistics

Delivery Responsibility: Wiltshire Council.

Policies replaced: E2 (as the site is now built out)

9.5 Text additionally needs to be re-introduced to explain the importance of Porton Down around the policy to be in line with SA suggestions:

c (i) should therefore be amended to:

9.6 There are ambitious plans to renew and expand by the key partners at Porton Down. There are exceptional local circumstances which merit the continued support of existing employment land allocations at both Porton and Boscombe Down. Each of these employment sites are key to the south Wiltshire economy. The land identified is to support science-based industry and research to facilitate the implementation of the Salisbury Research Triangle initiative. These sites are allocated for this specialist use and are not therefore in effect a 'mainstream' commercial allocation.

9.7 In addition the MOD is implementing its super-garrison plans on Salisbury Plain, Salisbury Hospital continues to delivery in areas of excellence. All existing allocations to allow expansion of these key employers will be carried forward and the Area Visions will set out a framework for facilitating their future needs.

9.8 Core policy 26

Core Policy 26 – deleted within Core Strategy version 7 as a development management policy which will be delivered through a Wiltshire wide DPD. Need to ensure that E17, E18 and E19 of the local plan continue to be saved.

9.9 Core policy 27

Core Policy 27 – deleted within Core Strategy version 7 as a development management policy which will be delivered through a Wiltshire wide DPD. Slightly more detail will be placed within former CP25 (now CP 7) to ensure start ups are captured within allocation employment sites.

9.10 Core Policy 28

Core Policy 28 – deleted within Core Strategy version 7 as a development management policy, however need to ensure that the new CP1 makes it clear that development refers to employment as well as housing.

9.11 Core Policy 29

Core Policy 29 – deleted within Core Strategy version 7. Already provided within spatial strategy.

9.12 Core Policy 30

Core Policy 30 – deleted within Core Strategy version 7. Local Plan policy E16 will continue to be saved. This is a development management policy which will be delivered through a Wiltshire wide DPD

9.13 Core Policy 31

Core Policy 30 – deleted within Core Strategy version 7. This is a development management policy which will be delivered through a Wiltshire wide DPD

9.14 Further refinement as a result of re-drafting

Further refinement to policy text has been undertaken since initial drafting, these re-order policies and information and also re-introduce some policy areas however the changes are predominantly cosmetic and do not overly change the context or outcomes of the Core Strategy and therefore still meet Sustainability Objectives. As a result the following policy amendments have been made:

9.15 Employment allocations policy has amended to reflect the mixed use strategy:

Core Policy 2: Strategic Allocations

Planning permission will be granted for proposals that meet the requirements set out in the

Development Templates at Appendix A of this document, for the following sites:

	Housing	Employment and other uses
Fugglestone Red	1250 dwellings	8 ha
Hampton Park	500 dwellings	0 ha
Longhedge (Old Sarum)	800 dwellings	8 ha
Churchfields & Engine Sheds	1100 dwellings	5 ha to be retained
UKLF	450 dwellings	3 ha
South of Netherhampton Road	400 dwellings	10 ha
Central Car Park	200 dwellings	Up to 40,000 sq m gross external area retail and leisure floorspace
Kings Gate, Amesbury	1300 dwellings	0 ha
Former Imerys Quarry	0 dwellings	4 ha

The specific, detailed infrastructure requirements to allow this Strategy to be delivered are included in the Area Visions (Chapters 6-11), the Development Templates at Appendix A and Integrated Delivery Plan at Appendix E. Key strategic elements of infrastructure central to the delivery of this plan are:

- New secondary school capacity for Salisbury.
- New primary schools at strategic sites at Fugglestone Red, Hampton Park, Longhedge, Harnham and Kings Gate.
- Additional doctor and dentist surgery capacity.
- Adequate fire service response to areas of new growth.
- Green Infrastructure linkages.
- Retention of important green infrastructure to the northern slopes and the green lung running south from land east of Old Sarum and west of Hampton Park.
- Demand Management measures to alleviate additional traffic pressures on Salisbury ring road.
- A strategy for mitigating phosphate levels in the watercourses.
- An integrated 'water grid' to ensure water supply.

Targets: See Core Policy 1; Reduction in local unemployment figures.

Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council; Developers.

Policies replaced: None

9.16 What was originally Core Policy 30 has been re-introduced, but amended slightly.

Core Policy 5 - Employment Land

Permission will not be granted for development of land or buildings previously or currently used for, or allocated for, activities falling within Use Classes B1, B2 or B8, unless it can be demonstrated that:

vi) the proposed development will generate the same number or more jobs than could be expected from the existing use, or any potential employment use; or

vii) where the proposal concerns loss of employment land of more than 0.25ha within Salisbury city or the settlements of Amesbury, Downton, Mere, Tisbury or Wilton, it is replaced with employment land of similar size elsewhere in that settlement; or

viii) it can be shown that the loss of a small proportion of employment floorspace would facilitate the redevelopment and continuation of employment use on a greater part of the site, providing the same number or more jobs than on the original whole site; or

ix) the site is not appropriate for the continuation of its present or any employment use due to a significant detriment to the environment or amenity of the area; or

v) there is valid evidence that the site has no long term and strategic requirement to remain in employment use; the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy, both currently and in the long term; site appraisal criteria, as provided by the Employment Land Review, must be applied and an objective assessment made of the sites potential contribution to the economy, in line with other sites in the area; it must be shown that the site is no longer viable for its present or any other employment use and that, in addition, it has remained unsold or un-let for a substantial period of time, following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions.

Targets: Reduction in local unemployment figures

Monitoring and Review: NOMIS official labour market statistics

Delivery Responsibility: Wiltshire Council.

Policies replaced: E2 (as the site is now built out), E16