Working towards a Core Strategy for Wiltshire

Draft topic paper 8: Economy

Wiltshire Core Strategy Consultation June 2011
Economy Topic Paper

Part 1 : Overview

1. Introduction 3
2. Review of international, national and regional regulations 9
   a. National policy context 9
   b. Regional policy context 13
3. Collation of evidence: Wiltshire 16
   a. Statistical evidence 16
   b. Wiltshire Workspace and Employment Land Strategy 22
   c. Job Forecasts 24
   d. Existing employment sites in Wiltshire 25
4. Links to other strategies and plans 27
5. Community priorities 36
6. Developing economic policies 40
7. Developing the strategy – specific sites 55
8. Conclusions – the employment land strategy 62
9. What happens next? 74

Appendices (in separate document)

1. Meetings to inform the evidence A.3
2. Draft revised regional spatial strategy for the South West, general employment policies A.5
3. Additional Statistical Evidence A.7
4. Summary of former local plan employment policies A.18
5. Summary of community area information A.26
6. Analysis of proposed core strategy policies A.35
7. New sites appraised A.45
8. Existing employment sites in market towns A.47
1. Introduction

1.1. This document is one of 18 topic papers, listed below, produced to inform the development of the Wiltshire Core Strategy. It focuses on ‘the economy’. The topic paper aims to collate available evidence to inform the economic policies of the Wiltshire Core Strategy. Given the breadth of the topic the paper is divided into 2 sections:
Part 1 – Overview
Part 2 – Job projections and land calculations

1.2. This paper (part 1) sets out the policy framework in which we are working at international, national, regional and local levels. It collates available evidence from a variety of sources highlighting key messages and actions which emerging policies need to respond to and considers links to other strategies relevant to the topic area. The topic paper seeks to demonstrate how the core strategy can be complimentary and facilitating in delivering strategic outcomes of other documents. Finally policy options for addressing the challenges and delivering the outcomes of the analysis are outlined.

1.3. The topic papers have been produced to present a coordinated view of some of the main evidence that has been considered in drafting the emerging core strategy. It is hoped that this will make it easier to understand how conclusions on the policies included in the core strategy have been reached. The papers that are all available from the council website are:

TP1: Climate change
TP2: Housing
TP3: Settlement strategy
TP4: Rural issues (signposting paper)
TP5: Natural environment/biodiversity
TP6: Water management/flooding
TP7: Retail
TP8: Economy
TP9: Planning obligations
TP10: Built and historic environment
TP11: Transport
TP12: Infrastructure
TP13: Green infrastructure
TP14: Site selection process
TP15: Military issues
TP16: Building resilient communities
TP17: Housing requirement technical paper
TP18: Gypsy and Travellers

1.4. Whilst each of the core strategy topic papers focuses on a particular theme, they are interrelated and when read together provide a strategic overview of issues. It is recognised that decisions related to one topic paper theme may be dependent on activity in another theme and will, therefore, require a co-ordinated approach to
policy development. Cross linkages have been highlighted in each of the topic papers.

**Changing environment**

1.5. The Wiltshire Core Strategy is being prepared not only in a changing policy environment with the Government’s agenda for a ‘big society’ affecting how we develop planning policies but also a changing economic climate. There has been a severe economic downturn since Spring 2008 which has had an effect on Wiltshire’s economy. Data on the scale and nature of that impact is slowly emerging (see Chapter 3). However, the core strategy is planning for the period to 2026 and needs to develop economic policies that will be relevant beyond the current downturn in the economy and be flexible enough to adapt to any new approach to how planning policy documents are prepared. For this reason policy development is led by the evidence available to us.

**Gathering evidence**

1.6. As part of the process of preparing this topic paper and policies for inclusion in the draft Wiltshire Core Strategy it was important to gather up-to-date knowledge and information. To do this, as well as researching published documents, officers within spatial planning attended several meetings and events to add local knowledge to the information we were collecting. The event and meetings are listed in Appendix 1 with short summaries of the knowledge gained at these events. These have certainly added value to the work being undertaken and the support of colleagues both within Wiltshire Council and beyond has been much appreciated.

**Wiltshire 2026 - Planning for Wiltshire’s future**

1.7. In October 2009, the consultation document ‘Wiltshire 2026 – Planning for Wiltshire’s Future’ ([www.wiltshire.gov.uk/wiltshire2026](http://www.wiltshire.gov.uk/wiltshire2026)) was published. This document was the first stage in developing the Wiltshire Core Strategy. Wiltshire 2026 included a series of strategic objectives for the core strategy to develop and introduced key challenges and opportunities in each community area in Wiltshire. It established the principle that the core strategy should be place led. Providing for economic growth was a principle objective. (To enhance the vitality and viability of town centres was a second objective clearly linked to the enhancement of the local economy. This is addressed in Topic Paper 7: Retail.)

1.8. In general there was more support than opposition to the strategic objective relating to the economy presented in Wiltshire 2026, as demonstrated by the breakdown of responses in table 1 below.
### Table 1: responses to the strategic objective relating to the economy (received in response to the Wiltshire 2026 consultation)

<table>
<thead>
<tr>
<th>Comment type</th>
<th>Number of comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting</td>
<td>10</td>
</tr>
<tr>
<td>Supporting, with conditions</td>
<td>22</td>
</tr>
<tr>
<td>Objecting</td>
<td>12</td>
</tr>
<tr>
<td>General comments</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total number of comments</strong></td>
<td><strong>61</strong></td>
</tr>
</tbody>
</table>

1.9. A number of suggestions were received relating to the text of the strategic objective and the key outcomes. This included suggestions that the outcomes in the objective are too vague, and that some words should be defined (e.g. intensification). It was suggested that consideration should be given to the choice of terminology, in particular using the wording ‘economic success’ rather than ‘economic growth’. It was also suggested that the objective should relate to the settlement hierarchy. There was support for the aim to reduce out-commuting, but concern that it may be unrealistic to expect radical changes in out-commuting.

1.10. There was support for providing smaller business premises in areas of need, and a number of comments offered support for the aim to provide an adequate supply of employment land. It was suggested that consideration should be given to the phasing of this land. It was suggested that there should be an emphasis on the regeneration of existing employment sites, and that further emphasis should be added on the use of previously developed land. A number of comments suggested that not all existing employment sites should be automatically protected. It was suggested that sprawling warehousing and industrial estates should be avoided, and that more information is needed on the type of employment required. It was suggested that ICT and media should be recognised as a strength in Wiltshire, and that renewable energy generation, social enterprises, building and construction, food incubator units, and professional jobs were all employment types which should be encouraged. A number of comments stated that more reference should be made to tourism. There was also concern that there was a lack of reference to the rural economy, and there was support for rural diversification. It was suggested that consideration should be given to whether this objective is compatible with climate change and sustainability requirements.

1.11. A full report on the responses received to the Wiltshire 2026 consultation is available in the consultation methodology and output report (August 2010), which can be accessed online at [www.wiltshire.gov.uk/wiltshire2026](http://www.wiltshire.gov.uk/wiltshire2026).

1.12. The text of the strategic objective relating to the economy has been amended for the Wiltshire Core Strategy Consultation Document (June 2011), and the revised text is presented in box 1. The revisions made to the text reflect some of the suggestions received in response to the Wiltshire 2026 consultation (e.g. stating that ‘where appropriate’ existing employment sites will have been protected; stating that out-commuting will have been ‘addressed’, rather than ‘dramatically decreased’; and adding a key outcome relating to the expansion of green jobs, particularly in relation to renewable energy and energy efficiency technologies).
1.13. The strategic objectives were also adjusted to ensure that they aligned with those objectives set out in the South Wiltshire Core Strategy Proposed Submission Document (SWCS). Strategic Objective 3 presented in the SWCS is to “deliver a thriving economy which provides a range of job opportunities to match a growing population and where traditionally strong sectors, such as scientific research and development, continue to be world leaders”. The proposed strategic objective 1 in the Wiltshire Core Strategy Consultation Document is to “deliver a thriving economy which provides a range of job opportunities” and is thus well aligned with the SWCS.
Box 1: Strategic objective relating to the economy, as presented in the Wiltshire Core Strategy Consultation Document (June 2011)

**Strategic objective 1: to deliver a thriving economy which provides a range of job opportunities**

Wiltshire needs to encourage a buoyant and resilient local economy. The Core Strategy has an important role in enabling development to take place which will encourage economic vitality, providing local jobs for Wiltshire’s population, whilst ensuring that sustainable development objectives have been met.

**Key outcomes**

- Land will have been identified in sustainable locations to provide for about 27,500 new jobs up to 2026.
- Where appropriate, existing employment sites will have been protected.
- Where appropriate, the suitable intensification and regeneration of established employment sites will have taken place.
- Major regeneration projects for Salisbury, Chippenham and Trowbridge as set out in the respective Visions will have been delivered.
- The rural economy will have diversified where appropriate.
- Smaller business premises will have been provided to support business start ups.
- Out commuting from Wiltshire will have been addressed.
- High quality education services will have assisted in providing the trained employees necessary to deliver economic growth.
- Redundant MoD land will, as far as possible, have been brought within the overall pattern of development.
- Wiltshire will have secured sustainable growth of established and emerging employment sectors building on existing strengths including defence related employment, bioscience, advanced manufacturing and business services.
- Potential for the expansion of green jobs will have been realised, particularly in relation to developing and installing renewable energy and energy efficiency technologies.
- Wiltshire’s tourism sector will have grown in a sustainable way, ensuring the
1.14. This topic paper needs to develop policies that seek to deliver the key outcomes in strategic objective one and in particular develop policies for the core strategy which:

- make the best use of existing employment sites,
- provide new sites to support a growing economy and support the economic potential of individual places,
- regenerate areas with the potential to contribute to the local economy,
- provide flexibility and choice within the employment sector to respond to the demands of different sectors within the economy, and
- support rural diversification.

1.15. Such policies will enable the local economy to flourish, provide a sufficient range of opportunities to meet local employment needs and contribute to the sustainable growth of the wider economy. This must take place within environmental capacity.

1.16. Other topic papers will develop policies which protect cultural assets and the natural environment, encourage a low carbon economy and consider the future potential of MoD sites.
2. Review of international, national and regional regulations

a) The national policy context

Planning policy statement 4

2.1. The relevant national policy context in terms of economic development is set, in the main, by Planning Policy Statement (PPS) 4. PPS 4 was published by the DCLG on 29th December 2009. This document superseded a number of previous Planning Policy Guidance notes (PPG 4&5), previous PPSs (PPS6), and also revised a number of provisions in existing PPSs (PPS7 & PPG13). There are some subtle changes from previous statements that place different demands on planning, particularly in regard to how employment generating land uses are categorised and approached.

2.2. PPS4 includes policies for development within the B Use Classes, public and community use and main town centre uses. Town centres uses are classed as retail development, leisure and entertainment facilities, offices and arts, culture and tourism development. Essentially there has been a shift to view all income and employment generating land uses as part of the drive for economic development.

2.3. The principles of PPS4 put the overarching objective as sustainable economic development. Planning is expected to help achieve sustainable economic growth by contributing to prosperous communities that reduce regional disparities in economic growth. The planning system is considered to have a key role in facilitating and promoting inclusive patterns of development that are focused around town centres.

Plan led approach

2.4. The first section of policies in the statement promotes a plan led approach to sustainable economic development and also explicitly defines the role of monitoring and evidence in formulating policies. The emphasis is clearly on a town centre first approach, with proactive and positive polices to address deficiencies, support and strengthen town centres. Local Planning Authorities are expected to;

- Provide detailed assessments on existing and future land available for economic development
- Assess the capacity of existing centres to accommodate town centre uses
- Assess detailed need for new floorspace and identify local deficiencies particularly in facilities that serve everyday needs.
- A clear economic vision that supports existing and future business sectors, promotes efficient land use, promotes key distribution networks and sustainable transport.
- Define a network and hierarchy of centres and make choices about which centres should accommodate growth

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1 A description of developments considered town centre uses is included in PPS4 in Annex B.
2 In May 2011 the Court of Appeal has indicated that local authorities still need to conform with regional
1. Develop policies that promote a wide range of use including night-time uses and leisure facilitates.
2. Identify a suitable range of sites to accommodate identified need.

2.5. The plan making policies also includes detailed policies on economic development and tourism in rural areas and removes national car parking standards giving local authorities responsibility for setting there own.

Development management policies

2.6. The development management policies set out criteria by which applications for economic development should be assessed. These policies also specify the supporting evidence that must be used in applying for economic development. These include the retention of the sequential test with the town centre first approach, but removes the needs test. The needs test is replaced by a more sophisticated ‘impact test’ designed to give a better tool to measure the wider positive and negative effects of any application for economic development.

Other PPS documents

Planning Policy Statement 1: Delivering sustainable development

2.7. Published in January 2005 PPS1 confirms that sustainable development is the core principle underpinning planning. The guiding principles of the strategy are born from both the international movement for sustainable development and the 1999 publication ‘A Better Quality of Life – A Strategy for Sustainable Development for the UK.

Overarching principles

2.8. The Government set out four aims for sustainable development in its 1999 strategy which included ‘the maintenance of high and stable levels of economic growth and employment.’ The planning system is expected to facilitate and promote sustainable and inclusive patterns of urban and rural development by contributing to sustainable economic development.

Sustainable economic development

2.9. PPS1 includes sustainable economic policies that look to promoting a productive economy that aims to bring jobs and prosperity for all. Policies specifically expect LPAs to

- Recognise that economic development can deliver wider regional and national benefits, environmental and social benefits and that these factors should be weighed alongside any adverse local impacts.
- Provide suitable locations for economic developments that provide improved choice and competition, promoting and facilitating good design and ensuring future changes in economic activity can be accommodated.
- Recognise that all local economies are subject to change; planning authorities should be sensitive to these changes and the implications for development and growth.
2.10. The sustainable economic policies also expect LPAs to take account of regional economic strategies, local economic strategies and other community plans and strategies. A number of these strategies are reviewed later in this document.

2.11. Finally, PPS1 sees the provision of sufficient, good quality new homes in suitable locations, as essential to economic sustainability.

Planning Policy Statement 3 – housing

2.12. Published in June 2010 PPS3 sets out the Government’s strategic housing policy objectives.

   Overarching principles

2.13. PPS 3 is primarily concerned with delivering the Government’s housing objectives and the provision of new land. Local Planning Authorities have to maintain a flexible supply of land which will give particular attention to previously-developed land. In terms of the economy, employment sites should be considered as part of a range of incentives or interventions that will ensure the provision of land for housing helps achieve the overarching ambitions linked to sustainability.

Sustainable economic development

2.14. PPS3 directly list two actions relevant to employment land that should be considered by Local Planning Authorities.

   • Planning to address obstacles to the development of vacant and derelict sites and buildings, for example, use of compulsory purchase powers where that would help resolve land ownership or assembly issues.
   • Considering whether sites that are currently allocated for industrial or commercial use could be more appropriately re-allocated for housing development.

2.15. Overall, PPS3 details the need for Local Authorities to provide improved access to jobs, health, education, shops, leisure and community facilities, open space, sport and recreation by ensuring that new development (housing) is located where everyone can access services or facilities on foot, bicycle or public transport. This includes focusing on development that attracts a large number of peoples and ensuring that new homes are located in and around large existing centres.

Planning Policy Statement 7 – Sustainable rural development

Overarching principles

2.16. Planning Policy Statement 7 is concerned with the Government’s policies for the rural areas and regions in England. It details a number of key objectives and principles that are considered fundamental to achieving thriving and sustainable rural communities.
Sustainable economic development

2.17. Economic concerns have a strong presence within the key objectives promoting the development of rural areas. Specifically PPS7 contends that this can be achieved ‘by developing competitive, diverse and thriving rural enterprise that provides a range of jobs and underpins strong economies’.

2.18. A number of other objectives and principles in PPS7 have economic related ambitions, including promoting sustainable economic growth and diversification as part of the overarching goal of raising the quality of life and the environment in rural areas. A sustainable and diverse agriculture sector is also considered key to the economy, but particularly important for the environment, landscapes, biodiversity and natural resources. However, PPS7 does state explicitly that farm diversification should not result in excessive expansion into the countryside.

2.19. There are a number of specific economic policies in PPS7 that make it clear that planning authorities should support a wide range of economic activity in rural areas. The policy expects that well placed, appropriate sized development within existing towns should be allowed wherever it would benefit the local community. However, again they do stress that location and accessibility are vital considerations and any development that generates multiple movements should be strictly controlled in the countryside.

2.20. PPS7 makes a clear distinction between how new and expanded economic development in the countryside should be addressed. Suitable sites for future economic development should be found in LDDs and there should be criteria for permitting economic development in different locations, including the future expansion of business premises, to facilitate healthy and diverse economic activity in rural areas. In terms of re-use Local planning authorities should be particularly supportive of the re-use of existing buildings that are adjacent or closely related to country towns and villages. This also applied to replacement of suitably located, existing buildings of permanent design and construction in the countryside.

Planning Policy Guidance 13 – transport

2.21. PPG13 provides guidance to local authorities on transport matters. While it deals with a number of matters concerned with statutory policies it does have a number of policies of relevance for economic policy in the Core Strategy.

Overall objective

2.22. The overall objective of PPG13 is to set the context for the local transport plan strategy. The key aims of which is to encourage greater use of public transport, walking and cycling (both on their own and in combination with the use of cars, motorcycles, taxis etc) for journeys. In addition, the need for local service providers, including health and education, to work together to achieve the maximum benefit in terms of transport.
Sustainable economic development

2.23. PPG13 breaks down a number of its recommendations by development type. In terms of employment (B1, 2 & 8 uses) it contends that areas identified for B uses should be highly accessible by public transport, walking, and cycling. Where there this is not possible every effort should be made to get businesses to adopt travel plans such as car sharing. There are specific recommendations in regards to new technologies, it recognises that ICT is changing the size, specification and location of development, particularly in the service sector and the knowledge based economy. The consequential implications for planning policy should be recognised with local authorities encouraging new technologies and clusters which reduce the need to travel in both urban and rural areas.

2.24. PPG13 has conclusions specific to developments involving leisure, tourism and recreation which generate large amounts of travel. Where possible, development should follow the general principles of PPG13. However, where they are remote from sustainable transport locations it should be consider the extent to which the proposal needs to be in the proposed location. Measures to increase access to the site by sustainable transport modes should then accompany the development.

2.25. In rural areas again the overall policy approach should be similar to all developments. However, in remote rural locations PPG13 considers that local authorities should focus most development for economic uses near local service centres and attempt to improve public transport and other means of sustainable transport. It contends that these centres should be identified in the development.

b) Regional policy context

Regional Economic Strategy 2006 – 2015

2.26. The document identifies critical economic issues which need to be addressed over the next decade. Issues include:
- population growth and ageing
- employment distribution, business creation and retention of rapidly changing
- industrial and employment mixes
- technological and other knowledge dissemination of energy resources and climate change.

2.27. In the main the specific proposals in the strategy relate to the large urban locations in the region. Nevertheless, the key objectives and/or requirements with reference to market towns and rural areas is to ensure flexibility. The document states that the key to successful rural economies is to provide a framework within which many types of development are able to come forward to provide for facilities, employment and services.

2.28. The fulfilment of the plans policies and objectives will be judged by the following outcomes:
- Prosperity is measured by wellbeing as well as economic wealth
- Knowledge, service quality and performance are key to business success
• More people can find jobs which fully utilize and reward their skills
• The region respects the environment as the foundation of people’s quality of life and as a business opportunity.

2.29. It is important to note that the strategy believes that economic policies will need to resolve the conflict between development and environmental policies. In order to achieve economic viability a suitable and wide choice should be found for economic development without negative impact on environmental quality. The strategy sees practises such as working at home and new knowledge based service sectors as providing for these competing demands whilst maintaining the regions competitiveness.

2.30. With the abolition of Regional Development Agencies a review of the regional economic strategy is not being pursued. The current document although no longer administered through the RDA still provides some context to how economic policy has evolved.

Draft revised regional spatial strategy (RSS) for the South West, incorporating the Secretary of State’s proposed changes

2.31. The Draft Revised RSS for the South West was published in July 2008 and set out proposed requirements for the provision of jobs and employment land across Wiltshire. The government has since announced its intention to revoke Regional Strategies, including the draft RSS for the South West. Additional work has therefore been undertaken to inform the Wiltshire Core Strategy Consultation Document, including detailed forecasting work by Cambridge Econometrics in 2010. The proposals contained within the Draft Revised RSS are nonetheless summarised below, for information.

2.32. The Draft Revised RSS set out a requirement for Wiltshire to deliver around 34,400 jobs on 116 ha of employment land across the Salisbury (37ha), Chippenham (42 ha), and Trowbridge and Warminster (37 ha) Travel to Work Areas (‘TTWA’). This level of growth was determined by forecasting work undertaken by Cambridge Econometrics in November 2006. The Draft Revised RSS also provided direction as to the number of jobs and amount of employment land that Wiltshire’s main settlements should aim for, split by Housing Market Area (summarised in table 2 below).

Table 2: Summary of draft South West RSS proposals

<table>
<thead>
<tr>
<th>Travel to Work Area (TTWA)</th>
<th>Jobs</th>
<th>Employment land</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trowbridge &amp; Warminster TTWA</td>
<td>About 11,700</td>
<td>About 37 ha</td>
</tr>
<tr>
<td>Chippenham TTWA</td>
<td>About 6,200</td>
<td>About 42 ha</td>
</tr>
<tr>
<td>Salisbury TTWA</td>
<td>About 13,500</td>
<td>About 37 ha</td>
</tr>
</tbody>
</table>

In May 2011 the Court of Appeal has indicated that local authorities still need to conform with regional strategies in their development plans. The implications of this announcement will be considered before the submission draft core strategy is prepared.
(Note: policy HMA11 of the Draft Revised RSS identifies that Salisbury HMA as a whole should provide about 13,900 jobs).

2.33. Policies ES1, ES2 and ES3 of the Draft Revised RSS provided more general employment policy, applicable across the whole region. These are included in Appendix 2.

Summary of core strategy policy issues arising from the review of existing national and regional policy guidance

- Permit economic development in different locations to facilitate healthy and diverse economic activity in rural areas
- Support the re-use of existing buildings that are adjacent or closely related to country towns and villages
- Support a wide range of economic activity in rural areas
- Develop competitive, diverse and thriving rural enterprise that provides a range of jobs and underpins strong economies
- Particular attention to previously-developed land
- Locate development where everyone can access services or facilities on foot, bicycle or public transport eg in and around existing large centres of population
- Maintain high and stable levels of economic growth and employment.
- Provide suitable locations for economic developments that provide improved choice and competition
- All local economies are subject to change; planning authorities should be sensitive to these changes
- Develop a clear economic vision that supports existing and future business sectors, promotes efficient land use, promotes key distribution networks and sustainable transport.
- Define a network and hierarchy of centres and make choices about which centres should accommodate growth
- Identify a suitable range of sites to accommodate identified need.
- Encourage new technologies and clusters which reduce the need to travel in both urban and rural areas.
- Provide for 116ha of new employment land within the Trowbridge, Chippenham and Salisbury TTWA (excludes figures for east Wiltshire)

A summary of how each issue has been responded to in the Wiltshire Core Strategy Consultation Document is included in Appendix 6,
3. **Collation of evidence: Wiltshire**

   **a) Statistical evidence**

3.1. There is a significant amount of evidence available in relation to the economy of Wiltshire. Each year the Council prepares a ‘Strategic Economic Assessment’ which summarises the data available. The last economic assessment (The Wiltshire Strategic Economic Assessment 2007/2008, December 2009, Produced for Wiltshire Strategic Economic Partnership by GWE Business West Research) concluded (amongst many other things) that in Wiltshire:

- Employment sectors rely on income generated from outside the area.
- Wiltshire’s job growth would have outstripped national and regional employment growth over the last 10 years if it hadn’t been for the decline in public sector jobs.
- An overly ageing workforce is a key challenge.
- The workplace economy is established, steady and successful with key economic indicators performing better than the regional average (although below the national average).
- The workplace economy has a diverse base with wholesale and retail, real estate, renting and business activities having the largest share of total workplace employment.
- Sectors such as manufacturing, business services and transport and communications are of crucial importance to the economic well being of Wiltshire because they draw in value from outside the local economy.
- There is high economic activity and employment rates in the labour market compared to the region and nationally.
- In general businesses that start up in Wiltshire have a better rate of survival than regionally, and significantly better than nationally.
- Businesses are generally smaller businesses in terms of both employment and turnover compared to nationally and regionally.
- There are discrepancies between average earnings by workplace and average earnings by residence which suggests higher skilled workers are having to travel out of Wiltshire to secure higher earnings.
- There has been an influx of migrant workers, especially in western Wiltshire which could effect population change and decrease average earnings.

3.2. Many of these conclusions are captured in the SWOT analysis prepared to inform the preparation of the Wiltshire Economic Strategy set out below. Evidence is also contained in the detailed reports on the labour market, employment and economic output included in Appendix 3. (This section of the economy topic paper will need to be reviewed and updated as new evidence becomes available through 2011.)
<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
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<tbody>
<tr>
<td>• High economic activity and employment rates, coupled with a growing population</td>
<td>• GVA per worker and earnings per worker perform below the national average</td>
</tr>
<tr>
<td>• High levels of school attainment, high levels of progression to Higher Education and a well qualified resident workforce</td>
<td>• Under represented in a number of higher value sectors including environmental technologies, creative industries, business services and high technology/advanced manufacture</td>
</tr>
<tr>
<td>• Move towards higher order occupational mix</td>
<td>• Out commuting to achieve higher wages available in neighbouring economies</td>
</tr>
<tr>
<td>• High levels of Gross Household Disposable Income</td>
<td>• Smaller average business size which could limit economies of scale, levels of training, innovation and investment</td>
</tr>
<tr>
<td>• Higher than average proportion of activity in sectors which trade outside Wiltshire</td>
<td>• Rapidly ageing workforce</td>
</tr>
<tr>
<td>• A relatively large manufacturing base which has achieved high levels of productivity growth and exhibits signs of moving up the value chain</td>
<td>• Lack of University in Wiltshire</td>
</tr>
<tr>
<td>• R &amp; D strength in the Salisbury Research Triangle</td>
<td>• High house prices relative to incomes</td>
</tr>
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<td>• High levels of business start up and survival rates</td>
<td>• Need for improved infrastructure in terms of employment land, workspace and fast broadband</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>• Castledown Innovation Centre and MOD operations in Corsham present opportunities for attracting investment in R &amp; D and new product development</td>
<td>• Continued loss of manufacturing based and public sector employment</td>
</tr>
<tr>
<td>• Procurement opportunities linked to the MOD presence and pioneering work in ‘greening the Army’ in Wiltshire</td>
<td>• Strength of neighbouring economies</td>
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<tr>
<td>• Local food production linked to procurement by local schools</td>
<td>• Threat to defence-related employment through e.g. closure of RAF Lyneham</td>
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<tr>
<td>• Adding value to the tourism economy through the promotion of longer stays and developing the business market – the development of Wiltshire’s infrastructure including high quality hotels will be crucial to this</td>
<td>• Threat to employment at Porton Down (subject to outcome of consideration of options by HPA)</td>
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<tr>
<td>• Development of green knowledge economy</td>
<td></td>
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<tr>
<td>• Development of composite technology will enable diversification within engineering sector</td>
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<tr>
<td>• Ageing population could provide a test bed for new products &amp; services</td>
<td></td>
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<tr>
<td>• Rail access to London and M4 access could help to capture business, professional and public service relocations from London and SE</td>
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<td>• Super Garrison proposals</td>
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3.3. Set out below and in Appendix 3 is some detailed data to support the information summarised above. Wherever possible and appropriate the data is presented by former district areas and Wiltshire compared to the South West region and nationally.

**Snapshot of the Wiltshire economy – jobs**

3.4. The graph below shows the number of employee jobs within Wiltshire since 1995. This shows that overall the east Wiltshire area has fewer jobs than the other three areas of Wiltshire although there has been a gradual increase in jobs of 3000 over the period 2004-2008. Over the same period (04-08) north Wiltshire experienced an increase of 4800 jobs compared to a decrease of 2200 jobs in west Wiltshire. By 2008 South Wiltshire had slightly more jobs than the north and west, although this has not always been the case where historically west Wiltshire has had many more jobs available. (Source: ONS Annual Business Inquiry employee analysis www.nomis.co.uk @ Jun 2010. Employee jobs excludes self employed, government supported trainees and HM Forces)

![Figure 1: Total employee jobs (ONS Annual Business Inquiry)](image)

3.5. Of these jobs, across Wiltshire the majority are full time. In 1995 all parts of Wiltshire equalled or exceeded the South West average of 65%, only North Wiltshire exceeded the Great Britain percentage of 72%. However, all areas have seen a reduction in the percentage of full time jobs, suggesting an increase in part time jobs. However this trend appears to be reversing slightly in 2008 in all areas apart from north Wiltshire a trend that mirrors what is happening across the whole
South West. (Source: ONS Annual Business Inquiry employee analysis www.nomis.co.uk @ Jun 2010. Employee jobs excludes self employed, government supported trainees and HM Forces)

**Figure 2: Percentage of full time jobs (Source: ONS Annual Business Inquiry)**

3.6. It is also worth considering the principle industries in which these jobs occur. The charts below highlight the reliance in the whole of Wiltshire on service sector jobs and the contribution tourism, manufacturing and construction makes to job supply. There has been over 80% of employment in the service sector in South Wiltshire since 1995 which has been consistently higher than the national and South West averages. North Wiltshire is notably below the national and South West averages in this sector. In some ways the structure of jobs in the service sector mirrors what is happening nationally and regionally; in others the pattern diverges. For example in West Wiltshire almost 30% of jobs were in distribution, hotels and restaurants compared to just over 23% nationally in 2008 and over 33% of jobs in east Wiltshire were in public administration, education and health compared to 27% nationally in 2008. The detailed breakdown of the nature of service jobs is included in Appendix 3.
3.7. In other sectors, tourism related jobs include hotels, camp sites, restaurants, bars, travel agencies, libraries, archives and museums, sporting activities and other recreational activities. The tourism sector has increased in importance in Wiltshire since 1995, and specifically since 2005, with West Wiltshire consistently having the greatest proportion from this sector. Tourism related jobs in south Wiltshire amount to the smallest percentage of total jobs in that area, although still an important contributor to the economy. West and East Wiltshire have, since 2005, proportionately more jobs in tourism than the South West average.

3.8. Putting the number of tourism jobs into context, the tourism industry is worth over £779 million a year to the Wiltshire economy (South West Tourism 2008, NB: figures include Swindon). Over £474 million of this originates from visitors enjoying day trips to the county. The remainder is made up of visitors from both the UK and overseas staying overnight in Wiltshire (over £263 million); people visiting their friends and relatives in the county (over £40 million); and spend on second homes and holiday accommodation (£842,000).

3.9. Compared to other counties in the south west of England, Wiltshire generates the lowest amount of spend from staying visitors - £263 million each year in Wiltshire, compared to £1,210 million in Cornwall. Wiltshire earns slightly more spend (£474 million) from visitors on day trips than Cornwall (about £452 million). However, this is a long way behind other counties in the south west, with Devon generating the most money from day trips at £918 million each year.
3.10. There are nearly 20,000 tourism related jobs in Wiltshire, which accounts for about 6% of all employment. This equates to about 14,459 full time equivalent (FTE) jobs. Of the actual jobs, about 14,306 are directly employed in tourism related businesses. The remainder are from indirect and induced employment related to the tourism industry. Nearly half of all actual direct jobs related to the Wiltshire tourism industry are in the catering trade (4063 jobs). Retail is the second largest employer of people (1901 jobs), followed by jobs related to accommodation (1452 jobs) and visitor attractions / entertainments (1344 jobs).

3.11. Across the county (excluding Swindon), south Wiltshire (which includes the medieval city of Salisbury and the World Heritage Site at Stonehenge), generates the majority of visitor spend and employment. South Wiltshire earns about £187 million a year from tourism, compared to £138 million in mid Wiltshire; £138 million in west Wiltshire and £158 million in the north of the county. Approximately 4200 jobs in south Wiltshire are related to tourism spending. This accounts for over 31% of all tourism related jobs in Wiltshire. In south Wiltshire the jobs supported by tourism represent 7% of all employment. This is similar to the rest of the county where between 5% and 6% of all employment is tourism related.

**Figure 4: Percentage of tourism related jobs (Source: ONS Annual Business Inquiry)**
3.12. The manufacturing sector has declined across Wiltshire since 1995 with the greatest decline experienced in north Wiltshire which has seen a decline of more than 10%. West Wiltshire has also seen a decline of just under 10%. East Wiltshire has seen the smallest percentage decline since 1995, however the manufacturing base was much smaller initially compared to the north and west. There has been a slight increase in the number of jobs in manufacturing in east and south Wiltshire over the period 2005-2008 which seems contrary to the general trend both nationally, regionally and within Wiltshire as a whole.

**Figure 5: Percentage of manufacturing jobs (ONS Annual Business Inquiry)**

3.13. The economy topic paper must develop policies to deliver strategic objective 1: to deliver a thriving economy which provides a range of job opportunities. This objective includes a number of outcomes that relate to the release of new land. These are

- The adequate supply of employment land for future development will have been ensured.
- Appropriate release of land for employment opportunities.

To deliver these outcomes the Council needs to understand:

- the economic value and potential of existing employment sites and allocations as a source of supply
- where new employment sites are required using local knowledge and market sources
how much new land is required.

3.14. Commissioned by the Wiltshire Strategic Economic Partnership and undertaken by DTZ, the Wiltshire Workspace and Employment land Strategy (WWELS) provides a market facing assessment of the demand for and supply of employment land, sites and premises in the Wiltshire sub-region. The WWELS quantifies the level and type of employment land and sites and premises required in Wiltshire to support the continuation of strong economic growth over the period to 2026. It is an essential piece of evidence to support the economic strategy within the Wiltshire core strategy.

3.15. WWELS focuses on understanding the role of the principal settlements, namely: Chippenham, Salisbury and Trowbridge and of market towns and a wider range of economic activity in rural areas; it considers the role of town centres in accommodating employment uses, including exploration of more innovative options.

3.16. In addition, the Strategy provides an assessment of future demand, particularly the:
- Needs of key sectors, strategic companies, growth businesses and SMEs;
- Diversification of existing economic structures;
- Need to support a more productive economy including the knowledge-driven economy to ensure growth within environmental limits, and
- Needs of inward investment, both domestic and foreign.

3.17. Given the above, the WWELS provides the substantive evidence to support the proposals within the core strategy to allocate employment land to support the creation, retention and relocation of the jobs required to better balance Wiltshire’s communities. The WWELS identifies the requirement to provide land for net additional requirement for forecast increase in job numbers, including that for non-B use jobs, replacement of ageing employment land, and provision of a range and choice of sites.

3.18. Although the WWELS was developed within the framework provided by the draft South West Regional Spatial Strategy, the analysis about individual places remains relevant, as the focus of the Draft RSS on Strategically Significant Cities and Towns (SSCTs) identified Chippenham, Salisbury and Trowbridge as locations with an existing concentration of businesses where there is a realistic ambition to deliver new strategic opportunities for employment.

3.19. The overall scale of new development which the document considered appropriate at these settlements was:

- Chippenham between 30.5 and 39 ha
- Salisbury between 30.5 and 39 ha
- Trowbridge between 29.0 and 37 ha

3.20. WWELS also identified those market towns with the potential to accommodate employment land based on their location, access, existing level of employment provision and levels of vacancy in the existing stock. These were Amesbury,
Calne, Devizes, Melksham, Warminster, Westbury and Wootton Bassett. Within these towns it was considered between 73 and 98ha of additional employment land should be provided. The scale of employment land provision that is proposed at those settlements aligns with the Core Strategy objective to seek to balance jobs and homes to promote more sustainable settlements and advice in PPS1 and PPS3 (see chapter 2).

3.21. In relation to the principal settlements, and the market towns listed above, the study identified specific sites that were considered to be appropriate to allocate in a future core strategy and looked at the condition of existing main employment areas within these towns to understand their suitability to continue to provide the economic base of the county.

3.22. The WWELS study identified that other market towns had an important local employment role and supported their surrounding rural areas. These included Bradford on Avon, Corsham, Cricklade, Downton, Malmesbury, Marlborough, Mere, Pewsey, Tidworth, Tisbury, and Wilton. These were not considered appropriate for large scale employment growth. Lyneham, Porton Down and Ludgershall were also considered by the WWELS study, and were identified as being dominated by defence related activity and therefore required separate consideration.

3.23. In addition to assessing economic role of places within Wiltshire and their potential to contribute to the wider Wiltshire economy, the WWELS also assessed the theoretical demand for employment land in Wiltshire. This comprised an allowance for future job growth (94.6 ha), an allowance for change in the existing employment stock (76.1 ha), and an extra allowance to offer choice (17.1 ha). The total employment land recommended in the WWELS was therefore 188 ha.

c) Job forecasts

3.24. The WWELs study relied on the job projections included within the draft South West Regional Spatial Strategy. This generated a requirement of about 95 ha of new employment land. With the government’s declared intention to abolish regional spatial strategies and the recent change in the economic climate it is important that the Wiltshire Core Strategy and the review of the South Wiltshire Core Strategy proposed submission draft is based on up-to-date evidence that can stand alone in the absence of the SWRSS.

3.25. Cambridge Econometrics projected job growth with their Multi-Local Area Local Economy Forecasting Model (LEFM) model. The modelling was undertaken in September 2010 on the former district basis across Wiltshire to aide directing employment to the correct geographical locations. Employment numbers have been projected for Wiltshire for the inclusive years 2006-2026 based on industry sector projections. The latest projections from Cambridge Econometrics imply a growth of 27,570 jobs between 2006 and 2026 in Wiltshire. The new employment land needed across Wiltshire to accommodate this projected job growth would be 36 ha. The methodology and output of calculating this basic statistical land requirement is provided in the background evidence document entitled ‘Economy
Topic Paper Part 2: Future Employment Needs in Wiltshire – Employment Floorspace and Land forecasts’ and ‘STU Review of Employment Projections and Land Requirements in south Wiltshire’. This can be split into the former district areas of Wiltshire. Overall north, west and east Wiltshire are forecast to need an additional 15.6 ha of employment land for the period 2006 – 2026 to meet the forecast growth in employment. In addition south Wiltshire is forecast to need an additional 20.4 ha of new employment land resulting in a need across Wiltshire of an additional 36 ha of employment land for forecast job growth. This takes account of net gains and losses and is based on gross internal areas.

3.26. To achieve a comparable employment land figure to that evidenced in the WWELs it is considered that an allowance for change in the existing employment stock should be made and that this should be 76 ha. It is also considered that an additional allowance should be made to allow for choice. The WWELS provided an allowance for a 10% uplift in the total requirement to allow for choice. The updated total requirement, based on the latest job growth projections, is 112 ha. Using a 10% uplift would result in an additional 11.2 ha of employment land being required, giving a total of 123.2 ha. The minimum amount of employment land needed across Wiltshire over the plan period (2006-2026) using this approach is therefore considered to be 123.2 ha.

3.27. For the purpose of comparison, the draft Regional Spatial Strategy for the south West required Wiltshire to deliver around 33,100 jobs on 116 ha of employment land across the Salisbury (37ha), Chippenham (42 ha) and Trowbridge and Warminster (37 ha) Travel to Work Areas (TTWA) over the same period (1991 TTWA’s)

d) Existing employment sites in Wiltshire

3.28. The economy topic paper must deliver strategic objective 2: to provide for long-term economic growth. This objective includes a number of outcomes that relate to existing employment sites, namely:
- Existing employment sites will have been protected.
- Appropriate intensification and regeneration of established employment sites.

3.29. Historically local plan policies have had varying success in protecting existing and in employment uses for employment purposes. If the Wiltshire Core Strategy is to have greater success it is necessary to have a thorough understanding of the economic value of existing employment sites and allocations in order to defend the role and function of individual sites within their local area. Importantly the core strategy needs to focus on those sites that are essential to the local economy. Some evidence already exists to meet these actions including information in the existing district Employment Land Reviews and the DTZ Wiltshire Workspace and Employment Land Strategy (WWELS). It is necessary to evaluate how much

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information is available and to identify if there are any evidence gaps. Therefore a baseline of employment sites was compiled to store all the information currently available on existing employment sites. The sites database includes:

- Site information (for example, size, amount of vacant land, use class).
- Planning history (for example, planning permission, local plan allocation, potential site in the SHLAA.)
- WWELS findings.
- Employment Land Review findings.
- Wiltshire 2026 findings.
- SWOT analysis.
- Demand information.

3.30. The database could then be used in discussions with local economic partnerships to identify those sites essential to the local economy and therefore warranting protection through plan polices. The outcome of those discussions can then be tested through consultation. (See Appendix 1, record of meetings.) Data from the sites database is available on request.

**Summary of core strategy policy issues arising from the review of evidence:**

- Support critical sectors in the Wiltshire economy such as manufacturing, business services and transport and communications
- Improve infrastructure in terms of employment land, workspace and fast broadband
- Improve representation of higher value sectors including environmental technologies, creative industries, business services and high technology/advanced manufacture
- Add value to the tourism economy through the promotion of longer stays including high quality hotels
- Capitalise on R&D opportunities linked the MoD at Tidworth and Corsham
- Respond to threat of closure of MoD activities at Lyneham
- Respond to the gradual decline in jobs in the former West Wiltshire area since 2003
- Recognise the increasing reliance on service sector jobs (over 80% of jobs in Wiltshire in 2005 and 2008)
- Recognise Chippenham, Salisbury and Trowbridge as locations with an existing concentration of businesses where there is a realistic ambition to deliver new strategic opportunities for employment.
- Recognise Amesbury, Calne, Devizes, Melksham, Warminster, Westbury and Wootton Bassett as locations with potential to increase supply of employment land to reflect their role and status within the Wiltshire economy.
- Recognise the local employment role of Bradford on Avon, Corsham, Cricklade, Downton, Malmesbury, Marlborough, Mere, Pewsey, Tidworth/Ludgershall.
- Address potential loss of jobs at Lyneham and Porton Down
- A minimum of 123ha of new employment land for Wiltshire should be identified in the core strategy
A summary of how each issue has been responded to in the Wiltshire Core Strategy Consultation Document is included in Appendix 6.

4. Links to other strategies and plans

4.1. The Wiltshire Core Strategy is a document that can seek to help implement the policies and proposals of other plans and strategies where their proposals relate to the development of land. To understand the aspirations and objectives of other departments within Wiltshire Council and of different agencies and organisations in relation to the Wiltshire Economy the following documents have been reviewed:

- People, Places and Promises, Wiltshire Community Plan 2011-2026
- Local Agreement for Wiltshire
- Wiltshire Corporate Plan, 2010-2014
- Transforming Trowbridge
- Chippenham Vision
- North Wiltshire Economic Strategy 2009 -2014
- Wiltshire Economic Strategy (to 2008)
- Wiltshire & Swindon Structure Plan 1996-2016
- Adopted local plans of the former District Council’s in Wiltshire

<table>
<thead>
<tr>
<th>Name</th>
<th>People Places and Promises, Wiltshire Community Plan 2011 – 2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Wiltshire Assembly and Wiltshire Family of Partnerships</td>
</tr>
<tr>
<td>Date</td>
<td>June 2010</td>
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</tbody>
</table>

**Objectives that link to the core strategy**

4.2. The strategy sets out the long term vision and direction for the whole of Wiltshire to 2026. The overall vision is to build stronger more resilient communities. To this the Assembly have identified three priorities one of which is to create an economy that is fit for the future.

4.3. The aim is to encourage the right kinds of business to Wiltshire, improve the level of skills in the area and support existing businesses. Key objectives relevant to the core strategy are:

- to generate a greater proportion of high value-added businesses and green jobs
- developing a vision for Salisbury, Trowbridge and Chippenham and agreeing their future scale and role.

Another priority is to tackle climate change with an objective to reduce the level and frequency of out commuting to jobs outside the county by providing extra jobs of the right type in the right place to attract people back to work locally.
Objectives that link to the core strategy

4.4. Headline ambitions are to build resilient communities, improve affordable housing, provide for lives not services, support economic growth, provide safer communities and protect the environment. Key objectives relating to the economy are:
- Assess the significance of planned military changes on Wiltshire’s communities
- Tackle unemployment hotspots
- Broaden the employment base of Wiltshire
- Provide adequate workspace and employment land provision
- Understand how towns and villages can become vibrant economic centres
- Use planning policies to make new developments environmentally friendly and better manage the use of land and space

Objectives that link to the core strategy

4.5. The vision is to create stronger more resilient communities. Supporting the local economy is identified as one of the 9 priorities for the next 4 years. Key outcomes to achieve in relation to the economy are:
- to support business start-ups, expansion and secure inward investment
- to secure growth in higher skill/value employment sectors.
- to retain and support the growth of Wiltshire’s top employers

Objectives that link to the core strategy

4.6. Transforming Trowbridge, the successor to the Vision for Trowbridge, outlines the next stage in the regeneration of the county town. It is lead by a steering group of the South West Regional Development Agency and councillors from the town, Wiltshire Council as well as business leaders, initially focusing on developing the riverside area of the town.

4.7. A master plan is being prepared by Urban Practitioners. It will take in the whole of Trowbridge town centre within the ring road and include derelict or unoccupied sites such as the former Peter Black factory, the former Tesco’s site at St Stephen’s Place and the former Bowyers factory. It will also take into account some working and occupied sites that may have more potential, such as The Shires shopping
centre, Castle Place shopping centre, Ashton Mill, The Gateway and the former Usher’s bottling plant, which is being redeveloped as a new Sainsbury’s supermarket. The core strategy needs to align with the proposals of this work.

<table>
<thead>
<tr>
<th>Name</th>
<th>Chippenham Vision</th>
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<tbody>
<tr>
<td>Author</td>
<td>Chippenham Vision Board</td>
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<tr>
<td>Date</td>
<td>September 2008</td>
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**Objectives that link to the core strategy**

4.8. The Chippenham Vision has 8 key opportunity areas. – the public realm, business and employment, transport, leisure and tourism, retail and food, education and skills, the environment and policy and vision. The core strategy needs to align with the proposals of this work.

4.9. Relating to business and employment the vision wants to

- attract more long-term employers to the town, encourage business start-ups and entrepreneurial activity,
- provide more available employment land and opportunities;
- provide quality retail, diverse restaurants and choice hotels
- prepare a master plan for the central area and development briefs key sites.

4.10. Some specific opportunities identified are:

- Identify potential new employment land and unlock existing land bank,
- Supplement declining manufacturing base with high growth businesses
- Attract new business and promote innovation
- Chippenham as a business hub to encourage linked rural enterprise
- Mixed use regeneration
- Attract good quality broad appeal retailers
- Improve the environment between the river and town centre

<table>
<thead>
<tr>
<th>Name</th>
<th>Mid Wiltshire Economic Strategy 2009-2014 (Bradford on Avon, Devizes, Melksham, Pewsey, Trowbridge, Warminster and Westbury)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Mid Wiltshire Economic Partnership</td>
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<tr>
<td>Date</td>
<td>2009</td>
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</tbody>
</table>

**Objectives that link to the core strategy**

4.11. The aim of the strategy is “To develop a strong, vibrant, socially and environmentally sustainable economy in Mid Wiltshire with infrastructure and services that support business development, growth, innovation and productivity, attract inward investment, customers and visitors, whilst encouraging skills development and high quality employment for Wiltshire people.” The core strategy needs to reflect the ambitions within this work.

- To improve the vitality and economic sustainability of Mid Wiltshire’s market towns and rural areas.
- To encourage diversification of the rural economy and support opportunities for rural development
- To be responsive to local need for jobs in rural areas.
- To reduce the carbon footprint of businesses.
- To ensure the appropriate provision and retention of sites, premises and industrial estates for employment use.
- To recognise Devizes, Melksham, Warminster and Westbury as larger market towns which need to consolidate and develop this role.
- To reduce out-commuting from Bradford-on Avon
- To support Pewsey as a centre for local service and retail provision.
- To reduce the impact of growth on Devizes by encouraging urban regeneration and use of previously used land.
- To recognise that Devizes has the best prospects in Mid Wiltshire for attracting further employment.

<table>
<thead>
<tr>
<th>Name</th>
<th>North Wiltshire Economic Strategy 2009-2014 (Calne, Chippenham, Corsham, Cricklade, Marlborough, Malmesbury, Wootton Bassett)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>North Wiltshire Economic Partnership</td>
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<tr>
<td>Date</td>
<td>2009</td>
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**Objectives that link to the core strategy**

4.12. The aim of the strategy is “To develop a strong, vibrant and sustainable economy in North Wiltshire with the right infrastructure and services to support business growth and innovation, to attract investment and visitors and encourage skills development.” The core strategy needs to reflect the ambitions within this work.

4.13. Strategic objectives include:
- To improve the sustainability and attractiveness of the main towns and settlements.
- To improve the vitality and sustainability of Chippenham as the strategic hub.
- To encourage diversification of the rural economy and opportunities for rural development
- To reduce the carbon footprint of businesses.
- To ensure the appropriate provision and retention of sites, premises and industrial estates for employment use.
- To ensure improvement to transport structure and car parking in North Wiltshire to meet business needs.
- To work with Visit Wiltshire on the strategic development of tourism as a key sector of the economy
- To work with the MoD over the future use of sites around Corsham and RAF Lyneham
Objectives of the structure plan

4.14. The aim of the Structure Plan is to “support a sustainable pattern of development in Wiltshire, meeting the needs of the County’s current and future population for: (a) a prosperous and robust economy; (b) an attractive and suitably protected environment; [and] (c) good housing and community facilities, through the strategic planning of land-use and transport”.

4.15. The following objectives of the Structure Plan are particularly relevant to this topic paper:

- **Integration of Land-Use and Transport** To reduce overall reliance upon private motorised transport, including by supporting a better balance between housing and employment in all the Plan Area’s communities.
- **Rural Communities** To support the economic diversification, social life, facilities and regeneration of rural communities, to enable them to meet more of their needs locally.
- **Industry and Employment** To provide scope to existing employers and those moving into Wiltshire and Swindon to evolve and grow, to create sufficient jobs for the Plan Area’s growing population.
- **Quality of Employment** To encourage choice and variety of high quality employment opportunities in towns throughout the Plan Area.
- **Regeneration of Small Towns** To encourage the regeneration of small towns through new investment and community improvements.
- **Re-use of Developed Land and Buildings** To secure the effective and appropriate re-use of developed land and buildings, including land which is derelict or has been previously contaminated, for economic and/or community purposes.

The strategy presented in the structure plan

4.16. The Structure Plan seeks to concentrate development at Swindon, and at Chippenham, Salisbury and Trowbridge. It seeks to reduce the need to travel, and to provide scope in towns and villages to facilitate local job creation and economic and social regeneration. It seeks, in particular, to regenerate the economies of the towns in the western part of Wiltshire, which have suffered major losses to their traditional employment base. Improvements to transport links, particularly the A350, are seen as vital to this process. The Structure Plan also seeks to balance economic diversification in the open countryside with the conservation of environmental assets.

4.17. The development of adequate employment opportunities is fundamental to the Structure Plan. The Structure Plan identifies a need to redress the imbalance of housing and employment locally in many settlements to maximise self-containment.
Such settlements are generally those settlements with populations in excess of 3,000. However, this excludes those settlements that have a substantially military population and small civilian population including Bulford, Durrington Larkhill and Lyneham.

4.18. In most areas, compared to past rates of development the Structure Plan proposes a liberal scale of employment land provision. This is considered necessary to provide a choice of sites, and to allow for possible variations in employment densities, or in the proportion of future employment growth located on employment land. It is recognised that the allocation of land in itself is seldom sufficient to actually achieve development.

**Overview of relevant structure plan policies**

4.19. Table 3 below provides a brief summary of ‘saved’ Structure Plan policies which are particularly relevant to this topic paper.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Brief summary of relevant content</th>
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<tbody>
<tr>
<td>DP3 Development Strategy</td>
<td>Particular emphasis should be placed on the provision of employment land to attract new economic activity and meet the needs of existing employers at Salisbury, Chippenham and Trowbridge. At Trowbridge emphasis should also be placed on the regeneration of the town centre.</td>
</tr>
</tbody>
</table>
| DP4 Housing and Employment Proposals | Provision should be made for additional strategic employment land between 1996 and 2016 as follows:  
- Kennet District: 55 ha  
- Chippenham: 45 ha  
- Rest of North Wiltshire District: 115 ha  
- Salisbury: 35 ha  
- Rest of Salisbury District: 45 ha  
- Trowbridge: 35 ha  
- Rest of West Wiltshire District: 115 ha  
(Total in the area now covered by Wiltshire Council: 445 ha) |
| DP5 Town Centres, District Centres and Employment Areas | Those employment uses which attract large numbers of people should be concentrated at existing centres, where there is most potential for access by public transport, cycling or walking. Provision should also be made for those employment uses which attract significant movements of freight, in locations away from central areas with good access to the rail and road networks and accessible by public transport, cycling or walking. |

4.20. Projections prepared for the Structure Plan anticipated that, over the Plan period (1996 - 2016), employment within the Plan Area (including Swindon) would increase
by around 61,000, while the Area's workforce was forecast to increase by around 49,000. Between 2003 and 2016, it was anticipated that both employment and the workforce would grow by around 27,500.

4.21. Land provision in Policy DP4 of the Structure Plan and proposals in other policies reflect the demand for a range of employment activities, namely:

- offices (other than those providing professional and other services to visiting members of the public)
- research and development
- industry
- storage and distribution warehouses (including wholesale cash and carry, but excluding retail warehouses selling directly to the public).

<table>
<thead>
<tr>
<th>Name</th>
<th>Kennet Local Plan 2011</th>
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<tbody>
<tr>
<td>Author</td>
<td>Kennet District Council</td>
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<tr>
<td>Date</td>
<td>2004</td>
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</table>

Overview of relevant plan objectives and strategy

4.22. The ‘Environmental Aims’ of the Kennet Local Plan include that, wherever possible, development should “create a vibrant local economy that gives access to satisfying and rewarding work without damaging the local, national or global environment”.

4.23. The following ‘strategic objectives’ identified in the Kennet Local Plan are particularly relevant to this topic paper:

- promote a settlement pattern based upon the three main settlements of Devizes, Marlborough and Tidworth each of which should seek to become self contained as far as their size and capacity for growth will allow;
- develop balanced communities with local employment opportunities available at a scale that is commensurate with the local working population in each of the three main settlements;
- aid the restructuring of the rural economy by promoting and accommodating diversification that provides employment opportunities in the rural areas without compromising the aims of sustainability.

4.24. The strategy set out in the Local Plan indicates that Devizes offers the best prospects for attracting further employment. In Marlborough the Local Plan states that measures should be taken to stimulate the local economy with the identification of employment land and the formation of an Economic Partnership to promote a growth in local jobs. In Tidworth it is noted that employment opportunities are needed for a significant number of dependents of members of the armed forces resident in the town.

4.25. The amount of employment land allocated in the Kennet Local Plan is based on the requirement set out in the Wiltshire Structure Plan 2011 for about 50 hectares of employment land to be provided in Kennet over the period 1991 to 2011. The Local Plan notes that 37.14 ha of employment land were already committed at April 2001.
Overview of relevant plan objectives and strategy

4.26. One of the aims of the North Wiltshire Local Plan is to “facilitate sustainable business development for a prosperous and robust economy”. In addition to increasing the employment opportunities within the six main towns (Chippenham, Calne, Wootton Bassett, Corsham, Malmesbury and Cricklade), the Local Plan also encourages diversification of the rural economy. The Local Plan states that the provision of employment opportunities proportionate to their location and associated with the dispersed rural communities will reduce the need for car borne journeys to the towns within the District and the neighbouring larger urban areas.

4.27. The amount of employment land to be provided in the North Wiltshire Local Plan is in accordance with the requirements set out in the Wiltshire Structure Plan 2011 for the period from 1991 to 2011. A summary of the ‘saved’ economic policies of the plan is included at Appendix 4.

Overview of relevant plan objectives and strategy

4.28. One of the aims of the Salisbury District Local Plan is “to promote a healthy economy that provides standards of living at least equal to that currently enjoyed by the people of the District”. The strategy for development in the Local Plan includes the concentration of the majority of development in Salisbury and Amesbury. The Local Plan includes a specific objective relating to employment: “to encourage a diverse and healthy economy by providing opportunities for a range of employment activities through concentrating major development in Salisbury and Amesbury, promoting sites in other larger settlements where new housing is proposed and providing scope for local employment in the more rural parts of the District”.

4.29. The Local Plan provides for a total of 62.66 ha of land for employment uses over the plan period from 1991 to 2011. This is a surplus of 12.66 ha compared to the requirement of the Wiltshire Structure Plan (2001), which indicated that about 50 ha of additional employment land should be provided in the Salisbury District between 1991 and 2011.
Overview of relevant plan objectives and strategy

4.30. The District Plan states that the council “will encourage the continued and sustainable regeneration of the economic and physical fabric of the West Wiltshire towns in the A350 corridor, in particular Trowbridge, Melksham and Westbury, through a concentration of resources, development and positive planning measures”. The employment aims of the District Plan are as follows:

- To sustain a buoyant local economy and to create suitable conditions for the expansion of existing firms and the development of new businesses.
- To ensure an adequate supply of suitable land is available in the District in accordance with Structure Plan policies and to provide for a range of business requirements.
- To encourage the development of unused and derelict industrial land in accordance with the objectives of sustainable development.

4.31. The West Wiltshire District Plan makes provision for a total of 155.44 ha of employment land over the plan period from 1991 to 2011. The plan notes that the Wiltshire County Structure Plan 2011 made provision for about 150 ha of land for employment purposes in the West Wiltshire District. A summary of ‘saved’ economic policies are included in Appendix 4.

Summary of core strategy policy issues arising from the review of strategies and plans.

A number of Wiltshire wide objectives have been identified through this review of strategies and plans which the core strategy can help to deliver. These are:

- Protect key employment areas to support existing businesses.
- Identify sufficient new employment land to attract new jobs that is suitable for a range of business types, especially target sectors.
- Identify the nature of employment appropriate in new locations.
- Promote non-car based transport to new employment locations.
- Articulate the economic role and function of market towns
- Articulate the economic role of villages and the rural area
- Promote re-use of brownfield land
- Specific regeneration policy for Trowbridge which identifies key uses and key sites
- Retail hierarchy which protects core service area and releases land for new retail development where appropriate.
- Specific regeneration policy for Chippenham which identifies key uses and key sites
- Town centre regeneration policy for market towns
- Identify specific new opportunities in Devizes
- Develop a rural diversification policy which recognises local need for employment.
- Protect core service areas from inappropriate development and release new retail development sites if appropriate
- Support for appropriate tourism development.
- Employment opportunities should be available at a scale commensurate with the local working population i.e. proportionate to their location.
- Recognise the economic role of the A350 as a major transport corridor.
- Regenerate the economies of the towns in the western part of Wiltshire.

A summary of how each issue has been responded to in the Wiltshire Core Strategy Consultation Document is included in Appendix 6.

5. Community Priorities

5.1. It is important to balance the technical data on Wiltshire’s economy with known local community aspirations. This will help develop an understanding of local responses to local issues and the perceived economic role of individual places. First an outline of county wide issues raised in response to previous consultations is summarised followed by information about each of Wiltshire’s market towns. A more detailed summary of the information gathered at various consultation events in individual community areas since 2009 is presented at Appendix 5.

a) Wiltshire wide issues

West Wiltshire District Council issues and options consultation feedback

5.2. Consultation responses to the West Wiltshire issues and options consultation in 2008 provided:
- Strong preference for protecting key urban employment sites from redevelopment, for other uses, but seek to redevelop older and redundant urban employment sites.
- Clear support for allowing all forms of economic rural diversification regardless of location or need
- Clear support for prioritising new sites that cater for small business and start up entrepreneurs (to encourage growth of the professional sector)
- 100 % support for encouraging links between business and our local secondary and tertiary education facilities (to help develop skills of our residual workforce)

North Wiltshire District Council Issues and options consultation feedback

5.3. The North Wiltshire issues and options consultation took place in 2007. Some of the main points to emerge in relation to the economy were:
- Support for a need for additional employment land as well as acceptance that non-viable uneconomic sites should be released for other uses
- Support for distributing employment development across the district
- Support for providing the infrastructure, premises and land to promote the process of moving North Wiltshire from its low skilled manufacturing
employment base to one based on high value service industries, modern research activities and high growth manufacturing

- The need to protect employment areas that are the nurseries for those new businesses that require economical premises
- A need to protect employment areas and to identify new land to allow already established small to medium sized firms to grow into larger premises without the need to move outside the District
- Support for the council to attract substantial inward investment if it provides sufficient amounts of high quality and highly accessible employment sites. This was subject to concerns that there is a risk that this will lead to increased sustainability problems
- Support for the council and other public authorities to be flexible and to act rapidly to take advantage of new opportunities for appropriate employment growth and new industries
- Acceptance that there are particular sectors of employment generation that should have specific assistance due to their reliance upon local unique features. This includes those sectors that support the tourist industry; canal restoration and what might be described as the ‘environmental’ industries connected with energy conservation and generation
- Support for policies to identify criteria to create employment protection areas
- Support for allocating sufficient quantities of land suitable for small and medium sized forms to use (in places where they wish to go, at a price they can afford and with co-operation of land owners willing to bring the forward)
- Support for job creation figures set out in RSS
- Support for implementation of the North Wiltshire Economic Regeneration Strategy 2005-2008
- Clear support for policies to maximise opportunities taking into account site specific issues. Policy should develop criteria to judge if new development generating uses and facilities would be appropriate

5.4. In relation to retail development the majority of respondents did not support out-of-centre development and there was a view that specific towns should not specialise in specific retail sectors because this would increase the need to travel. There was also clear support for protecting and increasing the provision of services available in rural areas where appropriate.

Kennet District Council issues and options consultation feedback

5.5. In Kennet questions about issues and options were divided into two separate consultation periods. Issues in Kennet were discussed in March 2007 with options for development considered the following year in late summer 2009. District wide economic issues raised included:

- The need to safeguard existing sites,
- The need to support small businesses, working from home and flexible work space
- Infrastructure must be in place to allow economic growth eg broad band
- Need to broaden the range of jobs available to diversify the local economy
- Recognise the role of farm diversification
Role of tourism in the economy should be promoted
General support to the approach to intensification and regeneration of sites promoted through the Kennet Economy Study
District wide town centre and retail issues included:
The need to understand the role and function of town centres and how they relate to each other
The need to identify opportunities to expand the retail offer in town centres and encourage high quality retailing where appropriate

Community Area Issues

5.6. There is a wealth of information available from individual community areas about their views on how the local area should respond to local economic issues. Many community areas have community area plans, there was a good response to the issues raised in the council’s options consultation for the emerging core strategy in late 2009/early 2010 and further information was gained during a series of meetings during March and April 2011 to discuss how the government’s new plans for the planning system would affect local areas in Wiltshire. Added to this is information in the Wiltshire Workplace and Employment Land Strategy (see chapter 3, section b) about individual places and ambitions in local economic partnership plans. All this evidence is being collated in Appendix 5. The messages that emerge in relation to each markets town in north and mid Wiltshire are summarised below.

Bradford on Avon

5.7. Not identified as a strategic location for employment growth. However, there has been growth in small start up businesses and new technologies in the Bradford on Avon despite the continuing loss of existing employment sites to other uses. The town needs additional employment opportunities to respond to the continuing loss of employment sites and redress the perception of the town as a dormitory to Bath. Existing sites need to be protected.

Calne

5.8. Calne is identified as a strategic location for economic growth to capitalise on its good access to the M4 and rest of the county. It has capacity in the labour market to grow. New land is needed to address the perceived dormitory role of the town with Chippenham.

Chippenham

5.9. The vitality and sustainability of Chippenham needs to be improved through the release of new strategic employment sites which can both retain current employers and attract new employers. Sites are required urgently and should be released to attract high technology jobs and begin to address the current out commuting flows from the town.

5.10. Corsham
5.11. Corsham is not identified as a strategic location for employment growth. However, consultation responses support ambitious employment growth to address job losses in the MoD and improve the retention of workers. Redundant MoD sites offer potential to develop a local solution.

Devizes

5.12. Devizes is recognised as a location for strategic employment growth. There is a desire to see employment development lead any future housing growth. Opportunities to retain and intensify existing employment sites should be provided to help maintain the existing levels of self containment. New development should consolidate its service centre role. The opportunities presented for live/work units in the rural areas should be recognised.

Malmesbury

5.13. Malmesbury is not identified as a location for strategic employment growth. Consultation responses felt that retention of the existing employment base and expansion of the number of employers is necessary.

Marlborough

5.14. Marlborough is not identified as a location for strategic employment growth. It has a narrow economic base catering predominantly for local needs. Employment growth should be proportionate to local needs and should not always be constrained by the protected countryside that surrounds the town. There may be opportunities to attract modern business linked to the highly developed education sector in the town.

Melksham

5.15. Melksham is identified as a location for strategic employment growth. Consultation responses suggest Melksham should be promoted as a location for new business to address the issue of out commuting. A portfolio of different types of sites is needed to further encourage the move away from a single employer (Cooper Tyre and Rubber).

Tidworth and Ludgershall

5.16. Tidworth and Ludgershall are not identified as locations for strategic employment growth although the dominance of jobs related to the MoD is recognised. There is concern about the lack of variety of employment and a need to attract non MoD jobs to the area through the Castledown Business Park.

Trowbridge

5.17. Trowbridge is identified as a location for new strategic employment growth. The regeneration of the town centre is seen as priority for local businesses to help
strengthen its role of the county town. Employment should be developed ahead of housing. There is also a need to develop a strong economic base by supporting exiting businesses and help reduce out commuting.

**Warminster**

5.18. Warminster is identified as a location for strategic economic growth and the need for new land is recognised by the community. Overall there is a need for an appropriate balance between new homes and jobs but opportunities to bring employment growth forward ahead of housing should be sought. Reliance on MoD jobs is a key issue

**Westbury**

5.19. Westbury is identified as a location for strategic economic growth. The community want to see employment led growth with existing permitted sites safeguarded. A greater mix of jobs should be sought with the opportunity live/work homes present not overlooked in the rural areas. Ultimately there needs to be a balance of homes and jobs in Westbury/

**Wootton Bassett**

5.20. Wootton Bassett has been identified as a strategic location for employment growth. The key message from Wootton Bassett is that there should be a solid economic base on which future economic policies can formulated. In particular there is a need for more employment land to seek to reduce the amount of out commuting from the town and its dependence on Swindon.

6. Developing economic policies

6.1. The previous chapters of this report have reviewed and summarised the evidence to support the development of economic policies for the Wiltshire Core Strategy. Table 4, below, summarises the policy areas that have emerged to be applied county wide. (Although identified as specific policy areas at this point resultant plan policies may combine policy areas.) An initial outline of the policy areas was discussed at a single topic meeting of the Wiltshire Strategic Economic Partnership on 21st Oct 2010 to refine and enhance the issues raised. (See Appendix 1)

6.2. In the long term it is intended that the policies and proposals within the emerging South Wiltshire Core Strategy will be integrated within the Wiltshire Core Strategy. Policy development is therefore divided into county wide policies (which will apply to the whole county including the South Wiltshire area) and community area specific policies (which will apply in areas outside South Wiltshire). At the pre-submission stage of developing the Wiltshire Core Strategy, the existing policies for community areas in South Wiltshire will be incorporated.
6.3. Although the review of the evidence has identified the policy areas to be addressed in the core strategy it has not identified the different ways in which the issue could be addressed through policy. For example, it is recognised that there is a need to support existing employment sites as they contribute to the role and function of individual places but should all sites be protected or only those that are significant to the local economy? In this chapter the individual policy areas are developed to consider:

- The different ways the issue could be addressed in policy
- The implications of the different approaches in terms of conformity with national policy and local ambitions,
- The impact on progress towards achieving more sustainable development, and
- Whether the approach is deliverable ie likely to succeed.

6.4. In Table 4 below, the policy areas that have emerged that need to be addressed directly through economic policies are highlighted in grey. Other areas are more closely aligned to wider policies for example the role of market towns will be addressed in work undertaken to define a settlement hierarchy in Wiltshire that incorporates an understanding of the economic function of that town (Settlement Strategy Topic Paper) while policies in relation to developing a low carbon economy are considered in the Climate Change Topic Paper.
### Table 4: Emerging Policy Areas – Generic to the whole plan area

<table>
<thead>
<tr>
<th>Source →</th>
<th>Initial topic group discussion</th>
<th>National advice eg PPS4</th>
<th>Collated data</th>
<th>Existing plan policy</th>
<th>Other strategies</th>
<th>Community comments through consultation</th>
<th>Developing the policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy area ↓</strong></td>
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<tr>
<td><strong>Vision</strong></td>
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<td>The vision is clearly heavily influenced by National Advice. The vision has been consulted on as part of the 2026 consultation. Responses to that paper will shape the vision.</td>
</tr>
<tr>
<td>A vision and strategy that supports existing employment sectors, identifies new sectors, prioritises areas of deprivation for regeneration and focuses on low carbon goods.</td>
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<tr>
<td><strong>Market towns</strong></td>
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<td>Joint strategy with teams developing housing and settlement strategies (see those Topic Papers). Discussions with WSEP and LEP managers. Wiltshire Workspace and Employment Land Strategy.</td>
</tr>
<tr>
<td>Set out the economic role and function of market towns compared to the economic role of villages and the rural areas and derive a policy suited to each tier in the hierarchy</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td><strong>New employment land</strong></td>
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<td>Commission latest job growth forecasts. Refine locations with WSEP and LEP managers. Understand contribution of employment sectors to the economy of Wiltshire.</td>
</tr>
<tr>
<td>Identify sufficient new employment land to attract new jobs that is suitable for a range of business types, especially target sectors to help diversify the employment base.</td>
<td>x</td>
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<td>x</td>
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<tr>
<td>Source →</td>
<td>Initial topic group discussion</td>
<td>National advice eg PPS4</td>
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<td><strong>Existing employment sites</strong></td>
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<td></td>
<td>Work with WSEP &amp; LEP managers. Contact major employment areas to understand demand.</td>
</tr>
<tr>
<td>Protect key employment areas to support existing businesses.</td>
<td>X</td>
<td></td>
<td>X</td>
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<tr>
<td><strong>Existing employment sites</strong></td>
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<td></td>
<td>Understand contribution of employment sectors to the economy of Wiltshire.</td>
</tr>
<tr>
<td>Locate, promote and expand clusters or networks of knowledge driven or high technology industries.</td>
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<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>Work with WSEP &amp; LEP managers to define clusters, if and where they exist.</td>
</tr>
<tr>
<td><strong>Regeneration</strong></td>
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<td></td>
<td>Discussion with Vision Boards and LEP managers. Develop knowledge in market towns through consultations.</td>
</tr>
<tr>
<td>General town centre regeneration policy for market towns supported by detailed policies to support specific proposals</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td><strong>Regeneration</strong></td>
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<td></td>
<td>Addressed by design topic paper and discussion with town council’s</td>
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<tr>
<td>Appropriate conversion of historic buildings for employment development</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Policy area ↓</td>
<td>Source →</td>
<td>Initial topic group discussion</td>
<td>National advice eg PPS4</td>
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</tbody>
</table>
| **Regeneration**  
Promote re-use of brownfield land, although this should still use a town centre first approach only locating out-of-centre sites where requirements such as size, quality access to markets and workforce take priority | | | X | X | X | | | Site selection process. Plan policy not restricted to just re-use of brownfield sites for employment |
| **Low carbon economy**  
Promote non-car based transport to new employment locations. Key distribution networks should be co-located and transport generating businesses should be easily accessible. | | | X | X | X | | | Discussions with transport officers. Site selection process. Supported by climate change policies developed in Climate Change Topic Paper |
| **Car parking standards** | | | X | | | | | To be addressed by Transport topic paper |
| **Retail policy**  
Retail hierarchy which protects core service areas and releases land for new | | | X | X | X | | | Commission new research on retail hierarchy in market towns. Discussions with |
## Developing the policy

<table>
<thead>
<tr>
<th>Source →</th>
<th>Initial topic group discussion</th>
<th>National advice eg PPS4</th>
<th>Collated data</th>
<th>Existing plan policy</th>
<th>Other strategies</th>
<th>Community comments through consultation</th>
<th>Retail development where appropriate.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy area ↓</td>
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<tr>
<td>Retail policy</td>
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<td>individual town councils. To be developed in Retail Topic Paper</td>
</tr>
<tr>
<td>Retail policy</td>
<td>Quantitative and qualitative requirements for new retail development</td>
<td>X</td>
<td></td>
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<td></td>
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<td>To be provided by retail study and included in Retail Topic Paper</td>
</tr>
<tr>
<td>Retail policy</td>
<td>Define any locally important impacts which should be tested to stop adverse impacts of town centres</td>
<td>X</td>
<td></td>
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<td></td>
<td>To be provided by retail study and included in the Retail Topic Paper</td>
</tr>
<tr>
<td>Rural policy</td>
<td>Develop a rural diversification policy which recognises local need for employment. Include appropriate conversion of rural buildings</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>Establish rural forum for discussions with parish councils. Partly developed through the design topic paper</td>
</tr>
<tr>
<td>Rural policy</td>
<td>Recognises specific requirements of rural enterprise eg farm and equine developments</td>
<td>X</td>
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<tr>
<td>Policy area ↓</td>
<td>Source</td>
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<tr>
<td><strong>Tourism</strong></td>
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<td>X</td>
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</table>

Support for appropriate tourism development (linked to leisure & heritage?).
Policy area: new employment land

6.5. Purpose of the policy would be to:

- To identify sufficient new employment land to attract new jobs that is suitable for a range of business types, especially target sectors to help diversify the employment base.
- Locate, promote and expand clusters or networks of knowledge driven or high technology industries.

Policy options – Scale

The review of existing evidence suggested the need for new employment land ranged from 35ha to 188ha.

<table>
<thead>
<tr>
<th>Policy option – Scale of new employment land</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
</table>
| Option 1: Identify specific sites to meet demand anticipated from job projections (35ha) | • Provides certainty to the market over minimum supply  
• Nature of employment uses can be specified. | • Does not allow for additional demand from replacement of older existing sites.  
• Could suppress growth in towns with older employment areas |
| Option 2: Identify specific new sites to meet demand anticipated from job projections (35ha) with an added element for ‘churn’ in existing stock (DTZ = +76 ha) and 10% for choice to be provided within regeneration sites and mixed use urban extensions | • Provides certainty to the market over minimum supply  
• Highlights there are further opportunities on existing brownfield sites.  
• Provides some flexibility  
• Allows more choice if include specific allowance for ‘churn’ especially where specific industries are to be targeted.  
• Planning for above minimum job predictions and recognising need to renew sites will encourage economic growth | • Does not provide certainty in relation to the overall supply as relies on mixed use and regeneration schemes.  
• Large mixed use and regeneration schemes most likely in larger towns restricting opportunities to respond to opportunities in smaller market towns  
• Market at the moment does not support traditional employment uses on regeneration sites.  
• Could lead to the take up of additional greenfield sites if too much choice planned for. |
| Option 3: Identify specific new sites to meet demand anticipated from job projections (35ha) and allow additional land to be | • Provides certainty to the market over minimum supply  
• Possible to respond to the market as and when proposals arise in all named | • Demand for additional land will be un-predictable and relocation preferences are likely to be greenfield locations |
released to accommodate relocation from inappropriate premises on a site by site basis against set criteria

market towns.
- Supports regeneration of older employment sites and encourages firms to relocate within the local area.
- Introduces some flexibility to respond to the market.
- Planning for above minimum job predictions and recognising need to renew sites will encourage economic growth

Option not considered – releasing less than 35 ha of new employment land because an objective of the plan is to provide for economic growth which cannot be achieved if land is provided at a scale below that anticipated by job projections.

Summary of sustainability appraisal of these options (para 5.23 of SA)

6.6. In terms of significant effects, Option 2 is considered to be more likely to give rise to a greater number of adverse impacts against the environmental objectives of the sustainability appraisal (efficient use of land, air quality, landscape) because of the amount of additional land to be released on greenfield sites in peripheral locations. Option 3 may well give rise to a similar provision of land in similar locations but details are not known at this stage and actual effects of development will depend very much on location and types of use. The sustainability appraisal recommends that the eventual policy should be a combination of Options 2 and 3, allowing for additional employment growth that is above anticipated job predictions but that will not restrict this employment growth to regeneration/urban extension sites or relocation from inappropriate premises. Policy should allow all communities to benefit from employment opportunities, allowing existing businesses to expand and attracting new businesses.

Policy options - location

<table>
<thead>
<tr>
<th>Policy Option – location of new employment land</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
</table>
| Option 1: Release specific new sites in principle towns for all B class uses ie Chippenham, Trowbridge, Salisbury | - Focus new business development in those locations with a supply of labour, the best transport connections and largest concentration of existing jobs.  
- Provides certainty to the market over where and what | - Does not support the economic role of the larger market towns which also have a supply of labour, reasonable connections to the road network and a nucleus of small to medium sized businesses. Could lead to businesses which |
| Option 2: Release specific new sites in principle towns and named market towns with economic potential Chippenham, Trowbridge, (Salisbury), Calne, Devizes, Melksham, Warminster, Westbury, (Amesbury) | • Recognises the economic role of the principle towns and larger market towns to support the Wiltshire economy.  
• Provides certainty to the market over where and what type of new land is available.  
• Provides for the expansion and relocation of existing companies within a broader range of places | • Does not relate to new employment development opportunities in rural areas.  
• Does not support the economic role of the smaller market towns eg Marlborough and Wootton Bassett.  
• Does not relate to new employment development opportunities in rural areas. |
|---|---|---|
| Option 3: Allow release of land in all named market towns in response to specific projects tested against a list of criteria. | • Possible to respond to the market as and when proposals arise in all named market towns | • Does not provide certainty to the market over where and what type of employment is available.  
• Would not help support specific uses and sectors as all market led.  
• Does not relate to new employment development opportunities in rural areas. |

Option not considered – releasing land in rural areas – to be pursued as part of rural enterprise policy

**Summary of sustainability appraisal of these options (para 5.23 of SA)**

6.7. Significant adverse effects are most likely to arise through Option 1. All options offer significant benefits for local economies and employment, although Option 1 would restrict such opportunities to Salisbury, Trowbridge and Chippenham. Option 3 is likely to lead to significant benefits in terms of skills retention, training, apprenticeships etc to allow local businesses to prosper and expand across all communities in Wiltshire.
Conclusion: new employment land

6.8. The balance of evidence suggests that the policy within the core strategy should plan for a scale of growth of at least 123 ha of new land in those settlements identified as having economic potential within the DTZ study whilst allowing for additional sites to come forward in other market towns on a site by site basis in response to local needs. This provides choice and certainty to the market and residents in those settlements with economic potential where pressure to release land is greatest and allows flexibility to respond to local needs elsewhere supporting jobs and skills in all communities. It also allows sites to be identified which have the least environmental impact to respond to issues raised in the sustainability appraisal in the larger market towns. The policy should also identify the environmental criteria that should be applied to unforeseen sites to minimise their environmental impact.

Policy area: existing employment sites

6.9. Purpose of the policy will be to:

- To protect key employment areas to support existing businesses.
- To support, promote and expand clusters or networks of knowledge driven or high technology industries.

<table>
<thead>
<tr>
<th>Policy options – existing employment sites</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1: Protect ‘strategic’ employment sites which are fundamental to the economic role of named towns.</td>
<td>• Key economic locations protected and supported by evidence that sets out their value to the local economy. • Supports the economic role of named towns. • Robust position to defend against applications for change of use out of employment. • Can specify protection for existing clusters</td>
<td>• Would not protect smaller individual sites and could lead to greater pressure to release such sites for other uses. • Does not protect rural employment sites</td>
</tr>
<tr>
<td>Option 2: Protect ‘strategic’ employment sites which are fundamental to the economic role of named settlements supported by</td>
<td>• Key economic locations protected and supported by evidence that sets out their value to the local economy. • Supports the economic role of named towns.</td>
<td>• Evidence to support the retention of smaller sites would need to be provided on a case by case basis. • Does not protect rural employment sites</td>
</tr>
<tr>
<td><strong>Criteria to determine when smaller sites should be protected.</strong></td>
<td><strong>Option 3: Protect all employment sites with criteria to assess their value to the local economy.</strong></td>
<td><strong>Possible to retain all employment sites on a case by case basis.</strong></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>- Protects smaller individual sites where they provide a specific function within the local economy.</td>
<td>- Blanket policies are difficult to defend in appeal situations.</td>
<td></td>
</tr>
<tr>
<td>- Opportunity for function of smaller sites to be defined in lower tier document eg town plan</td>
<td>- Does not differentiate between those sites critical to the local economy and those where some change may be appropriate.</td>
<td></td>
</tr>
<tr>
<td>- Can specify protection of existing clusters</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Summary of sustainability appraisal of these options (para 5.24 of SA)**

6.10. Significant adverse effects in relation to skills, transport and supporting the local economy are only considered likely through Option 1. The most favourable options are 2 and 3 which have very similar scores within the sustainability appraisal. These two options are not considered likely to lead to significant adverse effects and in fact may have significant benefits in terms of opportunities to retain skills. Option 1 does not allow enough flexibility and will lead to significant impacts that will damage the economic health of local communities. It is acknowledged in the assessment that it will not always be desirable to protect every employment site in every community.

**Conclusion: existing employment sites**

6.11. The balance of evidence suggests that the core strategy should name and protect those large employment locations within the named market towns and principle settlements that are fundamental to their role and the wider Wiltshire economy whilst providing some protection to other sites using a criteria based approach to policy. This approach will lead to some underused and outdated employment sites converting to other uses. For these sites, the neighbourhood planning process could determine what alternative uses are appropriate. Employment sites in rural areas should be addressed in a separate rural employment policy.
Policy area: regeneration

6.12. Purpose of the policy is to:
- To promote regeneration of key development sites in market towns.
- To provide for the appropriate conversions of historic buildings for employment development.
- Promote re-use of brownfield land, linked to town centre first approach only locating out-of-centre sites where requirements such as size, quality access to markets and workforce take priority

<table>
<thead>
<tr>
<th>Policy options regeneration</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1: Identify specific regeneration sites in named market towns highlighting principle future uses.</td>
<td>● Provides a clear message about the Council’s support for regeneration on specific sites.</td>
<td>● Restricted to only those sites known about now. Other sites may come forward through neighbourhood planning which council may wish to support. ● May exclude uses not yet considered</td>
</tr>
<tr>
<td>Option 2: Promote regeneration of brownfield sites where the proposed uses support the vision for the future role and function of a place.</td>
<td>● Provides flexibility to respond to sites as when they arise. ● Provides protection to existing centres. ● Recognises that local visions for an area may change so policy linked to most up to date community ambitions. ● Supports productive use of previously used land.</td>
<td>● May appear too relaxed ● Where there is already a clear vision for specific regeneration sites may not provide sufficient support</td>
</tr>
<tr>
<td>Option 3: Identify specific regeneration sites only in Chippenham, Trowbridge and Salisbury supported by a generic policy in other areas where proposals support the vision for that area</td>
<td>● Provides flexibility to respond to sites as when they arise in market towns outside Chippenham, Trowbridge and Salisbury but also provides clear support to those visions that have advanced.</td>
<td></td>
</tr>
</tbody>
</table>

Option not considered – regeneration sites in rural areas outside market towns – pursued through rural diversification policy
**Summary of sustainability appraisal of these options (para 5.25 in SA)**

6.13. No significant adverse effects envisaged from any of the three options. Any development, in any location, is likely to have some adverse impacts on objectives relating to air quality and environmental pollution, climatic factors, heritage and landscapes. However, the extent of any impacts will depend on the location of the site, employment uses and design standards. Mitigation measures possible for all potential effects. Option 2 is the only option considered likely to result in significant benefits for all communities because it does not restrict regeneration to certain towns or sites.

**Conclusion: regeneration**

6.14. The balance of evidence suggests that the core strategy should include policies which provide clear support for the regeneration initiatives being proposed by the three vision boards (Chippenham, Salisbury and Trowbridge) and provides flexibility elsewhere to support regeneration proposals that support the local visions for those areas (expressed through neighbourhood plans where in place).

**Policy area: rural diversification and rural enterprise**

6.15. Purpose of the policy is to:

- Develop a rural diversification policy which recognises local need for employment. Include appropriate conversion of rural buildings
- Recognises specific requirements of rural enterprise eg farm and equine developments

<table>
<thead>
<tr>
<th>Policy options rural diversification</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
</table>
| Option 1: Encourage appropriate tourism and employment opportunities in rural areas, each assessed on its individual merits and value to the rural economy. New sites permitted where well related to a settlement | - Allows each site to be considered individually given the range of opportunities in rural areas.  
- Positive message about supporting the rural economy  
- Allows neighbourhood plans to potentially define what is of value to the local rural economy | - Relies on other plan policies to define 'appropriate'  
- Sites could come forward in remote locations  
- Difficult to use to defend the retention of existing employment sites if alternative use proposed. |
| Option 2: Encourage only tourism and employment uses that consolidate existing | - Promotes the most sustainable rural locations for new activity.  
- Specifically supports existing | - Could be seen to restrict opportunities, especially for tourism |
| sites or re-use existing buildings that are well related to named villages in core strategy | rural employment sites which have developed over time. Specific sites could be named in community area sections of core strategy |

Summary of sustainability appraisal of these options (para 5.27 in SA)

6.16. No significant adverse effects envisaged with either option. The options are promoting some development in rural areas and this is likely to have some adverse effects on objectives relating to air quality and environmental pollution, climatic factors, heritage and landscapes. However, the extent of any impacts will depend on the location of the site, employment uses and design standards. Mitigation measures possible for all potential effects.

6.17. Option 1 does not restrict future employment development just to existing sites and buildings but would allow appropriate new development if well related to a settlement. This is likely to have significant long term benefits for local businesses wishing to expand but not wanting to move away from the area. There will also be indirect, secondary benefits for other local businesses such as retail outlets and pubs and other essential services and facilities. Of the two options considered, Option 1 is the most favourable because it recognises that not all new employment opportunities can be located on existing sites or in existing buildings, and it will allow some flexibility that will significantly increase social and economic benefits for rural communities.

Conclusions: rural diversification and rural enterprise

6.18. Planning for rural diversification, supporting the rural economy and developing tourism in the rural areas covers a large area of policy. The balance of evidence suggests that the core strategy should include policies which provide clear support for businesses that support the rural economy in locations well related to the named villages and market towns in the county. This allows investment in the rural areas without promoting isolated activities and promotes locations that have better access to broadband.

6.19. It is also suggested that the options considered above do not go far enough to protect existing business locations which should be named in the plan.

6.20. Using analysis a number of policies have been generated for the Wiltshire Core Strategy Consultation Document. How all the issues arising from the review of existing guidance, evidence, plans and policies have been addressed in the draft policies proposed for the core strategy are detailed in Appendix 6. The appendix highlights areas where further work may be required to refine and develop the policies to more closely reflect the issues raised.
7. Developing the Strategy: Specific Sites

7.1. The previous chapters have identified two areas of policy where specific sites need to be identified in the core strategy:
- the allocation of new employment land
- the protection of existing strategic employment sites

New employment land

7.2. To date the topic paper has discussed:
- the Wiltshire Workspace and Employment Land Strategy provides evidence that across Wiltshire 188 ha of employment land should be allocated to support the creation, retention and relocation of jobs.
- an alternative method is to accept the evidence from WWELS in relation to ‘churn’ and choice but amend to the component of supply attributed to job growth to reflect the latest job predictions provided by Cambridge Econometrics in 2010. This approach would require an additional 123 ha of employment land to provide for 27,570 jobs over the period 2006-2026
- The draft South West RSS identified a supply of 116 ha to provide for an increase in 33100 jobs over the period 2006-2026.

7.3. The emerging South Wiltshire Core Strategy has proposed new employment land which amounts to 50 ha of land. The following discussion relates to sites outside the south Wiltshire area.

7.4. To inform how much employment land is actually allocated in the core strategy and determine how that growth should be distributed requires further consideration of the WWELS study in relation to market towns, local knowledge of the levels of interest and demand at certain locations in the north and mid Wiltshire partnership areas (south already determined through the South Wiltshire Core Strategy process) and community aspirations for employment led development expressed through ongoing consultation (e.g. Wiltshire 2026 in 2009 and Localism meetings in 2011). It is also important to reflect on how much employment land has been delivered since 2006, where this is and the distribution of outstanding planning permissions for new employment land. Table 5 below gives an overview of the scale of employment development that has taken place or is planned in each community area. The figures are provisional and will be reviewed and updated to an April 2011 base date as the Topic Paper is developed further. At this stage they are used to give an indication of the approximate scale of development that has taken place in each community area and the amount of employment land in the with planning permission which will be additional to any specific allocations.
Completions 2006 - 2010 in mid and north Wiltshire

7.5. Table 5 below shows that the two community areas where the most employment land has been developed since 2006 are Melksham and Chippenham. Elsewhere development has been slow, in particular in Trowbridge where less than 1 ha of land has been developed in this principal settlement. In total some 38ha of employment land has been developed in north and mid Wiltshire over the period April 2006-2010

Commitments at 2010 in mid and north Wiltshire

7.6. Table 5 below shows that Corsham, Wootton Bassett and Westbury have the largest supply of land with planning permission for employment development. Once again Trowbridge is noticeable in that this principal settlement has less than 3 ha of employment land with planning permission. In total some 118 ha of land had permission for new employment development at April 2010.

Outstanding local plan allocations in mid and north Wiltshire

7.7. Another potential source of employment land supply already identified is adopted local plan allocations that have yet to receive planning permission. The site at West Ashton in Trowbridge (12.1 ha) has received planning permission in the past but the permission lapsed during 2010 and the site at Tidworth (6.5 ha) is the first phase of a larger site 13ha part of which has planning permission. These outstanding allocations are summarised in Table 5. They need to be reviewed to make sure they are still deliverable given the lack of progress on these sites since they were originally allocated.

<table>
<thead>
<tr>
<th>Community Area</th>
<th>Employment land developed 06-10 (ha)</th>
<th>Employment land with planning permission and undeveloped (ha)</th>
<th>Undeveloped Employment land allocated in local plans (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bradford on Avon Community Area</td>
<td>0.03</td>
<td>3.61</td>
<td></td>
</tr>
<tr>
<td>Calne Community Area</td>
<td>2.52</td>
<td>9.44</td>
<td>4.40</td>
</tr>
<tr>
<td>Chippenham Community Area</td>
<td>7.49</td>
<td>6.15</td>
<td>4.99</td>
</tr>
<tr>
<td>Corsham Community Area</td>
<td>3.65</td>
<td>16.71</td>
<td>3.29</td>
</tr>
<tr>
<td>Devizes Community Area</td>
<td>2.72</td>
<td></td>
<td>1.50</td>
</tr>
<tr>
<td>Marlborough Community Area</td>
<td>1.13</td>
<td>7.48</td>
<td>4.90</td>
</tr>
<tr>
<td>Melksham Community Area</td>
<td>12.63</td>
<td>8.98</td>
<td>*4.00</td>
</tr>
<tr>
<td>Pewsey Community Area</td>
<td>0.99</td>
<td>0.32</td>
<td>1.66</td>
</tr>
<tr>
<td>Tidworth Community Area</td>
<td>0.36</td>
<td>0</td>
<td>6.50</td>
</tr>
<tr>
<td>Trowbridge Community Area</td>
<td>0.70</td>
<td>2.74</td>
<td>12.1</td>
</tr>
<tr>
<td>Warmminster Community Area</td>
<td>2.00</td>
<td>8.83</td>
<td></td>
</tr>
<tr>
<td>Westbury Community Area</td>
<td>1.91</td>
<td>20.39</td>
<td>*7.80</td>
</tr>
<tr>
<td>Wootton Bassett and Cricklade Community Area</td>
<td>0.08</td>
<td>17.64</td>
<td>3.70</td>
</tr>
</tbody>
</table>

* includes residual areas of a larger local plan allocation
NB Community areas shaded grey are those with towns where strategic employment growth is proposed in WWELLS

7.8. From the analysis of the components of current supply of employment land the following conclusions can be drawn.

7.9. Bradford on Avon – has a limited supply of new employment land possibly exacerbated by the recent loss of employment sites which was an issue raised several times during consultation.

7.10. Calne – although a small amount of employment land has been developed in recent years there remains a pool of sites committed for future employment use which could be used to respond to concerns raised in consultation about its perceived dormitory role to Chippenham.

7.11. Chippenham – is a location with an existing concentration of businesses and one of the principal settlements in Wiltshire. There is a very limited supply of new employment land available through outstanding permissions and local plan allocations. A failure to respond to this could result in existing and prospective employers moving elsewhere.

7.12. Corsham – has a significant amount of land relative to the size of the town with planning permission for employment development. If this land were to come forward it could help improve self containment and respond to the towns ambition for significant employment growth.

7.13. Devizes – there is a very limited supply of employment land in Devizes. Failure to address this shortage of supply could result in businesses moving elsewhere; it could also undermine local ambitions for a more diverse employment base.

7.14. Malmesbury – there is an adequate supply of employment land in Malmesbury if outstanding local plan allocations are retained. The supply of land through planning permissions could help to develop the economic base to respond to the over reliance of one major employer.

7.15. Marlborough – in 2010 there was a supply of employment land through planning permissions granted that is appropriate to the size of the town. However, should this supply of land by lost to other uses further support for local employment may be needed.

7.16. Melksham – there has seen substantial employment development in Melksham over the last 4 years and there remains 13ha of land undeveloped with either planning permission or in local plan allocations. This supply should support future employment growth and regeneration in Melksham although given the rate of
recent growth (an average of approximately 4ha per year) it may be insufficient for the longer term if this rate of growth is sustained.

7.17. Tidworth and Ludgershall – there has been little employment development in Tidworth or Ludgershall in the recent past but it is hoped that the recent development on the local plan allocation known as the Castledown Business Park will stimulate investment in the area. The continuation of the two phases of the current local plan allocation should respond to employment needs in the area for the lifetime of the plan.

7.18. Trowbridge – the statistics show that Trowbridge is significantly under provided for in term of employment land particularly given the uncertainty of the site at West Ashton which although it has received planning permission in the past that permission has now lapsed and there is no sign of a development coming forward. Additional employment development is needed to strengthen the towns role as a principal settlement within Wiltshire. Failure to address this shortage of supply could result in businesses not moving to Trowbridge.

7.19. Warminster – the amount of employment land developed or with planning permission in Warminster seems appropriate to the town. Any future provision should maintain this balance.

7.20. Westbury – there is a significant supply of employment land in Westbury. This should be safeguarded.

7.21. Wootton Bassett and Cricklade – there is a significant supply of employment land within Wootton Bassett and Cricklade which was promoted to respond to the towns’ dormitory role with Swindon. This supply should be safeguarded.

**Wiltshire Workspace and Employment Land Strategy (2009)**

**Principal settlements and market towns suitable for strategic economic growth**

7.22. The Wiltshire Workspace and Employment Land Strategy assessed each market town’s potential for economic growth and considered, within each settlement, appropriate locations to accommodate that growth. The WWELS identified Amesbury, Calne, Devizes, Melksham, Westbury, Wootton Bassett and Warminster as strategic locations for employment growth, alongside Chippenham, Salisbury and Trowbridge. The benefits of proposing specific sites at these locations was tested in chapter 6 and was supported provided that policies to support the economic role of other towns accompanied the site specific proposals. The analysis of current completions and commitments seems to support the view that these are the locations that have attracted the most developer interest (apart from Trowbridge where it has already been recognised that development is needed to support its role within Wiltshire by reinvigorating the local economy).
7.23. It is proposed that economic strategy for the draft Wiltshire Core Strategy follows the WWELS identification of settlements suitable for strategic economic growth and identifies specific allocations in these locations where the current supply of employment land does not already reflect their role and status.

7.24. Although the WWELS was developed within the framework set by the draft South West RSS the analysis and the strong job growth projections within it, the analysis of settlements remains relevant. The scale of new development recommended was as follows:

- Chippenham: between 30.5 and 39 ha
- Salisbury: between 30.5 and 39 ha
- Trowbridge: between 29.0 and 37 ha
- Other named market towns: between 73 and 98 ha

7.25. The WWELS report did not identify how the recommendation for the named market towns of between 73ha and 98ha should be distributed. For the purposes identifying sites within the Wiltshire core strategy a combination of local knowledge and information on market demand has been considered. Additional research is to be commissioned to analyse further the scale and nature of employment required in each named market town during the lifetime of the plan.

7.26. To help identify potential allocations within the core strategy, over and above existing local plan allocations, information in the WWELS was used. The study identified specific sites which should be allocated or retained for employment uses. These sites formed the basis for consultations with Wiltshire Strategic economic partnership, the three Local Economic Partnerships, the three Vision Boards and the consultations undertaken during winter 2009/10. By incorporating reactions to proposed sites during consultation and local knowledge relating to the sites proposed and their capacity to deliver economic led regeneration a range of sites were developed to be tested during the summer 2011 consultation.

7.27. The sites considered are listed at Appendix 7 with the results of the appraisal set out in Appendix H of the Interim Sustainability Appraisal report. From the sites we had been asked to consider only those sites that supported the strategy that was emerging ie to focus on those settlements with the capacity for strategic economic growth were assessed.

**Market towns suitable for local employment growth**

7.28. The WWELS study identified that other market towns had an important local employment role and supported their rural areas. These included Bradford on Avon, Corsham, Cricklade, Downton, Malmesbury, Marlborough, Mere, Pewsey, Tidworth, Tisbury, and Wilton. These were not considered appropriate for large scale employment growth. It is proposed that the draft
Wiltshire Core Strategy carries forward some of the existing local plan allocations at these places, and it is anticipated that other sites could come forward through the Neighbourhood Planning process. The local plan allocations to be carried forward at these places (Table 6) are not strategic allocations but they provide an additional 23 ha of employment land, which are proposed to be brought forward through the Core Strategy. In these locations general economic policies need to establish the criteria against which new sites to meet local needs can come forward.

**Conclusion on sites to be allocated**

7.29. Using the knowledge gained through the analysis of existing permissions, current allocations, land developed, local consultations and overall scale of growth proposed in the WWELS study the sites proposed to be allocated are identified in Table 6 below. They will provide a total of 154 ha of employment land at the Principal Settlements and those market towns which have been identified as being suitable for strategic economic growth. This 154 ha is in addition to employment sites committed (ie development which has been completed since 2006 or has planning permission as set out in Table 5 above). The table also identifies allocations in the smaller market towns which are being brought forward to support a specific local issue eg continuing loss of employment land in Bradford on Avon, or to support the continuation of an existing local plan allocation such as in Corsham.
<table>
<thead>
<tr>
<th>Community area</th>
<th>New employment allocations</th>
<th>Mixed use allocations</th>
<th>Existing allocations to carry forward</th>
<th>Total (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locations for strategic employment growth</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amesbury</td>
<td></td>
<td>Porton Down (10 ha)</td>
<td>Boscombe Down (7 ha)</td>
<td>17 ha</td>
</tr>
<tr>
<td>Calne</td>
<td></td>
<td>Land east of Beaversbrook Farm and Portemarsh Industrial Estate (3.2 ha remaining)</td>
<td></td>
<td>3.2 ha</td>
</tr>
<tr>
<td>Chippenham</td>
<td>Strategic Allocation North East Chippenham (2.5 ha)</td>
<td>Areas of Search South West Chippenham (28 ha)</td>
<td>Non-strategic allocation on land SW of Abbeyfield School (1 ha)</td>
<td>31.5 – 37.5 ha</td>
</tr>
<tr>
<td></td>
<td>East Chippenham mixed use development (2.5 - 6 ha – option 2 only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Devizes</td>
<td>Land between A361 and Horton Road (8.4 ha)</td>
<td>Nursteed Road Allocation (1.5 ha)</td>
<td></td>
<td>9.9 ha</td>
</tr>
<tr>
<td>Melksham</td>
<td></td>
<td>Land at Hampton Park (4 ha remaining)</td>
<td></td>
<td>4 ha</td>
</tr>
<tr>
<td>Salisbury and Wilton</td>
<td>Former Imerys Quarry (4 ha)</td>
<td>Fugglestone Red (8 ha)</td>
<td>Old Sarum (6 ha)</td>
<td>29 ha</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Longhenge (8 ha)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>UKLF, Wilton (3 ha)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trowbridge</td>
<td>South Eastern Expansion (30 ha)</td>
<td></td>
<td></td>
<td>30 ha</td>
</tr>
<tr>
<td>Warminster</td>
<td></td>
<td>Land west of Bath Road/South of Cold Harbour (6 ha)</td>
<td></td>
<td>6 ha</td>
</tr>
<tr>
<td>Westbury</td>
<td>Land at Mill Lane, Hawkeridge (14.7 ha)</td>
<td></td>
<td>Northacre/Brock Lane Trading Estate (3.8 ha remaining)</td>
<td>18.5 ha</td>
</tr>
<tr>
<td>Wootton Bassett</td>
<td></td>
<td></td>
<td>Land to the west of Templars Way (3.7 ha)</td>
<td>3.7 ha</td>
</tr>
<tr>
<td><strong>TOTAL (Strategic)</strong></td>
<td></td>
<td></td>
<td></td>
<td>152.8 – 158.8 ha</td>
</tr>
<tr>
<td><strong>Locations for local employment growth</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bradford on Avon</td>
<td>Land at Kingston Farm (2-3 ha)</td>
<td></td>
<td></td>
<td>2-3 ha</td>
</tr>
<tr>
<td>Corsham</td>
<td></td>
<td>East of Leafield Industrial Estate (3.3 ha)</td>
<td></td>
<td>3.3 ha</td>
</tr>
<tr>
<td>Malmesbury</td>
<td></td>
<td>Land north of Tetbury Hill (0.9 ha remaining)</td>
<td></td>
<td>0.9 ha</td>
</tr>
<tr>
<td>Mere</td>
<td></td>
<td>Land at Mere (3 ha)</td>
<td></td>
<td>3 ha</td>
</tr>
<tr>
<td>Tidworth and Ludgershall</td>
<td></td>
<td>North of Tidworth Road, Ludgershall (12 ha remaining)</td>
<td></td>
<td>12 ha</td>
</tr>
<tr>
<td>Tisbury</td>
<td></td>
<td>Land at Hindon Lane (1.4 ha)</td>
<td></td>
<td>1.4 ha</td>
</tr>
<tr>
<td><strong>TOTAL (Local)</strong></td>
<td></td>
<td></td>
<td></td>
<td>22.6 – 23.6 ha</td>
</tr>
<tr>
<td><strong>OVERALL TOTAL</strong></td>
<td>27.1 ha</td>
<td>90-91 ha</td>
<td>59.8 ha</td>
<td>175.4 – 182.4 ha</td>
</tr>
</tbody>
</table>
Existing employment sites

7.30. The analysis of existing guidance and plans and policies identified a need to protect existing employment sites which support the economic role and function of a place. The assessment of options on how to deliver this policy area in Chapter 7 concluded that the core strategy should name and protect those large employment locations within the named market towns and principal settlements that are fundamental to their role and the wider Wiltshire economy whilst providing some protection to other sites using a criteria based approach to policy.

7.31. This was an approach also advocated during a discussion with the Wiltshire Strategic Economic Partnership to ensure those sites which were fundamental to the economic role of a settlements to be protected whilst recognising that some older, underused and no longer fit for purpose sites to be redeveloped. (See Appendix 1)

7.32. Essential to this assessment was the sites data base developed from the plethora of information already available through economic land reviews, occupancy rates, the WWELS study and local knowledge. Indeed the final element was a discussion with local economic partnership managers to ensure the data that had been collected was correct and add their local knowledge to the analysis. (See Appendix 1).

7.33. All the sites considered are listed in appendix 8 with the places to be identified in the plan listed in Chapter 8

8. Conclusion – the employment land strategy

8.1. The Employment Land Strategy sets out an appropriate requirement and distribution of employment land for Wiltshire from 2006 to 2026 to inform the draft Wiltshire Core Strategy. This has been produced by considering the requirement of employment land to deliver the growth in jobs that the Wiltshire economy is predicted to provide up to 2026 and then considering the distribution of that employment land across the Principal Settlements and Market Towns. This provision is in addition to the potential for the smaller settlements and rural areas to support local job creation.

8.2. The Strategy identifies growth of 27,570 jobs across Wiltshire over the plan period (of which 10,900 will be delivered in South Wiltshire). A total of 178 hectares of new employment land is proposed across Wiltshire (including approximately 50 hectares within South Wiltshire). This is in addition to that already committed (built out or planned for) since 2006 and will provide a range of sites and choice of locations across Wiltshire. The Strategy seeks to balance the geographical benefits that attract employment development to Wiltshire and the economic potential of individual places within Wiltshire.
8.3. The Strategy identifies existing accessible locations that are attractive to developers (at Salisbury and Amesbury in the south of the county, and along the A350 corridor at Chippenham, Melksham, Trowbridge, Westbury and Warminster) and other market towns with the potential to support both their own local economy and the wider Wiltshire economy (Calne, Devizes and Wootton Bassett). The Strategy recognises that the remaining market towns are centres of employment that have the potential to grow to support their own local economy. In addition, it identifies that specific locational opportunities exist across Wiltshire, such as in the case of Bradford on Avon, where there is a specific opportunity to deliver employment land as part of a mixed-use strategic site. However, the Strategy allows for potential opportunity sites at these locations to be brought forward through the Neighbourhood Planning process or a site allocation Development Plan Document.

8.4. The Strategy emphasises the need to allow for choice, flexibility and competition, taking into account the locational demands of business in planning for economic growth. The Strategy ensures that there is sufficient land available which is readily capable of development and well served by infrastructure. Mixed use development and the reuse of under-used or vacant urban land are also encouraged.

8.5. Although Planning Policy Statement 4 (PPS 4) has widened the remit of employment beyond the traditional ‘B’ Use Classes (B1 Business; B2 General Industrial; B8, Storage or Distribution), it acknowledges the economic role of development and confirms that ‘economic development’ covers a wide range of developments including extra care housing, retail, leisure, waste facilities as well as traditional employment uses. However, for the purposes of this Employment Land Strategy and the resultant proposals for new strategic employment land, consideration is only given to the promotion of ‘B’ uses.

8.6. Summarised below is the intelligence gathered about each town to further inform the proposed economic policies for the draft Core Strategy. It is planned to incorporate pertinent elements of this intelligence into the individual Community Area Strategies within the core strategy.

**Chippenham**

8.7. Chippenham is one of the largest towns in Wiltshire, and is identified as a strategic employment location. The town has been successful in retaining international employers in the manufacturing and service sector, including ICT services, rail systems and logistics. Chippenham has excellent transport links, being in close proximity to the M4 and on the main Bristol to London railway route and, as such, it is an attractive location to employers, but this also leads to significant levels of out-commuting. However, there is currently a shortfall in suitable land for employment growth and a failure to respond to this issue would result in existing and prospective employers moving elsewhere.
8.8. Given its locational strength and potential to attract inward investment into Wiltshire, the strategy is to develop the strategic employment role of Chippenham. Significant job growth will help to improve the self containment of the town and therefore Wiltshire. In order to ensure employment is accessible to the local population and a sustainable distribution and choice of employment sites is provided at the town. Job growth should take place on existing sites within the urban area as well as edge of town sites. To enable the delivery of job growth, new attractive employment sites should form part of mixed use urban extensions incorporating housing that are well integrated with the town.

8.9. Recent evidence from economic development officers has indicated a strong demand for employment land in Chippenham. Failure to respond to this demand may lead to businesses moving elsewhere with the resultant loss of local employment at a time when job losses are universally anticipated. Furthermore, Chippenham is in danger of being completely overlooked as a potential business location in the future. The Chippenham Vision identified a severe threat of shortage of employment land in the 2008 Vision strategy document. The current consultation on the Core Strategy is seeking to identify appropriate land for this purpose. However this process will not be concluded in time to satisfy the immediate demand. The draft Vision set out a primary objective to make the town an attractive location for businesses and it has been a recurring theme as the Vision has developed over the past months through consultation with local stakeholders.

8.10. Recent consultation with local residents identified that a key priority for the future was the creation of local jobs for young people, making sure that good jobs are available within the town for local people and identifying more employment land to retain and attract employers.

8.11. Two options are presented in the proposed consultation document for the provision of new employment land as part of mixed-use urban extensions at Chippenham. Option 1 comprises mixed-use strategic site allocations at North East Chippenham (to include 2.5 ha employment land and 750 dwellings) and at the South West Chippenham Area of Search (to include 28ha employment land at the Showell Farm strategic employment site and up to 1500 dwellings). Option 2 comprises mixed-use strategic site allocations at North East Chippenham (to include 2.5 ha employment land and 750 dwellings), at the South West Chippenham Area of Search (to include 28ha employment land at the Showell Farm strategic employment site and up to 800 dwellings), and at East Chippenham (to include 2.5 ha employment land and up to 700 dwellings).

8.12. A non-strategic site has also been identified on Land South West of Abbeyfield School (also known as Lander’s Field’). This site will incorporate a small business enterprise zone, providing 1ha of employment land. There may also be opportunities to improve existing employment provision in the town centre through regeneration initiatives.
8.13. In terms of existing employment provision, principal employment areas in Chippenham have been identified at Bumpers Farm Industrial Estate, Langley Park, Methuen Park and Parsonage Way Industrial Estate.

**Trowbridge**

8.14. Trowbridge has been identified as a location for new strategic employment growth. The town has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It has good transport links to many nearby settlements including Bath and Bristol and is only 30 minutes from the M4. The town has good rail connectivity to the west, via Bath and Bristol and the south, via Westbury and Southampton. The strategically important A350 links Trowbridge with the M4 and the south coast. Trowbridge plays an important role as an employment, administration and service centre for Wiltshire.

8.15. The regeneration of the central area of Trowbridge is a priority for the Council, the Town Council and local businesses. It is important that Trowbridge grows to strengthen its principal service centre role and deliver improved infrastructure and facilities in the town. Sustainable growth with employment development alongside new housing is needed both within the central area of the town and in the form of an urban extension, which is fully integrated with the town centre. New employment land will be allocated to create new jobs and strengthen the town’s role as a strategic employment centre for the wider west Wiltshire area. Housing and employment growth will help improve town centre vitality and deliver improved infrastructure that will enhance the attractiveness of Trowbridge for employers to locate to.

8.16. Strategic growth in Trowbridge will create the environment to attract investment in skilled jobs including office development and supporting infrastructure, including hotel accommodation. Additional employment provision will also facilitate improvements of existing low quality trading estates. Strategic growth in Trowbridge can also strengthen the employment role of Trowbridge for the wider area. A range of new jobs will be created including office based employment opportunities.

8.17. Responses to the Wiltshire 2026 consultation in 2009 highlighted the need for balanced development, including appropriate employment provision alongside housing. It was noted that the renovation and upgrading of small and medium sized business industrial premises in the town is very important, and that there is a need to build a good employment base in Trowbridge to reduce out-commuting. There were mixed opinions about the amount of employment land proposed in Wiltshire 2026, with a suggestion that this was too much, but also a question over whether the balance between employment and housing was sufficient. A consultation event in 2011 highlighted the need for industrial development to be properly planned, the need for new industrial units, and a concern over how to stop the stagnation of the market. There was a suggestion that employment development should be mixed-use and a question over where the jobs will come from. The need to deliver more jobs alongside housing was again highlighted at
the 2011 event. There was also a suggestion that infrastructure and business growth should be delivered first, before housing.

8.18. New employment provision in Trowbridge will consist of both town centre and edge of centre development. The Ashton Park Urban Extension will provide 30 ha of employment land and 2650 dwellings. There may also be opportunities to improve existing employment provision in the town centre through regeneration initiatives. In terms of existing employment provision, principal employment areas in Trowbridge have been identified at Platinum Motor Park, Canal Road Industrial Estate, White Horse Business Park, Bryer Ash Business Park and Bradford Road.

**Bradford-on-Avon**

8.19. Bradford-on-Avon (BoA) is not identified as a strategic location for employment in WWELS. It has been noted that BoA faces a particular issue of the loss of employment land for housing. However, the current mix of small employers should ensure that BoA is resistant to mass job losses resulting from a single business closure. The high levels of out commuting indicate that development of business and employment should be encouraged to meet local needs.

8.20. Consultation events in 2009 and 2011 reinforced the view that employment land is needed in BoA to redress the continuing loss of employment sites in the town and reinforce the towns identity as not only a dormitory to Bath. Although not identified as a strategic location for employment growth a specific site to respond to these specific local employment needs is identified in the core strategy at Kingston Farm.

8.21. Indications show that the principle employment areas of Treenwood Industrial estate and Elm Cross Trading estate have been able to retain a consistent occupancy level. The large development at Kingston Mill will provide some additional employment provision. New employment provision will also be provided at Kingston Farm (Moulton Estate) through a mixed use site. This additional provision will help improve the balance between housing and employment growth in the town, and offers the opportunity to improve self containment. Further loss of employment should be strongly resisted.

**Calne**

8.22. Calne has been identified as a location for new strategic employment growth. This recognises that Calne has a number of large scale employment locations which have the benefit of potential expansion land and has successfully attracted a number of large employers in the past. Although transport in and around Calne suffers from some ongoing problems, easy access to the M4 should help the town attract new employers and address relatively high levels of out commuting and low population to job ratio. There is no dominant employer in Calne and further capacity is available for new businesses and employment development.

8.23. Consultation events in 2009 and 2011 revealed a mixed response towards economic development in Calne. Some considered it to have a dormitory role to
Chippenham, whilst others consider it can attract larger employers. However, there was some call for more employment land to be allocated in Calne to help introduce more variety in the type of employer in the town.

8.24. To support Calne’s existing economic role and encourage new types of employment to the town new employment land will be supplied at land east of Beaversbrook Farm, close to the Portemarsh Industrial Estate, and on Portemarsh itself, which has some further expansion land to the north and opportunities to intensify. The former North Wiltshire Local Plan allocation is carried forward as it is seen as a logical extension of existing employment areas with good road frontage that is considered to be attractive to developers.

8.25. Station Road Industrial Estate forms the other principal employment area alongside Portemarsh. The total allocation of new strategic employment land is 3.2 ha. Further opportunities available at greenfield sites should only be brought forward once the current sites have been fully developed. Employment growth at Calne should help develop the town’s role alongside the main employment zones in Wiltshire and address the resident job ratio.

Corsham

8.26. Corsham has not been identified as a location for new strategic employment growth in WWELS. Corsham has a large existing employment base for a town of its size that has historically been based on the presence of the Ministry of Defence. A rationalisation of MoD operations has seen the construction of Basil Hill Barracks which will help develop a specialist cluster of new technologies with opportunities identified at Spring Park for specialist employment development. The town continues to be a net importer of workers (more jobs available than total resident workers) yet sees relatively high levels of out commuting. Employment development should seek to improve the retention of workers, with the redevelopment of Basil Hill ensuring that Corsham will remain a significant employment location in Wiltshire.

8.27. Consultation events in 2009 and 2011 revealed an appetite for ambitious employment growth in the town capitalising on the future potential to use redundant MoD sites. The reduction in MoD employment has also been highlighted by the community as a significant issue and this has also lent weight to the support for new employment sites. However, significant levels of development have been delivered in Corsham without the right community facilities coming forward and this should be addressed by all new development in the area.

8.28. Leafield Industrial Estate and Fiveways Trading Estate have been identified as the principle employment areas. Both these estates have adjacent land for further expansion, with the land at Leafield an existing local plan allocation for 3.3ha that will be retained. A number of existing redundant MoD sites will provide further
opportunities for employment growth on previously developed land which should be explored through the neighbourhood planning process. Although no new employment land is identified in the Core Strategy where demand for new land materialises enhancement of the employment in Corsham should look to continue to maintain the strong employment offer in the town.

**Devizes**

8.29. Devizes is identified as a location for strategic employment growth in WWELS. The town retains a large and varied employment base and should be resistant to job losses from a single business closures. Devizes has a good record of attracting employers, although given its location and transport access these have tended to be small to medium business catering for local networks. The success of Devizes as an employment location and the status of the town should enable it to continue to be a strategic location for new employment growth outside the principle employment growth areas of Wiltshire.

8.30. Consultation events in 2009 and 2011 revealed a desire to see employment development lead any future housing provision. Further more there was a desire to ensure existing employment sites are retained to sustain and enhance opportunities for self containment and promote a more diverse employment base through the release of new land.

8.31. The varied employment base is highlighted by a large number of principal employment areas including Hopton Industrial Estate, Folly Road, Garden Trading Centre, Banda Trading Estate, Hopton Park, Le Marchant Barracks, Mill Road, Police Headquarters and Nursteed Industrial Estate.

8.32. The proposed core strategy consultation document proposes new employment land on land between the A361 and Horton Road, where opportunities exist to integrate new development with the existing employment sites along the London Road, and the existing Nursteed Road allocation on the A342 to the south which again will provide opportunities for new employment growth to integrate with existing and established employment sites. Both sites were recommended for allocation the WWELS report. Employment growth at Devizes should provide scope to further diverse the employment offer in the town and ensure that it remains an area of key employment growth in Wiltshire in the future. It should also bring forward jobs to support the recent rapid expansion of the town.

**Malmesbury**

8.33. Malmesbury is not identified as a location for new strategic employment growth. However, it is clear that retention of the town’s existing employment base is critically important to the success of the town. In the recent past Malmesbury has had a significant level of self containment. However, this has been based on a single large local employer and indications show that a reduced workforce may have seen some restructuring of employment provision. Malmesbury has a relatively small employment base and provision of employment should look to small to medium employers to increase variation of the town’s employment base.
8.34. Responses to the Wiltshire 2026 consultation in 2009 included a call for increased employment opportunities to encourage a reduction in out-commuting. Several comments called for recognition of the fact that whilst Malmesbury has a relatively strong economic base there is over-reliance on one employer (Dyson), and the town needs to diversify its economic base. Attendees at a localism meeting in 2011 also highlighted the importance of new employment opportunities and increasing economic activity. There was a concern that Dyson needs more graduate employees, but that these graduates will want to live in Bath and Bristol.

8.35. The principle employment areas in Malmesbury are Malmesbury Business Park, the Dyson site and land north of Tetbury Hill, a local plan allocation that retains room for expansion. Another local plan allocation, the Garden Centre allocation, should either be brought through the development control process or through the emerging neighbourhood plan process. The allocation on land north of Tetbury Hill will be carried forward to seek to diversify the economic base of the town in response to local concerns, but this can be reviewed through the neighbourhood planning process.

Marlborough

8.36. Marlborough is not identified as a location for new strategic employment growth. Marlborough has a relatively small but varied employment base with a reasonable level of self containment. The Marlborough Business Park has provided an important new location for employment growth and new business in Marlborough. Marlborough has some unusual employment patterns with a strong representation by the education sector. There is no indication that this sector will weaken in the planning period. Employment development in Marlborough should look to consolidate the existing employment base by encouraging small to medium sized businesses to fulfil a localised role.

8.37. Consultation events in 2009 and 2011 highlighted that Marlborough has a narrow economic base, catering for predominately local needs. However, it was highlighted that the area’s economic potential, relating to tourism, has arguably not been fully taken advantage of. The need for ‘proportionate’ growth was also seen as being essential to ensure the retention of local services and employment opportunities. The delivery of high speed internet was seen as being very important to encourage modern business opportunities to develop at the town.

8.38. Marlborough Business Park is defined as a principal employment area and is supported by the smaller locations of Pelham Court and the Wagon Yard, which have a more niche employment provision. Marlborough Business Park retains some room for expansion and further opportunities should exist for expansion of employment land, possibly at other locations on Salisbury Road. Loss of employment land should be strongly resisted at Marlborough.
8.39. Melksham is identified as a location for new strategic employment growth in WWELS. It is located on the A350 and forms part of the key A350 employment growth area. The number of jobs in Melksham is relatively low considering the size of the population. This may be due to some restructuring of the employment mix in Melksham. Historically, Melksham has been able to attract large employers but over reliance on a single employer leaves the town vulnerable to mass job losses. Nevertheless, there are good opportunities to expand the employment base within Melksham and allocations of new employment land in the town will help deliver economic growth across Wiltshire.

8.40. Responses to the Wiltshire 2026 consultation indicated support for the objective of reducing out-commuting and for opportunities for future employment growth and regeneration in Melksham. It was stated that business and industry should be encouraged to come to Melksham, and the town council identified employment as one of the key issues in the town. There was concern that a variety of quality, permanent jobs should be provided for local people and it was suggested that a portfolio of different types of businesses should be encouraged, especially to avoid the town remaining reliant on a single employer (Cooper Tyre and Rubber). There was concern over the type of employment development planned, particularly over large units which may generate HGV traffic. There was a suggestion that existing companies should be encouraged to remain in the Melksham area and to expand existing sites as necessary. It was also suggested that employment development should be provided before new housing. Objections were raised relating to potential future employment land identified in Wiltshire 2026, and alternative sites were suggested.

8.41. Proposals for the Wiltshire Core Strategy relating to Melksham were also discussed at a localism meeting in 2011. It was again suggested that employment should be provided before housing development. It was also suggested that the proposed route for the Wilts and Berks Canal link could sever some employment sites identified in the Wiltshire 2026 document. It was concluded that those who attended the meeting were in support of employment development in Melksham.

8.42. Melksham includes a number of principal employment areas including Bowerhill Industrial Estate, Hampton Business Park (including allocated land at Hampton Park), Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challeymead Business Park and the Bradford Road employment area. New employment land will be provided at Hampton Park where the existing allocation has capacity for a further 4ha of land. This provision should help consolidate the existing employment base and assist in refurbishment/improvement of the estate. Employment land at Melksham should continue to act as a key location for economic growth in Wiltshire having regard to the key location of the town in-between the larger centres of Chippenham and Trowbridge. New employment development in Melksham supports the overall strategy of concentrating on accessible locations within the A350 corridor. It may be appropriate to identify

70
further employment land in Melksham through the neighbourhood planning process.

**Tidworth**

8.43. Tidworth/Ludgershall is not identified as a location new strategic employment growth in WWELS. The employment mix in the town is dominated by the Army and this causes there to be a number of unusual commuting patterns with a high percentage of people walking to work and relatively good level of self containment. Nevertheless, there remains significant out-commuting with limited employment beyond jobs associate with the MoD. New employment at Tidworth and Ludgershall should concentrate on providing alternative employment opportunities to vary the job market.

8.44. Consultation events in 2009 and 2011 highlighted a need for development in Tidworth and Ludgershall, but that this should include a balance between housing and employment. There is recognition that the employment base is dominated by the military and a serious need to diversify to retain and attract non-military residents is a priority. There were a number of comments about the lack of variety in the employment land available and land should be indentified for ‘heavier’ industries.

8.45. Although not a strategic location for employment growth, Castledown Business Park is an important allocation that will fulfil the employment requirements of Tidworth/Ludgershall in the short and medium term, and this site forms the principle employment area in these towns. The site is fundamental to the objectives in the area to create a better balance between civilian and military jobs and is supported to help achieve this goal. Future employment needs should be able to be accommodated on a number of sites including potential previously developed land that may come forward in the area, particularly at the Corunna Barracks and Vehicle Depot.

**Warminster**

8.46. Warminster has been identified as a location for new strategic employment growth in WWELS. It is one of the larger market towns but has few jobs and this together with its location on the A36/A350 and rail link offer scope for future employment provision. The MOD continues to be the largest employer in the town. The West Wiltshire Employment Land Assessment (published in 2007) states that Warminster has seen high volumes of empty units over the last few years, but that the redevelopment of the town has stimulated more demand in the town centre. There is a large amount of existing employment land around Warminster with a good potential for medium and long term growth given high levels of demand. Warminster therefore has the capacity to enhance its contribution to the employment base within Wiltshire.

8.47. Responses to the Wiltshire 2026 consultation in 2009 indicated that sufficient employment provision should be made in the town to ensure that any future
development is balanced. Concerns were raised that residential development on its own does not guarantee employment, and that there are few incentives for companies to locate in Warminster. It was suggested that the Bath Road area is an excellent location for additional employment provision, and that the Crusader Business Park should be substantially developed. The reliance on employment provided by the MOD was highlighted as a key issue for Warminster, but it was noted that this provides an opportunity for defence related jobs. It was suggested that employment diversification and raising skill levels should be encouraged. Additional employment development was encouraged, particularly as part of a comprehensive urban extension.

8.48. Proposals for the Wiltshire Core Strategy relating to Warminster were also discussed at a localism meeting in 2011. A question was raised at the meeting about how the council would encourage businesses to locate in the Warminster area. Particular attention was given during discussion to the ‘pulling power’ of employment on Warminster, and particular issues identified included the closure of the existing employment centre, that Warminster business rates/rents are higher than surrounding areas, and that a mix of jobs is needed in the area. It was suggested that infrastructure and employment should come first, to stop developers from front loading housing without the infrastructure in place to support them.

8.49. A number of principal employment areas have been identified in Warminster, which will be retained for employment purposes. These are Crusader Park, Warminster Business Park, Woodcock Road Industrial Estate and Northlands Industrial Estate. Warminster Business Park and Crusader Business Park provide a cluster of aerospace businesses and although progress to date on this former local plan allocation this site should continue to be promoted to help respond to concerns about the range of jobs in Warminster and to capitalise on the towns location on the A36. Additional new employment land will be supplied at land west of Bath Road / south of Cold Harbour, as part of a mixed use strategic allocation.

8.50. New employment development in Warminster supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Westbury

8.51. Westbury has been identified as a location for new strategic employment growth. The town’s location between Warminster and Trowbridge allied with its position as a junction for rail travel makes it an accessible location and enhances its catchment. The employment base in Westbury should be relatively resistant to changes, but the recent growth in housing has not as yet been matched by employment growth and there are large existing employment allocations that need to be retained and developed to create a better balance in the town. There is a large existing and potential future supply of employment land in the short, medium and long term in Westbury, and the town should be considered as a key location for delivering economic development in Wiltshire.
8.52. Responses to the Wiltshire 2026 consultation in 2009 indicated that there is a need to ensure an appropriate balance between housing and employment opportunities in Westbury. The need to safeguard existing employment land in Wiltshire was also highlighted. It was suggested that the necessary transport infrastructure needs to be in place to bring forward employment growth. There were concerns over the number of vacant units on the West Wiltshire Trading Estate.

8.53. Proposals for the Wiltshire Core Strategy relating to Westbury were also discussed at a localism meeting in 2011. It was suggested that there should be more emphasis and financial support to attract business and jobs into the town, and that housing growth should be linked to employment. There was considerable interest in looking at employment led growth. A need for a greater mix of jobs was identified, and it was suggested that the possibility of more live/work units (both in villages and towns) should be examined. It was suggested that locals agree that the employment land at Station Road should be developed to fund a new bridge crossing of the railway, and that the station area should be a business focus.

8.54. A number of principal employment areas have been identified in Westbury, which will be retained for employment purposes. These are the West Wiltshire Trading Estate, Brook Lane Trading Estate, and North Acre Industrial Park. There is a local plan allocation at land at Northacre/Brook Lane Trading Estate which retains some room for expansion, and this allocation will be carried forward. The local plan employment allocation at Station Road will be combined with the local plan housing allocation (also at Station Road) to provide a single mixed use site. New employment land will be supplied on land at Mill Lane, Hawkeridge which is seen as an attractive business location in the WWELS report.

8.55. New employment development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Wootton Bassett

8.56. Wootton Bassett has been identified as a location for new strategic employment growth in WWELS. The town has a smaller employment base than might be expected for a town of its size and it clearly acts as a dormitory settlement to Swindon. A large number of MOD personnel live in Wootton Bassett, and the issue of RAF Lyneham and other MOD sites closing must be considered. However, the town has a varied employment base beyond the MOD and should be relatively resilient to mass job losses. The strategic location of Wootton Bassett and low number of jobs compared to the population provides an opportunity to expand the employment base significantly. Wootton Bassett should therefore be considered a key employment location for the long term economic growth of Wiltshire.

8.57. Responses to the Wiltshire 2026 consultation in 2009 indicated that the need for employment is accepted and this was cited as a reason for the town’s dormitory
role. The key message from the Wootton Bassett workshop was that there should be a solid economic base on which future economic policies can formulated. It was noted that vacant employment units are an issue. It was proposed that there should be an emphasis on encouraging start-up businesses, whilst still seeking to attract medium to large-scale enterprises. It was suggested that economic growth should not be restricted to the larger settlements; rural and local employment is important and there should be greater detail on this. It was also suggested that economic growth should be linked to educational opportunities, and that there is a need to consider the impact of the disposal of MOD sites, particularly at Lyneham.

8.58. Proposals for the Wiltshire Core Strategy relating to Wootton Bassett were also discussed at a localism meeting in 2011. There was a suggestion that even villages should be allowed modest rural employment growth of appropriate type. The need to ensure that housing growth is strongly linked to planned employment growth was highlighted, in order to strengthen Wiltshire’s towns as functioning places, and reduce dependency and out-commuting to Swindon. A question was raised over how businesses and industry will be attracted to these areas.

8.59. A number of principal employment areas have been identified in Wootton Bassett, which will be retained for employment purposes. These are the Whitehill Industrial Estate, Interface Industrial Estate, and Coped Hall Business Park. New employment land will be provided at an extension to the Interface Industrial Park (which already has permission), and at an existing local plan allocation on land to the west of Templars Way to begin to seek to redress the dormitory nature of the town.

9. What happens next?

9.1. The Economy Topic Paper is not complete and will continue to evolve up until the Wiltshire Core Strategy is submitted to the secretary of state for consideration as new evidence arises.

9.2. As evidence has been collected, in addition to the areas where core strategy policies could help in the delivery of the plans and strategies operating within Wiltshire a number of challenges were identified where additional research of analysis may be needed.
<table>
<thead>
<tr>
<th>Challenges</th>
<th>Response</th>
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<tbody>
<tr>
<td>Understanding the scale and nature of the existing green knowledge economy and its potential</td>
<td>More information may become available through the Wiltshire Local Economic Assessment 2011</td>
</tr>
<tr>
<td>The scale and nature of new employment land needed at each market town</td>
<td>Initial guidance on which market towns have the economic potential to develop their employment base is available through the WWELS. Further understanding of the role and function of those individual towns has been developed in the Settlement Strategy Topic Paper and in discussions with the Local Economic Partnership Managers who have provided information on the levels of market interest in those towns. However, additional research would be helpful to support the scale of growth proposed in the core strategy in individual market towns.</td>
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<tr>
<td>The nature of employment in specific places to help determine the right types of jobs to target in different places</td>
<td>This work can be developed through further discussions with the Mid, South and North Economic Partnerships</td>
</tr>
<tr>
<td>Up to date and consistent data</td>
<td>It will be necessary to review any new data that is published within the next few months to update the information in the topic paper as necessary. The latest data should be used as this should begin to provide more insight into the impact of the recession.</td>
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<tr>
<td>Develop tourism policies to complement economic policies</td>
<td>Further discussion and evidence gathering on how to support tourism in Wiltshire</td>
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