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# Wiltshire Workspace and Employment Land Delivery Plan

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# 1. Introduction

This Delivery Plan is split broadly into three parts. Sections 1 and 2 set the context and establish the relationship between this Plan and the Workspace and Employment Land Strategy. Sections 3 and 4 provide the overall picture in terms of the employment land supply and the forecast employment land required to 2026, which is set out in section 2. The final part of the Plan provides a set of policy recommendations and a series of proposed options for the overall delivery and management of the employment land portfolio.

## 1.1 Purpose of the Report

This Delivery Plan is intended to inform the development planning process in terms of both policy and action to ensure a supply of readily available employment land. The Plan sets out:

- Identification of clear and robust priorities for the delivery of employment space in order to maintain a supply of readily available land, sites and premises;
- Consideration of the full range of potential delivery mechanisms;
- Identification of specific areas/sites where the intervention of the South West RDA (or other public sector partner) is required and the nature of this intervention;
- Identify how local authority and other public sector landholdings might help meet objectives;
- Provision of a basis, and evidence for, helping to defend proposed changes of use of strategic employment uses;
- Planning policy recommendations which should be taken forward in the LDF; and
- Recommendations for the monitoring and ongoing review of the Workspace Strategy.

The delivery plan is set within the context of the Wiltshire Workspace and Employment Land Strategy (WWaELS). The findings of which are:

- Employment growth is above the GB average;
- The town centres have an important employment role;
- The portfolio needs to reflect the move away from large scale 'strategic' sites;
- The potential windfall of surplus MoD sites subject to planning needs to be taken into consideration;
- Future potential of existing clusters of activity such as the R&D Triangle need to be accommodated;
- There is an overall ageing of the existing stock;
- Speculative development is unlikely to be viable currently;
- The urban area of SSCTs and areas immediately adjacent are to be the focus for growth;
- Salisbury and Chippenham have the market potential to support larger developments;
- The focus at the market towns should be smaller scale, modern flexible space which is affordable; and
- Capacity within the SSCTs and priority market towns should be identified to accommodate the lower end of the range.

These factors will impact upon the location and scale of employment land required to fulfil the employment needs, which will need to be compatible with the Regional Spatial Strategy (RSS).

## 2. Background

The fundamental factor driving the Delivery Plan is the employment land required in Wiltshire to 2026.

### 2.1 Employment Land Requirement

The RSS sets out a spatial strategy for growth in the South West, with the primary focus being on the SSCTs (Policy A Towns). In terms of employment provision it is highlighted by Policy A that they should ‘*support growth in the economy and skills through the availability of a range of premises and land that meet the needs of business*’.

It is also highlighted at paragraph 3.4.1 that ‘*away from the SSCTs the scope for significant future job growth and related development is likely to be generally more limited, leading to a scale of provision that is more clearly aligned to supporting the **role and function of places** in their individual localities*’. Market Towns fall under the umbrella of Policy B towns. It is stated by paragraph 3.4.2 that:

*‘Development in towns identified under Development Policy B should be specifically geared to meeting local objectives including tackling pockets of deprivation, meeting needs for affordable housing, addressing the impacts of larger shopping centres on local town centres **and delivering elements of local economic strategies, for instance, to respond to declining traditional industries***’.

It is also highlighted by Development Policy B that market towns should have ‘*an existing concentration of business and employment, and realistic potential for employment opportunities to be enhanced*’.

Figure 1 sets out the adjusted requirement for employment land over the 20 year LDF period 2006 to 2026 which is not derived directly from the RSS requirement due to the forecast in the strategy being based on geographical boundaries, rather than TTWA’s as per RSS forecasts.

**Figure 1: Adjusted Wiltshire Employment Land Requirements, 2006-2026 (hectares)**

Location	Lower Bound (hectares)	Upper Bound (hectares)
Chippenham	30.5	39
Salisbury	30.5	39
Trowbridge	29	37
Rest of Wiltshire	73	98
<b>Total</b>	<b>163</b>	<b>213</b>



The focus for the Rest of Wiltshire will be the seven market towns identified in the WWaELS. The towns identified are:

- Amesbury
- Calne
- Devizes
- Melksham
- Warminster
- Westbury
- Wootton Bassett

Based on our market and economic reviews of each of the market towns and consultation, these seven towns present the greatest potential to accommodate the employment land required going forward. The principal criteria were location, access, existing level of employment and vacancy/proposed developments in the key employment areas in and around the towns, alongside population growth. These towns have a key role in terms of providing employment space in the future and form the tier two towns. The remaining towns form the third tier. The third tier towns have local employment roles which can aid sustainable rural development for example. However, tier three towns are not being considered by the workspace strategy as they will not accommodate large scale employment growth. It is anticipated that any growth would be achieved via town centre regeneration and individual site redevelopment for example, guided by planning policy. The hierarchy is concerned with prioritisation rather than restriction.

The rural economy makes a significant contribution to the economic base of Wiltshire. Whilst the strategy does not specifically consider rural employment, the importance of the sector is acknowledged. Rural diversification, the role of ICT and the large rural population are important issues which have economic, employment and spatial implications for Wiltshire.

## 2.2 Key Drivers

Based upon the WWaELS and the broader policy context three key drivers will set the framework for employment land provision. The three drivers are:

**Key Driver 1: Sustainable Development**

To promote the development of:

- Previously developed land;
- Existing under utilised / vacant sites and premises; and
- Employment land as part of urban extensions.

**Key Driver 2: Delivery**

As outlined in the ODPM's Guidance on employment land, all sites should be deliverable. At any one time a 5 year supply should be readily available. The RSS requires a 20 year supply of land.

**Key Driver 3: Quality**

To promote employment and GDP growth in:

- high value-added sectors which have high growth prospects;
- sectors which can catalyse growth in other parts of the economy; and
- those sectors which can help to distinguish the area and promote prosperity.

## 2.3 Economy

The Delivery Plan is intended to inform policy and action over a long period of time and as such the current economic downturn is a consideration but the employment land requirement reflects the anticipated improvement in UK economic fortunes. Whilst the impact of the Credit Crunch and subsequent recession are felt on the ground in Wiltshire, the upturn is reliant on action beyond the immediate control of the local interested partners. However actions can be set in place to minimise the impact and maximise the scope for growth. In March 2009 a report, The Impact of the Credit Crunch on Wiltshire, was presented to the Wiltshire Assembly. Therein the report sets out the actions necessary to alleviate the impact of the Credit Crunch. This Delivery Plan should be read alongside that report.

A key point to note is that economic fortunes vary continually and recessions have, and will continue to occur from time to time. Consequently, the report recognises that until recently, the UK has experienced a prolonged period of continual economic growth, and makes allowances for the fact that such continual growth is unlikely to characterise the whole of the twenty-year period to which the Strategy related. The current recessionary conditions should not present a pretext to provide a lesser quantity of workspace than recommended in this report.

### 3. Employment Land Supply

This section of the Delivery Plan begins by looking back at the most recent Employment Land Reviews undertaken by each district. Following which an estimate of the current supply is presented together with an assessment of the potential contribution of some but not all of the sites that comprise the existing supply. Some sites are small, benefit from a planning permission or are in the third tier of towns or rural areas. The sites assessed are typically large sites, locally significant sites and moreover, sites that have the potential to contribute to the future supply of employment land in terms of new land and priority locations.

#### 3.1 Employment Land Reports

The starting point for the review of the Employment Land Supply is the individual Employment Land Reviews completed by each former district council areas. The former district council areas are now broadly defined as north, south, east and west. Figure 2 and the key issues below provide an overview of the findings of the studies completed by each former district council area demonstrating that the issues vary by each area along with available supply. The initial review revealed that varying methodology has been applied and up to date studies are not available for all Authorities. The sources of information are:

- Salisbury Employment Land Review, Salisbury District Council (April 2007);
- Kennet Economic Study, Atkins (August 2006);
- North Wiltshire District Council Employment Land Review, NLP (2006); and
- West Wiltshire Employment land Assessment, Atkins (January 2007).

**Figure 2: Employment Land Review Summary**

Former District Council Areas	Existing Supply (hectares)
Kennet	28.73
North Wilts	29.99
Salisbury	48.31
West Wilts	23.45

It is important to note that the supply shown in figure 2 is not comparable. This is due to different review methodologies, scopes and the differing dates of the reviews. However, each land review is considered fit for purpose and therefore, an accurate base position.

For each former district council area the key supply issues are:

- Kennet - Need to redress out commuting and a lack of small and medium size office accommodation. The 20.74 hectares at Tidworth Road will be a key site.
- Salisbury - No incubation or business start-up facilities. The role of mixed use development at Churchfields Industrial Estate and Southampton Road is crucial. There is potential for Porton Down site to be extended. Churchfields Industrial Estate,



Old Sarum, Boscombe Down, Porton Down, Solstice park, Downton Business Centre and HQ Land Command have an important future role as strategic sites.

- North Wiltshire - Shortage of business incubation space. Lack of small to medium sized offices. A shortage of land at Chippenham.
- West Wiltshire - The employment land supply could constrain the significant growth potential of the area. There is need for circa 52 hectares to 2026. Furthermore livework and enterprise workspace can make a significant contribution.

## 3.2 Site Assessments

Some but not all employment sites in Wiltshire have been reviewed. Sites assessed by DTZ were identified by Wiltshire Council in conjunction with local partners. The assessment of sites is intended to identify:

- Areas where new sites/premises are required;
- Sites which should be protected for employment use;
- Sites that should not be protected for employment use;
- Sites where the employment role can be intensified; and
- The future role of employment sites.

### 3.2.1 Site Assessment Criteria

To analyse the future contribution of sites of supply of employment land we have developed a number of assessment criteria, as set out below:

#### 1. Location Fit

In order to meet the objectives of the RSS and focus employment at the SSCT's and seven market towns, sites need to be appropriately distributed to ensure the economic potential of the region is realised. Ensuring the employment land portfolio is fit for the purpose to meet the economic aspirations of the Region is crucial.

#### 2. Delivery

Site constraints can impact on commercial viability, developer attractiveness and the time-scale for delivery. These are important factors in the formulation of the portfolio. An assessment of the following constraints is required:

- Ownership;
- Planning Status;
- Infrastructure; and
- Physical and Environmental Site Constraints.

Each site should be assessed against the following delivery criteria, which considers the nature and level of constraints as barriers to development:



1.	<i>Deliverable Immediately</i>	-	Those that are immediately available and are not constrained by land ownership, infrastructure or planning issues.
2.	<i>Deliverable within Five Years</i>	-	Those that could readily be brought forward for development within five years by overcoming land ownership, infrastructure or planning issues.
3.	<i>Deliverability Uncertain</i>	-	Those sites that probably could not be brought forward for development immediately, or within five years because of land ownership, physical constraints or infrastructure constraints.

### 3. Commercial Attractiveness

Where sites are commercially attractive to the development market and therefore occupiers, there is little requirement for the public sector to intervene in the process. In the wider area, there may be issues such as affordability of commercial property, which may require some form of public sector support.

### 4. Fit with Requirements of Key Sectors (Contribution to Economic Development)

A number of target sectors have been identified for Wiltshire in order to promote the move towards a higher-value economy. The proposed shift is not simply about increasing overall demand for employment land but is an essential feature of maintaining economic competitiveness.

The needs of new businesses in the future are likely to become increasingly more focused on the quality of sites, premises and people. As businesses move away from the traditional ties of access to raw materials and markets, the ability to attract (and retain) the right quality of staff – especially skilled workers - and to create an appropriate working environment are primary investment decision factors.

Sites seeking to accommodate the target sectors will need to satisfy certain requirements. Such sites should therefore be assessed upon the following:

- Proximity to HEIs/R&D;
- Proximity to national road network;
- Proximity to public transport; and
- Site environment and image.

### 5. Role and Function

Given changing occupier demand together with the target sectors there is a need to provide a range of sites, which satisfy different functions. Figure 3 summarises site characteristics by function and the focus of these functions, which can be used to assess each identified site.

**Figure 3: Function of Space and Site Characteristics**

Site Function	Site Characteristics	Objectives
<b>Incubator/Start-up Managed Workspace</b>	<ul style="list-style-type: none"> <li>• Often Linked to University/R&amp;D</li> <li>• Conversion/new build</li> <li>• Affordable</li> <li>• Flexible space</li> <li>• On-site services</li> <li>• Business support facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Space focused on emerging and growth sectors</li> <li>• Additional Innovation Centres</li> <li>• Start-up space in market towns/rural areas</li> </ul>
<b>Science Park</b>	<ul style="list-style-type: none"> <li>• Driven by University/private company or other knowledge intensive organisation</li> <li>• Visual, high profile site</li> <li>• Accessible</li> <li>• High quality environment</li> </ul>	<ul style="list-style-type: none"> <li>• Focus upon University Cities</li> <li>• Focus upon knowledge intensive businesses</li> <li>• Close to M4</li> <li>• Integrated as part of a 'business park'</li> </ul>
<b>Business Park</b>	<ul style="list-style-type: none"> <li>• Accessible</li> <li>• High quality space</li> <li>• Good communication links</li> </ul>	<ul style="list-style-type: none"> <li>• Focused along M4 and at SSCTs</li> <li>• Public transport provision</li> <li>• Part of mixed use developments</li> </ul>
<b>Industrial Estate</b>	<ul style="list-style-type: none"> <li>• Lower quality environment</li> <li>• Accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Extensions to existing industrial estates and company premises</li> </ul>
<b>Distribution Park</b>	<ul style="list-style-type: none"> <li>• Highly accessible</li> <li>• Range of property size and building height</li> </ul>	<ul style="list-style-type: none"> <li>• Focused along M4 and other arterial routes</li> <li>• Integrated as part of 'business park'</li> <li>• Rail option</li> </ul>
<b>City/Town Centre Offices</b>	<ul style="list-style-type: none"> <li>• High quality space</li> <li>• Flexible</li> <li>• Accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on major commercial and administrative centres</li> <li>• Some scope in market towns</li> <li>• Expansion of central business district</li> </ul>

Information has been gained from a range of sources including existing reports, various council departments, commercial agents and other interested parties such as Chamber of Commerce. A list of consultees is at Appendix 4. The results of the site assessments for the SSCTs and Market Towns are set out below. A schedule has been completed for each site assessed as per Appendix 3. All site figures are gross areas and do not allow for constraints such as access roads for example.

It should be noted that the assessments have been completed from a purely market/economic point of view and through the LDF, they will be subject to other forms of scrutiny, such as sustainability assessment.

### 3.3 Current Supply of Employment Land Wiltshire

The Employment Land and Floorspace Monitoring (April 2007) establishes a baseline position for the supply of employment land in Wiltshire. Removing land at Swindon, there is a supply of 229 hectare of employment land as at 2007. This supply is in excess of the 213 hectare requirement (Figure 1).

DTZ has assessed 67 sites in Wiltshire, (see Appendix 2 for the location plans and Appendix 3 for site information) many of which are captured by the April 2007 monitoring. The contribution of these sites to the land supply has been adjusted to reflect the assessment of sites and slightly reduces the overall supply of land from 229 hectares down to 213.5 hectares. The adjustment of the baseline supply position has been informed by the DTZ site assessments and essentially reflect changes in supply since the publication of the April 2007 monitoring. Consequently the overall requirement, based upon the upper limits for the both the SSCTs and the Market Town, and supply, are very closely matched.

Overall, the supply of land is sufficient to exceed the higher end range adjusted requirement of 115 hectares to 2026. However, figure 4 below demonstrates that there is not sufficient land at the 3 SSCT's even to meet the lower forecast employment demand to 2026 of 90 hectares. This does not take into account candidate sites because they currently have no planning status. Action is therefore required. Section 4 provides information on the sites which makes up the supply set out in Figure 4.

**Figure 4: SSCT Employment Land Supply Baseline**

SSCT	Supply of Land at April 07 (hectares)	Adjusted RSS Requirement Range 2006-2026 (hectares)
Chippenham	24.85	30.5 - 39
Salisbury	14.85	30.5 -39
Trowbridge	21.6	29 - 37
Total	61.3	90-115

We are not able to comment on the appropriateness or availability of all sites that contribute to the employment land supply (213.5 hectares), because Wiltshire Unitary Authority identified a rationalised selection of sites to review. The sites provide a total 116.99 hectares of the existing supply. In addition, we have reviewed Candidate Site Submissions which have also been provided by Wiltshire Unitary Authority. The assessment has generally not considered very small sites or individual planning permissions which can typically be derived from the intensification of existing employment sites or changes of use for example. Therefore, our assessment has captured a high proportion of sites that will contribute to the future supply of land required to meet the requirement to 2026.

Figure 5 sets out a summary of the sites assessed at the SSCT demonstrating that, of the land assessed, the existing supply leaves a shortfall of nearly 60 hectares against the lower range requirement, although the potential supply is sufficient to meet the upper range requirement.

**Figure 5: Supply of Assessed Land in Wiltshire at SSCTS**

SSCT	Existing Supply (hectares)	Potential Supply (hectares)	RSS Proposed Changes (hectares)	Adjusted RSS Requirement (hectares)
Chippenham	13.86	65.21	42	30.5-39
Salisbury	9.91	43.91	37	30.5- 39
Trowbridge	10.9	64	37	29-37
Total	34.67	173.12	116	90- 115

The detailed site information is contained in Sections 4.1 to 4.3 and Appendix 3.

Whilst on the face of it overall potential supply is in excess of the Adjusted RSS Requirement, Section 4 examines the supply in detail to identify gaps and issues which need to be addressed by the Delivery Plan.

## 4. Portfolio Analysis

This section of the Delivery Plan reviews the supply in more detail to identify issues which need to be addressed to ensure that a deliverable portfolio of land is available to meet forecast demand and wider policy aspirations of the RSS. The RSS firmly places the emphasis of employment provision upon the SSCT's and this Delivery Plan reflects this accordingly, with the site assessments and identifications of gaps concentrating on the 3 SSCT's, then the market towns. Therefore the assessment of sites is considered to be in-line with the spatial strategy set out in the RSS. Following the identification of gaps and issues, actions and recommendations are set out to address them. Finally site specific actions are set out which need to be undertaken to address the gaps and issues associated with providing a 'fit for purpose' portfolio of employment land in Wiltshire.

The employment land supply at each location has been calculated as follows:

- 'Total' is the overall amount of land assessed by DTZ;
- 'Short term supply' is the land readily available within 5 years;
- 'Existing supply' are those sites allocated, with consent or forming infill opportunities at existing established employment sites; and
- 'Candidate site potential' is the whole site or relevant part thereof put forward for employment use as part of this process and the ongoing LDF process.

Our recommendations in terms of the future role of sites are based on the following definitions:

- **Retain** - a site that has recognised planning status (e.g. allocation, development brief, planning permission etc) for employment development and which should be preserved as such to enable future employment growth.
- **Protect** - a developed and/or existing employment site where non-employment uses should be resisted.
- **Allocate** - a new site that should be allocated for employment use.
- **De-allocate** – an existing but undeveloped employment allocation that should not be re-allocated in the LDF
- **Special Case** -sites falling outside of general employment use, but having implications for employment and economic development, such as Ministry of Defence sites.
- **Reserve** - Sites not needed to meet the adjusted RSS land requirement but suitable for employment development and may be required later in the plan period subject to take-up and supply.
- **Do not carry forward** – not suitable for employment use in the plan period
- **Mixed Use** – a site likely to be redeveloped for a mix of uses, often in a town centre, but where an element of employment use should be retained.

It should be noted that land quantum recommendations set out in the remainder of the section are not intended to predetermine the LDF process but instead inform that process, from an employment and economic development perspective only. The recommended quantum's are a guide to meeting the adjusted RSS requirement only and are not influenced by other factors

such as sustainability and housing growth distribution which will impact on the final distribution of employment land in the county.

Some sites are given a site area of '0' hectares. This is the case where there is no new land available because a site is fully developed (even if suitable for redevelopment) or because it is part of a wider urban extension and the size of the employment element is not yet known. In cases where the area of the urban extension is known, the potential employment area is cited separately.

## 4.1 Chippenham SSCT

We have reviewed 10 sites at Chippenham which amount to 110.17 ha. The assessment has identified a total potential supply of 65.21 ha which is more than sufficient to meet the adjusted RSS forecast target range of 30.5 – 39 hectares. Of the available supply, only 13.86 hectares (20%) is existing supply and therefore, new sites need to be allocated through the LDF process, to ensure supply meets forecast demand. Figure 6 demonstrates that the potential supply has the ability to meet the upper range figure.

**Figure 6: Future Land Supply Position 2006-2026 (hectares)**

	Land in Hectares	Land in Hectares
Forecast Requirement	30.5 (lower bound)	39 (upper bound)
Existing Supply	13.86	13.86
Existing Surplus/Shortfall	16.64	25.14
Potential Supply	65.21	65.21
Potential Surplus/Shortfall	34.71	26.21

The site assessment process has reduced the potential supply of the site to 65.21 ha, as set out in figure 7.

**Figure 7: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Hill Corner, North Chippenham	9.11	5	None	Business Park	5	Good site. Greenfield extension to what appears as a successful business park. Would be ideal as part of larger urban extension but need to ensure that best roadside locations are not given over to housing. Provision of employment land at roundabout or road junction would be ideal. Allocate land, possibly more than 5ha subject to other sites and creating an appropriate balance. <b>ALLOCATE</b>
Parsonage Way Industrial Estate	13.16	0	Existing	Industrial Estate	Existing	Predominantly single user industrial site. Reasonably well located although highway access would not be suitable for a distribution use. No expansion space but the large areas of open storage may provide opportunities for future

						development and intensification. <b>PROTECT</b>
Langley Park	15.98	0	Existing	Office Industrial Estate	Immediate	Good site with potential for redevelopment, especially given close proximity to the town centre and rail station, although access links are constrained. Has the ability to accommodate town centre office product. Part of the site is vacant but there is no new land supply available. The main in-town opportunity to take advantage of rail station. <b>PROTECT</b>
Marshfield Road & Chippenham Town Centre Fringe	4.99	0	Town Centre	Office	Existing	Limited opportunities for piecemeal office development only. Sites will be equally suitable for residential, retail or other town centre uses. Masterplanning of the town centre may help bring forward town centre offices and the Chippenham Vision could champion this. Do not protect for employment use. <b>MIXED USE</b>
Bath Road Industrial Estate	4.06	0	Existing	Industrial Estate	Immediate	Local industrial/trading estate meeting local needs. Site is not used particularly efficiently. Opportunity for redevelopment and more efficient use but no new land and the site has been lost as a core employment site, having become a trading estate. The site will not contribute to the future supply of employment land and should not be protected for employment uses. Other sites are more important to protect the employment use of. <b>DEALLOCATE</b>
Bumpers Farm Industrial Estate	29.03	1.36	Existing	Industrial Estate	Immediate	The site is successful. There is a small area of land available in the south east corner of the site which appears to be being developed. The estate is densely developed and there appears to be little opportunity for further growth. Should be retained and protected for employment use. Important site that should be strongly protected. <b>RETAIN</b>
Hunters Moon	4.99	12.5	Allocation	Business Park	Uncertain	Site includes the balance of the Littlefields allocation plus the 5 ha of new land at Hunters Moon. Success and potential of the site dependent upon gaining access from the existing business park. There is concern that not all of the site is available and will not come forwards because housing has been promoted. <b>RETAIN.</b>
Showell Farm	28.85	28.85	None	Industrial Estate	Uncertain	Greenfield urban extension. Would be attractive to occupiers but is quite divorced from the town centre. There are limited remaining opportunities at Bumpers Farm. Ownership and the uplift payment could constrain delivery. Would fulfil some of the large industrial requirements that other urban extension may not be able to fulfil. Large appetite for the site in the market place. <b>ALLOCATE</b>
East Chippenham	0	17.5	none	Business Park	Uncertain	Greenfield urban extension site which is dependent upon strategic infrastructure improvements, principally crossing the railway line, to realise potential. Allocate land for employment use, taking care to ensure a balance with other urban extensions. Land at North Chippenham is arguably better located for employment uses. <b>ALLOCATE</b>
South	0	0	None		Uncertain	The south of Chippenham is heavily reliant

Chippenham						upon the A350 and A4 Bath Road. Again, infrastructure improvements will be needed. Other sites will be more attractive for employment development but the area should be considered. <b>RESERVE SITE.</b>
	110.17	65.21				

Chippenham and the specific sites are suitable to provide range and choice in terms of role and function of employment space. There is a need for new industrial and office land, which the urban extensions can meet. Figure 8 demonstrates a severe lack of land available in the short term, less than 10% of the potential supply and only 16% of the adjusted RSS upper range requirement (39ha). This is likely to be constraining economic potential in Chippenham and requires immediate action.

**Figure 8: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	65.21
Short Term (within 5 years)	6.36

### Recommendations and Priority Actions

Due to the current shortage of land, immediate action is required to bring forward new employment land to ensure that Chippenham achieves its economic potential. The urban extensions being promoted have the ability to meet the requirement in terms of quantity and role and function. It is critical that this potential is delivered on the ground.

The proposed dualling of the A350 in 2013/2014 under the RSA2 improvement programme would decrease traffic congestion and further improve west and south Chippenham as a popular employment location with high demand from occupiers. As part of the improvement, we recommend that the opportunity to provide a secondary access for the Bumpers Farm estate is considered.

In terms of specific actions these include:

- Bring forward new employment land to the north of Chippenham. From a market and economic perspective this side of Chippenham is considered to be advantageous due to its proximity to the motorway. Hill Corner should therefore be allocated. We understand that a masterplan for the area proposes 5 ha of employment land plus other land uses, but we consider that at least 7 hectares of employment land should be provided. Urban extensions to north Chippenham also have the potential to significantly improve strategic access to east Chippenham and improve connectivity with the wider town;
- 16 hectares of land should be allocated at Showell Farm for Employment purposes. Showell Farm is considered by commercial agents to be a viable option for much needed industrial development because the site is flat and therefore enables large building footprints to be accommodated. It also benefits from an excellent strategic location on the A350;



- East Chippenham is suitable for employment development but does not currently enjoy strategic access. The future development of this site for successful employment development will be largely dependent upon infrastructure improvements. Therefore, the amount of employment land to be allocated as per the current developer masterplan should be reduced from 17.5 hectares to 6 hectares due to these site constraints and because Hill Corner and Showell Lane provide more strategically located sites. The 6 hectares should be progressed through the LDF process;
- Town centre offices should be brought forward through the Vision;
- Office development should be promoted at the Langley Park area which represents an in town opportunity to provide office space close to the railway station; and
- Investigations should be progressed to identify the feasibility of providing a secondary access to Bumpers Farm to increase its commercial attractiveness which should help to regenerate the estate.

These recommendations translate into the following specific actions which are set out in Figure 9.

**Figure 9: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Hill Corner, North Chippenham	5	7	None	Allocate land. Work with landowner to increase amount of employment land ensure that the amount and location of employment land is balances with other sites in Chippenham to hit the requirement. Investigate the potential role of the link road toward Parsonage Way further.
Parsonage Way Industrial Estate	0	0	Existing	None
Langley Park	0	0	Existing	Facilitate office workspace as part of any redevelopment
Marshfield Road & Chippenham Town Centre Fringe	0	0	Existing	Secure the delivery of employment workspace as part of site specific redevelopment. Facilitate this aim through the Vision.
Bath Road Industrial Estate	0	0	Existing	Do not protect for employment use.
Bumpers Farm Industrial Estate	1.36	1.36	Existing	Retain available land and protect existing. Investigate potential for secondary access with highways department as part of A350 road improvements.
Hunters Moon	12.5	12.5	Allocation	Retain allocation. LA should work with landowner/agent to ensure employment land is developed.
Showell Farm	28.85	16	none	Allocate for industrial use subject to assessing the suitability of the site through the LDF, SA/SEA process.
East Chippenham	17.5	6	none	Market agents questioned delivery of the site in relation to strategic road access and crossing the railway line. The landowner has advised that there are no

				delivery constraints to development. Allocate but ensure the amount and location of employment land is correct via masterplanning.
South Chippenham	0	0	none	Reserve site
Total	65.21	42.86		

More potential sites are available (65.21 ha) than land required (30.5 – 39 ha), and we consider that over-allocation should be avoided. The supply recommendation set out in Figure 9 would meet the adjusted RSS upper range and provide a small surplus of 3.86 ha. Having only a small land supply surplus would improve the ability to require office development in the town centre and at Langley Park.

## 4.2 Salisbury SSCT

There is a potential supply of 43.91 hectares in Salisbury. The forecast range for Salisbury is 30.5 – 39 hectares, which indicates that at the lower end of the scale there is a potential surplus of 13.41 hectares, and at the higher end of the scale there is a potential surplus of 4.91 hectares against the forecast demand assuming all the proposed allocations are delivered through the South Wiltshire LDF. If the proposed allocations are not delivered through the LDF, there would be a shortfall which ranges between 20.6 hectares and 29 hectares.

However, there is a need to accommodate displaced businesses from Churchfields Industrial Estate and Southampton Road. This is currently estimated to equate to a requirement of 22 hectares of land. The displaced businesses should be relocated but further work is required to clarify how much land is actually required. We have assumed that the 22 hectares need to be relocated, resulting in a total shortfall range of between 8.59 hectares and 17.1 hectares, if the proposed allocations are delivered through the South Wiltshire LDF.

**Figure 10: Future Land Supply Position 2006-2026 (hectares)**

	Land in Hectares	Land in Hectares
Forecast Requirement	30.5 (lower bound)	39 (upper bound)
Existing Supply	9.91	9.91
Existing Surplus/Shortfall	20.59	29.09
Potential Supply	43.91	43.91
Potential Surplus/Shortfall	13.41	4.91

As identified in figures 11 and 12, the assessment of 5 sites in Salisbury which totalled in excess of 190 hectares has identified that only 43.91 hectares of land is deliverable and suitable for employment purposes.

**Figure 11: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Netherhampton Road	3.18	3.91	Existing	Distribution Industrial Estate	Immediate	The site is not fully developed out. The owner's aspiration is to deliver a high quality employment site. The Core Strategy identifies this general area for a strategic employment allocation. Based on the commercial attractiveness of the area and limited constraints the site should be carried forward and count towards the portfolio of employment land. <b>RETAIN</b>
Old Sarum (and Longhedge)	43.63	14	Allocation and None – Proposed allocation within South Wiltshire Core Strategy Preferred Options	Business Park Industrial Estate	Within 5 years	<p>The existing allocated part of the site (6 ha) is optioned by Persimmon but the Council are confident that the site can be brought forward for employment use.</p> <p>The 8ha extension site, known as Longhedge, is understood to be deliverable and the landowner is looking to bring the site forward.</p> <p>The existing allocation and new proposed extension, Longhedge, should be carried forward. <b>RETAIN AND ALLOCATE.</b></p>
Land south of Netherhampton Road	34	15	None	Incubator Industrial Estate Business Park	Within 5 years	This area of Salisbury in the Core Strategy is considered to be the most appropriate site for a strategic employment land allocation and considered to be deliverable within five years. The site should be carried forward and contribute towards the portfolio of land. <b>ALLOCATE</b>
Fugglestone Red	97	8	None – Proposed allocation within South Wiltshire Core Strategy Preferred Options	Business Park	Within 5 years	The site is well located on the A360 one of the main access roads to Salisbury. Due to the delivery restrictions on Old Sarum, this site could make a value contribution to the portfolio of land. It could be delivered through mixed use development, with residential development being in keeping with the existing uses to the south east of the site. Pylons run across the site which can act as a significant constraint. The area has been assessed as part of the South Wiltshire LDF and is recommended for a strategic allocation consisting of employment and housing. The area should be

						carried forward and count towards the portfolio of land. <b>ALLOCATE</b>
United Kingdom Forces	16.9	3	None - Proposed allocation within South Wiltshire Core Strategy Preferred Options	Incubator/ Managed Workspace Business Park	Within 5 years	5 Due to sites proximity to Salisbury/Wilton when released it is likely to come under pressure for residential development. Opportunity to deliver employment as part of mixed use scheme. Development in Wilton is generally constrained by sewerage and access constraints. However this site is considered to have the potential to be a very good employment site. The LDF Core Strategy is promoting the employment led mixed-use redevelopment of the site. The site should be carried forward and count towards the portfolio of employment land. <b>ALLOCATE</b>
Total	194.71	43.91				

From figure 11 it should also be noted that in terms of role and function, the sites assessed within Salisbury have the ability to perform all roles and functions required to provided range and choice for future potential occupiers, with town centre offices being delivered through the vision.

**Figure 12: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	43.91
Short Term (within 5 years)	43.91

Figure 12 above shows all of the total supply of land in Salisbury is available within 5 years. This is due to the more advanced stage of the South Wiltshire Core Strategy and the confidence of the document that proposed sites can be delivered within a 5 year period. Of the supply available within 5 years, only 16% is actually currently allocated.

### Recommendations and Priority Actions

Due to the current shortage of land available in Salisbury the overall focus should be on allocating more land through the LDF process. In terms of specific recommendations, these include:

- City centre offices should be brought forward through the Vision;
- Netherhampton Road is considered to be the best site for a strategic employment allocation due to accessibility to the south. It is understood that currently only 10 hectares of employment land is being promoted through the emerging LDF, although there is potential for a further 5 hectares. It is recommended that 15ha is brought forward to address the current shortfall over the plan period.

- The 6 hectares at Old Sarum (existing local plan allocation) is recommended to be carried forward. However, it is currently constrained by ownership due to a house builder having an option on the land. The deliverability issues should be discussed with the house builder and the employment land extension could come forward via the Core Strategy/LDF.
- The proposed 8 hectare employment land extension at Longhedge (adjacent to the Old Sarum allocation) would be a good employment site and would make a useful addition to the supply in Salisbury. It is understood that discussions have been undertaken with the landowner and delivery is possible. The land should come forward via the Core Strategy/ LDF
- The quantum of employment land being proposed at UKLF through the LDF process should be increased from 3 hectares to 4 hectares to address the potential shortfall and because of the quality of the site. The site is strategically located adjacent to the A36, with the potential to establish good links back to the city centre.

If the above recommendations of allocating 15 hectares at Netherhampton Road and increasing the allocation at UKLF are carried through the identified shortfall will be fully addressed. These recommendations translate into the following specific actions which are set out in Figure 13.

**Figure 13: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Netherhampton Road (Harnham Business Park)	3.91	3.91	Existing	LA should work with landowner to market site and ensure existing serviced plots are developed out.
Old Sarum (and Longhedge)	14	14	Existing Allocation and proposed allocation within South Wiltshire Core Strategy	LA should work with Persimmon to ensure that the employment land element of the masterplan for the existing Old Sarum site is delivered.
Land south of Netherhampton Road	15	15	None - Proposed allocation within South Wiltshire Core Strategy	Continue dialogue with existing site owner Technical surveys should be progressed to identify constraints and associated mitigation measures. This should enable the net developable area to be confirmed. The site should be masterplanned and progressed through the LDF process. Funding opportunities to deliver infrastructure necessary to unlock the site should be identified.

Fugglestone Red	8	8	None Proposed allocation within South Wiltshire Core Strategy	-	Technical surveys should be progressed to identify constraints and associated mitigation measures. This should enable the net developable area to be confirmed. The site should be masterplanned and progressed through the LDF process. Funding opportunities to deliver infrastructure necessary to unlock the site should be identified.
United Kingdom Forces	3	4	None Proposed allocation within South Wiltshire Core Strategy	-	Continue dialogue with MoD and work with them to progress the allocation through the LDP process. Technical surveys should be progressed to identify constraints and associated mitigation measures. This should enable the net developable area to be confirmed. The site should be masterplanned and progressed through the LDF process.
Total	43.91	44.91			

The above recommendations would meet the adjusted RSS upper range figure of 39 hectares. There will be a surplus of 5.91 hectares to 14.41 hectares.

It should be noted that a quantum of land will be lost as a result of redevelopment at Churchfields Industrial Estate and Southampton Road. The exact amount of land lost and the amount of replacement land required is not yet clear and needs to be clarified. We recommend that a process that actively engages existing businesses affected is undertaken to build up an understanding of the amount of land required and the location in which it could be provided. The process should identify suitable relocation sites that, where necessary, should then be allocated for development in any future revisions to the Core Strategy/LDF. In terms of ensuring a continuous supply of land to meet the RSS requirement, it should be noted that some additional land is available in the Salisbury TTWA.

### 4.3 Trowbridge SSCT

In total, we have assessed 8 sites totalling 78.8 hectares. There is a shortage of existing employment land in Trowbridge, with just 10 hectares being available compared to the adjusted RSS range of 29-37 ha. At least another 19 hectares would be required if even the lower adjusted RSS requirement is to be met. Figure 14 demonstrates that existing and candidate sites have the potential to exceed the adjusted RSS upper forecast requirement and could result in a surplus of 26.1 ha against the upper range requirement.

**Figure 14: Future Land Supply Position 2006-2026 (hectares)**

	Land in Hectares	Land in Hectares
Forecast Requirement	29 (lower bound)	37 (upper bound)
Existing Supply	10	10
Existing Surplus/ <b>Shortfall</b>	<b>19</b>	<b>27</b>
Potential Supply	64	64
Potential Surplus/ <b>Shortfall</b>	<b>35</b>	<b>27</b>

We have reviewed 8 existing and potential future sites in Trowbridge which total 78.82 ha to consider if they are suitable and developable. Figure 15 provides a summary of the site assessments, which has reduced the initial land area from 78.82 ha to give a potential land supply of 64 ha, which is still in excess of the higher forecast range.

**Figure 15: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
West Ashton Road Allocation	14.04	10.9	Allocated	Business Park, Industrial Estate	Uncertain	A 10.9 hectare (30 acre) greenfield site that forms part of the Trowbridge eastern expansion set out in Policy E1A of the 2004 adopted Local Plan. The new distributor road will link West Ashton Road to the proposed residential distributor road. It is expected that the developer will undertake any necessary improvements to the West Ashton Road, its junction with the A350 and the Yarnbrook roundabout. The site is considered suitable for a wide range of employment uses as part of a wider development. <b>RETAIN</b>
Riverway/Shanleys Cluster	5.41	0	Existing	Industrial Estate	Uncertain	Together this is a large well located site that could provide a substantial contribution to the employment portfolio. Given location and site history a broad mix of uses should be considered to achieve the maximum beneficial use of the site. The relocation of existing occupiers will be a key issue. A feasibility study should be undertaken to establish how the site could be best utilised. Equally this area may have a role in terms of realising developments identified as part of the Transforming Trowbridge Vision. Scale and timing will be important considerations to ensure the

						market isn't overloaded. Given the sites are in beneficial use this location will not immediately contribute to the future supply required. <b>PROTECT</b>
Bowers Factory Site	3.93	0	Existing	Industrial Estate	Immediate	Site is the subject of a mixed use application for the College, residential and commercial development. The nearby Shaills Lane site (Coldstores) is proposed for residential. In the absence of funding for the College development this site could contribute to the employment land supply as part of a mixed use development depending upon site specific issues and market demand/supply. However, the site is an existing site and will not contribute to the supply of new employment land. <b>MIXED USE</b>
Bradford Road	4.47	4.4	None	Business Park	Within 5 Years	Possible location for campus style business park similar to Greenways at Chippenham. Depending demand following the delivery of Transforming Trowbridge. Could accommodate higher value businesses seeking a central but not necessarily urban location. Can make a valuable contribution to the future supply <b>ALLOCATE</b>
Court Street Cluster	1.32	0	Allocated (mixed use)	Office	Uncertain	Significant redevelopment, as part of the Transforming Trowbridge project, is taking place around the site. The entire site is allocated for mixed-use and town centre (including retail) uses and residential (115 units). Planning Policy for redevelopment in place. As is, the site will not contribute to the future supply. <b>MIXED USE</b>
Union Street Cluster	0.66	0	Existing	Office	Uncertain	Predominantly twentieth century buildings, some of which are converted residential properties and the remainder being purpose built employment buildings. Generally fit-for-purpose with the need for minor maintenance on parts of the cluster. A delivery strategy to relocate existing occupiers and redevelop the site probably for mixed use development would be required. As is this area will not contribute to the future supply. <b>MIXED USE</b>
Land West of White Horse Business Park	25.29	25	None	Business Park	Uncertain	A large well located site which could provide future expansion of the critical mass established nearby. Potential to complement the town centre if carefully planned and phased. Could contribute depending upon urban extensions. <b>RESERVE</b> but allocate as necessary.
Land North of Yarnbrook	23.7	23.7	None	Incubator, Business Park,	Uncertain	Future prospect perhaps as part of a mixed use development. Integration with White Horse



				Distributio n, Industrial Estate		Business Park could be advantageous if possible. <b>ALLOCATE</b>
	78.82	64				

The assessment of potential future sites has demonstrated that a large supply of potential employment land is available. Further, the sites can accommodate a range of employment uses including out of centre business parks, town centre offices and industrial land. The challenge at Trowbridge will be for the LDF to ensure that the most suitable sites are brought forward.

Figure 16 demonstrates that there is a severe shortage of land at Trowbridge which can be developed in the short term. Just 4.4 ha is developable, which is less than 7% of the potential land supply and only 12% of the 37 ha upper range requirement. This situation requires immediate action and reaffirms the importance of allocating land that is deliverable, as timing and delivery are key components of the post Barker report planning system, as reflected in draft PPS4.

**Figure 16: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	64
Short Term (within 5 years)	4.4

### Recommendations and Priority Actions

There should be a balance between town centre and any out of town business park provision. Creating a vibrant town centre economy is a priority, both in terms of planning policy and the Trowbridge Vision. However, the assessment demonstrates that there is not sufficient land in the town centre to meet the adjusted RSS land requirement and a number of uses will be acceptable on town centre sites. Many town centre sites identified to accommodate employment are constrained by existing occupiers.

Equally, significant town centre development is required and employment development alone will not enable the complete regeneration required by the Vision. Therefore, new employment sites are required.

The recommendations are:

- Land North of Yarnbrook (23.7 hectares) and West Ashton (10.9 hectares) have the ability to deliver significant economic growth and should be allocated for employment development. Both sites are being promoted as part of a wider urban extension area which is part of the Trowbridge eastern expansion area allocated in the 2004 Local Plan. The comprehensive development proposed provides a significant opportunity to secure improved infrastructure and road access in close proximity to the resident population.
- Bradford Road can provide a much needed short term supply of 4.4 hectares and is well related to the existing built area of the town.

- Land West of White Horse Business Park is suitable for development but land north of Yarnbrook and West Ashton could benefit from infrastructure improvements and other benefits that a comprehensive masterplanned urban extension can provide. The site could be progressed if other sites are not delivered.

**Figure 17: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land	Planning Status	Delivery Actions
West Ashton Road Allocation	10.9	10.9	Allocated	Work with the land owner to progress delivery of the distributor road between West Ashton Road and the Yarnbrook junction and improvements to West Ashton Road.
Riverway/Shanleys Cluster	0	0	Existing	Relocation of current occupiers to be determined and Masterplanning and Development Brief to be completed if necessary
Bowyers Factory Site	0	0	Existing	None
Bradford Road	4.4	4.4	None	Investigate gas main pipe constraint and no build set back required.
Court Street Cluster	0	0	Allocated	Feasibility study required to determine re use of listed buildings. If deliverable progress mixed use retail/office development brief
Union Street Cluster	0	0	Existing	Relocation strategy required to achieve vacant site. If viable pursue office development or mixed use development
Land West of White Horse Business Park	25	0	None	Longer term potential. Reserve site
Land North of Yarnbrook	23.7	23.7	None	Masterplan drafted. Work with the land owner to bring forward employment component, ensuring land is in the correct location (i.e. visible main road frontage).
<b>Total</b>	<b>64</b>	<b>39</b>		

The site actions would address the current shortfall and result in the availability of 39 hectares, giving a marginal surplus of 2 ha over the upper range requirement. Whilst land West of White Horse Business Park is suitable for development, we would be concerned that over allocating may prohibit opportunities for regeneration in the town centre. Yarnbrook is better related to the town, has the ability to be delivered as part of a comprehensive urban extension and it is likely that pooled benefits (e.g. road and transport infrastructure improvements) associated with the ‘planning gain’ obtained as a result of the wider development can best facilitate the delivery of quality employment workspace.

## 4.4 Market Towns - Employment Land Supply

The RSS only sets out quantitative employment land requirements for the SSCT's, but market towns will have a significant role in future provision. Therefore, the Strategy Document does not recommend employment land requirements for the individual market towns. Instead, a site led approach is adopted based on the availability of sites. It has been forecast that about 73-98 hectares of land will be required across the rest of Wiltshire.

Conclusions on the amount of future land available and required are made recognising factors that include market suitability, site delivery, broad sustainability objectives, relationship with existing development, and accessibility. Importantly, our recommendations are cross-referenced with all the market towns to ensure that a reasonable distribution across the towns is achieved.

Figure 18 below demonstrates that there is a supply of 97.96 ha of existing land (sites allocated or with planning permission) in the market towns that meets the lower and upper 'rest of Wiltshire' forecast requirement of 73 ha to 98 ha.

However, over 50% of the land supply is at Solstice Park, Amesbury which is considered to be too high based on providing a balanced supply of land across the market towns. The actual quantum of land required at each market town will be influenced by a number of factors in addition to economic objectives such as housing growth, infrastructure and the capacity of the town to accommodate employment growth. The impact of these should be identified through the LDF process with the quantum of land to be allocated at each market town being confirmed.

**Figure 18: Land Assessed Contributing to the Existing Supply**

Market Town	Existing Supply of Land (hectares)
Amesbury	55.25
Calne	8.31
Devizes	7.5
Melksham	4
Warminster	7.27
Westbury	7.82
Wootton Bassett	7.81
<b>Total</b>	<b>97.96</b>

Figure 19 below demonstrates that there is a large potential employment land supply. The assessment of sites has drawn out the priority sites for allocation, which are the best quality in terms of satisfying the site assessment criteria. Appendix 3 contains the detailed information.

The 'original land area given' is the total amount of land that DTZ assessed. The 'assessed potential land supply' is existing sites, plus the area of potential new employment sites which are considered deliverable. The 'recommended future land supply' is the land that DTZ

consider should contribute to the future supply of land and includes existing sites and new sites to be allocated.

**Figure 19: Market Town Supply Summary Table**

Town	Original Land Area Given (hectares)	Assessed Potential Land Supply (hectares)	Forecast Range Required (hectares)	Recommended Future Land Supply (hectares)
Amesbury	83.64	55.25	73-98	55.25
Calne	44.63	8.31		8.31
Devizes	31.85	22.44		15.94
Melksham	75.95	31.6		12.6
Warminster	94.88	43.27		7.27
Westbury	117.15	67.52		20.52
Wootton Bassett	27.36	7.81		11.81
<b>Total</b>	<b>475.46</b>	<b>236.2</b>		<b>131.7</b>
Total excluding Amesbury	391.82	180.95		76.45

Figure 19 includes a row with total land supply, excluding land at Amesbury. This is because of the impact of the high amount of land at Amesbury on the overall balance of land across the market towns. We discuss this further in the section below relating to Amesbury.

### Amesbury

The existing supply at Amesbury is more than sufficient to meet need, with all of the 55.25 hectares being available in the short term. Solstice Park benefits from planning permission and comfortably provides the land supply required at Amesbury. If the planning permission lapses the need for this volume of employment land at Amesbury needs to be assessed before any new consent is granted.

**Figure 20: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Solstice Park	64.96	55.25	Planning permission	Business Park, Distribution	Immediate	The entire site benefits from outline planning permission but is only partly developed. An application for a regional distribution centre (2007 2518) was refused on 8th December 2008 on the grounds of design and impact on surrounding area. Part of the site is currently subject to a supermarket appeal. The site should be carried forward and count towards the portfolio of

						employment land. <b>RETAIN</b>
Boscombe Down	8.88	0	Local Plan Allocation	Business Park, Industrial Estate	Uncertain	The site forms part of the Salisbury Research Triangle. Potential interest from residential development at the site given its proximity to other residential areas. The development of the site is constrained by improvements required to Folly Bottom junction. This is also linked to Amesbury Business Park. No land is left available for development. It is recommended that the area should be protected for employment purposes but because no land is available it cannot count towards the portfolio of land identified through this study. <b>SPECIAL CASE</b>
Porton Down	9.8	0	Local Plan Allocation	Incubator, Business Park	Immediate	The site is allocated for development in relation to science based industry and research to facilitate the implementation of the Salisbury Research Triangle, in conjunction with another 7 hectares at Boscombe Down. The site should be retained for science and research based activity but it should not count towards the overall level of employment land required. It is a special case with demand generated from further afield. <b>SPECIAL CASE</b>
	83.64	55.25				

It should be noted that whilst Porton Down has been reviewed and is an allocated site it is not included in the overall supply because it is restricted to science and research based activities. However, it is recommended that the allocation should be retained and carried forward in the LDF.

**Figure 21: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	55.25
Short Term (within 5 years)	55.25

### Recommendations and Priority Actions

There is a very large supply of available land at Amesbury, which is not dissimilar to the requirement at the SSCT's. Arguably, the supply of land is disproportionate to the role and function of the settlement. As Solstice Park benefits from planning permission we recommend that, for the purposes of creating a reasonable balance of supply between the market towns, Amesbury is excluded. Including Amesbury could result in under allocation at other market towns given that Solstice Park represents a significant proportion of the forecast demand for

the 7 market towns. However, we also note that this approach could result in an over allocation that could place sites under pressure for change of use to alternative sites.

No site specific actions are required because Solstice Park has planning permission and the supply of available land is more than sufficient. Boscombe Down and Porton Down are both allocated, but are special cases. If the existing outline consent lapses at Solstice Park we recommend that a reduced area of about 10 hectares is brought forward at Solstice Park.

**Figure 22: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Solstice park	55.25	55.25	Planning permission	None
Boscombe Down	0	0	Allocation	None
Porton Down	0	0	Allocation	None
	55.25	55.25		

## Calne

We reviewed 3 sites in Calne and there is an existing supply of 8.31 hectares of employment land available at Calne. This is considered to be reasonable for the RSS period as market agents consider Calne to be a weaker commercial market than many surrounding towns which enjoy better accessibility between other towns and to the M4 in particular.

**Figure 23: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Land to North & West of Beversbrook Farm	6.51	6.51	Allocated	Industrial Estate	Immediate	Logical extension with good roadside frontage that will be attractive to occupiers. Existing allocation. Calne is a weak commercial market but the site is attractive to occupiers. <b>RETAIN</b> for employment use.
Portemmarsh Industrial Estate	38.12	1.8	Existing	Industrial Estate	Immediate	Average industrial estate predominantly serving local market but Deceuninck are a major occupier. Good mix of units to suit a range of occupiers. Opportunity for redevelopment and more efficient use, but limited market. Retain for employment use, consider intervention to make more efficient use of the existing industrial estate and encourage redevelopment and improvement.

East Calne	0	0	None	Industrial Estate	Uncertain	<b>PROTECT</b> existing. Calne is a weak commercial market. Existing allocations not fully developed. Only land to meet locally arising need should be provided, and in the context of existing stock at Porte Marsh, which, as a whole, is underperforming. Subject to overall land supply, the potential to improve existing stock at Calne should be explored before further greenfield site releases are considered. <b>RESERVE</b>
	44.63	8.31				

**Figure 24: Timescale for Delivery of Sites**

Calne Supply	Area (hectares)
Total	8.31
Short Term (within 5 years)	8.31

The above figure demonstrates that there are no concerns in terms of providing a suitable short term supply of land.

### Recommendations and Priority Actions

All of the existing land is considered by commercial agents to be deliverable in the short term, with some of the land being in the Councils ownership. The current supply is considered to be sufficient for the RSS period. However, the quantity of land is less than at other towns and, dependent upon future take-up, there could be a need for further land toward the end of the plan period. In the first instance the opportunity to try to intensify and redevelop the existing Porte Marsh industrial estate should be pursued before further greenfield land is released.

**Figure 25: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Land to North & West of Beversbrook Farm	6.51	6.51	Allocation	None required. Site is deliverable and has been the subject of market activity.
Portemmarsh Industrial Estate	1.8	1.8	Existing	The balance of land at the industrial estate is considered deliverable. The existing industrial estate could be intensified and improved. The LA should consider how the estate could be redeveloped and engage with land owners to redevelop sites.
East Calne	0	0	None	None- reserve site
	8.31	8.31		

These actions will encourage further business development in Calne and promote redevelopment and regeneration in particular.

## Devizes

The existing supply of employment sites at Devizes is fairly limited, with just over 7.5 hectares. We recommend that additional sites will be required. The assessment of 11 sites with an original land area totalling 31.85 hectares has demonstrated that there is a reduced potential land supply of 22.44 hectares. This is well in excess of what will reasonably be required at Devizes. Figure 26 below sets out the assessment of existing and potential sites at Devizes.

**Figure 26: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Bath Road, Business Centre	0.54	0	Existing	Incubator	Existing	The premises are nearly 100% occupied, with all vacant units currently under offer. Limited space for development unless existing premises are demolished. The existing premises and site should be protected for employment but do not contribute the volume of land required going forward. Provides useful start up premises for new businesses. <b>PROTECT</b>
BT Exchange Castle Lane	0.08	0	Existing	Office	Existing	The site is strategically important to BT being an aerial carrier and emergency exchange. If BT were to declare the site surplus, then it may be suitable for providing offices for back office functions. In light of BT's continued use of the site it is recommended that the site is not carried forward to contribute to the portfolio of employment land. If BT declare the site surplus it may have the potential to be redeveloped for offices. Access for servicing is likely to be a problem, whilst car parking could be provided off site. <b>PROTECT</b>
Southgate House	1.2	0	Existing	Incubator Business Park	Uncertain	If the Primary Care Trust declare the building surplus, the site is likely to attract significant residential development, being located in a predominately residential area. Whilst the authority should protect the site for employment purposes, it should not be counted towards the portfolio of employment land going forward. The site is fully developed. <b>PROTECT</b>
Nurstead Road Allocation	1.51	1.51	Allocation	Incubator Industrial Estate	Immediate	The site should count towards to the portfolio of land being available for employment uses. <b>RETAIN</b>
Banda Trading	1.18	1.18	Existing	Industrial Estate	Immediate	The access to the plot is difficult but it should count towards the portfolio of



Estate						land being located in a traditional employment area. <b>RETAIN</b>
Garden Trading Centre	3.25	0	Existing		Immediate	The site should not be protected for employment. According to the Authority's Monitoring system no land is left available at the site. The nature of the area is changing with a hotel occupying the front of the site. Many of the uses are not employment uses. <b>DEALLOCATE</b>
Green Lane Hospital	4.34	0	None	Business Park Industrial Estate	Uncertain	The Trust is intensifying the provision of health care facilities in the area. The site should not count for employment purposes because it is not deliverable within a reasonable timeframe. <b>DO NOT CARRY FORWARD.</b> Potential for an element of employment as part of any future redevelopment.
Folly Road	4.82	4.82	Existing	Distribution, Industrial Estate	Immediate	Significant development pressures from other potential uses. Potential may exist to redevelop the area for employment uses. Carry forward in portfolio of employment land. <b>RETAIN</b>
Bureau West	6.5	6.5	None	Incubator Business Park	Uncertain	The site is currently subject to a planning appeal which consists of 170 homes, care home and start up business units. The appeal will be determined by SoS. Potential for mixed use scheme has previously been discussed. If the appeal is dismissed the site should count towards the portfolio of employment land. <b>RESERVE</b>
Between A361 & Horton Rd	8.43	8.43	None	Incubator Business Park Industrial Estate	Within 5 years	Initial discussions have been held with the local authority about the employment potential of the site. The site should be carried forward for employment purposes. <b>ALLOCATE</b>
Devizes Town Centre	0	0	None	Incubator Office	Uncertain	There is a preference for offices to be located in town centre and therefore there is a presumption that the town centre is a suitable location for office premises if suitable sites become available. <b>MIXED USE</b>
	31.85	22.44				

**Figure 27: Timescale for Delivery of Sites**

Supply	Area (ha)
Total	22.44
Short Term (within 5 years)	15.94

Over 70% of the available land is deliverable in the short term.

### Recommendations and Priority Actions

There is a need to bring forward new employment space in Devizes although not all of the potential supply is needed to help meet the future requirement. Recommendations are:

- The site located towards the northern end of London Road (A361) is considered to be the most appropriate location; and
- Bureau West and land between A361 and Horton Road are considered to be good potential employment sites. The deliverability of Bureau West for employment use is questionable. Therefore in the first instance, land between A361 and Horton Road should be progressed through the LDF process.

**Figure 28: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Bath Road Business Centre	0	0	Existing	None
BT Exchange Castle Lane	0	0	Existing	None
Southgate House	0	0	Existing	None
Nursteed Rd Allocation	1.51	1.51	Allocation	None
Banda Trading Estate	1.18	1.18	Existing	None
Garden Trading Estate	0	0	Existing	Release the area for residential development. Develop a masterplan for the area in conjunction with landowners to enable comprehensive redevelopment and land equalisation. Assess the development viability and identify possible s106 payment which can be used to part fund the refurbishment/ redevelopment of the adjoining Folly Road area.
Green Lane Hospital	0	0	None	None
Folly Road	4.82	4.82	Existing	Develop a refurbishment/ redevelopment programme for the area and adjoining Hopton Industrial Park with sets out a phasing programme. Identify appropriate funding sources for implementing the scheme.
Bureau West	6.5	0	None	Await the result of the current Appeal. If the appeal is dismissed reserve site progress the following actions: Enter into dialogue with existing site owner in regards to employment led redevelopment of site. Technical surveys should be progressed to identify constraints and associated mitigation measures. Identify any infrastructure requirements and associated costs The site should be masterplanned and progressed through the LDF process. Funding opportunities to deliver infrastructure necessary to unlock the site should be identified.
Between A361 & Horton Rd	8.43	8.43	None	Continue dialogue with existing site owner in regards to employment led redevelopment of site.  Work with the willing site owner to progress the site through the LDF process.

Devizes Town Centre	0	0	None	None
Total	22.44	15.94		

The actions above will create a healthy supply of employment land in Devizes. Further, Bureau West would form a good quality 'reserve' site for the town if take up is high or if deliverability issues arise with other sites.

### Melksham

There are only 4 hectares of employment land currently available in Melksham. From the assessment of sites totalling 75.95 hectares we consider that the amount of developable land that could come forward in the future, plus the one existing site is 31.6 hectares. The site assessment table below sets out how the 31.6 hectares figure has been reached.

**Figure 29: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Railway Area	17.5	0	Existing	Industrial Estate	Uncertain	A series of smaller industrial estates, covering a large area, centred upon an historic factory complex. The cluster is located within the town's urban area and is within a predominantly industrial zone that follows the north-south axis of the A350 as it passes through the town. <b>PROTECT</b> and encourage improvement/intensification if possible. This may necessitate some enabling development. Challymead for example is in a reasonable state of repair and maintenance. Whereas Intercity is primarily comprised of the historic brick built factory buildings. The majority of the site is in poor condition and would benefit from refurbishment. The sites are fully occupied and cannot contribute to the supply going forward.
Hampton Park	30.94	4	Allocated	Business Park	Immediate	Reasonable amount of land remaining across all three sites. An important contribution to the portfolio. <b>RETAIN</b>
Land S of A365/N of Bowerhill Ind Estate	5.6	5.6	None		Uncertain	More centrally located site on the edge of the town. Highly visible from Western Way and Pathfinder Way. Could be a locally significant location especially if masterplanned as part of a broader approach to include nearby sites and an appropriate mix. Not all of the site is required. <b>ALLOCATE</b>
Land at Berryfield	21.91	22	None	Industrial Estate	Uncertain	Monitor and bring forward in the future depending upon success

						nearby. <b>ALLOCATE PART.</b> Unlikely that all of the site will be required for employment purposes.
	75.95	31.6				

The assessment of sites has revealed a good potential supply of suitable land, all of which is to the south of the town. There are some existing developed sites suitable for redevelopment, such as the railway area, that are more centrally located and can distribute employment growth across the town.

**Figure 30: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	31.6
Short Term (within 5 years)	4

The short term supply of land is quite low, so there is a need to encourage more land to come forward through the LDF process.

### Recommendations and Priority Actions

There is a need to bring forward new sites in Melksham quickly to address the immediate shortfall but the potential supply is too great and more closely matched with the land requirements of the SSCT's. To ensure a reasonable spread of land across the market towns the LDF process should allocate land as necessary as it may be detrimental to the overall strategy to over allocate land. The key priorities are:

- Land south of A365/North of Bowerhill forms the best opportunity for future employment development due to its close relationship with the town and existing employment areas and good road frontage. It should be brought forward via a development framework for the wider area; and
- Office development should be brought forward as part of the redevelopment of the Railway Area Cluster.

**Figure 31: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares)	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Railway Area Cluster	0	0	Various	No direct action required. Work towards mixed use development via DC mechanism
Hampton Park	4	4	Allocated	No direct action required ensure retention for employment via DC mechanism
Land South of A365/ North of Bowerhill	5.6	5.6	None	Bring forward via a development framework for the wider area
Land at Berryfield	22	3	None	Allocate part of site adjacent to the main road. Monitor take up and supply and release further land as necessary.
Total	31.6	12.6		

A future land supply of 12.6 hectares will be sufficient to accommodate growth and helps meet the 'rest of Wiltshire' land requirement range of 73-98 hectares.

### Warminster

There is a good supply of existing employment land in Warminster, totalling 7.27 hectares. A number of opportunities to provide additional land exist and the best sites should be considered for future development. The site assessment below sets out a potential land supply of 43.27 hectares, refined down from the original 94.88 hectares total.

**Figure 32: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Warminster Business Park and Crusader Business Park	20.5	7.27	Allocated	Business Park	Immediate	Cluster of aerospace businesses gathering at this location. Allocated and as part of the wider portfolio this site could accommodate a variety of employment uses. Progress to date has been slow. Recommend working in conjunction with owners and agents to bring about the beneficial use of the sites. <b>RETAIN</b>
Northland Industrial Estate	0.7	0	Existing	Office	Immediate	If grouped with the scrap yard this site could provide a very attractive opportunity for higher density employment development with road frontage and close to the railway station. Existing site, no new land to contribute. <b>PROTECT.</b>
The Old Silk Works	0.82	0	Existing	Industrial Estate	Uncertain	The site is set within a residential suburb and is neither a town location or out of town business park location. Given its surroundings other uses may be more appropriate if the site were redeveloped. As is, the site currently fulfils a role and makes an existing contribution to the current portfolio. <b>DO NOT PROTECT</b>
Shanley's Scrap Yard	0.28	0	Existing		Uncertain	Not a use that necessarily needs such a central location. However relocation of this type of bad neighbour is notoriously difficult. If this is possible grouping this site with the employment development to the north and possibly the station into an overall development framework could achieve much greater benefit from the site than is currently achieved. <b>MIXED USE</b>
Land West of Bath Road and	36.22	36	None	Business Park	Uncertain	As configured the site has very limited profile along the A350 and Bath Road. Potentially a

South of Cold Harbour Lane						future prospect depending upon access, ecology and need/demand. In the short/medium term Warminster Business Park and Crusader Park provide an out of town option at this location. <b>RESERVE</b>
MOD Land South of Railway	8.64	0	None		Uncertain	Isolated site. Better locations elsewhere
	94.88	43.27				

**Figure 33: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	43.27
Short Term (within 5 years)	7.27

A reasonable supply of land developable in the short term exists. Warminster Business Park and Crusader park provide a good supply of land that is flexible, easy to develop and readily available.

### Recommendations and Priority Actions

The land west of Bath Road and south of Cold Harbour Lane should be considered as the site that provides the best opportunity for additional potential supply for Warminster. However, a supply of about 43 hectares would amount to a very significant over allocation and we therefore consider that this large site should be held in reserve and released as necessary.

**Figure 34: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares))	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Warminster Business Park/Crusader Park	7.27	7.27	Allocated	Work with the site owner to develop out the whole site
Northland Industrial Estate	0	0	Existing	None
The Old Silk Works	0	0	Existing	None
Shanleys Scrap Yard	0	0	Existing	Bring forward as part of a mixed use master plan for the area around the station.
Land West of Bath Road and South of Cold Harbour Lane	36	0	None	Reserve site
MOD Land South of Railway	0	0	None	None
Total	43.27	7.27		

No further land above that existing at Warminster is recommended to be allocated, mindful of a need to balance supply and demand across the county. Land west of Bath Road and south of Cold Harbour Lane is suitable for employment development but is somewhat detached from the town. The site may be better delivered as part of any future urban extension to the town.

Therefore, the LDF should maintain flexibility to allocate Land West of Bath Road and South of Cold Harbour Lane (or part of) if existing land is taken up and a shortage arises, or if the Core Strategy proposes high levels of housing growth at the town.

### Westbury

Existing land is available at Westbury (7.82 hectares) and a number of sites are being promoted that could accommodate further employment growth. The assessment of sites considered 5 sites of 117.15 hectares and has revealed a potential land supply of 67.52 hectares, which is very high in terms of the 'rest of Wiltshire' required range of 73 -98 hectares.

**Figure 35: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Northacre/Brook Lane Trading Est	52.63	3.82	Allocated		Immediate	Good mix of businesses and age/size of stock. Some attractive smaller units recently constructed (Oakfield Business Centre). Concerted effort required to improve the image of the estate as a whole. Remaining sites will make a useful contribution to the future supply. <b>RETAIN</b>
Station Road Allocation	3.98	4	Allocated	Incubator Industrial Estate	Immediate	A well located site, which equally could provide a sustainable location for residential development. Larger scale employment development has clustered to the north west of the town and consequently created a critical mass. <b>MIXED USE</b>
Westbury Railway Station Cluster	5.94	6	None		Within 5 Years	Similar to the Station Road site the Slag Lane site would be equally attractive in planning and market terms for residential. The most appropriate way forward but potentially complicated by ownership would be a mixed use development for the Station Cluster and Station Road site. <b>MIXED USE</b>
Land West of West Wilts Trading Estate Land S and E of West Wilts T E	39.9	39	None		Uncertain	Site is divorced from West Wilts Trading Estate and Storridge Road. This could create land assembly and access problems. Other more attractive sites. Longer term potential – <b>DO NOT CARRY FORWARD</b>
Land at Mill	14.7	14.7	None	Business	Within 5 years	Attractive business

Lane, Hawkrige				Park		location that would make an excellent future contribution <b>ALLOCATE</b> .
	117.15	67.2				

**Figure 36: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	67.2
Short Term (within 5 years)	7.82

The short term supply is reasonable and consists of the sites at Northacre/Brook Lane and Station Road.

### Recommendations and Priority Actions

As highlighted above the potential supply is far in excess of the land required at Westbury and we have therefore sought to prioritise sites that should come forward for development.

The favoured future sites are around the Railway station due to its good road access and close proximity to the town and Mill Lane, due to its excellent roadside location and proximity to an existing employment area. The existing out of town employment area is quite disjointed and isolated and the development of the Mill Lane site would improve the visibility and market attractiveness of the wider area as an employment area.

**Figure 37: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares))	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Northacre/Brook Lane Trading Estate	3.82	3.82	Existing	Encourage landscaping, signage and refurbishment and work with the site owner to develop out the whole site
Station Road Allocation	4	1	Allocation	Consider for mixed use as part of wider development framework for the Station Area, but a minimum of 1 ha of employment land should be retained
Westbury Railway Station Cluster	6	1	Various	Consider for mixed use as part of wider development framework for the Station Area. A minimum of 1 ha of employment land should be developed.
Land West of Wilts Trading Estate, land S and E of West Wilts T E	39	0	None	The site is not required in order to provide the necessary employment land supply. Other sites are more favourable.
Hawkrige, Mill Lane	14.7	14.7	None	Indicative layout already completed. Work with land owner to address the flooding, pylons and access as part of an overall masterplan
Total	67.2	20.52		

Figure 37 sets out a recommended land supply for Westbury of 20.52 hectares, higher than at other market towns. Whilst the Station Road and railway station area sites are recommended



for employment use we understand that they are likely to be developed for mixed use and may therefore be diluted. These sites will offer a different type of employment site to the out of town site at Mill Lane, which itself will net back to a smaller area due to flooding and pylons. Development of the sites should therefore include a minimum of 1ha of employment land. Providing less than 1ha would not provide a critical mass of employment workspace and could lead to pressure to remove all of the employment workspace.

Westbury has a relatively large population compared to the other market towns and could therefore require more employment land than other towns. We also consider the development of the Mill Lane site to be advantageous for the existing West Wiltshire Trading Estate, as it could result in a more comprehensive and integrated employment area with better main road frontage and presence, more attractive to potential occupiers.

### Wootton Bassett

The site assessment reviewed 3 sites covering 27.36 hectares but the assessment identified that only 7.81 hectares is available. Therefore, there is considered to be a shortfall of land at Wootton Bassett going forward.

**Figure 38: Site Assessment Summary**

Site	Size Given (Hectares)	Potential Contribution to Portfolio (Hectares)	Status	Role & Function	Deliverability	Overall Commentary
Interface Industrial Estate	12.65	1.5	Existing	Business Park Office Distribution	Immediate	Part of a larger urban extension proposal. Good site for storage and distribution, hi-tech industrial and back office occupiers. Potential for extension as part of wider urban extension to the town. <b>Retain.</b>
Land to the West of Templars Way	3.71	3.71	Existing Allocation	Industrial Estate	5	Good local site with potential for limited expansion perhaps for further small industrial units or industrial/office units. Will only attract/meet locally arising need. <b>Retain.</b>
Former St Ivel Factory	11	2.6	Planning Permission	Office	Immediate	Potential to provide local office based employment space. <b>Retain.</b>
	27.36	7.81				

**Figure 39: Timescale for Delivery of Sites**

Supply	Area (hectares)
Total	7.81
Short Term (within 5 years)	7.81

All of the land available is developable in the short term.

## Recommendations and Priority Actions

Although no additional sites have been reviewed we consider that the town could support further employment growth. The town is only 1 mile from junction 17 of the M4, close to Swindon and is therefore considered to be very suitable for employment growth. An extension to the existing Interface Business Park would be logical. There is currently less land available than at other market towns with less favourable connections to the M4.

We understand that a number of development opportunities, including development of land to the south west of Wootton Bassett have not come to fruition. Market agents suggested that the schemes did not have public support and there is general concern regarding the pressures that growth will place upon this historic market town.

The future of Wootton Bassett as an employment location should be considered via the LDF process and public consultation. Nevertheless we recommend that the Council should:

- Promote employment growth at Wootton Bassett,
- Find more new employment land at Wootton Bassett.

**Figure 40: Recommended Portfolio Sites and Site Actions**

Site	Potential Contribution to Portfolio (Hectares))	Recommended Quantum of Land (hectares)	Planning Status	Delivery Actions
Interface Industrial Estate	1.5	1.5	Existing	No direct action required, established site. Options for extending the industrial estate should be considered. Key issues are understood to be topography and flooding.
Land to the West of Templars Way	3.71	3.71	Allocation	
Former St Ivel Factory	2.6	2.6	Planning permission	Ensure development conforms to planning approval. Liaise with development control on planning applications.
Total	7.81	7.81		
New area of search		4		Investigate the potential of land adjoining Interface Industrial Estate to provide additional land.
Total	7.81	11.81		

The existing land at Wootton Bassett is probably sufficient to ensure that the overall land requirement is met but there is market demand for further land due to the excellent M4 road communications. We recommend that land to provide a site of about 4 hectares should be found. This additional requirement would best be accommodated to the north or west of the town and an extension to Interface Industrial Estate would be the preferred option.

## 4.5 Summary

The lack of existing supply at the SSCT's is the immediate concern. Therefore, issues of location and 'fit' in terms of both market attractiveness and the aims and objectives of the RSS and RES need to be considered.

It is essential to provide a 20 year supply of land and new employment sites must therefore be allocated via the LDF process. The urban extensions at the SSCT's are critical if the ambitious SSCT requirements are to be met. Rather than the RSS' strategic requirement based approach at the SSCT's only, employment land should also be linked to local need in market towns to ensure towns are sustainable settlements as per policy objectives. Allocations therefore need to be considered carefully given the relatively high supply of existing land and some sites may need to be de-allocated. Monitoring and management will be a key theme going forward. Achieving the correct balance between the retention of existing employment opportunities and creating new employment opportunities and housing growth is vital.

The following has emerged from the sites assessment:

- (i) A shortage of existing land at the SSCT's, particularly Chippenham and Trowbridge;
- (ii) Sufficient potential employment land at Chippenham and Trowbridge to meet future requirements, but only if employment land is brought forward via the urban extensions being proposed;
- (iii) A potential shortage of employment land in Salisbury towards the end of the period to 2026 even taking potential candidate sites into account if the recommendation in this report is not implemented;
- (iv) The need to ensure that urban extensions being promoted in the LDF process, often by housebuilders, include employment land provision;
- (v) The need to ensure that quality employment sites are delivered through the LDF process. The best employment sites are often also attractive residential sites;
- (vi) A need to select the most appropriate sites at the market towns and avoid over allocation that would be detrimental to meeting the strategy;
- (vii) Consider the capacity of Wootton Bassett to accommodate employment growth through the LDF process and identify a new site of circa 4 ha;
- (viii) Important role of the M4 and infrastructure elsewhere in attracting investment; and
- (ix) The precise volume of land allocated at each market town will be influenced by a number of factors including housing growth and accessibility. The existence of a large potential supply (candidate site potential) of land at some of the market towns demonstrates a need to manage the supply of employment land carefully to provide sites in the correct locations and avoid over-allocation.

**Figure 41: Summary of Recommended Land Supply against Land Requirements**

SSCT/Town	Adjusted RSS/Forecast Range Requirement (hectares)	Original Land Area Assessed (hectares)	Supply of Developable Land (hectares)	Recommended Land Supply (hectares)	Surplus/Deficit (-) Against Range Requirement (hectares)
Chippenham	30.5-39	110.17	65.21	42.86	3.86-12.36
Salisbury	30.5-39	194.71	43.91	44.91	5.91-14.41
Trowbridge	29-37	78.82	64	39	2-10
<b>SSCT Sub-Total</b>	<b>90-115</b>	<b>383.7</b>	<b>173.12</b>	<b>126.77</b>	<b>11.77 - 36.77</b>
Amesbury	73-98	83.64	55.25	55.25	n/a
Calne		44.63	8.31	8.31	n/a
Devizes		31.85	22.44	15.94	n/a
Melksham		75.95	31.6	12.6	n/a
Warminster		94.88	43.27	7.27	n/a
Westbury		117.15	67.52	20.52	n/a
Wootton Bassett		27.36	7.81	11.81	n/a
<b>Market Town Sub-Total</b>		<b>73-98</b>	<b>475.46</b>	<b>236.2</b>	<b>132.6</b>

Figure 41 demonstrates that, as recommended, the existing sites and sites to be allocated will meet both the upper range requirement for all 3 SSCT's and the 'rest of Wiltshire'.

There will be a surplus of between about 12 to 37 hectares of land at the SSCT's and a surplus of about 34 to 59 hectares in the 'rest of Wiltshire'. This provision is considered to be appropriate as it provides some flexibility to allow for sites that fail to come forward but avoids an over allocation that could be detrimental to the ability to retain the best sites in employment use. The large supply of land at Amesbury inflates the surplus. It should also be borne in mind that 4ha of the land recommended at Wootton Bassett has not been identified by this study and is recommended as a site search. If no suitable land can be found, this will reduce the 'rest of Wiltshire' surplus.

If additional sites are required, either because recommended sites are not delivered or take up is high, there are a number of reserve sites (figure 42) which could be brought forward for development. Whilst the sites provide a large reserve (110.65 hectares) it should be noted

that, in terms of market needs and meeting planning policy requirements, there is no reserve at Salisbury.

**Figure 42: Reserve Sites**

SSCT/Town	Site	Land potential (hectares)
Chippenham	Land at Showell Lane	12.65 (remaining balance of site)
Chippenham	Land at East Chippenham	11.5 (remaining balance of site)
Trowbridge	Land West of White Horse Business Park	25
Devizes	Bureau West	6.5
Melksham	Land at Berryfield	19 (remaining balance of site)
Warminster	Land West of Bath Road and South of Cold Harbour Lane	36
TOTAL		110.65

## 5. Delivery and Actions

The Delivery Plan has three components, firstly a set of strategic recommendations for consideration as part of the LDD process; a set of broad actions to bring about delivery and management of the portfolio.

### 5.1 Policy Recommendations

With reference to policies ES1, 2 and 3 within the latest version of the RSS our overall recommendations are:

1. LDDs should take account of forecast demand for the SSCTs and priority (second tier) Market Towns;
2. LDDs should apply a criteria based approach as per section 3.2.1 to the provision of employment in the plan;
3. The criteria approach as per section 3.2.1 should be used to assess the appropriateness of windfall employment sites and sites seeking public sector intervention; and
4. Employment space should be brought forward via town centre regeneration schemes.

More specific recommendations regarding development planning and monitoring (ES3) are included in sections 5.5, 5.7 and 5.8 as policy moves into implementation.

### 5.2 Delivery Mechanisms

There are two principle mechanisms which the public sector can utilise to enable development including:

- **Land Assembly/Acquisitions/Landowner Agreements** - often landowners are unwilling or unable to bring forward land for employment purposes without help. Often landowners may try and hold out for higher value uses or sites are in multiple ownership, which prevents them from being brought forward. The public sector can help bring forward sites by acquiring sites through negotiation or using CPO powers if necessary. In addition, the public sector particularly if amongst the land owners can help to facilitate landowner agreements where sites are in multiple ownership ensuring value is as equitable as possible.
- **Mixed Use Development and Phasing** - can deliver employment land. However, in the past land set-a-side for employment has often not been brought forward. Therefore it is important to assess whether a mixed use scheme is appropriate, alongside the appropriate quantum of employment land and related phasing of development. Employment land should be prioritised as far as possible for the early phases of development and needs to be in the correct locations (e.g. on a road frontage). Assessing the viability of potential mixed use sites should establish their suitability, appropriate mix, volume of each use and development phasing.

An increasingly less common option is direct development by the public sector. Further mechanisms are set out in section 4.6 Funding.

### 5.3 Existing Stock/Portfolio

Using the existing portfolio of employment sites and premises is another means by which new employment sites and premises can be delivered. Often historic industrial estates are prone to large levels of vacancies or underutilised buildings due to the premises not being suitable for the requirements of modern occupiers. There are a number of means by which existing sites and premises can be improved, including:

- Intensification of Existing Sites – this can be achieved through the use of vacant plots of land or the sub division of large industrial units which are not fully utilised or sit vacant;
- Redevelopment of Existing Employment Areas – there may be areas where it is appropriate for the comprehensive redevelopment of former employment areas. The sites should be assessed on an individual basis but they may be redeveloped just for employment purposes or mixed use to enable the provision of ‘fit for purpose’ employment space as part of a viable scheme; and
- Refurbishment of Premises – existing buildings may no longer be ‘fit for purpose’ but are capable of being refurbished to meet the requirements of modern occupiers.

### 5.4 Rural

**Working from Home** - A significant proportion of Wiltshire is rural in nature which presents challenges in terms of providing employment space in a sustainable manner. Key issues in the rural areas include working from home and diversification of the rural economy. According to an article in Newstartmag 1 in 10 people now work from home in the UK and numbers are forecast to increase. In rural areas it is even more common place, at 12% of the workforce. Home working appears to hit many positive buttons such as reducing commuting and reducing use of land and fuel costs. Home working is forecast to continue to rise and the provision of access to ICT is important.

**Live Work Units** - The potential for the home to increasingly fill the dual role as a place of work with advances in technology has led to the development of purpose built live work developments throughout the UK. They are considered to fit well with sustainability policy objectives but uncertainty remains over the planning unit associated with such developments and their real effectiveness and contribution. The LDF will have a role in providing appropriate policies to enable the appropriate provision of live-work facilities in the county, which can have significant regeneration benefits.

**Rural Workspace** – As stated above Wiltshire is rural in nature and the importance of the diversification of the rural economy is identified in a number of initiatives including Rural Renaissance and the Market and Coastal Town’s Initiative (MCTI’s). The supply of appropriate workspace, which is in keeping with the surrounding environment, is a key driver to aid the diversification of the rural economy. Diversification can be achieved and aided by the appropriate conversion of redundant farm buildings and former MOD property in rural areas of the county, which are located within or in close proximity to an identified market town

or large village. The LDF will have a role in providing appropriate policies to enable the appropriate provision of rural workspace in the county to aid the diversification of the rural economy in an appropriate manner.

**MoD** - Wiltshire is home to a wide range of military bases and associated research establishments which make a valuable contribution to the local economy. There are almost thirty different establishments in the area that provides a home base for some 10,000 soldiers increasing to 12,500 by 2012. The presence of the MOD is concentrated around Salisbury Plain. The Salisbury Plain training area extends over 38,000 hectares, about a 1/9<sup>th</sup> of Wiltshire. Much of the land is designated as a Site of Special Scientific Interest (SSSI) and is let to farmers or grazed under licence.

Whilst the MoD recognises that it needs to communicate its future programme to local authorities and the communities more effectively, a significant level of doubt remains over when and which sites will be released by the MoD. The following is currently known about MoD sites assessed as part of this process:

- RAF Lyneham - Currently the RAF's centre of excellence for tactical transport, RAF Lyneham has been the subject of a strategic review and will become surplus to requirements post 2012;
- Headquarters of the Army Command, Wilton – the function is due to move to Andover and combine with the Adjutant General HQ staff. The intention is to complete the move in 2010. Whilst jobs lost are over and above the forecast requirement, the impact on the local economy should be reduced by supporting economic development in the town;
- Basil Hill Barracks – currently being redeveloped to provide a communications centre where 2,000 personnel will live and work; and
- MSA Depot, Ludgershall –released by the MoD, likely to come forward for mixed use development.

In dealing with surplus MoD sites which are released during the LDF period, a criteria based approach needs to be applied. Policy H – Development, Re-using Land of the Draft Revised RSS, July 2008 states that:

*'The full potential of previously used land will be taken into account in providing for new development, whilst recognising that previously developed land may not always be in the most sustainable locations and that development may not necessarily always be the most sustainable land use. For the region as a whole the aim should be to achieve at least 50% of new housing development on previously developed land (including the conversion of existing buildings).'*

In developing the criteria for assessing released sites, due regard should also be paid to the main policy drivers of the RSS, which is expected to be published in its final format in June 2009.

We recommend that the methodology for the assessment of sites includes the criteria set out at section 3.2.1, namely:

- Location fit,



- Delivery,
- Commercial attractiveness,
- Fit with requirements of key sectors, and;
- Role and function.

These criteria will enable the assessment of site from an economic development and employment perspective. However, we also consider that additional criteria need to be developed through the LDF process. For example, the Core Strategy objectives could be adopted as criteria to assess how sites perform against the objectives of the LDF.

Whilst the Wiltshire Core Strategy is in the preparation stages objectives that typically feature in Core Strategies include developing brownfield sites, promoting sustainable transport, meeting housing needs, protecting the environment and meeting the needs of communities.

Further, the Annual Monitoring Report will provide benchmarks for gauging success. MoD sites could be reviewed to see how their development would impact upon or help meet the employment land, housing, greenfield building and biodiversity targets for example.

These issues are important to the understanding of workspace in Wiltshire but are over and above the employment land forecasts.

## 5.5 Town Centres

Government policy in the form of PPS6 adopts a town and city centres first approach, with centres being the preferred location for office, retail and leisure development, with office development often being the poor cousin. There is a need to increase office provision in town centres, especially in the three SSCTs. The three Visions which have been, or are being prepared, should help to regenerate the town centres, which in turn should encourage rental growth and office development.

Mixed use developments are considered to have an important role in delivering town centre offices and a supportive planning framework is critical. The LDF and the policies within will therefore have a role in facilitating new employment space in town centres and retaining existing space, turning the Visions into planning policies which enable the provision of town centre employment space.

Town centre sites which have been assessed and which should be progressed by the Visions to provide all or part office development are:

- Marshfield Road/Bath Road, Chippenham
- Churchfields/Southampton Road, Salisbury
- Riverway/Shanleys cluster, Trowbridge
- Court Street cluster, Trowbridge
- Union Street cluster, Trowbridge
- Railway cluster, Melksham

These sites have no quantum of land available in terms of this study and meeting the RSS requirement because they are already developed and in existing use. Any future redevelopment is likely to be for a mix of uses and it has been recommended that the Visions

seek to ensure that employment uses are included in redevelopment schemes. Employment workspace should be an integral part of the futures of town centres and the redevelopment opportunities that arise within them.

It is difficult to determine whether the town centre sites meet the demand and policy imperatives for employment in town centres because schemes can take many forms, and as discussed above, can include a mix of uses. However, we recommend that planning policy seeks to maximise opportunities within town centres, including at the above sites. Features of individual developments such as building heights and density of development will have a fundamental impact on the amount of employment space that can be delivered in town centres. It should be made clear in planning policy that redevelopment schemes in town centres will be expected to contribute to the supply of employment space in town centres.

## 5.6 Funding

**Section 106** contributions can provide the funding towards access or servicing of employment land. However in the first instance value has to be created by other forms of development to enable the contribution to be possible within the context of a viable scheme. The contribution can be on site as part of a mixed development or off site as compensation for the loss of employment land and the provision of replacement supply.

The RDA's **Regional Infrastructure Fund (RIF)** can enable the timely delivery of infrastructure projects, where private funding is not available. This forward-funding is then clawed back from the private sector via developer contributions. In the current market this could prove a particularly useful mechanism, funding and market demand permitting. In the case of Urban Extensions the involvement of the HCA is recommended. Historically EP has engaged with the RDA in similar projects at Weston super Mare and Plymouth.

In February 2009 the **Regional Funding Advice to 2019**, jointly prepared by RDA/SWRA/HCA, was submitted to Government. This could provide some future funding in line with the five key priorities for investment.

The **Community Infrastructure Levy (CIL)** would set in place a more formal process to secure developer contributions (S106) towards road infrastructure for example. Some Local Authorities have already established this tariff type approach ahead of part 11 of the Planning Bill coming into operation. The Bill empowers rather than requires Local Authorities to apply the charge. The CIL could work alongside the RIF as a means to recover RIF investment required upfront.

**Local Asset Backed Vehicles** This involves a shareholder business plan for the partnership as a whole and property/project specific business plans. LABVs lever significant private sector investment via attractive partnership structures based upon income generating LA assets. The length of the proposed projects and returns generated varies. The East Midlands RDA's LABV has been identified as an exemplar scheme.

**Joint Ventures** are capable of capturing development (value) on public sector-owned sites, but funding needs to ring-fenced to be used to deliver sustainable growth. The basic principle is the LA provides the land and the developer partner the expertise and investment to deliver employment floorspace.

The Local Authority Act 2003 allows Local Authorities to borrow to invest in capital works and assets, so long as the cost of borrowing is affordable and in line with principles set out in a professional **Prudential Code**. Local Authorities must stay within their own affordable borrowing limits. Future revenue streams are used as security. As Central Government funding has slowed, prudential borrowing has helped to maintain an overall increase in investment. Over 250 Local Authorities are using prudential borrowing for projects including office space for small businesses (£1.5m), rental generating commercial developments (rental pays for the £1.5m debt) and improving access to new employment sites £4m.

## 5.7 Development Planning

The greater the certainty that can be provided, the more likely developers are to bring forward employment sites and premises. Providing planning and delivery certainty is a key mechanism of enabling development. In order to increase certainty a number of studies/documents can be produced/ undertaken by the public sector, including:

- Feasibility Studies – can examine a range of factors including infrastructure requirements and costs, development viability, environmental issues etc.;
- Masterplanning – this can provide an indication of the volume and mix of uses on the site and can also including delivery mechanisms and phasing;
- Development Briefs – can provide information on site constraints, planning policy context, volume and mix of development, specific site requirements, Section 106 requirements, infrastructure requirements, design principles and indicative layout;
- Planning Permission – whilst detailed applications may enable a fuller consideration of all issues outline planning consents tend to be more attractive to potential developers because they have the scope to make amendments to the permission to suit their specific needs; and
- Delivery Strategy – should set out delivery mechanisms and the funding and phasing of delivery.

## 5.8 Management

The public sector is charged with delivering economic development in the region as set out in the RSS and RES. With limited public sector resources it is important to prioritise public sector interventions to encourage private sector activity to help to deliver employment space on the ground. Therefore it is important to understand the hooks and mechanisms which need to be put in place to encourage private sector activity. The developer's perspective is based upon finding an exit. The developer generally wants any speculative space to be occupied and sold as an investment as quickly as possible to mitigate against prolonged finance charges. The speculative developer is seeking readily available, accessible sites, within an established commercial location. Moreover the speculative developer will want to be encouraged by rental growth, which will fuel investor confidence and interest in investment acquisition.

To encourage development activity there are key messages in terms of actions to bring forward readily available sites in favourable locations as well as public investment in transport and the built environment/hard landscaping.

In addition to this perspective is the potential occupier/ employers perspective. The location choice of an employer is influenced by a range of factors including labour availability, property availability, security, cost etc. Therefore positioning the offer of Wiltshire as an employment location and marketing the opportunity to potential occupiers is also important.

A key component of enabling economic growth is a readily available supply of sites and premises in the authority. The RSS requires a 20 year supply of land. Furthermore the authority should have a 5 year readily available supply of employment sites and premises to meet forecast demand. To achieve this, bearing in mind the limited public sector resources available and the need to encourage private sector activity, there are a variety of approaches which can be pursued by the public sector, including:

- Direct intervention. To ensure the timely and effective delivery of the serviced employment sites and premises;
- Enabling. By providing gap funding and or infrastructure to unlock employment sites; and
- Support. Providing advice and support including marketing to potential investors, developers and occupiers.

Maintaining and managing a short term (5 year) supply of employment land and premises is essential but difficult to ensure and also needs to be progressed in parallel with maintaining a 20 year supply, as required by the RSS. To increase the certainty of delivery, it is recommended that a team of 2/3 people is established to help manage the delivery of a readily available supply of sites and premises on the ground and market Wiltshire as an employment location. With Wiltshire becoming a unitary authority it is considered an appropriate time to establish such a team. The resources may currently exist separately in the new authority but if they are pooled together it is felt that the impact would be much more significant. Key actions and responsibilities of the team would include:

- Marketing - A proactive approach to marketing will help to encourage inward investment and local business start ups in the new unitary authority. The RDA currently under takes marketing of the whole South West. Therefore marketing should be closely related to and co-ordinated with SWRDA marketing activities.
- Contact with MoD - Due to the significant land holdings of the MoD in Wiltshire, regular meetings should be held with the MoD to ensure that the local authority is up to speed with any potential large releases of land and the implications this may have in terms of the supply of employment sites and premises in Wiltshire.
- Liaise with utilities providers, statutory undertakers such as the Environment Agency etc. to help unlock sub regional and site specific infrastructure constraints.
- Co-ordinate public sector investment in individual site delivery, infrastructure requirements and enhancement and intensification programmes for existing employment areas.
- Monitoring of Supply - The take up of employment land should be monitored on an annual basis, identifying any potential issues and progressing the actions necessary to address the issues. The site assessment database provides the framework against



which the existing take up of land can be monitored. In terms of take up it will be important to distinguish between sites which are granted planning consent and those which are actually developed out. Whilst a planning consent adds to the certainty of the site coming forward, no economic benefit is actually realised until the site is developed out and occupied.

- Work closely with the Spatial Planning team to ensure the delivery of new employment sites and premises through the LDF process. In addition, they will also need to work closely with the team in terms of bringing forward individual site masterplans and development briefs etc. Providing such documents for key sites helps to create greater planning and market certainty.
- Funding – work with funding providers, developers etc. to draw down available funding.
- Skills and Training –the availability of skilled labour can help to attract potential employers. Therefore, the team should work with training providers etc. to ensure that people are being trained and up skilled in an appropriate manner, and that this is known to employers. A skilled workforce will be an important marketing tool for attracting investment to Wiltshire.