

# Delivering Strategies

## Salisbury Core Strategy Transport Assessment

Report for Salisbury District Council  
March 2008





## Document Control

Project Title: Salisbury Core Strategy Transport Assessment  
MVA Project Number: C3691500  
Document Type: Final Report  
Directory & File Name: J:\C36915 Salisbury Core Strategy TA\Salisbury Core Strategy TA Final Report.Doc

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## Distribution

Issue	Date	Distribution	Comments
1	26/01/2008	Vincent Albano, Natasha Styles	Draft report issued for comment
2	01/04/2008	Vincent Albano, Natasha Styles	Final Report issued



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We have undertaken a review of accessibility across Salisbury District to support the emerging Local Development Framework Core Strategy. Transport is a major factor when considering where development in the form of new housing and employment is to be located. The study aims to provide an assessment of the accessibility of larger local centres and smaller settlements in the district by public transport and the existing road network. It also aims to provide an evidence base to support decisions regarding the location of development.

## Context

The strategy developed reflects national, regional and local policies for planning and transport for which the emphasis is to create sustainable communities where local facilities are available and where there is a choice of transport to larger settlements. This is particularly important in locating new housing in relation to employment so that longer distance commuting by car can be avoided. This is influenced by levels of car ownership, lifestyles and demographic trends. Changing work patterns are also important. The Regional Spatial Strategy has determined the level of development for the district and supports the creation of sustainable transport services in view of increasing environmental concerns.

The scale of planned growth in the district is considerable and represents a major challenge. However, it also brings opportunities to develop a more secure footing for local facilities and to maintain smaller communities. Public transport in particular will benefit from increased demand which will help sustain them in the longer term. Accessibility planning aims to locate development sites where they are reached easily by modes other than car. This is particularly important for education, health, retail, leisure as well as employment sites.

Outside the city of Salisbury, much of the district is characterised by low density populations and high car ownership. Adding development to smaller settlements needs to take account of their size and the often limited opportunities to provide transport services that address the needs of the established and new populations. The Salisbury Vision has indicated the scope for change in the city both to accommodate future needs and to do so in a sustainable way.

## Review of Settlements

We have investigated six of the largest settlements in the district: Salisbury, Amesbury, Tisbury, Downton, Mere and Wilton. These have a range of basic facilities and maintain their historic fabric. However, the relationships between these settlements and larger centres is increasingly important to access key facilities and, in common with most predominantly isolated settlements, has mainly car-orientated journeys. However, these settlements meet many local needs, demonstrating that an increase in walking and cycling journeys is achievable.

Amesbury is the second largest settlement and offers considerable potential for growth and considerable employment and housing development is taking place currently. Mere is less orientated to Salisbury and more to other centres outside the district. Tisbury has poor road access but benefits from its rail station with direct services to major centres. Downton and

## Summary

Wilton have potential for controlled expansion that takes into account their proximity to Salisbury.

We also considered ten smaller settlements: Alderbury, Laverstock, Dinton, Hindon, Morgan's Vale/Woodfalls, Porton, Shrewton, Whiteparish, The Winterbournes and Zeals, most of which have very limited local facilities and in many cases few or non-existent bus services. Car dependency is common but travel choices for people without cars are very limited. The need to travel to work or school is often the main determinant of how and when people travel and the lack of buses is a constraint.

For the smaller settlements within reach of Salisbury, opportunities exist to enhance local buses in conjunction with new development. This would benefit communities such as Laverstock, Alderbury and The Winterbournes/Porton. Other settlements are less likely to benefit from development as this would be orientated to car use, often with destinations beyond the district. Expanding settlements such as Whiteparish, Zeals and Morgan's Vale/Woodfalls would not contribute to sustainable communities because on their own these settlements are not large enough to support public transport services and therefore greater car use would be encouraged. However, settlements considered collectively, for example in the east-west corridor including Hindon and Dinton (linked with Mere, Wilton and Salisbury) could offer some potential to improve the basic local facilities available and to support an improved bus service. Although Shrewton could accommodate development, its relatively isolated location away from core public transport services indicates that this would not be a sustainable approach.

## Proposed Strategy

In developing the strategy, the views of local stakeholders were sought. There was support for focussing on the city of Salisbury as it is the main settlement in the district and provides higher order facilities (retailing, District Hospital, employment, etc). It also has park and ride sites in place and potential redevelopment sites. In transport terms, the scope for widespread walking and cycling is considerable, supported by improved bus links within the city and to those settlements at the periphery such as Old Sarum, Wilton, Alderbury, Downton and Harnham; the area around the District Hospital could meet an element of the development needs with local employment and a good bus service already available.

Taking into account all the relevant factors, the strategy emerging adopts the following principles:

- the city of Salisbury should accommodate a sizable proportion of the planned development as it offers a wider range of facilities, sustainable transport measures are in place and there is considerable potential for sustainable transport to feature strongly with future development;
- settlements around the city could support development within it. Old Sarum, Ford, Laverstock, Alderbury, Downton, Harnham and Wilton could remain separated from the urban area but feature improved bus and cycle links to it;
- Amesbury offers considerable potential building on current development and town centre activities, supporting a good bus service particularly links to Salisbury;

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- larger settlements including Wilton, Mere, Downton and Tisbury can accommodate some development provided that good bus links are secured (although Tisbury's location and poor road access presents limited scope);
- smaller settlements offer some potential but any development should be in proportion to the established communities. Where possible, communities can be considered collectively such as The Winterbournes/Porton and Mere/Hindon/Dinton/Wilton; and
- some of the smaller and more isolated settlements such as Zeals and have virtually no local facilities and it would be difficult to promote much improved local transport or local amenities.

The question has been raised of the scope for a new community to meet development needs. While a possible location has not been identified, it is clear that any new community must be sustainable in transport terms. This means that as many journeys as possible should be made within the community and could be made by walking or cycling, that a high quality bus service should be secured and meet the needs of local people. This means that it must be of sufficient frequency to be attractive when compared with car use and parking options and commercially viable in the longer term. Locating a new settlement on a main road has advantages but inevitably attracts users to cars and perpetuates longer distance commuting by car, often to destinations beyond the district. While a new settlement would reduce development pressures on established settlements, appropriate transport services must be in place if it is to be sustainable.

Dispersing development across the district will not be sustainable as there would be no basis for improving transport services or local facilities.

For any development sites, there is a role for travel planning to promote the use of sustainable modes and for good design of sites to ensure that car movements are not given priority over other modes. It is unlikely that funding for large infrastructure schemes will be available and the emphasis will be on non-infrastructure measures and measures that support walking, cycling and bus use; some scope exists to promote the role of taxis and demand responsive transport where mainstream bus services are uneconomic. New rail stations are unlikely to be viable and focusing on existing stations at Salisbury and Tisbury is the most expedient way forward for rail.

Overall, the recommended strategy is to focus development on Salisbury and its surrounding settlements, Amesbury, selected larger settlements and to a lesser extent some of the smaller settlements where bus services and local facilities can be improved in tandem with development. Locating sites on the road network alone does not accord with a sustainable transport strategy.



# 1 Introduction

## 1.1 Scope of the Study

- 1.1.1 We were commissioned by Salisbury District Council (SDC) to conduct a review of accessibility in Salisbury District to support the emerging Local Development Framework (LDF) Core Strategy with a view to locating future development.
- 1.1.2 This study has two key aims:
- to provide an assessment of the relative and absolute accessibility of large local centres and main villages in the Salisbury district by public transport and the existing road network; and
  - to create a robust, evidence-based strategy for locating development on the basis of this accessibility review.
- 1.1.3 This strategy reflects regional and national policy, whilst also meeting the local needs of Salisbury District, maintaining and enhancing its cultural and historical significance.
- 1.1.4 The key outcome of this study is to establish, based on transport accessibility, where new housing and employment can be accommodated within the district and what transport impacts this would have in order to deliver this development. The Core Strategy of the LDF is the means by which decisions regarding the type and location of development will be made and hence it is important to ensure that any development sites are as accessible as possible.

## 1.2 Context

- 1.2.1 There are a number of influences on the LDF process affecting transport provision and the location of development which need to be taken into account.
- 1.2.2 In recent years there has been a significant increase in the demand for travel and in mobility to meet this demand. Lifestyles have changed so that there is a general expectation that journeys can be made for all purposes and that suitable transport networks should be in place to facilitate this. The growth in car ownership has been considerable which has allowed many people to adapt their lives, for example to work some distance from where they live and without being dependant on public transport or other means of travel. Improvements in transport infrastructure have not kept pace with this increase in demand and there are many constraints on what can be achieved. In addition, it is now widely recognised that it may not be desirable to expand capacity for environmental reasons to meet demand.
- 1.2.3 Demographic trends are the key factor in housing demand with more people living longer and establishing separate households. This may result in a considerable redistribution of population and a dispersal of employment. It may also affect lifestyle choices as there are expected to be more single person households. Opportunities arise for new types of housing to be available, reflecting changing needs and to ensure that there are sufficient affordable homes to meet demand.

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- 1.2.4 Changing work patterns have also been evident in recent years. The wide adoption of internet access means that more people can work from home for part or all of the time and this also facilitates other opportunities such as shopping by the internet for home delivery. More flexible working has also become commonplace with many jobs adapting to people's home arrangements. This has affected the traditional peak journey times but even more flexibility may occur in the future.
- 1.2.5 In addition to major environmental constraints on the implementation of new transport schemes, there are other constraints such as feasibility and funding availability. For highway schemes, the high cost of implementation may rule out some schemes when environmental issues have been taken into account. For public transport, revenue funding is limited and hence it is difficult to operate rural bus links in a commercial market. Many initiatives such as travel plans may not require any construction works but will require ongoing funding.
- 1.2.6 The scale of planned growth in Salisbury District is considerable. This suggests that development of expansive housing estates and employment sites needs to be avoided and instead, careful planning could avoid excessive land take (e.g. for car parking). More intensive use of land is likely to be essential to accommodate growth and this could be achievable where sites are well served by buses and are within walking and cycling distance of related land uses. Much of the growth could be allocated to Salisbury city and here in particular, opportunities should be taken to optimise the use of non-car modes. In the rural communities, additional housing and employment may help support bus services and contain the number of car journeys. Additional development may bring new opportunities to support facilities and enhance communities.
- 1.2.7 More globally, climate change is a challenge for every activity including transport. Emissions from vehicles are a contributor to climate change and measures to reduce emissions are to be encouraged in support of Government policy. The promotion of sustainable transport is an important consideration for the LDF, reflecting sustainability aspirations for buildings, which is affected by the location of development sites.

### 1.3 Methodology

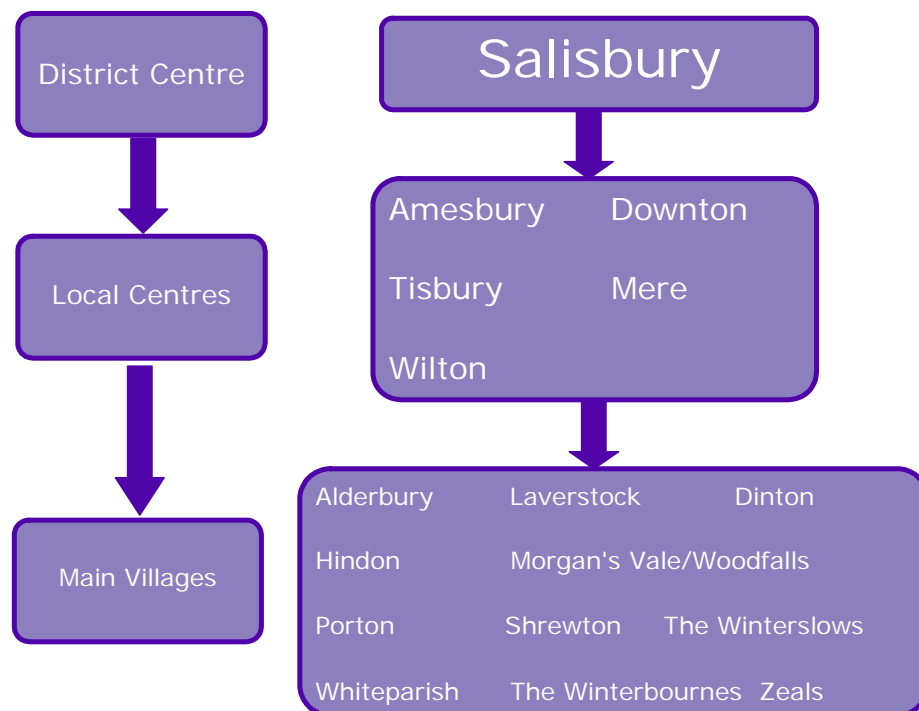
- 1.3.1 In order to provide a robust evidence base for the emerging LDF, we have drawn on a variety of data sources and research methods to compile this report.
- 1.3.2 To assess the baseline transport conditions and policy context of this study we have conducted a thorough **literature review** covering documents such as the South West Regional Spatial Strategy, Wiltshire Local Transport Plan and Salisbury Transport Study. This literature review also paid particularly close attention to the Salisbury District Council document 'Our Place in the Future' and the emerging Salisbury Vision. Data from the **2001 Census**, particularly information on journey to work, has also been used to establish the transport baseline.
- 1.3.3 As well as undertaking **site visits** we have examined highway and public transport capacities in order to identify the significant routes in the district and highlight any restraints on these routes. **Highway capacities** were measured based on Design Manual for Roads and Bridges (DMRB) standards and congestion reference flow (CRF) calculations. As part of

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the highway capacity assessment we also reviewed car parking availability in the city centre and main villages.

- 1.3.4 Our review of **public transport capacity** included bus, coach, train, demand responsive transport and taxis. We examined train and route capacity using the South West Mainline Rail Utilisation Strategy (March 2006) and data from the Office of Rail Regulation (ORR). We also looked at the network coverage and frequency of bus services in the district, including community transport services such as Tisbus.
- 1.3.5 We have used **ACCESSION**, a GIS mapping tool built to Department for Transport (DfT) specifications, to measure accessibility to key facilities via the road and public transport network. We examined absolute and relative access to healthcare facilities, employment, education, leisure and retail.
- 1.3.6 The results from the review of highway and public transport capacities and the assessment of accessibility in the district have been broken down in a **settlement hierarchy** in order to reflect the range of settlements in the district from the large settlements such as Salisbury city to smaller settlements, which are the main villages in the district. This hierarchy is shown in Figure 1.1 below:

**Figure 1.1 Salisbury District Settlement Hierarchy**



- 1.3.7 Based on the outcomes of our data collection and analysis we have developed a **strategy for development**. The first stage of developing the strategy was to develop a ranking system to show the relative accessibility of large and small settlements, which was based on access to key facilities by road and public transport. We then carried out a SWOT (strengths, weaknesses, opportunities, threats) analysis to assess what could affect development in these areas.

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- 1.3.8 As part of the strategy development we also held a **stakeholder meeting** to consult key local parties/individuals on the proposed strategy. The stakeholders included representatives from local authorities, parish councils, the business community, mobility impaired groups, transport providers, health and education providers and other interest groups. A full list of attendees and invitees can be found Appendix 1. The stakeholder meeting used data we collected during the course of this study to frame a discussion on transport within the district as it relates to potential new development.
- 1.3.9 Following the stakeholder meeting we focused on four key possibilities for development:
- Salisbury-focused;
  - North-South Corridor;
  - East-West Corridor; and
  - Dispersed.
- 1.3.10 We then reviewed these possibilities using an **appraisal matrix** to identify the strengths, opportunities, threats and weaknesses of each of the four key strategies against a number of criteria based on the DfT New Approach to Appraisal (NATA) objectives e.g. environment, safety, accessibility, economy and integration.
- 1.3.11 The strategy will help inform the developing LDF process and the location of future development will also be influenced by a wider evidence base and other studies undertaken by SDC such as Landscape Character Assessments.

### 1.4 Structure of the Report

- 1.4.1 The remainder of this report is set out as follows:
- **Chapter 2** covers the **baseline**, looking at policy context and the existing transport, housing and population situation in Salisbury District;
  - **Chapter 3** provides a review of the **larger settlements** including accessibility, journey to work data, and highway and PT capacities;
  - **Chapter 4** reviews the same parameters for the **smaller settlements** in the District;
  - **Chapter 5** draws on the previous three chapters to discuss **strategy development**; and
  - Finally **Chapter 6** gives our overall **conclusions and recommendations**.

## 2 Baseline

### 2.1 Development Needs

2.1.1 The latest draft South West Regional Spatial Strategy (RSS) Panel Report states that 12,400 new homes and 14,000 new jobs need to be provided in Salisbury district by 2026, with half of this development to be located in Salisbury itself.

2.1.2 It is clear that not all of this development can occur on brownfield sites, as the number of brownfield sites within the district is limited. Therefore, some development of greenfield sites will be necessary to accommodate this growth. However, there is a desire to create sustainable communities where homes, employment and services are located close together to reduce the need to travel and the effects of social exclusion. Such significant development also presents the opportunity for enhancing the public transport network, and encouraging the use of sustainable modes of travel through techniques such as demand management.



2.1.3 Salisbury District is characterised by low population density, a low score on the indices of multiple deprivation and high levels of car ownership, as shown in Figures 2.1, 2.2 and 2.3, and these factors must be considered when developing a strategy for sustainable development.

### 2.2 Policy Context

2.2.1 We have examined a number of policy documents that are relevant to development in Salisbury District over the next 20 years and beyond. We will consider the aims and recommendations of these policy documents during the course of this study.

#### Regional Spatial Strategy

2.2.2 The draft South West Regional Spatial Strategy (RSS) replaces the current Regional Planning Guidance for South West England and covers the period from 2006 to 2026. It provides the framework for development in the South West Region including Salisbury District.

2.2.3 The RSS identifies Salisbury as one of a number of Strategically Significant Cities and Towns (SSCTs) within the South West region. It is considered to be a place in the district that offers the greatest opportunities of employment and the greatest levels of accessibility by means other than car to cultural, transport, health, education and other services.

2.2.4 The RSS supports the objectives of the Salisbury Vision and recommends a strong urban focus on the provision of new jobs. It also identifies that there is a need to enhance Salisbury's economic performance.

2.2.5 Although the RSS recommends a strong Salisbury SSCT focus for new growth, particularly in employment, it identifies Wilton and Amesbury as other areas that could support sustainable

growth. Amesbury is also highlighted as an area that will support some specialist employment growth sectors at Solstice Park and Porton Down.

2.2.6 However, it suggests that that small scale and environmental constraints limit the potential for significant future growth in the smaller settlements in the district.

2.2.7 The latest Panel Report (December 2007) makes the following recommendations:

- provision should be made for about 13,900 new jobs, with 13,500 focussed on the Salisbury SSCT and provision elsewhere for locally generated growth only in order to minimise travel pressures; and
- provision should be made for 12,400 new homes with 6,000 dwellings to be located within the existing urban area of Salisbury SSCT and 6,400 dwellings elsewhere in the district, outside the SSCT.

2.2.8 The RSS also notes some of the key infrastructure to be identified through the Implementation Plan and specifically mentions:

- Brunel Link and Harnham Relief Road; and
- Interchange improvements at Salisbury railway station.

### **Wiltshire Second Local Transport Plan (LTP2)**

2.2.9 The Wiltshire second Local Transport Plan (LTP2) is a forward looking transport planning document covering the period 2006 to 2011. It sets out the current situation in Wiltshire with regards to transport and accessibility, a series of objectives for transport in the County and a programme of implementation to achieve these objectives.

2.2.10 Road safety, public transport and accessibility, streetscene and network management are given high priority in the LTP2.

2.2.11 During the formation of its LTP2, Wiltshire CC held a consultation workshop in the Salisbury Community Area which identified public transport and parking as the top priorities in the area. In particular the consultees suggested that there was a shortage of car parking around the railway station and that Salisbury's bus service is generally 'irregular, infrequent and increasing expensive'. They also noted that evening bus services are poor.

2.2.12 In addition the LTP2 notes that although traffic congestion is not considered to be a major problem in Wiltshire, journey time reliability is an issue, particularly on the A350 and A36 in Salisbury.

2.2.13 The Brunel Link and Harnham Relief Road is mentioned in the LTP2 as a scheme that 'remains a corporate priority for the County Council' but could be considered to be a longer term objective. This is discussed in more detail in section 3.4. In its five year investment programme the LTP2 also allocated £3.4m to the Salisbury Transport Package, most of which will be used to complete the Petersfinger Park and Ride site.

### Wiltshire Accessibility Strategy

- 2.2.14 As part of the LTP2 Wiltshire CC produced the Wiltshire Accessibility Strategy which identifies broad issues around current accessibility in the County and develops a strategy to improve accessibility. In relation to Salisbury district, it highlights the Mere area and Tisbury area including Hindon as having poor accessibility.
- 2.2.15 Therefore, developing a local accessibility strategy in the Tisbury area is one on the top three priorities for Wiltshire's LTP Accessibility Strategy.
- 2.2.16 The Accessibility Strategy suggests that cost, inflexibility, and poor provision of public transport means that people don't want to travel by means other than car. The strategy also notes a particular example of inflexible public transport, stating that the Mere Wigglybus does not connect with other public transport services to larger urban areas such as Salisbury and Shaftesbury.

### Salisbury District Local Plan

- 2.2.17 The Salisbury District Local Plan was adopted in 2003 and was the previous policy document related to development and planning in Salisbury District. The Local Plan will be replaced by the emerging LDF. The Local Plan sets out a number of transport related policies:
- support for bus services through financial subsidies, bus priority measures and infrastructure provision;
  - support for demand measures initiatives in co-operation with local employment, schools and other large traffic generators;
  - the creation of a comprehensive cycling and walking network;
  - city centre environmental enhancement and traffic management measures;
  - support for rail services;
  - the limitation of traffic growth through the provision of Park and Ride sites supported by central car parking management measures including restrictions on long-term car parking within the city centre; and
  - the promotion of a sustainable pattern of development that reduces the need to travel by private car and encourages increased use of public transport, walking and cycling.

- 2.2.18 Many of these policies may be carried through into the LDF process, which is being developed in a number of ways including through the production of documents such as Our Place in the Future and the Salisbury Vision.

### Our Place in the Future and the Salisbury Vision

- 2.2.19 SDC have been developing the Salisbury Vision as a means of supporting their work on the LDF. The aim is to produce a Core Strategy to guide the scale and distribution of development and the provision of supporting infrastructure. 'Our Place in the Future' identifies the core values of Salisbury District as:
- decisions made in the best interest of sustainability;
  - showing heritage assets to their full potential;

- delivering managed growth which is balanced with conservation and infrastructure;
  - delivering quality homes and jobs in tandem;
  - playing to key strengths such as world class employers at Porton Down, MOD and QinetiQ;
  - ensuring that growth does not undermine the very qualities which make South Wiltshire special in the first place;
  - ensuring that transport and infrastructure are provided to support a high quality of life; and
  - planning for an inclusive society.
- 2.2.20 Following the production of a number of topics papers and the initial public consultation document 'Our Place in the Future', the Core Strategy Preferred Options have now been released. Public consultation on these preferred options is currently ongoing.
- 2.2.21 There are a number of key objectives and options presented in the Core Strategy Preferred Options document and these will inform our own strategy development in terms of accessibility and transport infrastructure.
- 2.2.22 In terms of transport and development, one of the key outcomes of the Salisbury Vision is the proposed removal of over half the car parking facilities in the city centre to be replaced by office and housing development.
- 2.2.23 There is also the proposed redevelopment of the Churchfields Industrial Estate to mixed used development, which would have far reaching implications in terms of the number and type of trips that would be removed from the city centre but also generated by the new development.
- 2.2.24 The possibility of a new settlement of up to 2,500 homes, maybe located near Firsdown (for access to employment at Porton Down) has also been presented as a preferred option.
- 2.2.25 Some of the other overarching themes in relation to transport and planning are:
- prioritising locations for development that will best contribute to building sustainable, linked, mixed used and balanced communities;
  - prioritising brownfield sites for development where possible;
  - reducing city centre traffic by encouraging the use of Park and Ride, discouraging through traffic, minimising the impact of coaches and moving people around the city efficiently and sustainably;
  - locating key facilities near to where people live to minimise the need to travel;
  - providing infrastructure to support current and future growth at employment sites;
  - health and welfare facilities to be concentrated in accessible locations; and
  - encouraging walking and cycling by enhancing facilities and linking them with bus and community transport services.

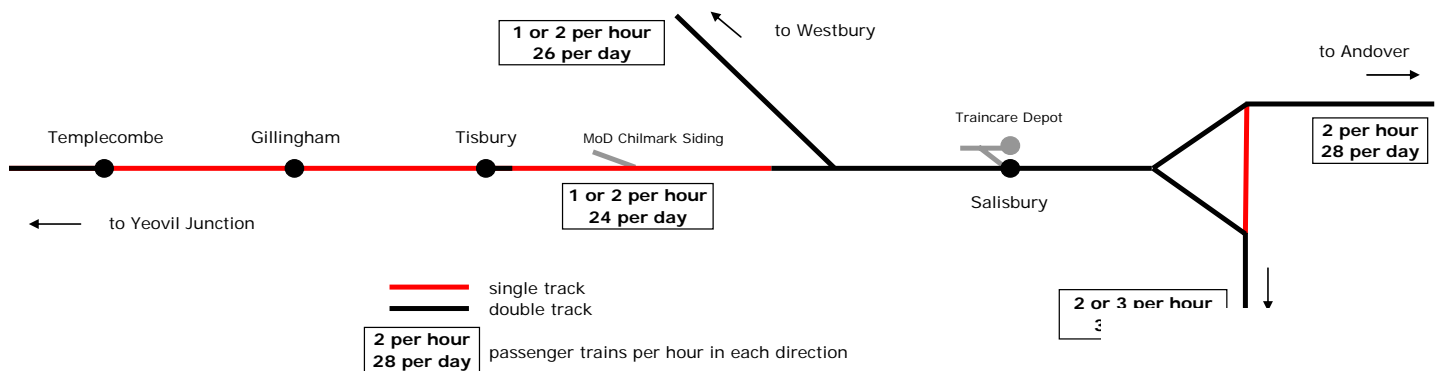
### 2.3 Travel Patterns in Salisbury District

- 2.3.1 The road network in the district has limited capacity. The RSS identifies the Inter-regional Road Network including the A303 and A358 and Regionally Significant Roads Routes of the A350 and A36; apart from these core routes, many roads are minor and sometimes inaccessible to larger vehicles. Some settlements have only minor road access, suggesting that any expansion in car traffic would be unacceptable in environmental and safety terms. Making best use of existing roads is a more feasible option than construction of new roads or large scale improvements.
- 2.3.2 Within the city, reallocation of the limited road space available would support the use of sustainable modes with streets used predominantly for walking, cycling and buses (including park and ride). The ring road which is in place around much of the centre provides ample capacity for off-peak demands but acts as a barrier to movement for people walking or cycling to the centre. The availability and cost of car parking also needs to be considered as this is an important determinant of how and when people use cars.
- 2.3.3 Public transport services provide regular links throughout the district. The rail corridor provides direct links from Salisbury and Tisbury to Yeovil, Exeter, Bristol and Southampton and to Andover, Basingstoke and London Waterloo. This meets the needs of some commuters as evidenced by the use of station car parks.

#### Rail Capacity

- 2.3.4 The capacity of rail routes is influenced by a number of factors including the number of regular passenger and freight movements, station/platform capacity, number of tracks and signalling arrangements and junction capacities.
- 2.3.5 There are a number of significant constraints in the Salisbury area which preclude the expansion of services. The main services are the South West Trains service from London Waterloo to Yeovil and Exeter and First Great Western Portsmouth to Cardiff trains; South West Trains also operates the Salisbury to Romsey Eastleigh/Southampton services. The location of the SWT depot at Salisbury requires additional empty stock workings and freight trains pass through the station.
- 2.3.6 A number of constraints originate well beyond the area including junction arrangements at Westbury, Basingstoke and the limited capacity at London Waterloo. However, the largest constraint is the single track of the West of England line between Wilton South Junction and Templecombe. This reduction in capacity arose from an attempt to save maintenance costs but severely limits the number of trains that can be operated. It is intended to double this section in the future which would also require the recommissioning of the Down platform at Gillingham and the creation of a second platform at Tisbury.
- 2.3.7 Figure 2.4 shows the arrangements of railways in the area.

Figure 2.4 Rail Capacity



### Bus Capacity

- 2.3.8 Bus services focus on the city and provide inter-urban links to Bath, Bournemouth, Southampton and Swindon. Local services cover the city and suburbs with regular services; Pulseline provides a high frequency service to the District Hospital running from Bemerton Heath to the west of the city passing through the city to the Hospital. Other buses serve Wilton and Amesbury. It is important that the bus service meets emerging needs and can attract users who would otherwise travel by car. This means that workplaces and residential areas should be linked with timetables that meet flexible needs e.g. evening services as well as daytime services.
- 2.3.9 The expansion of park and ride for the city will be necessary if car parking is to be replaced with development in the centre. The bus must be seen as the first choice for many journeys rather than serving a residual need for people without cars. For rural communities, maintaining buses to an attractive level of service may prove impossible without subsidy and lower levels of demand could be met through other means such as demand responsive transport.

## 2.4 Community Transport

- 2.4.1 Community transport is the term applied to services that are available to all users at a local level where needs are not served by mainstream buses. Community transport can take the form of semi-timetabled ('demand responsive' services) which divert from a core route as required, regular (e.g. weekly) minibus services to particular communities and taxi services where individuals' needs are addressed. The voluntary sector also has a role to play such as transport to hospital car schemes.
- 2.4.2 A key message is that community transport is not exclusive to certain groups and can fulfil a commuter or home-to-school need as well as shopping or health-related journeys. Where a mainstream bus service cannot be provided commercially, community transport may be more appropriate.
- 2.4.3 There are a number of community transport services operating in Salisbury District.

### Wheels to Work

- 2.4.4 Wheels to Work is a County-wide initiative that provides mopeds to people living in rural areas whose access to work and training opportunities are limited by transport problems. They have a fleet of 20 mopeds covering the Wiltshire and Swindon areas and want to extend the scheme with funding that has provided for a further two years.

### hOURCARS

- 2.4.5 hOURCARS is a Salisbury-wide car club operated by Salisbury Community Cars (SCC), a non-profit organisation. They currently have two cars that can be hired and seven members. SDC has provided financial grant support.
- 2.4.6 Data provided by SDC shows that the service is used most regularly to travel to Hindon (14 trips between April and October 2007) and Shrewton (12 trips between January and October 2007). The cars are also used for occasional long journeys to destinations such as London, Gatwick, Milton Keynes and Reading but the majority of journeys are less than 100 miles, with most being an average of about 35 miles per trip.

## 2.5 Demand Responsive Transport (DRT)

- 2.5.1 A number of community or demand responsive schemes operate in Salisbury District. Demand responsive transport (DRT) is based around semi-timetabled services which operate on a given route but divert as required when requested by individuals. Many of these services are funded by Wiltshire CC and are often staffed by volunteers. The main services operating in Salisbury District are described below.

### Wilton Link Scheme

- 2.5.2 This scheme provides help to those who cannot access public transport. Volunteers use their own cars to transport people to hospital appointments and other essential facilities with passengers making a donation towards the cost.

### Wigglybus/Connect2Wiltshire

- 2.5.3 In 2007 the Wigglybus service was incorporated into the larger services for all of Wiltshire County Council's bookable public transport services, known as Connect2Wiltshire. It is a demand responsive bus and taxi service delivered using an eight-seater taxi as this is considered to be more flexible and able to cover a wider area than the previous 15-seater bus. Booking must be made in advance either by phone, email or using the recently launched online booking service.
- 2.5.4 The service currently covers Salisbury, Mere, Zeals, Amesbury, The Woodfords, Porton, The Winterbournes and Shrewton. There are also plans for a trial extension of the service to Tisbury.
- 2.5.5 As well as the day services, Connect2Wiltshire provides two late buses



on a Saturday evening and a trial to provide late buses during the week is also being considered. They also offer frequent user discounts such as season tickets and ten tickets for the price of seven and concessionary bus passes can also be used on the service.

- 2.5.6 The public transport budget for 2007/08 was increased to allow Mere Wigglybus to continue after Government Challenge funding ran out in April 2007. However, it is considered by Wiltshire County Council to be an expensive way to provide transport.

### Tisbus

- 2.5.7 The Tisbus service is a community minibus service which covers villages within approximately a 12 mile radius of Tisbury, providing a door to door service for passengers. From January 2008 the service is operated by three minibuses (7, 12 and 14 seater), two of which are wheelchair accessible.
- 2.5.8 Users pay an annual subscription fee and then a flat fare for each return journey on this service. Journeys must be booked by telephone 24 hours in advance of travel. Tisbus is also available for private hire by groups, societies and individuals with or without a driver.
- 2.5.9 The Tisbus can also be hired by schools and they run a daily service which local schools share to take pupils to a central homework club. On Tuesdays it goes to Salisbury, Shaftesbury on Thursdays and on Fridays it picks passengers up from the villages for transport into Tisbury. The Shaftesbury journey is eligible for concessionary fare status and is thus popular with older people. At other times the service is available for visits to local hospitals, surgeries, clinics and for visiting friends. There are also trips to places of interest at least once a month.

### Solstice Shuttle

- 2.5.10 Workers at Solstice Park can use the free Solstice Shuttle bus service during peak hours. The shuttle is run in conjunction with Wilts and Dorset and Stagecoach services and departs from Amesbury bus station running in a loop from Amesbury town centre to Solstice Park. It also stops at Somerfield Petrol Station on Solstice Park Avenue and passengers can request additional stops on route.

## 2.6 Trip Attractors

### Major Employers

- 2.6.1 Salisbury city centre is the focus for a large proportion of employment in the District. Several large employers are located here including:
- Friends Provident with 1006 employees;
  - Salisbury District Council with 842 employees;
  - Waitrose and Tesco with 500-600 employees each; and
  - at least another eight companies with more than 250 employees and a further 20 with more than 150 employees.

## 2 Baseline

2.6.2 The NHS, with the primary site in district being at Salisbury District Hospital, employs close to 3500 staff in the district.

2.6.3 Outside of Salisbury city centre, The Ministry of Defence (MOD) is a large employer in the district with several sites located at Amesbury, Boscombe Down, Durrington, Bulford, Porton and Land Command HQ near Wilton, which employs over 800 staff. The Health Protection Agency, which employs nearly 500 staff, is also located at Porton Down. Figure 2.5 shows the major employers in the district.

### Healthcare Facilities

2.6.4 Salisbury District Hospital is located at Odstock, south of the city centre. Residents in Salisbury District are also likely to travel to Southampton or Yeovil for treatment. There is also a small hospital in Shaftesbury.

2.6.5 There are a number of other healthcare facilities throughout the district with GP surgeries, dentists and opticians in all the local centres identified in figure 1.1. Some of the main villages such as Shrewton, Hindon, Whiteparish, Porton and The Winterslows also have GP surgeries.

2.6.6 There are also healthcare facilities in Gillingham, Dorset, and Shaftesbury Hospital which are likely to have a catchment area included places such as Mere, Zeals and Tisbury.

### Education

2.6.7 Salisbury College is the largest education facility in the district, located on Southampton Road to the south east of Salisbury city centre. The college caters for approximately 960 students and has 240 staff. It offers further education in terms of AS and A Levels as well as higher education degree, HND and NVQ courses.

2.6.8 The district is generally well served with primary and secondary schools spread across the study area. All of the main villages shown in Figure 1.1 have at least one primary school and aside from Salisbury itself, Laverstock and Amesbury are particularly well served in terms of education facilities.

2.6.9 As well as state schools, there are a number of private schools in the district. Most of these are located in and around Salisbury but there is also Tisbury School and Avondale School in Bulford.

### Leisure and Retail Opportunities

2.6.10 Stonehenge World Heritage Site is located within Salisbury District and is a site of international importance. As such it attracts over a million visitors each year, who cause considerable strain on the transport network, particularly during the Summer Solstice. Stourhead house and gardens and Salisbury are also tourist destinations which attract large numbers of tourists.



2.6.11 Large parts of the district are also designated as Areas of Outstanding Natural Beauty (AONB) or Sites of Special Scientific Interest (SSSIs) for example Cranborne Chase AONB,

which covers much of the west of the district. In addition Salisbury Plain is the largest known expanse of unimproved chalk grassland in North West Europe. These areas are very popular with walkers and cyclists and attract a large number of visitors for both day trips and longer weekend breaks.

- 2.6.12 The district is also in close proximity to the New Forest National Park which will attract a lot of trips from within the district and also those travelling through the district to reach it. Other large leisure trip attractors in the district include Wessex Raceway, located off the A354 on the edge of the district near Martin, and Salisbury City Football Club located near Old Sarum.
- 2.6.13 There are a number of recreation grounds and open spaces for leisure in Salisbury district. Leisure centres and indoor sports facilities are more limited. There are leisure centres in Salisbury, Amesbury, Durrington, Downton and Tisbury and Salisbury also has a bowling alley. Residents of the smaller settlements have to travel to one of these destinations in order to be able to access these services.
- 2.6.14 The arts facilities in the district are all located in Salisbury city, which has a five screen cinema, play house and arts centre. In the smaller settlements, village halls are often used for film showings or as the base for arts societies but there are no dedicated arts facilities apart from in Salisbury city centre.
- 2.6.15 Salisbury city is also the major retail centre in the district with a wide range of shops including major high street chains as well as independent retailers. Wilton has a small retail village, including The Wilton Carpet Factory and Amesbury also has a range of retail opportunities including a Co-op store. Retail opportunities in other settlements are limited to local shops providing basic provisions.
- 2.6.16 Major supermarkets are centred on Salisbury including a large Waitrose on Churchill Way West, a large 24 hour Tesco on Southampton Road, and smaller Tesco, Sainsburys, and Iceland stores in the city centre. Amesbury has a reasonably sized Co-op. There are no other supermarkets in the rest of the district apart from small convenience stores. Outside of the district there is a Tesco store located in Shaftesbury, which could be used by many residents in the Tisbury area, a Waitrose store in Gillingham and a Morrisons in Warminster. There are also a number of planning applications for food retail stores in Amesbury.

## 3 Larger Settlements Review

### 3.1 Introduction

3.1.1 Salisbury city forms a significant part of the larger settlements review, in which we have also considered the following key local centres:

- Amesbury;
- Tisbury;
- Downton;
- Mere; and
- Wilton.

3.1.2 All of these centres provide key local services and may also present the opportunity for growth in housing and employment.

### 3.2 Accessibility

3.2.1 Accessibility can be determined in relation to certain key journey purposes: employment, health, education, leisure and fresh food retail. Hence travel needs are framed by basic needs and opportunities. Good accessibility to basic facilities is essential to support individuals and communities, particularly people without access to a car. Hence bus services in particular need to be designed to provide good links between residential areas and a range of other land uses including:

- job opportunities in the city centre, the Churchfields industrial area, town and local centres and elsewhere. This includes Amesbury and more remote locations such as Porton Down;
- the District Hospital is a major employer and attracts many people for health-related purposes but is isolated and hence bus services need to reflect the needs of staff and visitors;
- school journeys are important both in terms of peak hour traffic impacts and the lifestyles and travel choices that children will adopt in later life. Access to Salisbury College and other opportunities should not exclude people on the basis that they are unable to access sites;
- food retail facilities exist in the larger settlements although choice may be limited. Access on foot or by cycle is important for these regular needs; and
- leisure activities should also be supported by transport links although many bus services are scant or non-existent during evenings and weekends. The availability of leisure activities may be important to certain groups such as younger people whose decisions on where they live may be influenced by a lack of accessibility.

3.2.2 We have carried out an accessibility analysis using ACCESSION software which maps journeys time by road and public transport to the key destinations mentioned above. The results of this analysis are shown in Figures 3.1 to 3.8 with Figures 3.9 to 3.12 showing the

### 3 Larger Settlements Review

district-wide accessibility mapping and Figures 3.13 to 3.18 showing public transport accessibility within Salisbury city centre.

3.2.3 The ACCESSION analysis shows that for those with access to a car most key facilities are very accessible. All the large settlements are within five minutes to ten minutes drive of employment, retail, and leisure opportunities and have a similar level of accessibility by road to schools and healthcare facilities.



3.2.4 Relatively speaking Downton has the most limited access to a GP, but even residents here are only 15 minutes away by car. Although Downton does have a leisure centre, residents have slightly further to travel to access other leisure facilities, as do those living in Mere but again, the nearest facilities are still 10 minutes away by car.

3.2.5 By contrast, accessibility by public transport from these large settlements is much lower. Although Mere residents are within 15 minutes of employment, retail, schools and a GP by public transport, it would take them over an hour to reach any leisure facilities by public transport. It would also take Downton residents 30 to 35 minutes to access a GP by public transport and because of the lack of employment opportunities in Tisbury, residents here would have to travel at least half an hour by public transport to reach significant employment opportunities in the nearest employment centres of Salisbury, Shaftesbury and Gillingham.

3.2.6 Amesbury and Wilton have the greatest level of accessibility by public transport, probably because they are larger settlements and so able to support their own local facilities, coupled with their location on existing high frequency bus routes and proximity to Salisbury city.

3.2.7 Looking at public transport accessibility in Salisbury more closely, Figures 3.13 to 3.18 show generally good levels of access to all key services. GP services in Salisbury are quite centralised so those living on the outskirts of the city in areas such as Harnham and around Old Sarum would have to travel around 25-30 minutes by public transport to reach them. Public transport journey times from Harnham to leisure and retail opportunities would also be around 20 minutes, whereas most other areas of the city would be able to reach all key facilities within five to 10 minutes travel on public transport.

### 3.3 Journey to Work Data

#### Mode choice

3.3.1 Mode choice for Travel to Work according to Census 2001 data is illustrated in Figure 3.19.

3.3.2 Since Salisbury District is a predominantly rural area, with only a few large centres of attraction, the percentage of car users could be expected to be in excess of the national average of 55%. Whilst Salisbury District does exceed the national average by 2% in the amount of journeys made as car drivers, the amount of car passenger journeys is the same as the national average of 6%.

### 3 Larger Settlements Review

- 3.3.3 The large settlements in question have a very varied percentage of car users: Mere and Tisbury are on par with the national average for car drivers, yet slightly below for car passengers; on the other hand, Downton and Amesbury are above the national average for both car drivers and passengers.
- 3.3.4 Downton's proximity to Southampton and lack of public transport links might explain the high proportion of journeys made by car and significantly low proportion of bus, cycle and on foot trips.
- 3.3.5 Since Tisbury is located near a main line rail station, it is the only settlement to have an above average train use. It also has a relatively high proportion, over 10%, of people who normally work at home.
- 3.3.6 Wilton's location in relation to Salisbury city might explain the high bus use; however, Wilton on the whole seems to be a much more car-averse community, with both bus and on foot journeys significantly exceeding the national averages. Wilton has a very low number of journeys made by train.
- 3.3.7 On the whole, Salisbury has a larger than the national average proportion of trips being made on foot and by cycle, whilst a lower proportion of trips by public transport.

#### Distance travelled

- 3.3.8 Distance travelled to work according to Census 2001 data is illustrated in Figure 3.20.
- 3.3.9 There is a direct correlation between the mode split of each large settlement and the distance travelled to work. Where workers predominantly have to travel for longer, a higher percentage of trips are made by car.
- 3.3.10 The prevailing trend in the larger settlements of district is for journeys to work to be within 2km, with a large proportion of journeys being between 10km and 20km. Contrary to the national trend, there are few journeys between 2km and 10km. Salisbury is an obvious employment centre and it seems that a considerable proportion of individuals living in the large settlements of the district also work in these settlements.
- 3.3.11 Amesbury trades off some of its intermediate journey length for longer ones, which suggests that it is more isolated in terms of employment and the majority of commuters travel to Salisbury.
- 3.3.12 The two settlements with the highest car use are Amesbury and Downton, both of which have a large proportion of journeys in excess of 5km. The location of the two towns in relationship to Salisbury, and the low proportion of bus journeys, suggest that the lack of public transport encourages above average car use.
- 3.3.13 Wilton's proximity to Salisbury allows most of its commuter journeys to be less than 10km, which explains the higher proportion of journeys being made by bus, cycle, and on foot.
- 3.3.14 Tisbury's access to main-line rail explains the high proportion of journeys in excess of 40km, and its very high average distance travelled to work. Mere also has around 5% of journeys to work are greater than 60km. As the RSS notes, 'there is also some evidence of long-distance commuting patterns which, while not great, are growing'.

- 3.3.15 The average distance travelled to place of work according to Census 2001 data is illustrated in Figure 3.21. It shows that the average distance travelled to work increases as the distance from Salisbury increases. The exception is Tisbury, where a main-line rail station allows for a high proportion of trips to be in excess of 40km.
- 3.3.16 Throughout Salisbury district, the average journey to work is significantly higher than the national average. Even Salisbury city, where there is a large number of prospective employers, has a higher average distance to work figure.

**Destinations**

- 3.3.17 ONS Census 2001 Origin Destination data was used in order to analyse the key destinations from each of the towns. The data is only available at ward level and therefore is only a broad representation of the movements in the areas including and surrounding the settlements in question. Graphs displaying the percentage of trips that originate or are destined for each town, along with a map with the names of the wards, are available in Appendix 2.
- 3.3.18 When undertaking the analysis Western and Mere, Tisbury and Fovant, Wilton, and Downton and Redlynch wards were used for Mere, Tisbury, Wilton, and Downton respectively. Data for Amesbury was compiled by combining Amesbury West and Amesbury East wards.
- 3.3.19 Analysis showed that large proportions of the trips originate and end in the same ward. Table 3.1 below shows these proportions. It is clear that the vast majority of trips destined for Mere and Tisbury originate in the same ward. On the contrary, Wilton has a low percentage of trips that originate in the same ward which means that most commuters come from outside Wilton.
- 3.3.20 Mere has the highest degree of self sufficiency, with more than half the journeys to work starting and ending in the same ward. This directly correlates with the fact that a large proportion of trips within Mere are less than 2km.

**Table 3.1 Percent of Total Trips That Have the Same Ward as Origin or Destination**

	Amesbury	Downton	Mere	Tisbury	Wilton
As Origin	39.81%	41.94%	60.99%	49.86%	44.7%
As Destination	43.38%	66.84%	80.79%	94.57%	33.74%

- 3.3.21 Table 3.1 shows the percentage of people that live and work in the same ward, split by settlement. It indicates that not only does Mere have a high degree of self-sufficiency in terms of employment, but that the same is true of Downton and Tisbury. Many people that live in these settlements also work there. Wilton and Amesbury have a lower proportion of journeys to work starting and ending in the same ward, probably due to their closer proximity to Salisbury city, which attracts a lot of work-related trips.
- 3.3.22 A majority of the journeys that have a destination other than the origin ward, are for Salisbury. St. Martin and Milford, and St. Edmund and Milford, both wards within the centre

of Salisbury are the two most widespread destinations and with the exception of Mere, both wards are within the top four commute destinations of the towns.

- 3.3.23 Mere's location is a considerable distance from Salisbury and as such most of the journeys to work are destined for surrounding wards, with the top destination being Gillingham.
- 3.3.24 One of the top commute destinations for Amesbury is the Upper Bourne, Idmiston and Winterbourne ward, which is the location of the large science park at the Boscombe Down Airfield.
- 3.3.25 The RSS notes that there seems to be a 'growing imbalance between employment and housing in Salisbury itself, leading to out-commuting'. This suggestion seems to be supported by the Census data which shows that, despite the number of major employers located in Salisbury city centre, the average distance travelled to work is just over 15km. Many local people work further afield in competing major towns and cities such as Southampton, Bristol, Swindon and the Bournemouth/Pool conurbation. There are also a considerable number of commuters making journeys further afield to destinations such as London and Basingstoke.
- 3.3.26 However, it should also be noted that over 25% of all journeys to work in the city of Salisbury are less than 2km and this presents a good opportunity to encourage more commuting to be done on foot or cycle..

#### 3.4 Highway Capacity

- 3.4.1 There are some substantial highway routes such as the A303 and the A36 running through Salisbury District to the Southwest and also the North towards Bath and Swindon. The A303 is recognised in Wiltshire's LTP2 as part of the Inter-Regional Trunk Road Network and has flows of up to 30,000 vehicles per day on some sections in Salisbury district. Many upgrades have been proposed for the A303, the most controversial of which being the proposed Stonehenge Improvement incorporating a tunnel to bypass the World Heritage site. This scheme has now been scrapped due to escalating costs.
- 3.4.2 The A36 is another significant route in Salisbury district that links Southampton and Bath and acts as a dual carriageway ring road around Salisbury city centre. Traffic count data from a cordon of count sites around Salisbury city centre has been provided by SDC. It indicates that there has been a slight decline in the volume of traffic on the ring road with a fall of between 0.7 and 2.7% between 2005 and 2006. However, traffic levels are still high with up to 35,000 vehicles per weekday on A36 Churchill Way East.
- 3.4.3 Manual counts in the city centre taken on two days June 2007 indicate that there has been a rise in the number of cyclists in the city centre. Whilst there has been a slight reduction in the number of heavy commercial vehicles (over 3.5t) in the city centre, the number of light goods vehicles has continued to grow and between 2006 and 2007 showed a growth of nearly 10%.
- 3.4.4 Congestion in the historical centre of Salisbury is a problem in peak hours. It has been eased by the opening of park and ride facilities but there still significant queuing on inbound routes in the AM peak and vice versa in PM with much of the congestion associated with

parents on the school run. However, the historic nature of the city and the relatively high density of population make the constraints on traffic difficult to alleviate.

3.4.5 The A30 running east to west and the A338 running north to south are also key routes through the district and are the main road access for many settlements including Downton, The Winterbournes, Porton and The Winterslows. Both the A30 and the A338 carry up to 12,000 vehicles on an average weekday at their busiest stretches in the district. Traffic flows on these roads are lower to the west and north of the district. There can be congestion on these roads towards the centre of Salisbury at peaks times but there does not appear to be a problem with capacities on these routes in other parts of the district.

3.4.6 We have assessed highway capacity in the district by looking at the annual average daily traffic (AADT) flows available for trunks roads from the Highways Agency, DfT and Wiltshire CC. The Highways Agency also provides congestion reference flows (CRFs) for the A36 and A303. Where CRF data was not available we have used values given in Design Manual for Roads and Bridges (DMRB) standards volume 5, section 1, table D/2 as a proxy.

3.4.7 CRF is a measure of the volume of traffic at which a road becomes congested to the point where speeds are reduced. Figure 3.22 shows the AADT and Figure 3.23 shows the CRF for key roads in the district. They indicate that whilst there may be some localised congestion in Salisbury city centre and at other bottlenecks on the network e.g. A303 at Stonehenge, the main links in the district are not over capacity. The A36 has the highest stress factor values, indicating that the road is being used to up to half capacity and at one point just south of Salisbury to nearly 90%. Elsewhere in the district there is considerable spare capacity on the main trunk roads.

3.4.8 Limitations in capacity are therefore more likely to be as a result of road construction standards rather than traffic volumes.

3.4.9 As well as high traffic flows on the A36 ring road in Salisbury, the dual carriageway also acts a barrier to walking and cycling. There is a lack of suitable crossing facilities for cycles and pedestrians and high traffic volumes and speeds make for an unpleasant walking and cycling environment. There are plans in the Salisbury Vision to remodel the A36 Southampton Road to improve the aesthetics and promote access to the city by modes other than car.

3.4.10 Highway capacity is also limited by low railway bridges in several locations across the district. This is particularly noticeable in Tisbury where a low bridge near the railway station is a severe constraint to high vehicles. Therefore heavy commercial vehicles have to be routed to either Tisbury North or Tisbury South and this often causes blockages on local roads when heavy commercial vehicles take the wrong route.



3.4.11 Low railway bridges in Laverstock also create traffic bottlenecks and contribute to peak hour congestion.

#### **Brunel Link and Harnham Relief Road**

3.4.12 This proposal entails the construction of a road to link Brunel Road on the Churchfields Estate by a viaduct across the River Nadder and the water meadows to create a new

junction with the A3094 Netherhampton Road. From here three further sections of road form the proposed Harnham Relief Road, which will connect with Downton Road.

- 3.4.13 The main aim of this scheme is to improve road access to the Churchfields Estate and provide an alternative route for heavy commercial vehicles. The first planning application was withdrawn and a second was submitted by Wiltshire County Council in 2005.
- 3.4.14 A planning application was submitted in 2006 but was not pursued and was eventually withdrawn. In response to this the Salisbury Vision proposes a radical alternative to the traffic issues of Churchfields. The Salisbury Vision has suggested that the entire estate is re-zoned as a residential led mixed use development and the existing businesses are moved elsewhere.
- 3.4.15 The recently published RSS Panel Report has recommended that the road scheme is specifically mentioned in the final RSS. The re-zoning of Churchfields would call into question the need for the Brunel Link Road on the basis that the access issues would have been overcome. This approach would also have an impact on the Harnham Relief Road as this was packaged with the Brunel Link.

### 3.5 Public Transport Capacity

#### Rail

- 3.5.1 There are two stations in Salisbury District, one at Salisbury and one at Tisbury. West Dean, located just outside the district in Hampshire, also has a train station.
- 3.5.2 Data from the Office of Rail Regulation (ORR) shows that Salisbury is a well-used station with a total of just over 1.6 million entries and exits during 2005/06. This represents an 11.6% increase on 2003/04 figures. The majority of these journeys occur during the off-peak period (around 50%) with the rest equally split between standard peak tickets and season tickets used by commuters.
- 3.5.3 There were nearly 214,000 entries and exits at Tisbury station in 2005/06, which equates to a 26.6% rise from 2003/04 figures. At Tisbury there is a more equal split between peak, off peak and season tickets.
- 3.5.4 The Route Utilisation Strategy (RUS) for the South West Main Line sets out a programme of improvements for the line in order to grow capacity on the route. One of the biggest issues in relation to rail services at Salisbury is the limitations caused by the single track section of line west of Salisbury.
- 3.5.5 There is a lot of support for double tracking the line west of Salisbury in order to increase service frequency, and the RUS states that *"the analysis undertaken has indicated that London Waterloo to Exeter services could increase frequency to hourly with the provision of one additional double track section [west of Salisbury]...The proposal has been appraised and represents value for money on the established appraisal criteria (excluding regeneration*

effects). Network Rail is working with stakeholders to identify funding solutions for part or all of this proposal, including possible use of the Network Rail Discretionary Fund<sup>1</sup>.

- 3.5.6 However, this scheme is some way off being implemented.
- 3.5.7 There have been calls to re-open a station at Wilton, which have been endorsed by the SWARMMS study and supported by Salisbury to Exeter Lineside Consortium of Authorities (SELCA). The preferred strategy outline in the SWARMMS study is for this to be implemented post 2011, but Wiltshire County Council is keen to move this date forward.
- 3.5.8 Wilton North (Great Western) station closed in 1955 and Wilton South (London South Western) station closed in 1966. The most appropriate site for a new facility is to the east of the divergence of the Gillingham and Westbury routes near Quidhampton where there is space available for a new facility with two platforms and associated car parking etc. This could then be served by both routes although sufficient space would be needed for two or more platforms and footbridge.
- 3.5.9 Currently, 50 Down services (from Salisbury) and 56 Up services (towards Salisbury) operate past the site of a potential station, generally around three trains per hour in each direction. An additional stop would add to operational constraints by adding time to longer distance journeys on the Cardiff to Portsmouth and London Waterloo-Yeovil-Exeter routes. In this respect a proposal is unlikely to be viewed favourably by Network Rail.
- 3.5.10 The delays caused to users travelling beyond Wilton and the proximity of Salisbury station (around 1.7 miles) together with the construction costs of a new facility are unlikely to support a viable business case.

#### Bus

- 3.5.11 The bus network is provided in a deregulated market, predominantly by Wilts and Dorset, a subsidiary of the Go-Ahead Group. Much of the bus activity inevitably focuses on the city where demand is greatest but buses also provide a good level of service around Amesbury, Wilton and other settlements. Local authorities can provide revenue support for any services which cannot be operated commercially but pressures of rising costs and hence rising tender prices mean that some services are vulnerable to withdrawal leaving communities isolated. To be effective, buses need to maximise revenue opportunities so that focusing on key corridors is essential to provide the most attractive service possible (frequency of service, journey time, etc) for as many people as possible. Conversely, small communities with low demand - much of which may be concessionary journeys – are not attractive to operators.
- 3.5.12 For the purposes of locating development, good bus services can provide the basis for better services with greater demand potential, particularly where development sites are designed for good bus access in key corridors. Locating development sites away from core corridors will undermine efforts to improve accessibility.
- 3.5.13 Figure 3.24 shows the bus network in the Salisbury area and Figure 3.25 highlights the sparsity of bus services for much of the district.

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<sup>1</sup> SW RUS p35

#### Park and Ride

3.5.14 Salisbury city centre is served by four park and ride sites located in a ring around the city. These sites provide a total of 2235 car parking spaces including parking for 16 coaches at the Britford site. A fifth site at Petersfinger was granted planning permission in September 2007 and is currently being built. Figure 3.26 shows the location of the park and ride sites. There is spare capacity at all park and ride sites with no site being more than 80% occupied on any one day, with most being closer to 40% occupied on an average day.



3.5.15 Approximately 860 cars per weekday and over 1000 per Saturday use park and ride facilities in the city and there has been consistent growth in usage since the first site opened in 2001. Growth between 2006 and 2007 averaged around 3%, although growth rates were much higher in the first 6 months of the year. This could be as a result of a price rise in April 2007. SDC estimate that this level of usage equates to 410,000 trips per year removed from the centre of Salisbury in 2007.

#### 3.6 Opportunities for Walking and Cycling

3.6.1 Movement of vehicles in Salisbury city is constrained due to the fact that the streets were created long before vehicles and hence were intended for walking. This offers considerable opportunities to develop a comprehensive network of routes that meets the needs of existing and new parts of the city, extending well established routes. There needs to be a shift in culture away from vehicle movement and towards people movement with much more prominent walking facilities and greater priority being given to pedestrians.

3.6.2 In terms of distance and topography, many regular journeys to work and school can be undertaken on foot but a number of barriers to movement need to be overcome. Particular difficulties are created by the ring road with limited opportunities to walk under or over it. These need to be well signed and have improved personal security features. At-grade crossings i.e. where pedestrians and cyclists can cross directly over the road without having to use footbridges or subways, should be provided where possible to integrate pedestrians with other types of movement. A widespread programme of community involvement should be initiated to encourage walking and support a cultural change. Benefits of walking include individuals' health including tackling obesity, community safety and environmental benefits derived from avoiding the use of cars.

3.6.3 One or more key routes should link communities to the city centre and to each other e.g. Laverstock, Rowbarrow, Harnham, Churchfields industrial estate, Bemerton, Pauls Dene and Bishopdown Farm. These should be attractive, well lit and relate well to surrounding buildings and be suitable for children and people with mobility impairments (e.g. visual impairments) wherever possible. Routes should also provide access to bus stops and key facilities.

3.6.4 A significant opportunity for increasing cycling in Salisbury has been provided by the award of the Connect2 Sustrans scheme which recently won national funding to complete a number of cycling routes. One of these routes is a link from Wilton to Alderbury. The proposals are

to narrow the main road in Wilton to provide a wider footway for shared use and rebuild the Broken Bridges Path to provide entry into Salisbury city centre. On the east side of the city, there will be linkages for Alderbury with the network of minor roads and paths spreading across to Romsey in order to allow residents to cycle into the city.

#### 3.7 Summary

- 3.7.1 From our review of the larger settlements it seems that most have a good level of accessibility to key facilities in the district even with Salisbury city being the focus for much of the activity in the district.
- 3.7.2 The fact that many journeys to work are less than 2km indicates the presence of employment opportunities in these large settlements and also highlights an opportunity to promote walking and cycling as a mode of travel in these areas. However, there is still high car usage in these settlements, which can cause localised congestion during the peak hours, particularly at school travel times.
- 3.7.3 The presence of local facilities and services would support future development, however in order to maintain the historic nature of Salisbury and the other local centres, it would need to be in keeping with the area and would need to be supported by improvements in bus service frequency and walking and cycling infrastructure to promote travel by modes other than car.

## 4 Smaller Settlements Review

### 4.1 Introduction

4.1.1 Salisbury District is very rural in places and has a number of smaller settlements and clusters of settlements. The key ones that have been considered in this study are:

- Alderbury;
- Laverstock;
- Dinton;
- Hindon;
- Morgan's Vale/ Woodfalls;
- Porton;
- Shrewton;
- Whiteparish;
- The Winterbournes; and
- Zeals.

4.1.2 Most of these main villages provide basic services such as a post office and a local shop, but have significantly smaller populations than the larger settlements reviewed in the previous chapter.

4.1.3 Alderbury and Laverstock are both settlements on the outskirts of Salisbury city centre, whilst others are much more rural. Some of the smallest settlements, such as Morgan's Vale have less than 500 inhabitants.

### 4.2 Accessibility

4.2.1 Many of the smaller settlements in the district have limited local facilities and hence journeys to other places happen constantly and their function is often limited to providing housing for commuters. Inevitably many people are car owners who travel regularly to larger settlements in the district and beyond.

4.2.2 Even with significant growth in housing, it is unlikely that there will be sufficient numbers to attract a strong bus service unless located on inter-urban corridors. Residents will have made decisions to live there on the basis of having use of a car and the travel patterns that typify smaller settlements are likely to continue.

4.2.3 Communities close to established centres offer opportunities for walk, cycle and bus links to a range of facilities in reasonable proximity. Such areas could include Laverstock, Wilton and Harnham/area around the Hospital in relation to Salisbury and sites in and around Amesbury and Tisbury. Other locations such as Downton, Shrewton, Dinton and Hindon would benefit from improved bus services should substantial development take place although this would need to address access to employment and education in particular. There may also be scope to develop established bus services on certain corridors e.g. A36 at

Alderbury and A338 at Porton/Winterbourne Gummer/Winterbourne Dauntsey/Winterbourne Earls linking with Salisbury and Amesbury/Solstice Park.

- 4.2.4 As with the larger settlements, we have carried out an accessibility analysis using ACCESSION software which maps journeys time by road and public transport to key destinations such as healthcare, employment, education, retail and leisure. The results of this analysis are shown in Figures 3.1 to 3.12.
- 4.2.5 There are high levels of accessibility by roads to the key facilities across the district with none of the smaller settlements being more than 20 minutes away by car and many being within five to ten minutes drive of key destinations. In general areas to the south west of district have slightly lower accessibility but all facilities are still within a reasonable journey time by car.
- 4.2.6 However, good access by public transport is a lot more sporadic, particularly in the west of the district. Zeals in particular suffers from very poor access to services by public transport with many facilities being more than an hour away by public transport. Hindon is in a similar situation with only a GP and local school accessible by public transport.
- 4.2.7 In contrast, Alderbury and Laverstock are particularly well served by public transport and also benefit from close proximity to the services and facilities on offer in Salisbury city and thus can reach many of these within five to ten minutes journey time by public transport.
- 4.2.8 Other small settlements located in the east and south east of the district such as Porton, The Woodfalls and The Winterslows have reasonable levels of accessibility by public transport with many services and facilities being within 30 to 40 minutes journey time.
- 4.2.9 Whilst Shrewton has reasonable access by public transport to employment, health and education, it can take up to 50 minutes by public transport to reach any retail or leisure facilities.

### 4.3 Facilities

- 4.3.1 We have taken an extract of data from Wiltshire County Council's Rural Facilities Survey (2005) to show what basic and community facilities are available in each of the smaller settlements. The results are shown in Table 4.1. Laverstock is not included in the survey because of its close proximity to Salisbury city centre.

Table 4.1: Facilities in Smaller Settlements

Settlement	Food Shops	Post Office	Primary School	Healthcare	Place of Worship	Public Halls	Public Houses	Recreation Fields	Library	Bank	Cashpoint
Alderbury	2	1	1	0	2	3	2	2	1	0	0
Dinton	1	1	1	0	1	1	1	1	1	0	0
Hindon	1	1	1	2	1	2	2	0	1	0	1
Morgan's Vale/Woodfalls	3	1	1	0	2	5	3	0	1	0	0
Porton	1	1	1	1	2	2	1	1	1	0	1
Shrewton	4	1	1	3	2	3	3	1	1	0	0
The Winterslows	1	1	1	2	5	5	2	1	1	0	0
Whiteparish	2	1	1	1	2	2	3	1	1	0	0
The Winterbournes	2	2	1	0	7	4	5	1	1	0	0
Zeals	1	1	1	0	1	1	1	1	1	0	0

4.3.2 It should be noted that in this survey general food shops include petrol stations and post offices as long as they supply a range of basic foods. Healthcare facilities include all doctors' surgeries, health clinics and pharmacies. None of the settlements have a permanent library; the table refers to the number of mobile library services offered.

4.3.3 The table shows that all of the smaller settlements have some basic facilities available, for example at least one shop providing a range of basic food. All also have a primary school and access to a post office and mobile library (though none have a permanent one). Each of the settlements also has some community facilities in the form of a public hall, a place of worship and a pub. However, none of the settlements have a bank and only Hindon and Porton have a cash machine. Healthcare facilities including a pharmacy are also lacking in some villages such as Alderbury and Dinton. Overall Shrewton and The Winterbournes have the greatest number and range of facilities available, whereas Dinton and Zeals are the most poorly served communities.

#### 4.4 Journey to Work Data

##### Mode choice

4.4.1 All the settlements have a high percentage of car drivers, considerably above the Salisbury and national averages.

## 4 Smaller Settlements Review

- 4.4.2 There is a direct correlation between the percentage of people working at or from home, and the number of car users. Dinton, Hindon, and Zeals are the three settlements where this relationship is most apparent.
- 4.4.3 Laverstock and Alderbury are close to Salisbury city and therefore have a higher percentage of bus users. The increased patronage is an indication of better bus services within the city limits that are absent throughout the district.
- 4.4.4 Figures 4.1 and 4.2 illustrate the mode choice for travel to work according to Census 2001 data.
- 4.4.5 For the majority of the settlements, public transport use is below the national and Salisbury average.
- 4.4.6 The data also shows that a large proportion of inhabitants work at home, which could be an indication of the changing job market and flexibility of employers. Improved telecommunications links reduce the need for employees to travel to a fixed place of work. However, whether this reduces the overall need to travel or whether this means that different journeys are made at different times of the day should be considered.

### Destinations

- 4.4.7 Due to the size of the settlements and the lack of available data, it was not possible to analyse each settlement in detail. However, Origin Destination data was analysed for the entire district, as well as at each ward level in order to provide an overall picture of the commuting patterns.

### Distance travelled

- 4.4.8 With the exception of Laverstock, the travel to work distances are above the national average. A majority of the considered settlements have journey to work distances that are much higher than the Salisbury average.
- 4.4.9 The average distance travelled to work according to Census 2001 data is shown in Figure 4.3.
- 4.4.10 The trends portrayed in Figure 4.3 above show that there is a considerable amount of out-commuting in small settlements. The prevalence of large groups of employment in specific areas of the district is the major driver behind the large average commute distances.
- 4.4.11 Laverstock's close proximity to Salisbury explains the short commute distance as well as the comparatively low number of car users, and high number of commuters travel by bicycle, bus and on foot. Alderbury is also within a short distance of Salisbury city and therefore has a relatively short average commute distance.
- 4.4.12 The presence of a large UK government and military science park at Porton Down explains the short average commute distance for Porton. However, due to lack of public transport there is still a large number of car users in the area.

#### 4.5 Highway Capacity

- 4.5.1 Low traffic flows on routes around the smaller settlements mean that capacity is not an issue. However, delays can be caused by inability to overtake slow moving agricultural and military vehicles on single lane tracks.
- 4.5.2 The rural nature of the roads in much of the District also means that large vehicles are restricted to certain routes. Therefore, services such as buses and refuse vehicles could have difficulty supporting sizeable new development in these small settlements.

#### 4.6 Public Transport Capacity

##### Rail

- 4.6.1 None of the smaller settlements are served directly by railway stations. Whiteparish is located relatively close to West Dean station and Hindon and Dinton are reasonably close to Tisbury station. According to the journey to work data, there are less than 3% of people travelling to work by train from any of these small settlements. In Shrewton and Zeals nobody travels to work by train. Dinton and Hindon have the highest proportion of people travelling to work by train at 2.2% and 2.9% respectively but this still only represents 6 or 7 people in the whole village.
- 4.6.2 However, there have been calls to reopen Porton station, which closed in 1968 following the Beeching Report. The site of the former Porton (London South Western) station on the London Waterloo-Salisbury-Exeter main line between Salisbury and Grateley is now occupied for retail use. Its position with a long access road from the Winterslow Road/Idmiston Road junction suggests that it does not relate well from the main settlement being inconspicuous and removed from the centre. From the rail side, its location on higher ground suggests that there are few alternative sites available and locating a station in the vicinity would be difficult.
- 4.6.3 Unless the existing occupant of the former station site is relocated, there are very limited opportunities to prove an alternative site. Towards Grateley, due to the configuration of the route, the only other possibility is close to the Porton Down establishment – a restricted area - at Idmiston. However, this is some distance from Porton and has only minor road access from one direction only.
- 4.6.4 Currently, 25 Down services (towards Salisbury) and 32 Up services (from Salisbury) operate past the site of a potential station, generally around two trains per hour in each direction. An additional stop would add to journey time on the London Waterloo-Yeovil-Exeter route.
- 4.6.5 We have examined the population and employment figures for a 1 mile and 5 mile catchment area around the site of Porton railway station, as shown in Figure 4.3. It is unlikely that the limited catchment of a replacement station, even with significant development at Porton Down and the DSTL site, would be sufficient to present a business case. Coupled with the problem of securing a suitable site and the high cost of providing a facility, a station at Porton is not a realistic prospect.

## Bus

- 4.6.6 Bus services to the smaller settlements in Salisbury District are poor with very few regular services and low network coverage, particularly to the west of the district. The services that do run are often only once a day and sometimes only in one direction. The irregular service patterns make it difficult for people to interpret timetables and know when buses will be arriving and departing.
- 4.6.7 The Rural Facilities Survey (2005) has some information on the level of public transport available in these villages. It classified journey to work services as level 1 or 2, depending on the service offered. The public transport services that did not qualify as journey to work services were categorised as daily, weekly, demand responsive or no service. The levels were calculated using the following definitions as stated in the survey:
- Level 1 service requires that one service departs between 0700hrs and 0800hrs in the morning and another between 0800hrs and 0900hrs. A return service must operate both between 1700hrs to 1800hrs and 1800hrs to 1900hrs;
  - Level 2 service requires that one service departs between 0700hrs and 0900hrs and a return service operates between 1700hrs and 1900hrs;
  - daily service requires that at least one service runs every day, at least 6 days a week;
  - weekly service requires that at least one service runs per week; and
  - demand response service requires that although no timetabled buses run during the week, there is the capacity to request some form of public transport. This includes services like Connect2Wiltshire.
- 4.6.8 Table 4.2 shows the level of public transport service in each of the smaller settlements based on the categories in the Rural Facilities Survey, updated using the current bus timetables available on [www.wdbus.co.uk](http://www.wdbus.co.uk)

**Table 4.2: Frequency of Bus Services in Smaller Settlements**

Level of Service	Settlements
Journey to Work 1	Laverstock, Alderbury, Porton, The Winterbournes, Whiteparish
Journey to Work 2	Shrewton, Hindon, Dinton, Morgan's Vale/Woodfalls, The Winterslows, Zeals
Daily	-
Weekly	-
Demand Responsive	-
None	-

## 4 Smaller Settlements Review

- 4.6.9 Table 4.2 indicates that all of the smaller settlements offer at least one morning peak and one evening peak bus service. However, it should be noted that the frequency of the services throughout the day is often low and irregular which makes those off-peak leisure, retail and healthcare related trips very difficult to undertake by public transport.
- 4.6.10 The lack of regular bus services to the smaller settlements, particularly in the west of the district is illustrated in Figure 3.25 showing bus frequency for the district.

### 4.7 Opportunities for Walking and Cycling

- 4.7.1 Within smaller settlements there is scope for walking, particularly where many regular journeys are short e.g. to school or to the workplace. Clear routes need to be in place and may need to be given greater prominence, even at the expense of vehicular traffic at locations where there is a concentration of activity such as around local schools and village centres.

### 4.8 Summary

- 4.8.1 Some of the smaller settlements in Salisbury district are very rural in nature and consequently quite isolated. Public transport accessibility is low and there is a reliance on private car to access key services and facilities.
- 4.8.2 Whilst many of the small settlements have a range of basic facilities such as a post office and food shop, large scale development would be inappropriate in these areas. However, there is some potential for small scale infill development, and settlements such as Laverstock and Alderbury, which benefit from their proximity to Salisbury, would be able to support a greater degree of development with improvements in bus services and walking and cycling routes.



# 5 Strategy Development

## 5.1 Settlement Ranking

- 5.1.1 We have carried out a SWOT analysis on each of the settlements under consideration in order to assess their ability to support future development. The analysis has been grouped by large and small settlements with Salisbury considered separately. To develop this analysis further we have produced a scoring system based on the New Approach to Appraisal (NATA) indicators of environment, safety, economy, accessibility, and integration. The outcomes of this analysis are discussed in detail in section 5.4.

### City of Salisbury

- 5.1.2 The city offers higher order facilities in comparison with other settlements in the district. However, a wide range of employment opportunities can be accessed in other settlements for example Southampton, Yeovil, Trowbridge and Andover. The rail service towards London is clearly attractive for some commuters and the station is well situated in the city to allow access by walking and cycling and bus services are available nearby. The station is within easy walking distance of the city centre, Churchfields industrial area and other employment. However, origins for local journeys by rail into the city are limited as Tisbury is the only other settlement in the district that is served by rail.
- 5.1.3 The city offers very considerable potential for walking and cycling routes. This will ameliorate the impact of additional movements generated by new development. Sites could be high density, reflecting the characteristics of many parts of the city which are well established dense communities on the edge of the centre. To achieve a culture of sustainable travel, further priority measures for walking and cycling need to be introduced, building on the networks already in place.
- 5.1.4 Central development as envisaged as part of the Salisbury Vision will displace long stay public parking. Park and ride will take on a stronger role as a result with commuters in particular using buses to access the centre. The central sites that would become available are ideally suited to sustainable modes and could include limited car parking for residents but with opportunities for car clubs, secure cycle parking and walk links.

### Outer Areas

- 5.1.5 The bus service into and around the city is generally good and is capable of being expanded. The strong corridor provided by Pulseline could form the basis of a development corridor to the south for the Harnham and District Hospital areas which offer considerable opportunities for development. At present, the hospital is totally isolated and the more recent residential development in the Odstock Road area is designed to be car-orientated with cul-de-sacs and no priority for buses. Significant development around the hospital could be achieved.
- 5.1.6 Other areas within a relatively short distance from the City include the village of Laverstock (see below) where development could be located, again developing existing bus services and walk/cycle links.

<b>Strengths</b>	<p>Extensive land is available with the hospital as a focus for activity and employment. This is within reach of the city centre for walking and cycling and has the Pulseline bus service operating on 10 minute frequency. The Britford park and ride site is also nearby and development could take advantage of this connection.</p> <p>In the city centre, sustainable travel can be achieved for redevelopment sites with a strong emphasis on walking and cycling for local journeys.</p>
<b>Weaknesses</b>	<p>Road access is from the A338 Downton Road and Odstock Road which would add to pressures on New Bridge Road.</p>
<b>Opportunities</b>	<p>Residential development could include homes for health sector workers and associated activities (e.g. education and leisure) would help to build a community with short local journeys as well as journeys into the city.</p>
<b>Threats</b>	<p>The bus service must be designed to meet the needs of the new community. Residential development may attract people who commute by car to other locations outside the district e.g. the Bournemouth and Southampton areas.</p>

## 5.2 Larger Settlements

### Overview

- 5.2.1 The larger settlements offer considerable potential for development which could enhance existing facilities. However, a common feature is relatively poor road access and although larger settlements, they are relatively small compared with Salisbury. A balance is needed between development and the facilities available locally so that new residents do not seek retail and other facilities elsewhere.

### Amesbury

- 5.2.2 The town has a good range of local facilities and considerable potential for employment associated with Solstice Park. Of the larger settlements, Amesbury has the best road connections being located on the A303 and A345.

<b>Strengths</b>	Solstice Park development will attract jobs and other activities which could link with additional housing. Frequent bus services exist, particularly to Salisbury - the location of the bus station in the town centre has advantages but services will also need to meet needs at Solstice Park and the residential communities around Boscombe Road. Beehive park and ride for Salisbury centre is available on the A345.
<b>Weaknesses</b>	Good road links are in place but this may encourage out-commuting to places such as Andover. The military associations of the town and other areas such as Bulford camp and Durrington have particular needs.
<b>Opportunities</b>	Amesbury is already expanding with Solstice Park and the opportunity exists for comprehensive development, expanding the range of local facilities and jobs.
<b>Threats</b>	Large scale development needs to be focused on the town (e.g. jobs) to avoid out-commuting.

**Downton**

5.2.3 Downton has a combination of historic features and more recent residential development with some local employment e.g. Batten Road industrial estate. Local facilities are available but higher order facilities are some distance away. Bus links are available based on the A338 on a 30 minute frequency to Salisbury and Bournemouth. Morgan’s Vale and Woodfall are located nearby but are less suited to development (see below).

<b>Strengths</b>	Core structure of settlement has some opportunities for infill and expansion.
<b>Weaknesses</b>	Many facilities available only in Salisbury or other centres and hence the most attractive means of travel is car (but has the advantage of Britford park and ride site during the day). The Brough in the centre of the village is prone to flooding so there is little opportunity for infill development in this location.
<b>Opportunities</b>	Constraints are evident but Downton could benefit from additional facilities and employment opportunities. Future sites for development are likely to be located to the east or west sides of the village.
<b>Threats</b>	Out-commuting from residential development by car is likely.

**Mere**

5.2.4 Mere is a relatively busy settlement with a range of basic facilities and a better bus service than many other locations, particularly in the west of the district. Mere is influenced by

towns outside the district, particularly Shaftesbury and Gillingham, which affects travel patterns particularly journeys to work and higher order retail facilities.

<b>Strengths</b>	Basic facilities available including bank, pharmacy, post office, food retail etc. Some local employment
<b>Weaknesses</b>	Constrained by distance to higher order settlements.
<b>Opportunities</b>	Many journeys to work are local (less than 2km) and there is the opportunity to expand employment in and around the village.
<b>Threats</b>	Over-development would undermine the attractive nature of the village core.

### Tisbury

5.2.5 Tisbury is located on the railway and hence has out-commuting towards Andover, Basingstoke and London. However, road access is poor and bus services are limited.

<b>Strengths</b>	Attractive centre with a range of facilities (health services, library, shops, sports centre, etc). Rail station is a major benefit.
<b>Weaknesses</b>	Poor road access, compounded by restricted clearance due to railway bridges which preclude access from the south by large vehicles. Bus services are sparse and hence car ownership is high.
<b>Opportunities</b>	Local facilities and employment could be improved with associated residential development.
<b>Threats</b>	Car-orientated development is likely in the absence of regular buses unless local jobs are available in sufficient quantity. Settlements and surrounds are in Area of Outstanding Natural Beauty (AONB)

### Wilton

5.2.6 Wilton has regular buses to Salisbury and hence employment and other facilities are available. Local retail and health facilities are in place which could be the focus for further development.

<b>Strengths</b>	Road access from the A36 provides a direct link to Salisbury and regular bus services operate. Park and ride is also available at The Avenue. Local facilities are evident and the Shopping Village provides some employment. Redevelopment of Land Command HQ would also provide a considerable site for housing and/or employment.
<b>Weaknesses</b>	The local facilities available cannot compete with Salisbury and other centres. Absence of a rail station requires travel to Salisbury.
<b>Opportunities</b>	Residential development would need to be orientated around improved bus services to avoid car dependency.
<b>Threats</b>	Over-development would encourage car use.

### 5.3 Smaller Settlements

#### Overview

- 5.3.1 The smaller settlements identified are essentially villages which are limited in size and are vulnerable to over-development if residential sites are not accompanied by an expansion of local facilities and employment opportunities.

#### Alderbury

- 5.3.2 Alderbury's proximity to Salisbury and access to the A36 present an opportunity for some development to occur. However, this would need to be supported by improved local facilities and access to the city centre.

<b>Strengths</b>	Located on the A36, a main corridor into Salisbury. Hourly bus services between Salisbury and Southampton and some services to Romsey. Could exploit the location of the Bourne Retail Park linking development with retail facilities and employment opportunities.
<b>Weaknesses</b>	Location outside Salisbury requires good links to the city which may be difficult to achieve. A36 bottleneck around Southampton Road.
<b>Opportunities</b>	Scope for development. Not too distant from basic retail opportunities and the city centre.
<b>Threats</b>	Location adjacent to A36 makes out-commuting by car attractive.

#### Dinton

- 5.3.3 Dinton appears to have adequate space for development but has limited local facilities. Located on the B3089, the village is largely car-dependant with very limited bus services.

<b>Strengths</b>	Existing village provides core for further development.
<b>Weaknesses</b>	Very limited employment aside from the site on Catherine Ford Road so car commuting to other locations is almost essential.
<b>Opportunities</b>	More local facilities would help retain journeys locally.
<b>Threats</b>	Located in an AONB

**Hindon**

5.3.4 Like Dinton, Hindon has a limited number of bus services that would appeal to regular users but is located within easy reach of the A303.

<b>Strengths</b>	Availability of A303. Attractive core would provide the basis for expansion of local facilities.
<b>Weaknesses</b>	Poor bus services encourage car dependency.
<b>Opportunities</b>	More local facilities would help retain journeys locally.
<b>Threats</b>	Located in an AONB

**Laverstock**

5.3.5 Laverstock is close to Salisbury, separated only by a field and the River Bourne. Although there are limited local facilities, schools and Wyvern College are located in the village.

<b>Strengths</b>	Distance from Salisbury supports walking and cycling journeys. A regular bus service is in place.
<b>Weaknesses</b>	Poor road access from the city, especially Laverstock Road.
<b>Opportunities</b>	Development could be incorporated into the village and density improved compared with the more recent residential areas. An improved bus service could be achievable.
<b>Threats</b>	Road access is constrained by railway bridges. Location close to A36 and A30 London Road could encourage out-commuting by residents.

**Morgan’s Vale/Woodfalls**

5.3.6 On the fringe of the district at the edge of the New Forest National Park on the B3080, Morgan’s Vale and Woodfalls are close to Downton’s limited local facilities but are car-orientated in the absence of any bus services (apart from one weekday journey).

<b>Strengths</b>	Adds to established residential areas.
<b>Weaknesses</b>	Remote from bus network and car-dependent especially for journeys to work outside the district.
<b>Opportunities</b>	Limited residential opportunities.
<b>Threats</b>	Located close to the New Forest National Park.

**Porton**

5.3.7 Porton is located close to the A338 although this section is relatively low grade. With limited local facilities, the main employer is the Porton Down establishment which attracts staff from a wide area. Limited bus services are available between Salisbury and Tidworth. Porton is located in the same corridor as The Winterbournes (see below).

<b>Strengths</b>	Some capacity for residential development.
<b>Weaknesses</b>	Employment largely restricted to Porton Down establishment with car travel required to access other jobs.
<b>Opportunities</b>	Limited.
<b>Threats</b>	Constrained by extent of military activity.

**Shrewton**

5.3.8 Hourly Salisbury to Devizes buses serve Shrewton. The location on the A360 with good access to the A303 and A360 supports car use.

<b>Strengths</b>	Scope for development building on local facilities.
<b>Weaknesses</b>	Relatively unattractive bus services and car use is high.
<b>Opportunities</b>	Some development is possible but improved public transport would be difficult to achieve.
<b>Threats</b>	None.

**Whiteparish**

5.3.9 Whiteparish has more bus services than other villages in the form of the hourly Salisbury to Southampton service. However, its location supports car journeys to a range of destinations including Southampton and Romsey as well as Salisbury.

<b>Strengths</b>	Some scope for development.
<b>Weaknesses</b>	Remote from main centres so car commuting likely including journeys beyond the district.
<b>Opportunities</b>	Improvements to bus service may be possible.
<b>Threats</b>	Located close to the New Forest National Park

**The Winterbournes**

5.3.10 Winterbourne Earls, Winterbourne Dauntsey, Winterbourne Gunner and Porton are located in the A338 corridor to the north east of Salisbury. Collectively, there is some scope for development and a series of sites could form the basis for an improved bus service and the creation of more local jobs and facilities.

<b>Strengths</b>	Villages in combination could support some development. A338 London Road park and ride site is available for Salisbury car journeys.
<b>Weaknesses</b>	Distance from the city requires strong bus services to make regular journeys attractive.
<b>Opportunities</b>	Improved bus service could accompany development.
<b>Threats</b>	None.

**The Winterslows**

5.3.11 Middle Winterslow and West Winterslow to the east of Salisbury are relatively remote and are unlikely to sustain a regular bus service with a frequency greater than one bus per hour.

<b>Strengths</b>	Space for development is available.
<b>Weaknesses</b>	Remote location means that existing settlements are car-dependant.
<b>Opportunities</b>	None without investment in bus links.
<b>Threats</b>	None.

**Zeals**

5.3.12 Zeals, on the extreme west of the district, is adjacent to Bourton, which is within the neighbouring authority's area. Its location means that it is more orientated towards Shaftesbury, Gillingham and Warminster than Salisbury.

<b>Strengths</b>	Located on A303.
<b>Weaknesses</b>	Development likely to benefit centres outside district. Fragmented and irregular bus links. Very limited basic facilities.
<b>Opportunities</b>	Some scope for development but remote from many areas of activity.
<b>Threats</b>	None.

#### 5.4 Identifying Suitable Development Locations

- 5.4.1 In assessing the most suitable locations for development, we have considered the range of facilities available locally and the scope for providing reliable and appropriate transport to them, particularly where more people are likely to want to make regular journeys, for example to work or education.
- 5.4.2 The strategy identified focuses on the eastern part of the district i.e. Salisbury and surrounds and the North-South Corridor, supplemented by lower scale development in the East-West corridor between Mere and Salisbury including intermediate settlements. Our scoring system, although coarse, substantiates this strategy, as shown in Table 5.1.
- 5.4.3 It is clear that the city of Salisbury has a much greater range of facilities than any other settlement in the district and this is reflected by the relatively high scores. This is achievable provided that walking and cycling is promoted strongly to avoid the negative environmental impacts of traffic in the city centre.
- 5.4.4 The larger settlements provide further nodes for development, all having 'medium' scores. **Amesbury** in particular offers opportunities building on established local facilities and a relatively good bus service. Planned development at Solstice Park supports further development, particularly linking employment and housing locations but careful planning is needed to contain movements within the area rather than encourage longer distance out-commuting by car. The existing built-up area provides the basis for considerable development which could be planned to create a distinctive sense of place with strong bus links to Salisbury and other settlements.
- 5.4.5 The character of **Downton** needs to be maintained but the local economy would benefit from additional activity and housing with improved bus links to the District Hospital and Salisbury city centre. Although Morgan's Vale and Woodfalls offer little potential in terms of sustainable development, they have access to the Pulseline service via Downton and any further bus improvements to Downton could be extended to these smaller settlements to provide better direct links to Salisbury.
- 5.4.6 **Mere** is an attractive centre with evidence of some residential development and established local employment. A balance of development should be sought that supports the local economy without over-development that results in out-commuting by car. The isolation of Mere and a need to travel to larger centres outside the district will need to feature strongly in any development plans.

- 5.4.7 Road access to **Tisbury** is poor and is unlikely to be improved. However, the local roads operate well within capacity and the presence of the rail station is a major advantage. Although community transport services are in place in the form of Tisbus, regular bus services on a commercial basis are improbable given the slow roads and relative isolation. It will be important to maintain the character of the central part of the village but development could be located within walking distance.
- 5.4.8 **Wilton** has a good bus service to Salisbury but this could be improved particularly during evenings and weekends. Development in Wilton and Fugglestone is possible but maintaining the separation of Wilton from Salisbury will be seen as important. The park and ride site provides regular bus links to the city in addition to local services.
- 5.4.9 Of the smaller settlements, Alderbury, Laverstock and The Winterbournes/Porton score relatively well. All three are on radial routes from Salisbury and could be successfully linked by improved bus services. **Alderbury** has the advantage of the Bourne Retail Park nearby. Development in **Laverstock** would take advantage of the education facilities available and add to existing bus services. Strong walking and cycling routes to the city via Laverstock Road and the Milford Hollow footpath should be created.
- 5.4.10 **The Winterbournes** along with **Porton** and **Ford** offers development opportunities with the possibility of more local facilities. The settlements could be linked by a high quality bus service to the city and allow the villages to become more than car-orientated commuter settlements with limited local activity. Employment sites are being developed currently in the Ford/Old Sarum area which could provide jobs for people living in this corridor.
- 5.4.11 **Dinton** and **Hindon** are smaller settlements and it is crucial that their character is retained. However, there is scope for additional housing in both (some is being constructed in Dinton currently) but over-development would simply generate more car movements to other destinations. Linking Mere, Hindon and Dinton with Salisbury by a more regular bus service may help to create stronger links between residential villages and city employment.
- 5.4.12 **Shrewton** is an isolated settlement but capable of accommodating development although this could be expected to be primarily car-based; there may be negative impacts of additional traffic past the Stonehenge World Heritage Site.
- 5.4.13 Of the smaller communities investigated, **Whiteparish** and **Zeals** offer development potential only if car-dependency is accepted. Both have limited bus services, especially Zeals, and a range of employment destinations in larger settlements which are easily accessible by car.

Table 5.1: Settlement Evaluation Matrix

	Salisbury			Larger Settlements				
	City Centre	Other	Amesbury	Downton	Mere	Tisbury	Wilton	
<b>Environment</b>								
Noise	-2	-2	2	-1	-1	-1	-2	
Air quality/greenhouse gases	-1	-1	-2	-1	-1	-1	-1	
Scope for walk/cycle	5	4	2	1	1	1	1	
Landscape/townscape	1	-2	0	0	-1	-1	-1	
Heritage of historic resources	2	-1	0	0	0	0	0	
<b>Safety</b>								
Accidents	0	-2	2	0	0	-1	-1	
Security	2	0	1	0	0	0	0	
<b>Economy</b>								
Reliability	2	1	2	0	0	0	2	
Wider economic benefits	4	4	4	1	2	2	2	
<b>Accessibility</b>								
Basic facilities available	5	4	4	2	3	3	3	
Access to employment	3	3	4	2	1	1	2	
Access to education	2	3	3	1	1	1	1	
Access to health	2	3	2	1	1	1	1	
Access to food retail	4	3	3	2	2	2	3	
Access to leisure	4	3	2	1	0	0	2	
Bus service options	5	5	3	2	2	1	3	
Car dependency	0	-1	-2	-2	-2	-3	-2	
<b>Integration</b>								
Transport interchange	4	2	2	0	0	0	1	
Rail service available	5	0	0	0	0	3	0	
Land use policy	4	3	3	1	2	2	2	
<b>Total</b>	<b>51</b> high	<b>29</b> high	<b>35</b> high	<b>10</b> medium	<b>10</b> medium	<b>10</b> medium	<b>16</b> medium	

	Smaller Settlements										Zeals	
	Alderbury	Dinton	Hindon	Laverstock	Morgans Vale/ Woodfalls	Shrewton	Whiteparish	Winter-bournes/ Porton				
<b>Environment</b>												
Noise	0	0	0	-2	0	0	0	0	0	-1	0	
Air quality/greenhouse gases	-1	0	0	-1	0	0	0	0	0	-1	0	
Scope for walk/cycle	0	0	0	3	0	0	0	0	0	2	0	
Landscape/townscape	0	0	-1	0	0	0	0	0	0	-1	0	
Heritage of historic resources	0	0	0	0	0	-1	0	0	0	0	0	
<b>Safety</b>												
Accidents	-1	0	0	-1	0	0	0	0	0	-1	0	
Security	0	0	0	1	0	0	0	0	0	1	0	
<b>Economy</b>												
Reliability	0	0	0	2	0	0	0	0	0	2	0	
Wider economic benefits	0	0	0	1	0	0	0	0	0	1	0	
<b>Accessibility</b>												
Basic facilities available	3	1	1	1	1	2	1	1	1	1	1	
Access to employment	3	2	2	4	0	1	1	1	4	4	0	
Access to education	2	1	1	3	0	0	1	1	2	2	0	
Access to health	1	1	1	1	0	0	0	0	1	1	0	
Access to food retail	3	0	0	1	0	1	0	0	2	2	0	
Access to leisure	2	0	0	2	0	0	0	0	2	2	0	
Bus service options	3	2	2	3	1	2	1	1	3	3	0	
Car dependency	-2	-3	-3	-2	-3	-3	-3	-3	-2	-2	-4	
<b>Integration</b>												
Transport interchange	0	0	0	1	0	0	0	0	1	1	0	
Rail service available	0	0	0	0	0	0	0	0	0	0	0	
Land use policy	1	1	1	2	1	1	1	1	2	2	0	
<b>Total</b>	<b>14</b> medium	<b>5</b> low	<b>4</b> low	<b>19</b> medium	<b>0</b> n/a	<b>3</b> low	<b>2</b> low	<b>18</b> medium	<b>-3</b> n/a			

## 5.5 Possible New Settlement

- 5.5.1 The Core Strategy Preferred Options document<sup>2</sup> sets out the possible locations for a new settlement:
- close to Porton Down on the A30 London Road; or
  - Firsdow on the A30 south of the junction to Porton Down.
- 5.5.2 Justifications for **Porton Down** focus on the nearby Government Research Establishment as an employment centre and a means of upgrading transport links. Advantages are cited as being the availability of park and ride at London Road, potential improvements to bus links and the scope for reopening Porton rail station. A new settlement could accommodate up to 2,500 dwellings.
- 5.5.3 For a free-standing settlement to be successful, it needs a basic core of housing in sufficient quantity to support local facilities such as shops and a regular commercially viable bus service. Access to nearby employment is vitally important and the opportunities presented by the expansion of the Porton Down establishment need to be considered in terms of where current staff live and the number and type of jobs that could support local housing. The isolation of the Porton Down site requires many staff to travel by car, particularly as the catchment area for this type of specialist establishment is extensive.
- 5.5.4 Justifications for **Firsdow** are similar to those for Porton Down described above and hence the transport issues raised are similar.
- 5.5.5 Location of a new settlement on a core road naturally supports travel by car. Being some distance from a railway, the A30 will be seen as preferable to rail travel, even if a new station could be secured. As we have indicated, this is unlikely even with a larger new settlement than that indicated. A bus service would need to be frequently operated to be attractive and ideally would look to a number of centres as well as Salisbury. In the absence of other locations of demand, it is unlikely that an acceptable level of service could be secured on the basis of the resident population and the new settlement would inevitably be car-dependent.
- 5.5.6 A strategy that concentrates on established transport links will be preferable to a new settlement unless that settlement is much larger than that indicated or much closer to an urban centre. Although a means of reducing development pressures elsewhere, a new settlement would generate additional transport problems.
- 5.5.7 Discussion at the stakeholder meeting suggests that there is reasonable support for a new settlement as it would absorb a large proportion of the proposed development for the district. However, it was emphasised that it should be a sustainable, self-supporting community with local facilities to serve the new residents and employees. Further outcomes from the stakeholder meeting are summarised in the following section.

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<sup>2</sup> Salisbury District Council (February 2008) *Core Strategy core options*.

### 5.6 Stakeholder Meeting

- 5.6.1 As part of the strategy development we held a stakeholder meeting in Wilton on 18 March 2008. The objective of this meeting was to gather opinions and ideas on transport and development in the district from a wide range of interested parties.
- 5.6.2 The attendees included representatives from local authorities, parish councils, the business community, mobility impaired groups, transport providers, health and education providers and other interest groups. A full list of attendees and invitees can be found in Appendix 1.
- 5.6.3 Consultees were invited to consider the evidence presented and discuss the transport issues in the district. Some of the common themes highlighted were:
- The rural nature of the district and the infrastructure;
  - The ageing population and need to provide services catered to their needs;
  - Providing bus and park and ride services that meet the needs of passengers i.e. early morning, evening and Sunday services, whilst still making them commercially viable;
  - Parking constraints at Tisbury railway station and Salisbury District Hospital; and
  - The need for safe cycle routes and secure cycle parking and storage to encourage more people to cycle.
- 5.6.4 Representatives of Salisbury Civic Society also expressed some concern that the centralisation of services increased the demand for travel in the smaller settlements and more rural areas. There was support for the provision of local services to support sustainable communities and recognition that this would only be possible in some areas through an increase in population.
- 5.6.5 Coupled with this is the desire to maintain Salisbury city centre as an attraction. In order for it to compete against other major retail centres such as Basingstoke and Southampton, a large department anchor store was suggested as part of the redevelopment of the city centre car parks.
- 5.6.6 However, it was stressed that the smaller settlements should not be forgotten and that where limited development was acceptable it should be in keeping with the cultural and historical fabric of the district.
- 5.6.7 Consultees were also asked to give their thoughts, in light of the discussions on transport, as to where new development and employment might best be located and to consider whether these locations are accessible and whether sustainable transport was achievable in these areas. Some of the key points raised were:
- there was support for considerable development around **Salisbury District Hospital**. Consultees discussed the possibility of providing shopping or significant leisure facilities in the vicinity as well as new housing. They also felt there was an opportunity to link in park and ride and existing bus services to better serve the community around the Hospital;
  - **Amesbury** was identified as an area where there is a lot of scope for development as it has good road and bus links and is already an established retail and employment centre;

- Land Command HQ near **Wilton**, and the area around **Old Sarum** and **Ford** were also identified as areas with development potential considering their close proximity to park and ride facilities and other roads and bus services. However, it was noted that Wilton in particular would benefit from providing a greater range of retail services;
- there was some support for a new settlement in the **Firsdawn/Porton** area as this would cover a large proportion of the housing allocation outside of Salisbury thus preserving the rural nature of other villages. It would also be located close to employment opportunities at Porton. However, large investment in local facilities and transport infrastructure to support the community would be required;
- views on development at **Harnham** and **Laverstock** were mixed. Whilst both present good opportunities in terms of their proximity to Salisbury city centre and the existing bus roads, some concern was expressed about the lack of existing facilities in Harnham and the bottlenecks created in Laverstock by two low railway bridges; and
- **Tisbury, Hindon** and **Mere** were identified for limited development, although caution was expressed about the poor road access and the need to maintain the character of these villages.

5.6.8 The issue of out-commuting was mentioned, with concern that even with new housing development integrated with employment opportunities, people can't be forced to live close to where they work.

5.6.9 Consultees were also asked what transport would be required to support this new development. Suggestions included:

- improved walking and cycling routes, particularly to link clusters of villages to each other and larger settlements;
- employment to locate close to existing public transport provision;
- large settlements to be focused on sustainable transport, creating a sense of community, and reducing the need to travel by providing local services and facilities;
- better road links and more bus lanes to improve access to Salisbury city;
- designing new development with buses in mind so that bus services are integrated into the development from the start; and
- double-tracking of railway west of Salisbury to improve service frequency.

### 5.7 Transport Considerations

5.7.1 The transport strategy needs to be consistent with national transport policies, the Regional Transport Strategy included in the RSS and the Wiltshire Local Transport Plan. In doing so, the focus must not be on investment alone. Instead, a structured approach considers all aspects of transport provision in relation to land use demands:

- reducing demand;
- managing demand; and
- investment.

## 5 Strategy Development

- 5.7.2 Reducing the need to travel is a major consideration. This can be achieved in a number of ways including land use decisions. For example, locating development in Salisbury city centre or in close proximity to centres with a range of facilities will reduce the need to travel and also increase opportunities for using sustainable modes. Changing work patterns and other factors also come into play.
- 5.7.3 Managing demand is important where there are constraints, particularly on the availability of road space. In central Salisbury, it will be necessary to allocate road space for pedestrians, cyclists and buses as well as to the needs of other road users. Bus service provision is also influential – if an alternative to car use is available, then people may be inclined to use it whereas locations with no bus services offer no option but to use cars.
- 5.7.4 Providing new infrastructure may be necessary even with reducing and managing demand measures in place. However, infrastructure costs have to be considered alongside the cost of other measures such as bus service provision. It has become evident that funding for transport schemes, particularly large scale proposals, are difficult to obtain through regional sources and that strong justification is needed. Schemes which facilitate development sites for housing or employment are likely to be considered and those which do not are unlikely to be considered at all. In any event, the levels of regional funding available are insufficient to support the majority of the aspirations connected with the growth agenda.

### 5.8 Promoting Accessibility

- 5.8.1 The relationships that promote an efficient and effective transport network are based on the routine journeys that people make in their everyday lives such as journeys from home to work/school/college, journeys from home or workplace to shops/health facilities/leisure etc. Where possible, this should be achieved with the least impact in terms of resource consumption, traffic levels, accidents and so on.
- 5.8.2 If new housing development is located where car use is essential, then inefficiencies and inequalities will occur. If it can be located where there is a choice of how to travel for all members of the household, then there are opportunities to create a better quality of life for individuals and the wider community. One of the most regular journeys is from home to work and if this can be achieved by means other than by car, then the impacts on peak time traffic congestion will be minimised. There are also benefits in terms of personal health and air quality, which have longer term impacts and also promote social inclusion. So if more sustainable communities can be designed, then people have the option to live closer to where they work and to have a range of local facilities available.

### 5.9 Potential Changes to Bus Services

- 5.9.1 Most bus services need to be operated commercially to avoid a large subsidy commitment by local authorities. This needs to be balanced against a need to provide a regular and attractive service. An example might be the current Wilts and Dorset service 25 which runs on an east-west axis with erratic timetabling. Should new development sites be located in settlements in this corridor, a bus service of at least hourly frequency would be required. This could connect with trains at both Gillingham and Salisbury for onward



journeys but could provide public transport for journeys to work and school.

- 5.9.2 Inevitably the cost of providing the service would be higher than that incurred with a less frequent service and we estimate this to be in the order of £450,000 per year for the timetable illustrated in Appendix 3 (although this could be offset to some extent by savings of replacing the existing service). This is likely to represent a minimum service specification to facilitate development in key corridors identified.

### 5.10 Potential Rail Stations

- 5.10.1 Any new station proposal is subject to the support of Network Rail as the owner and maintainer of all railway infrastructure. Stations are generally leased to the main train operator on the route and hence that train operator, who pays for the lease of the premises, requires a satisfactory business case to proceed. To avoid a situation in which the operator is not supportive, the business case must demonstrate the likely revenue generated from the station and offset this against the costs incurred. This may be influenced by the length of franchise commitment undertaken by the train operator.
- 5.10.2 At Porton, the potential use from the town and surrounding settlements is limited given the location of the proposed station, that there may be limited car parking at the station and the level of service may be inferior to that available at Salisbury or other stations.
- 5.10.3 As discussed in paragraph 3.5.7 of this report, there have also been calls to re-open a station at Wilton, which was closed in 1955. However, an additional stop would add to operational constraints by adding time to longer distance journeys and therefore the proposal is not likely to be viewed favourably by Network Rail.
- 5.10.4 The cost of the facility may be also high. A recent station opening at Chandler's Ford in Hampshire cost over £3 million for a single platform and associated facilities. Much of the cost is a result of a need to meet Network Rail's requirements.
- 5.10.5 In terms of justifying a new station, there will inevitably be a time penalty for all users travelling beyond the new facility. In appraisal terms, this can undermine the benefits gained by opening a new station. Also, additional time to slow down, stop and accelerate trains may have an impact on the overall timetable, some times being critical at key junctions, some of which may be far beyond the immediate area. This particularly the case for longer distance services such as Portsmouth-Cardiff where main lines are crossed at various stages and where limited scope is available to change timings.
- 5.10.6 Abstraction from other stations may be a problem. Currently Salisbury accommodates 1.6 million journeys annually. Of these, 25% are season ticket holders (commuters) with a further 51% being off-peak users. Tisbury has 214,000 users and some may be attracted to a new Wilton station if they are accessing the station by car. Similarly some of the 141,000 users at Grateley could be attracted to a new station at Porton if sufficient parking is available. Any large scale transfer would undermine the viability of established stations, even at Salisbury where additional car park capacity has been approved.

### 5.11 District-Wide Approach

5.11.1 We have considered all the possible locations for development based on established settlements although it is clear that a sizable proportion of the growth will be accommodated in the city. Four approaches have been included:

- Salisbury-focused;
- North-South Corridor;
- East-West Corridor; and
- Dispersed.

5.11.2 These are discussed below. Another possibility is the creation of a new settlement of sufficient size (i.e. more than 2000 homes) to support local facilities and infrastructure, although determining a location for this would be constrained by a wide range of factors and may offer less overall than expanding established settlements unless new facilities and infrastructure can be provided.

#### Salisbury-Focused Development

5.11.3 The city is the dominant centre and it is sensible to focus development on Salisbury in terms of its employment, retail and other facilities. For transport, it is clearly the focus for bus services and offers a much better range of buses than anywhere else in the district; it also has a main line rail link.

5.11.4 Significantly, the constraints evident in the core area can be turned to advantage with opportunities for denser development than elsewhere, taking advantage of the scope for walking and cycling trips. The environment of the city centre is conducive to sustainable travel and the presence of park and ride, 20mph speed limit, pedestrianised areas and other measures supports the role of the city as an attractive and desirable location for development.

5.11.5 Beyond the centre, much of the more recent development is unexceptional. Integrating new development with the established built-up area is an attractive proposition and could include partial redevelopment of some areas. Any additions to travel demand could be beneficial in terms of adding to the potential use of local bus services and supporting the introduction of infrastructure measures for buses, cycling and walking. The well enforced 20mph speed limit already in place in many areas of the city could further support the promotion of walking and cycling. Car parking provision for residents, commuters and visitors will continue to be an important influence on how people travel.

5.11.6 There is scope to expand and enhance areas on the edge of the city, notably Harnham and the area around the District Hospital and to a lesser extent Wilton and Old Sarum. Other fringe areas such as Alderbury and The Winterbournes could also take some development if bus services can be improved. Beyond this, the attractions of the city are to some extent diminished and development in locations further away are more likely to be orientated elsewhere and will be almost entirely car-based.

5.11.7 However, even with substantial development in and around the city, other locations will be necessary to meet the growth expectations required by the RSS.

### North-South Corridor

- 5.11.8 Settlements in this corridor include Amesbury, Wilton and Downton. Amesbury in particular offers considerable potential with expanded residential areas and employment associated with Solstice Park. Local bus services are good and could be enhanced to link the town and its surrounds with Salisbury with an attractive service. Wilton could be expanded, perhaps in the Fugglestone area, although there may be local concerns about agglomeration with Salisbury rather than retaining Wilton's separate identity. The Winterbournes and Porton could also be included as part of a wider strategy for this corridor. The contribution of Downton and Alderbury would be relatively small.

### East-West Corridor

- 5.11.9 The settlements in this corridor – Wilton, Dinton, Tisbury, Hindon, Mere and Zeals – are characterised by poor bus services and in some cases severely constrained road access and settlements some distance from the A303 are disadvantaged. Tisbury, however, has the advantage of a rail station. The scope for local journeys to be made by sustainable means is limited although collectively, it may be possible to develop a worthwhile bus service linking some communities with Salisbury on a regular basis, linked with development sites and employment patterns.

### Dispersed Development

- 5.11.10 Dispersed development could be seen as a means of addressing the growth requirement without having discernable negative impacts on local communities. However, for transport dispersed development is the least attractive option. It would not provide a core market for commercial bus services and would not support the creation of local facilities. Instead, it would be more likely to reinforce a culture of car dependency, particularly for access to employment and basic amenities. The opportunities for sustainable transport would be minimal and it is unlikely that dispersal would be a satisfactory means of accommodating development on the scale required.

## 5.12 Appraisal Matrix

- 5.12.1 In order to compare these four potential strategies we have developed a multi-criteria appraisal matrix, which is based around some of the key indicators used in New Approach to Appraisal (NATA) i.e. environment, safety, accessibility, economy and integration.
- 5.12.2 The appraisal matrix is shown in Table 5.2 on the following pages and indicates that a Salisbury-focused strategy would have many benefits in terms of improved integration, reducing the need to travel and the wider economic benefits of having activity focused in the centre of Salisbury. Whilst a dispersed settlement encourages greater car use and is not compatible with transport strategies in terms of efforts to increase travel by means other than car. North-South or East-West corridor development does have some merit if an enhanced bus service could be provided and park and ride facilities were fully utilised. It would also provide better integration of smaller settlements with Salisbury and with each other.

Table 5.2 Strategy Appraisal Matrix

Indicator	Strategy				
	Sub-Objective	Salisbury-Focused	North-South Corridor	East-West Corridor	Dispersed Development
Environment	<b>Noise; Local Air Quality; Greenhouse Gases</b>	Subject to uptake of walk and cycle	Possible reductions in car use with promotion of bus	Possible reductions in car use with promotion of bus	Car-dependant development
	<b>Landscape</b>	Urban based	Some negative impacts	Some negative impacts	Some negative benefits
	<b>Townscape</b>	Possible enhancement if car parking reduced	n/a	n/a	n/a
	<b>Heritage of Historic Resources</b>	Reduces car impacts on historic centre	n/a	n/a	n/a
Safety	<b>Accidents</b>	Relatively low car use reduces road casualties	Possible increase/dispersal of car journeys	Possible increase/dispersal of car journeys	Additional traffic adding pressure to rural roads
	<b>Security</b>	Personal security enhanced by people-friendly environment	No impact	No impact	No impact
Economy	<b>Journey Reliability</b>	Walk and cycle journeys reliable; improved bus reliability	More traffic will lead to less reliability but alleviated by use of park and ride sites	More traffic will lead to less reliability but alleviated by use of park and ride sites	More traffic will have minor impact on rural roads but worsen urban traffic conditions

Indicator	Strategy			
Sub-Objective	Salisbury-Focused	North-South Corridor	East-West Corridor	Dispersed Development
<b>Wider Economic Benefits</b>	Higher activity levels in city centre	Slight	Slight	Slight
<b>Option Values</b>	Choice of mode significant for quality of life and equality	Bus improvement beneficial	Bus improvement beneficial	None – car-dependant
<b>Severance</b>	Severance reduced by greater permeability by sustainable modes	n/a	n/a	n/a
<b>Access to the Transport System</b>	Improved	Some improvement	Some improvement	None
<b>Transport Interchange</b>	Improved access to rail and bus stations	Some improved access to bus	Some improved access to bus	None
<b>Land Use Policy</b>	Compatible with development strategy	Partly compatible with development strategy	Partly compatible with development strategy	Not compatible with transport policies
<b>Other Government Policies</b>	Consolidation of health facilities; access to further education supported	Consolidation of health facilities; access to further education supported	Consolidation of health facilities; access to further education supported	None



# 6 Conclusions and Recommendations

## 6.1 Conclusions

- 6.1.1 Having reviewed the SWOT analysis of individual settlements and the strategy appraisal matrix we have indicated priorities for each of the settlements described. These are ranked as high, medium or low opportunities based on the evidence and the stakeholder consultation we undertook. It indicates considerable opportunity for development in Salisbury as shown in Table 5.1 and in some local centres with more limited scope in the smaller settlements.
- 6.1.2 We have also carried out an appraisal of four key strategies for development in Salisbury based on the NATA indicators of environment, safety, accessibility, economy and integration as shown in Table 5.2. This appraisal indicates a Salisbury focused development strategy would be very beneficial in terms of integration, accessibility and wider economic benefits. North-South development with more limited East-west corridor development also has some merit if improvements in public transport can be provided.

## 6.2 Recommendations

## 6.3 Principles Identified

- 6.3.1 Accessibility to jobs and other facilities is a key determinant of where development is located. Generally this means that Salisbury acts as a focus for travel within the district.
- 6.3.2 The city is the main focus for retail activities but out-of-town facilities such as the Bourne Retail Park also exist, and could be more closely related to settlements. The smaller settlements have very limited facilities, usually only one or two local shops. For health facilities, local surgeries exist in some settlements but the District Hospital attracts users from a wide catchment; other centres towards the west also offer health facilities. Much of the focus for education is on Salisbury, Laverstock and Amesbury. Children from the rural areas need to travel to these larger centres and this provision is usually separated from other journey purposes. The employment market is much more complex and district residents travel considerable distances as well as accessing the Salisbury area.

## 6.4 Salisbury Urban

- 6.4.1 It is appropriate to locate a high proportion of the proposed development in and around the city. In land use terms, the city offers by far the greatest range of facilities and opportunities compared with the remainder of the district. It also has the greatest potential to develop sustainable modes as much of the city is within walking distance of other parts, cycling is possible and local and inter-urban bus services focus here. The rail station is also an asset in terms of maximising opportunities for people to



travel to where they need in an acceptable way.

- 6.4.2 The city centre sites identified are well suited to higher density, low car ownership residential development which can be located within close proximity of employment opportunities and the rail and bus stations for those journeys requiring out-commuting. The promotion of walking and cycling within the centre – the area contained by the Ring Road – is essential to maintain the character of the historic core.
- 6.4.3 Journeys in the wider city area – the established built-up area – can be made by cycle and by bus. Additional development can be achieved in this way although residential parking may need to be accommodated.
- 6.4.4 However, with the scale of growth required, the city defined by its current boundary will not be adequate. A number of possibilities on the fringe exist to accommodate further development including Wilton/Fugglestone, Harnham, the area around the Hospital, Alderbury, Laverstock and Ford/Old Sarum. These areas could provide significant numbers of housing and employment units with strong bus links to the centre. In particular, the area around the District Hospital presents a major opportunity with Harnham close by.
- 6.4.5 A series of corridors becomes evident when considering the role of the city, with a number of spokes radiating from it which could act not as isolated settlements but with close links to the centre. These settlements could retain their separation from the city but would be dependant on core bus services. These bus services must be frequent (at least every ten minutes) and represent a different type of quality to potential users from the common perception of buses, supported with priority measures if possible. It is also important for buses to operate into the evening and at weekends to accommodate demand for journeys to work, school, retail, health, leisure and other activities. Interchange in the city centre needs to be as seamless as possible i.e. with coordinated services and appropriate infrastructure so that different journey opportunities can be addressed.
- 6.4.6 To achieve a largely commercial bus service, constraints on parking in the central area need to be in place. This is in line with the proposed reduction in provision but pricing for long stay spaces will also need to discourage use in favour of alternatives.
- 6.4.7 Core routes could include:
- city centre, District Hospital area, Downton;
  - city centre and Harnham;
  - city centre, Ford/Old Sarum, The Winterbournes, Porton;
  - city centre, Bourne Retail Park, Alderbury; and
  - city centre and Laverstock.
- 6.4.8 Some of these could supersede established services but variants to them should be discouraged in favour of a simple and reliable timetable. Of particular value is the area around the District Hospital which is already served by the high frequency Pulseline service. A development area designed to have bus services at its core would support this service and could support associated services.

## 6 Conclusions and Recommendations

6.4.9 Services from Salisbury to Amesbury have little intermediate demand but provide a link between the two centres, particularly for existing and new employment.

6.4.10 The existing service to Wilton is good and could be extended to serve other smaller settlements to the west (see below).

### 6.5 Salisbury Rural

6.5.1 The settlements investigated are generally small and have little or no regular public transport service. However, with housing allocated to them and small amounts of employment, connections to larger settlements become more important. Linking several settlements with one regular bus service would be appropriate e.g. Salisbury, Wilton, Dinton, Teffont Magna, Chilmark, Hindon, Mere and Gillingham (town and rail station).



6.5.2 Shrewton is a relatively isolated settlement but is within reach of the A303. Providing a viable alternative to car use would appear to be difficult.

6.5.3 Tisbury is poorly connected by road but is located on the railway which provides services to Salisbury and beyond.

6.5.4 The strategy outlined here broadly adopts a combination of Salisbury-centred development and the North-South Corridor. The East-West corridor provides a supplementary function with relatively small levels of new housing and employment.



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