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Wiltshire Employment Land Review

Appendix 2: Policy and Background Document Review

Prepared for Wiltshire Council

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1 Introduction

This document forms appendix 2 to the Wiltshire Employment Land Review 2017. It summarises the key points of the relevant policy documents for Wiltshire since 2011. The reports included are:

- Swindon & Wiltshire Functional Economic Market Area Assessment
- Wiltshire Workspace & Employment Land Review
- Swindon and Wiltshire Economic Assessment
- Swindon and Wiltshire Strategic Economic Plan
- Wiltshire Core Strategy
- Review of Employment Projections and Land Requirements in South Wiltshire
- Wiltshire Housing Site Allocations Plan: Pre-submission draft plan
- Chippenham Strategic Site Viability Assessment
- Wiltshire Community Infrastructure Levy: Viability Study
- Wiltshire Infrastructure Delivery Plan 3
- Swindon Employment Land Review
- Employment Development Chippenham Gateway, Wiltshire: Final Report
- Land East of Oxford Road, Calne: Business Premises Market Demand Report

These reports were assessed for their findings on the following issues:

- Scale and ambition of growth
- Key sectors identified
- Employment land requirements
- Strategic sites
- SWOT factors
- Functional economic geography
- Infrastructure changes

The views presented in this summary are presented as found in each report. Any notes provided by HJA for the readers' benefit are provided in brackets.

2 Swindon & Wiltshire Functional Economic Market Area Assessment

Date published	Commissioned by	Written by
February 2017	Wiltshire Council and Swindon Borough Council	Hardisty Jones Associates

2.1 Introduction

This report provides an assessment and definition of the local functional economic market areas (FEMAs) relating to Wiltshire and Swindon using the most up to date and robust information available, as well as an assessment of the employment need for Wiltshire and Swindon in terms of jobs by sector and land by employment use.

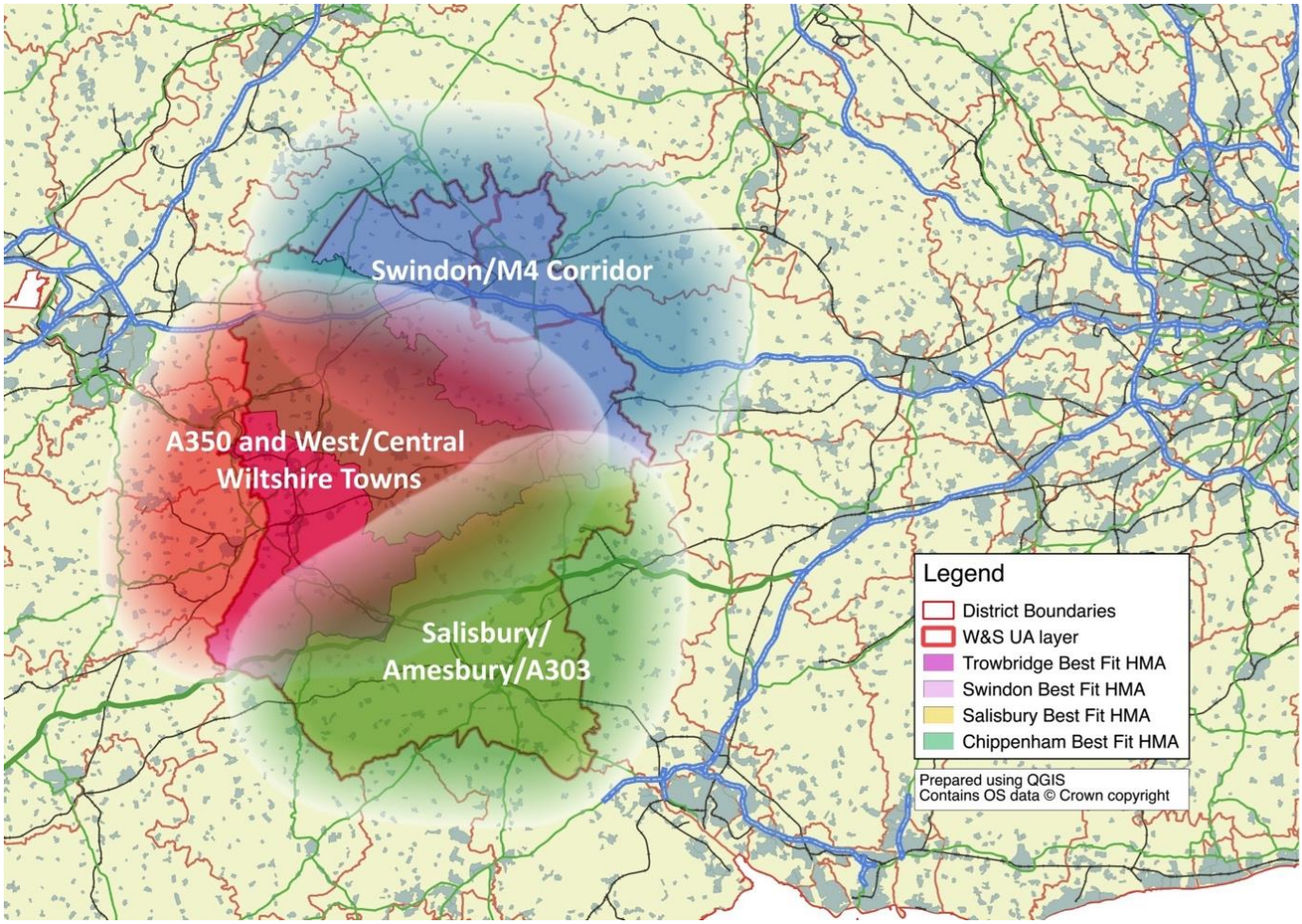
2.2 Functional Economic Geography

A functional economic market area (FEMA) is not constrained by administrative boundaries but reflects the way the economy works; the relationships between where people live and work, the scope of service market areas and catchments. This assessment has drawn together an array of evidence to help identify the functional economic geography of Swindon and Wiltshire. The conclusion is that there are three FEMAs.

- **Swindon/M4 Corridor FEMA:** in the north of the area which extends beyond the Swindon Borough administrative boundary. The area includes parts of northern Wiltshire, the southern reaches of the Cotswold District and parts of the western reaches of Oxfordshire and Berkshire. However, the core is clearly within the Swindon and Wiltshire administrative area. The M4 and Great Western Mainline provide obvious east-west connections and there are linkages in both directions. However, the sentiment of stakeholders is very much of a business focus that looks eastward primarily, toward Oxford and the Thames Valley. The electrification of the Great Western Mainline coupled with Cross Rail will improve accessibility to and from London into this FEMA in the coming years.
- **A350 Corridor and West/Central Wiltshire Towns FEMA:** this overlaps part of the Swindon/M4 Corridor FEMA with the town of Chippenham falling into both. Defined primarily by the A350 this is a polycentric FEMA that does operate as a corridor, whereby the northern and southernmost towns may not have strong connections to one another directly, but each settlement has connections with those to its north and its south. There are connections primarily to the west and the town of Frome and into the City of Bath and its hinterland. However, the connections with Bath are primarily outward from western Wiltshire and not inward. When looking at workplace based data the core of the FEMA falls within the Wiltshire administrative area.
- **Salisbury/Amesbury/A303 Corridor FEMA:** in the south and east of the area, and again there is overlap with the A350 FEMA in particular, although Salisbury Plain provides something of a natural geographical barrier. The role of the military around the edges of the Plain create connections. This FEMA tends to look more to Southampton and to London (through strong commuting links). The core of the FEMA in travel to work terms is within the Wiltshire administrative boundary, although there are links to Andover within Test Valley and into North Dorset and the New Forest.

This assessment has found good fit with the Housing Market Areas (HMAs) identified in the Strategic Housing Market Assessment (SHMA) being undertaken alongside the FEMA assessment. The HMA analysis identified two HMAs that cover the A350 Corridor area.

Figure 2.1: FEMAs for Swindon and Wiltshire with HMAs



Source: HJA

2.3 Economic Conditions

Swindon has high GVA per capita and per worker, however, growth in GVA in recent years has been below benchmark areas. Wiltshire has the reverse, with lower than average GVA per head and capita, but has experienced stronger growth. A similar pattern is seen in the employment data, with Wiltshire adding jobs far more rapidly than Swindon in recent years. In combination the area broadly tracks the national average.

Labour market participation is high, however there are weaknesses in terms of the skills base, particularly in Swindon, and concerns relating to the level of higher education provision in the area.

Innovation and R&D statistics are very positive, with strong sectoral strengths in science, advanced manufacturing and ICT as well as high value services. Financial services has exhibited strong employment growth in recent years.

The Swindon FEMA has notable concentrations in motor vehicle manufacture, pharmaceuticals and electronics. Science and R&D and financial and high value services are also concentrated as well as warehousing and logistics related sectors. It has the lowest concentration of public services employment of the three FEMAs.

The A350 FEMA has a broad based economy with a particular manufacturing emphasis. A range of manufacturing sub-sectors show concentration, with the manufacture of furniture the most notable. However, there is also a concentration of financial services employment, public services and elements of the tourism and leisure sector.

The Salisbury/A303 FEMA has a very high concentration of scientific research and development employment and information services. The health sector is also prominent as well as the military. Overall this FEMA has fewer sectors showing substantial concentrations relative to the national average.

2.4 SWOT Analysis

2.4.1 Strengths

The Swindon and Wiltshire area is located close to a range of successful economic centres with good arterial infrastructure, particularly in the northern parts of the area. There is a strong knowledge based economy with high levels of innovation activity. Swindon is home to a number of major UK and international businesses with a strong track record of attracting foreign direct investment. The Borough has high levels of productivity as measured by GVA per worker. There is also a strong SME base with high levels of business survival across the area. The military is a key asset to the area. High levels of labour market participation are a further strength.

2.4.2 Weaknesses

Transport connectivity within and across much of Wiltshire is regularly cited as a weakness. This creates unreliable journey times. There are some concerns as to the economic competitiveness of the area with lower GVA growth relative to stated competitor and benchmark locations. This is coupled with some concern relating to skills levels and the lack of higher education provision. There is a high percentage of firms reporting skills gaps. Negative perceptions of Swindon, particularly related to its town centre is a reported weakness. There are high levels of out-commuting from Wiltshire, particularly among highly skilled and qualified workers.

2.4.3 Opportunities

There are plans for urban expansions across key settlements as well as road and rail infrastructure improvements. There are also significant development plans for Swindon town centre to improve the leisure, culture and employment offer. Coupled with plans to improve higher education infrastructure there are opportunities to tackle the majority of identified weaknesses. The military rebasing project has the potential to relocate 4,000 service personnel plus their families to the area. A range of sector based opportunities, relating to the key sectors identified in this research are cited including life sciences, ICT and advanced manufacturing.

2.4.4 Threats

There is an overarching uncertainty as a result of the UK's vote to leave the EU, which is not specific to the Swindon and Wiltshire area. Looking within the area there is concern as to the level of congestion and capacity issues on the road network with uncertainty as to whether the intra-area transport issues have sufficient resources to be tackled. There are also more general concerns on public sector resources and an historic failure to deliver some major regeneration projects. There are external threats from competitor locations along the M4 corridor. The improvements to rail connectivity along the Great Western Mainline could become a threat if it allows improved out-commuting opportunities to these competitor areas, including London. There is also concern at recent divestments in the financial services sector in Salisbury. Linked to existing weakness, the issue of workforce skills is regularly cited as a threat, with a growing demand for skilled labour but low higher education participation and provision. This could present a continued threat to the on-going competitiveness of the area.

2.5 Future Employment Growth Scenarios

Economic forecasts have been purchased from Oxford Economics and Cambridge Econometrics. These suggest GVA growth over the 2016-2036 period slightly ahead of recent historic averages, with employment growth at a similar scale to that witnessed over the 2000-2013 period. However, some rebalancing of growth within the area is forecast, with Swindon anticipated to perform more strongly than the 2000-13 period in both GVA and jobs terms, with Wiltshire a little less so.

The econometric forecasts have been reviewed in detail against local circumstances and knowledge. A number of adjustments have been recommended to reflect these circumstances including the Army rebasing project in Wiltshire and committed investments in the motor vehicles manufacturing sector in Swindon. The levels of growth have also been cross-checked with growth in the supply of labour within the SHMA. This has indicated that growth figures towards the top of the range are achievable, with minor adjustments to housing delivery across the area.

Tables 1 and 2 provide a summary of employment by sector and Use Class which emerge from the forecast analysis. This includes provision for approximately 15,000 net additional jobs within the Swindon FEMA, 13,800 jobs within the A350 FEMA and 11,400 jobs within the Salisbury FEMA. Employment growth will be spread across the Use Classes as well as substantial growth not requiring any direct sites and premises provision.

2.6 Future Sites and Premises Requirements

The report suggests some growth in A Use Class requirements that are likely to be located in settlement centres, but may also feature out of town retail provision. More detailed sector research is required to understand trends in these markets, and it is likely any trends will fluctuate throughout the life of the plans.

The analysis of net changes within the B Use Class shows a continuation of the shift towards office based activities with a continued growth in employment within warehousing based activities. Whilst manufacturing based employment is projected to decline in most areas the implications for floorspace requirements are uncertain.

There will be growth in employment within the C and D Use Classes. The health and education elements of this will be primarily driven by demographic changes and through new models of service delivery (particularly in health care).

There will be substantial growth in employment that does not require dedicated property provision.

For office space there is an estimated requirement of around 190,000 sq m in the Swindon FEMA over the plan period, close to 85,000 sq m in the A350 FEMA and 65,000 sq m in the Salisbury FEMA.

When considering industrial space in its various forms a requirement for some 87 hectares of land is identified in the Swindon FEMA, 83 hectares in the A350 FEMA and 44 in the Salisbury FEMA.

In all sectors and FEMAs the replacement requirement is substantially greater than the net additional element.

Whilst annual average estimates are provided, the lumpy nature of the commercial development market, as illustrated in the analysis of historic completions later in this chapter, will mean an uneven delivery of this requirement is highly likely. However, it does provides a tool to inform phasing of land release.

The estimates are prepared without constraint, in line with PPG. Whether the market is willing and able to deliver the level of requirement is a separate matter.

No allowance has been included for accommodating non B Use Class activities within B Use Class allocations. This could include both complementary uses, as part of mixed use development, as well as non B Use Class activities which increasingly look to locations in employment and business park type settings, such as motor trades (including vehicle sales, hire and repair), large scale play and leisure activity centres. This would require additional provision.

Indicative estimates have been provided for the A Use Class; however, more traditional market based analysis should also be used to assess retail requirements. The variance in uses within the C and D Use Classes precludes quantification of floorspace and land implications. Within the B Use Class a detailed analysis has been set out which captures both the forecast future shifts in the economy and the need to continually upgrade the commercial property stock.

The HJA analysis estimates a gross level of B Use Class completions of up to 19 hectares per annum, discounted to 15 hectares per annum to allow for direct replacement activity. This compares to historic gross completions in the order of 20 hectares per annum.

On this basis provision should be made for around 15 hectares of land per annum spread across the FEMAs.

3 Wiltshire Workspace & Employment Land Review

Date published	Commissioned by	Written by
December 2011	Wiltshire Council	Roger Tym & Partners

3.1 Employment Land Requirements

- The report makes the following projections for employment land requirements over the period 2006-2026:

Figure 3.1: Requirement for B-use Space in North and Mid WIltshire

Hectares					North/Mid Wiltshire	
Term	Expired	Short	Medium	Long	Plan Period Totals	
Period	2006-11	2011-16	2016-21	2021-26	2006-26	2011-26
B1 (offices)	-2.8	5.9	12.8	11.1	27.1	29.8
B2 (industrial)	-21.1	4.4	2.5	-0.1	-14.3	6.8
B8 (warehousing)	-0.9	0.4	1.4	0.3	1.2	2.0
Net employment change req.	-25	11	17	11	14	39
Frictional requirement	45	45	45	45	45	45
Total requirements	20	56	62	57	59	84

Source: RTP derived from Cambridge Econometrics (September 2010) and Wiltshire Council (April 2011) Future Employment Needs in Wiltshire – Employment Floorspace and Land Forecasts.

- In the short to medium term, supply of light industrial and small warehousing accommodation is likely to be severely restricted because of problems with development viability.
- The demise of public sector funders such as SWRDA and the reduction of the development programme of public-private partnership providers are also likely to restrict a historically important source of new SME accommodation.
- The shortage of readily available land has been raised as a key issue that must be addressed sooner rather than later if existing larger employers are to be retained and new inquiries catered for. Agents and key stakeholders consulted during the course of the study identified a number of businesses that either relocated outside Wiltshire or considered doing so because they could not find suitable land on which to expand their operations.
- Vacancy rates observed at key employment estates are relatively low despite the impact of the recession. It is noted that much of the available stock is either not fit for modern purposes or very bespoke. This situation looks set to continue as little speculative development is being undertaken because achievable rental levels are not high enough to justify up front investment.
- It is of some concern that there is very little available allocated land or sites with extant planning permission in the main settlements of Salisbury, Chippenham and Trowbridge, as well as across all the Community Areas apart from Amesbury. The shortage of available land is particularly apparent on the larger business parks, with relatively few vacant units or remaining development plots. Feedback indicated that this lack of availability resulted in Wiltshire missing out on a number of larger inward investment inquiries.

- Proportionally higher shares of employment allocations should be given to the primary settlements in Chippenham and Trowbridge. These urban settlements have more scope for meeting objectives such as the alignment of residents with a choice of jobs, linking businesses with infrastructure to support business growth and economic development through generous land allocations, and attracting unforeseen inward investments.
- Trowbridge has an urgent requirement for a considerable quantum of available land in the short term. This looks likely to continue as both the Ashton Park Urban Extension and West Ashton Road sites are unlikely to become available until expensive new road links are established. There is however potential for new allocations at Westbury to cater for land requirements for the area in the short term.

- Based on the site assessments and known demand, it is recommended that all of the existing sites should either be retained as employment sites or redeveloped wholly for new B space or for mixed use including B-space.

Of the existing employment land sites, it is considered that the following sites (totaling 70.5ha) are deliverable in the short term:

- Land at Porton Down, Amesbury – 10ha
- Land north of Beaversbrook Farm, Calne – 3.2ha
- Land East of Leafield Insdustrial Estate, Corsham – 3.3ha
- Nurstead Road, Devizes, 1.5ha
- Land North of Tetbury Hill, Malmesbury – 1ha
- Hampton Business Park Extension, Melksham – 4ha
- Land at Mere – 3ha
- Fugglestone Red, Salisbury – 8ha
- Longhenge Old Sarum, Salisbury – 8ha
- Land at Northacre/Brook Lane, Westbury – 3.8ha remaining
- Land north of Tidworth Hill, Tidworth – 12ha
- Old Sarum, Salisbury – 6ha remaining
- HQLC, Wilton – 3ha
- Land west of Templars Way, Wootton Bassett – 3.7ha

In addition to these sites, the following are considered to be developable over the remainder of the LDF period to 2026:

- Imerys Quarry, Salisbury – 4ha
- Old Manor Hospital, Salisbury – 7.8ha
- West Ashton Road, Trowbridge – 12.1ha

The following brownfield sites are considered deliverable as employment land over the course of the plan:

- Showell Farm, Chippenham – 18ha
- Land at Horton Road, Devizes – 8.4ha
- West Warminster Urban Extension – 6ha
- Land at Mill Lane, Hawkeridge – 14.7ha
- Ashton Park Urban Extension – 30ha (reduced to 15ha in WCS)
- Hill Corner, Chippenham – 2.5ha
- Land at south west of Abbeyfield, Chippenham – 1ha
- Land east of Chippenham – 2.5ha
- Kingston Farm, Bradford-on-Avon – 3ha

Two non-allocated sites are identified as having potential for employment use, particularly for B8 occupiers:

- Land off Junction 17
- Land off A350

The sites are flat and few constraints were identified in the course of compiling this report.

- Analysis of requirements against planned supply (above) reveals that there is enough land to meet the required quantum of space identified in Table 5.6. The best sites for commercial attractiveness and deliverability should be prioritized, and the amount of land being planned for should be reduced to avoid reducing viability levels further.
- A common misunderstanding is that because of the recession (with unemployment increasing), planners should be allocating more development land to build more economic floorspace. However in reality, the exact opposite is true. This is because the floorspace vacated in the recession is still available for occupation, and therefore the physical space capacity to employ people has not been taken away. The recession has undermined developer confidence and the vacant space depressed values. Adding further supply by allocating too much new land may only depress values further and undermine market confidence.

4 Swindon and Wiltshire Economic Assessment

Date published	Commissioned by	Written by
May 2016	Swindon & Wiltshire LEP	Swindon & Wiltshire LEP

4.1 Introduction

The LEA is defined thus:

"The 2016 Local Economic Assessment provides an in-depth overview of the key drivers of growth in the Swindon and Wiltshire economy. The aim is to provide a technical analysis of local economic conditions for internal use to assess how well the economy has recovered from the recent recession; to analyse its prospects for future growth; to inform the development of policy; and to support Swindon and Wiltshire Local Enterprise Partnership's strategic interventions."

The LEA compares the performance of Swindon and Wiltshire LEP (SWLEP) against four benchmark LEP areas at various points throughout the report. These benchmark LEPs share similar size and socio-economic characteristics. The benchmarks are some of the best performing LEPs outside London and are all in the top tier of LEPs in terms of economic performance. They are:

- Buckinghamshire Thames Valley (BTV)
- Northamptonshire
- Oxfordshire
- Gloucestershire

The analysis attempts to disaggregate findings for Swindon and Wiltshire in order to get a better understanding of the drivers of growth in each local economy. The two areas are quite different, so this disaggregation allows for a comparison between the city and county economies of the two local authorities. The analysis concludes that there is 'strength in diversity which supports the economic resilience of the LEP area.' These strengths include the area being:

- One of the fastest growing populations in the country.
- Home to a number of international businesses such as Honda, Dyson, Intel and Nationwide with important clusters in Life Sciences, Advanced Manufacturing, Financial and Professional Services, Digital and ICT, and Land Based Industries.
- A world-class heritage and visitor attraction.
- A key location for the British Army.

The overall summary of findings indicates the following factors supporting sustainable economic growth in the SWLEP area:

- GVA per hour worked remains above the English average.
- The total number of enterprises in Swindon and Wiltshire is now 9% higher than before the recession.
- The workforce has high employment rates and very low unemployment.
- More new businesses formed in 2014 in the LEP area than at any time since 2009.

4.2 The Business Base and Economic Performance

4.2.1 Economic Output

The LEA reports that SWLEP generated total GVA of £16.1 billion in 2013, with Wiltshire generating £9.7bn (60%) and Swindon generating £6.4bn (40%). The latest ONS data release puts the total figure for 2013 at £15.9bn, and provides the latest total for 2014 as £16.4bn[1].

The report compares the GVA change over the period 2003-2013 of the five LEPs and finds that SWLEP trails only Oxfordshire in terms of GVA change, and leads all other benchmarks.

GVA per head provides a relative measure of performance which takes into account the differing sizes of individual areas. The LEA's assessment finds that GVA per head for SWLEP was £23,200 in 2013, lower than the national average of £24,100. GVA per head diverged from the national average over the period 2003-2013, ending the period approximately 4% below it. Compared to its benchmarks, SWLEP bettered Northamptonshire for GVA per head, trailed BTV and Oxfordshire, and was broadly in line with Gloucestershire. The gap between SWLEP and BTV and Oxfordshire grew between 2010-2013. Finally, SWLEP maintained its position as the 12th highest LEP area for GVA per head.

Using the latest ONS data, we can see that SWLEP slipped to 14th in the rank of LEPs by GVA per head. A comparison of the five LEPs can be found in figure 4.1 below.

Figure 4.1: GVA per Head for LEPs (2004-2014)

	GVA per head £ (2004)	GVA per head £ (2014)	Change
Swindon and Wiltshire	18,863	23,453	24.3%
Oxfordshire	21,906	30,485	39.2%
Gloucestershire	19,380	24,342	25.6%
Northamptonshire	17,290	22,333	29.2%
BTV	21,865	28,307	29.5%

Source: HJA adapted from Gross Value Added (GVA) for Local Enterprise Partnerships (LEPs), ONS

When analysing the latest available data, SWLEPs GVA per head change between 2004-2014 ranks 33rd out of 39 LEPs, and since 2010 SWLEP ranks last of all 39 LEPs in GVA per head change. Analysing localised data over a set time period in this way can be an imperfect measurement, so exact conclusions should not be drawn from these results. However, this analysis does lend its support to the LEA's claim of slow growth in SWLEP.

Interestingly, Swindon's GVA per head (£30,900) was significantly higher than Wiltshire's (£19,800) in 2013, and this is a long-standing trend. According to the LEA, this difference is likely attributable to the differing industrial make-up, commuting patterns, and population structure of the two local authorities. Swindon has more high value adding industries such as professional services, a large number of head offices, and a net inflow of highly skilled people, which all contribute to higher overall GVA output. In contrast, Wiltshire's rural and semi-rural make-up mean it experiences a net outward migration of workers, and has an above average proportion of retirees.

[1] The LEA uses ONS data for its GVA figures, however the same dataset has been revised since the LEA was released, explaining the difference in headline GVA figures.

The LEA uses GVA per hour worked as a measure of productivity in the area. The analysis in the report demonstrates that GVA per hour worked for SWLEP has remained consistent over the period 2004-2013, bettering the figures for Northamptonshire and Gloucestershire, but trailing Oxfordshire and BTV. Individually, Swindon's productivity is 'substantially' higher than the UK average, with Wiltshire also outperforming the national average. However, the report does highlight a recent decline in Swindon's productivity, which could be put down to changes in the output of some key employers, so it is unclear whether this is a short or long-term trend.

4.2.2 Business and Innovation

4.2.2.1 Total Businesses

Of the 28,300[2] businesses in SWLEP, 25% are located in Swindon with the other 75% in Wiltshire. The LEA's analysis demonstrates a recent acceleration in the number of businesses, with an 18% increase in Swindon since 2009, and a 6% increase in Wiltshire.

Figure 4.2: Total Number of Enterprises SWLEP (2009-2014)

	2009	2010	2011	2012	2013	2014
Swindon	6,050	6,155	6,180	6,405	6,710	7,150
Wiltshire	19,915	20,035	19,970	20,095	20,610	21,155
SWLEP	**25,965**	**26,190**	**26,150**	**26,500**	**27,320**	**28,305**

Source: Swindon and Wiltshire LEA (2016)

Figure 4.3: Year on Year Percentage Increase in Enterprises SWLEP (2009-2014)

	2009	2010	2011	2012	2013	2014
Swindon	-	1.7%	0.4%	3.6%	4.8%	6.6%
Wiltshire	-	0.6%	-0.3%	0.6%	2.6%	2.6%
SWLEP	**-**	**0.9%**	**-0.2%**	**1.3%**	**3.1%**	**3.6%**

Source: Swindon and Wiltshire LEA (2016)

4.2.2.2 Business Size

The LEA includes an analysis of business size, which indicates that Swindon has twice the proportion of very large[3] companies (0.8%) than the national average (0.4%). HJA has analysed the figures on a time-series basis. In a time-series analysis it is important not to base the findings solely on the proportion of large businesses, as this could be misleading. For example, Oxford saw a spike in the proportion of larger business, rising from 0.39% in 2013 to 0.44% in 2014, even though the gross number of large businesses remained constant at 125. The proportion increased solely on the basis of the total number of businesses of all sizes falling in the same period. Therefore to analyse the figures on a time series basis we need to look at the figures for the proportion of large businesses in the context of the gross number of big businesses over the same period.

[2] Figure is for 2014
[3] 250 or more employees

The figures show that SWLEP's proportion of large businesses has fallen from a steady proportion of 0.47% in 2009 to 0.35% in 2015[4]. This decline has been steady year on year, and reflects a decline in the gross number of large businesses over the same period. This does reflect the national trend of decline, however both Oxfordshire and Buckinghamshire Thames Valley managed to increase or at least maintain their levels of large businesses during the same period.

Figure 4.4: Size Distribution of Businesses (2015)

Business size (employees)	0-9	10-249	250+
Swindon	88.0	10.0	0.8
Wiltshire	89.8	9.0	0.2
SWLEP	89.7	9.3	0.4
England	88.8	9.8	0.4

Source: Swindon and Wiltshire LEA (2016)

Figure 4.5: Proportion of Large Businesses in Swindon and Wiltshire (2010-2015)

	2010	2011	2012	2013	2014	2015
Swindon	0.86	0.86	0.81	0.79	0.83	0.76
Wiltshire	0.29	0.29	0.31	0.25	0.25	0.23
SWLEP	0.43	0.39	0.42	0.37	0.38	0.34
England	0.42	0.42	0.42	0.42	0.41	0.39

Source: HJA adapted from ONS data

Significantly, Swindon has seen a recent decline in its proportion of large businesses[5]. What is clear from this analysis is that the vast majority of businesses are SMEs and particularly micro businesses[6]….do you have a figure for proportion of businesses up to 250 employees? And for businesses up to 10 employees. It may also be worth showing data for proportion of people employed in micro, SME and very large businesses. This often shows why a few large businesses are very important. Is there data on this in the LEA?

4.2.2.3 Sectoral Composition

The sectors with most businesses in SWLEP are: Business Support Services (Real Estate; Professional Services and Business Support); Motor, Wholesale and Retail; and Construction. The LEA also provides a location quotient[7] analysis of industry sectors in SWLEP, which can be found in figure 4.6 on the following page.

[4] Source: UK Business Activity, Size and Location, ONS

[5] Although the gross number of large businesses has remained constant, with a slight increase occurring between 2010-2015.

[6] Although businesses that employ over 250 people account for only 0.4% of the national business count, they account for over half of all employment in the UK. Meanwhile, micro businesses (0-9 employees) account for 88.7% of the national business count, but only account for 15.2% of national employment. This demonstrates the importance of large businesses.

[7] A location quotient is calculated by dividing the percentage of employment in Sector A in the target area (e.g. SWLEP) by the percentage of employment in Sector A in Great Britain. A figure equal to 1 shows the same percentage or level of concentration in both areas. A figure less than 1 shows a lower concentration in the target area. A figure more than 1 shows a higher level of concentration in that sector. We have used a figure of 1.1 as a benchmark for specialisation. This filters out those sectors which are broadly similar in concentration to GB.

Figure 4.6: Location Quotient of 18 Industry Sectors in SWLEP[8] (2014)

	Swindon	Wiltshire	SWLEP
Agriculture, forestry & fishing	0.00	0.50	0.26
Mining, quarrying & utilities	1.18	0.91	1.05
Manufacturing	1.16	1.05	1.09
Construction	0.74	1.21	1.03
Motor trades	1.39	1.22	1.26
Wholesale	0.98	1.31	1.19
Retail	1.08	0.95	0.99
Transport & storage	1.48	0.59	0.92
Accommodation & food services	0.80	1.20	1.05
Information & communication	0.84	0.79	0.81
Financial & insurance	2.18	0.95	1.41
Property	0.65	1.29	1.07
Professional, scientific & technical	0.98	1.07	1.04
Business administration & support services	1.16	0.82	0.94
Public administration & defence	0.74	1.09	0.97
Education	0.73	0.96	0.88
Health	0.78	1.04	0.94
Arts, entertainment, recreation & other services	1.02	0.91	0.94

Source: Swindon and Wiltshire LEA (2016)

This analysis shows at an LEP level, Motor trade[9] (1.26), Wholesale (1.19), and Finance & Insurance (1.41) sectors demonstrate a healthy concentration. However, the results do draw out some of the main differences between the economies of Swindon and Wiltshire. In Swindon, the most concentrated sectors are the Motor trade (1.39), Transport & Storage (1.48), and Finance & Insurance (2.18). Wiltshire is well represented in the Motor Trade as well (1.22), with difference shown in the concentration of Construction (1.21), Wholesale (1.31), Accommodation & Food (1.20), and Property (1.29).

4.2.2.4 Business Births and Survival

Businesses survival rates can indicate the health of a business environment. The LEA provides a comparison of survival rates between the benchmarks, which is shown below.

[8] Based on number of jobs.

[9] The LEAs definition of 'Motor Trade' does not include the manufacture of motor vehicles, figures for which are included in the broader category of 'Manufacturing' in the LEA. A more in depth analysis is provided in Section 3 of the main report.

Figure 4.7: Survival Rates of New Businesses Formed in 2011

	Year 1	Year 2	Year 3
Bucks Thames Valley	94.0	78.1	63.3
Gloucestershire	93.9	78.5	64.8
Northamptonshire	94.3	77.2	62.5
Oxfordshire	93.7	78.7	64.7
SWLEP	95.0	79.1	64.0
Swindon	95.7	76.5	61.1
Wiltshire	94.7	80.3	65.3
England	93.1	75.5	60.4

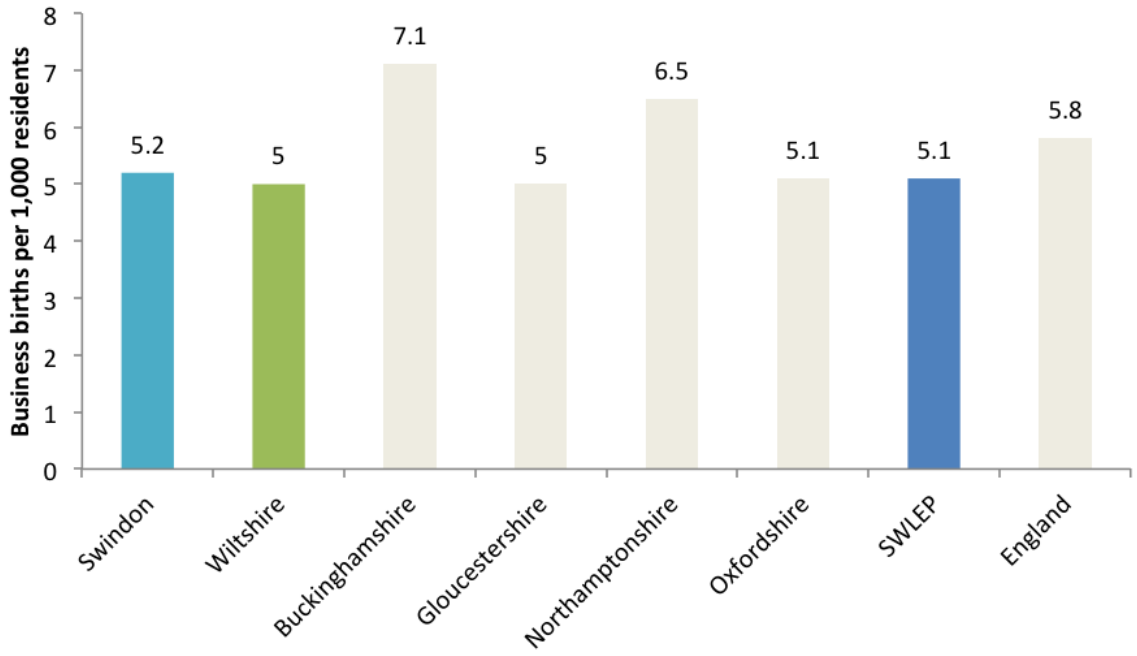
Source: Swindon and Wiltshire LEA (2016)

This analysis demonstrates that SWLEP has an above average business survival rate, especially in the one and two year intervals. However, Swindon's survival rate drops off significantly in the two and three year intervals.

The number of business births per year looks to have increased in SWLEP over the last few years. There was a significant slowing of business births during 2007-2009, with a steady increase during 2010-2012, with a more rapid increase during 2013-2014.

However, a more accurate determination of an area's business environment is business births per 1,000 of the population. This enables comparison between areas. Figure 4. shows that SWLEP is on a par with Gloucestershire and Oxfordshire, but is lagging behind the national average, and is behind both BTV and Northamptonshire.

Figure 4.8: Business Births per 1,000 of Resident Population (2014)



Source: Swindon and Wiltshire LEA (2016)

This analysis does not match up well with the data in Figure 4.3, which suggests that Swindon's year on year increase in total businesses is very healthy. This can be explained by the fact that Swindon has a very low number of businesses per 1,000 residents, which has remained consistently low over the period 2010-14, as shown in figure 4.9 below.

Figure 4.9: Number of Businesses per 1,000 Residents (2010-2014)

LEP/Local Authority Area	Number of businesses per 1,000 (2010)	Number of businesses per 1,000 (2014)	Change 2010-2014
Bucks Thames Valley	58	59	1.7%
Gloucestershire	42	45	7.1%
Northamptonshire	40	43	7.5%
Oxfordshire	45	46	2.2%
SWLEP	40	41	2.5%
Swindon	30	30	0%
Wiltshire	43	44	2.3%
England	39	41	5.1%

Source: Swindon and Wiltshire LEA (2016)

This accounts for the fact that Swindon's percentage growth of businesses seems high, but the area's business births per 1,000 residents is low.

4.2.2.5 Innovation

The LEA analyses patents per 100,000 residents, R&D expenditure per employee, and the percentage of all employment in science, research, engineering and technical professions in order to determine innovation levels.

SWLEP performs second best of all benchmark LEPs in terms of registered patents per 100,000 residents[10] (19.4), trailing only Oxford (34.8) and substantially bettering the national average (9.3).

SWLEP also performs well in R&D spend per full-time employee (£1,682), ranking second of benchmark LEPs behind BTV (£1,908) and more than doubling the national average (£811).

SWLEP also has a high proportion of employment in science, research, engineering and technical roles (9.1%), trailing only Oxfordshire (12.9%) and bettering the national average (7.2%).

This analysis suggests that innovation is one of the strengths of the SWLEP economy.

4.3 Growth Forecasts

4.3.1 GVA Growth

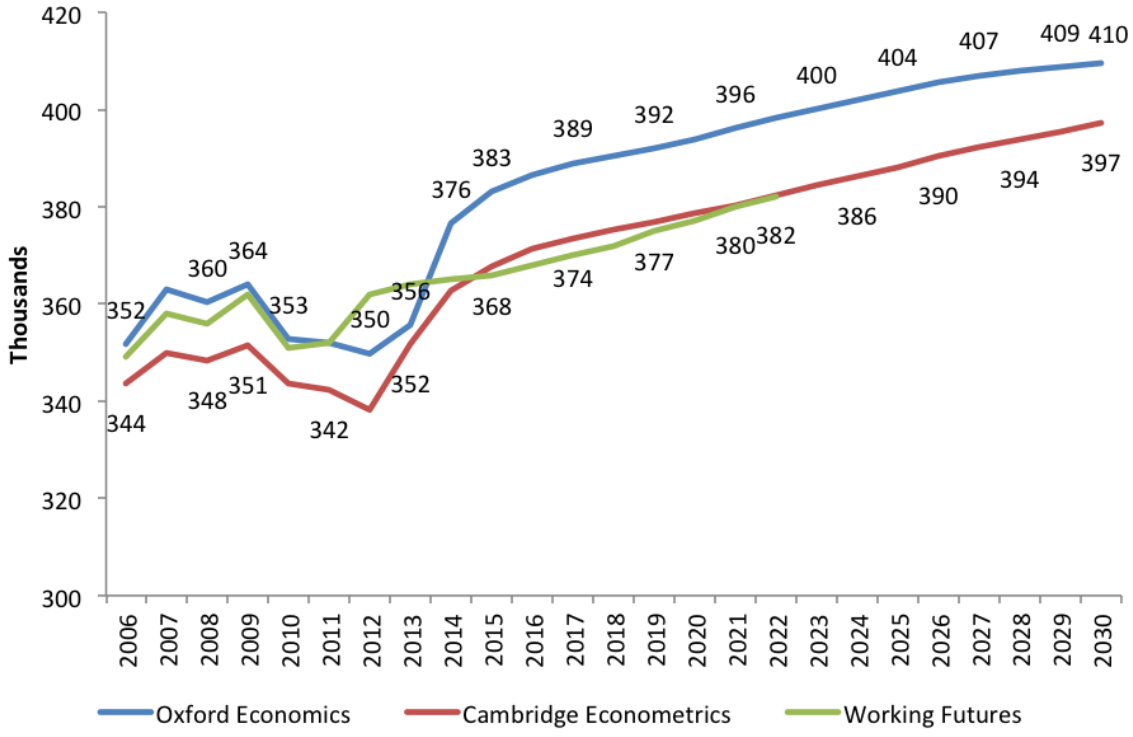
The LEA uses forecasts from Cambridge Econometrics and Oxford Economics, who predict steady growth in GVA[11] from 2015 onwards, with increases of 40% and 39% by 2030 predicted by each forecaster, respectively.

[10] Figures for 2007-2011
[11] Nominal

4.3.2 Employment Growth

The LEA presents jobs growth forecasts from Cambridge Econometrics, Oxford Economics, and Working Futures. The Cambridge Econometrics and Oxford Economics forecasts are the same baseline forecasts used in the HJA FEMA Assessment, and are shown in figure 4.10 below for plenitude.

Figure 4.10: Total Employment Projections for SWLEP (2006-2030)



Source: Swindon and Wiltshire LEA (2016)

These projections suggest that total employment in SWLEP is expected to grow by between 7% (Oxford Economics) and 8% (Cambridge Econometrics) by 2030, which equates to between 27,000-29,000 additional jobs.

4.3.3 Sectoral Patterns

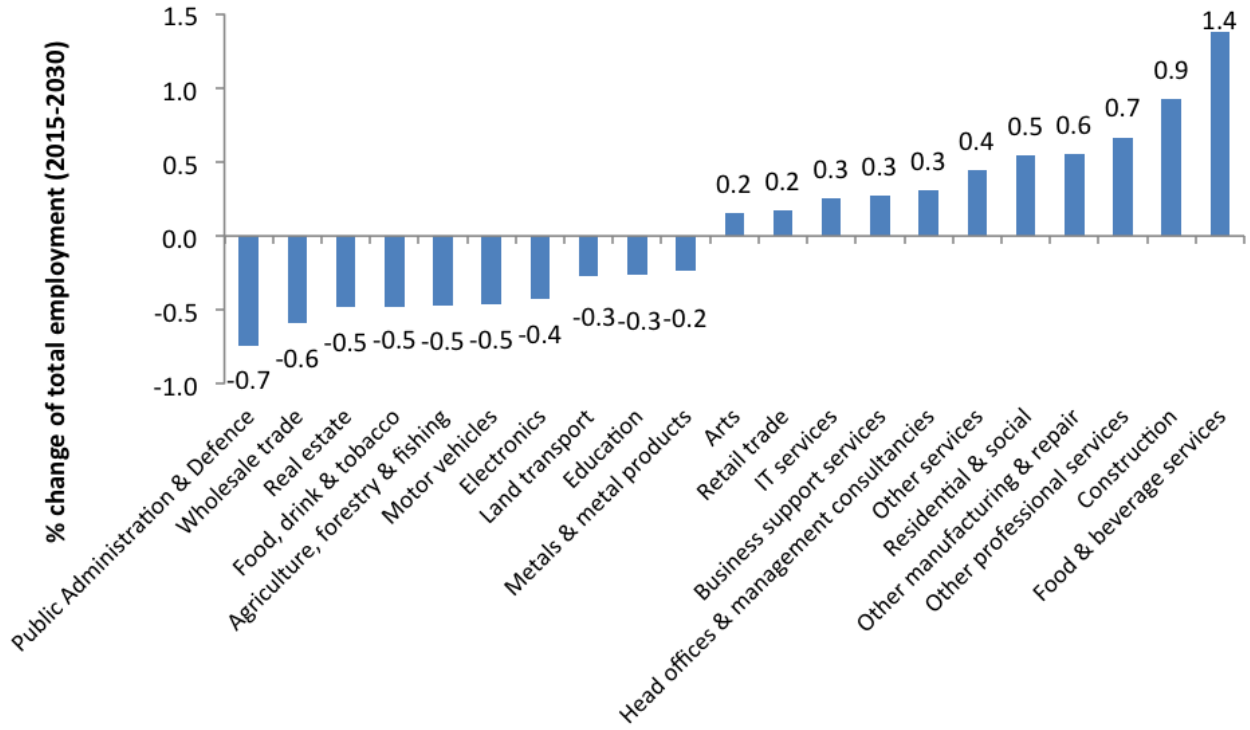
IT Services (0.8%[12]), Residential and social care (0.7%), Construction (0.5%), Chemicals (0.5%), and Finance & Insurance (0.3%) will all increase their contribution to total GVA output. Public Administration & Defence (-1.0%), Wholesale trade (-0.6%), Pharmaceuticals (-0.4%), Motor vehicle trade (-0.4%), Education (-0.3%), and Food & Drink (-0.3%) will all decrease in their share of total GVA output.

However, the LEA also highlights differences between the measure of GVA contribution and the change in employment over the same period. The findings are shown in figure 4.11. The caveat

[12] Percentage change of sector contribution to total GVA

provided for both sets of forecasts is that they look at national factors, and do not account for local characteristics and business decisions (e.g. Honda).

Figure 4.11: Change in Total Employment by 10 Highest and 10 Lowest Growth Sectors in SWLEP Area (Cambridge Econometrics 2015-2030)



Source: Swindon and Wiltshire LEA (2016)

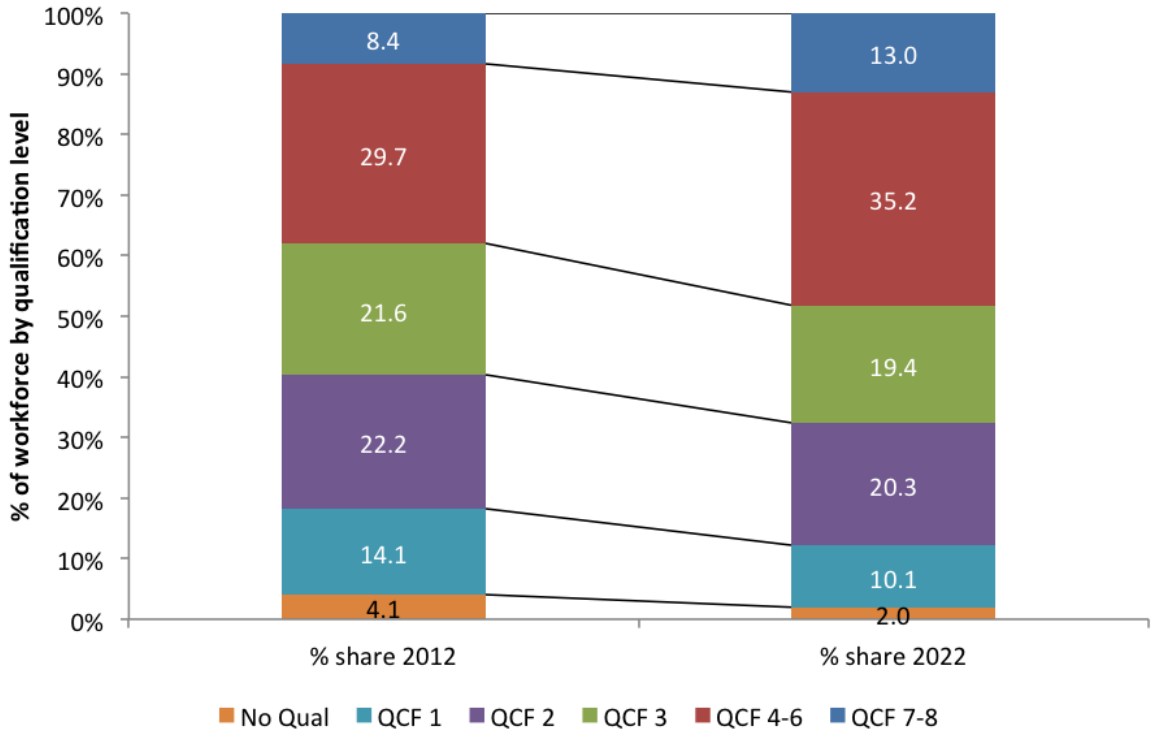
A more detailed analysis of these employment forecasts has been undertaken in the main FEMA Assessment report.

4.3.4 Skills and Qualifications

The LEA reports that the impact of employment growth and replacement demand will create a requirement for approximately 99,700 extra workers with qualifications to degree level and above by 2022. This demand will require a significant increase in the number of SWLEP workers who are qualified to NVQ4 level and above.

Although there is no growth forecast in the number of jobs requiring NVQ1, 2, and 3 qualifications, replacement demand means there will still be a need for workers qualified at these levels. The demand in SWLEP for workers qualified to NVQ Level 2 will be 54,900 people up to 2022. The required distribution of qualifications amongst the population is shown infigure 4.12 on the following page.

Figure 4.12: Forecast Change in Composition of the Workforce by Qualification Level in SWLEP (Working Futures 2012-2022)



Source: Swindon and Wiltshire LEA (2016)

4.4 Clustering and Sectoral Prospects

The LEA analyses each of the five key sectors and the four 'ones to watch' identified in the SEP in terms of economic value, number and composition of businesses, and well as future prospects. The main findings are collated below in tabular form in figure 4.13 on the following page for ease of reading.

Figure 4.13: Future Prospects of SEP Key Sectors and 'Ones to Watch' (Cambridge Econometrics 2015-2030)

	GVA growth (2014-30)[13]	Jobs growth (2014-30)
Key sectors		
Digital & IT[14]	79%	21%
Life Sciences[15]	10%	-25%
Advanced Manufacturing[16]	50%	-21%
Land Based Industries[17]	49%	-25%
Finance and Professional Services[18]	45%	0%
Sectors to watch		
Low Carbon[19]	250%	30%
Construction	64%	27%
Visitor Economy[20]	50%	23%
Adult Health & Social Care	57%	12%

Source: HJA adapted from Swindon and Wiltshire LEA (2016)

This summary shows that all sectors except for Life Sciences are set to experience GVA growth above the all-sector average (40%). It is important, however, to note that the LEA does not include Porton Down in its GVA and jobs measurements of Life Sciences, therefore these figures are a significant underestimate of the true value of the sector to SWLEP.

Jobs growth in Advanced Manufacturing and Land Based Industry is expected to decline as a result of automation.

4.5 The Economic Competitiveness of Swindon and Wiltshire

The LEA uses the UK Competitiveness Index 2016 (UKCI) to analyse the competitiveness of SWLEP. The area ranks 12th of 39 LEPs on the index, with a score of 101.5[21]. This is a slight increase on its 2013 score of 101.2.

At local authority level, Swindon is the better performing area, with a score of 104.1 (an increase of 1.7 over its 2013 score). Wiltshire has a competitiveness score of 96.6, ranking it well below the UK average, and also showing a decline from its 2013 score of 97.4.

[13] As per Cambridge Econometrics forecasts.
[14] Covers business and domestic software development; computer consultancy services; satellite telecommunications activities; wired and wireless telecommunications.
[15] Covers manufacture of basic pharmaceutical products and preparations; wholesale of pharmaceutical goods and research; experimental development on biotechnology. Note: estimate is inexact because of data coding differences.
[16] Covers manufacture of chemicals and chemical products; manufacture of computers, electronics and optical products; manufacture of motor vehicles; manufacture of transport equipment.
[17] Covers growing of vegetables; raising of dairy cattle, sheep, goats and pigs; mixed farming; logging and support services to forestry; marine and freshwater fishing.
[18] Covers banking and building societies; factoring; solicitors; pensions; tax consultancy; accountancy; quantity surveying activities.
[19] Figures are for 2011-30. The definition is broad and includes activities that may appear under the overlapping headings of Environmental, Eco, Renewables, Sustainable, Clean Tech, Low Carbon, or No Carbon.
[20] Covers arts and museums; visitor attractions; sports facilities; hotels and accommodation; restaurants; rail and public transport.
[21] In aggregate terms, it is performing 1.5% higher than the UK average.

The figures for the benchmark LEPs can be found in figure 4.14 below.

Figure 4.14: UKCI by Benchmark LEP and Local Authority Area (UK=100)

Local Enterprise Partnership	CIS 2010[22]	CIS 2013[23]	CIS 2016	Change (2013-16)
Swindon and Wiltshire	102.8	101.2	101.5	+0.3
Oxfordshire	110.4	109.4	108.8	-0.6
Gloucestershire	102.5	100.8	101.2	+0.4
Northamptonshire	99.5	96.7	97.1	+0.4
Buckinghamshire Thames Valley	114.1	114.7	114.8	+0.1
Swindon	107.0	102.4	104.1	+1.7
Wiltshire	100.9	97.4	96.6	-0.8

Source: HJA adapted from UK Competitiveness Index 2016

These figures show that SWLEP is performing above the UK average, but is lagging quite far behind the strong performing economies of Oxfordshire and BTV.

In summary, the LEA's analysis of the UKCI data reveals that SWLEP has a steadily improving level of productivity, performs relatively strongly in terms of knowledge based enterprises (which has a positive impact on GVA per capita), and displays a steady increase in living standards and wealth generation. The LEA should be referenced directly for a more detailed analysis of competitiveness inputs and outputs.

4.6 People and Skills

4.6.1 Population

In 2014, SWLEP had a population of 699,000. It had the fourth fastest growing population of an LEP over the period 2004-2014, with an increase of 10.6% (Swindon: 15.8%, Wiltshire: 8.4%). This is above the national average of 8.2%. Of particular note is the growth in the older population, with a 29% increase in over 65s. Population trends across age ranges differ considerably between the separate Swindon and Wiltshire areas, as shown in figure 4.15.

[22] 2010 figures taken from UKCI 2013, which is the last time those scores were updated.
[23] 2013 figures taken from UKCI 2016, which have been updated since they were first released in UKCI 2013.

Figure 4.15: Percentage Change in Population Between 2004-2014

Source: Swindon and Wiltshire LEA (2016)

This analysis shows that the percentage change in working age population in Swindon specifically has been well above the national average, and as a result SWLEP has seen the highest growth in working age population of all the benchmark LEPs. Despite this, the share of working age population in SWLEP remains marginally lower (62.2%) than the national average (63.5%).

The LEA projects that SWLEP's population will increase by 11.3% between 2014-2024 compared with a national average of 7.1%. The area split is projected as 16.2% for Swindon, and 9.2% for Wiltshire. Working age population is predicted to increase by 6.5% in SWLEP over the same period, with a 12% rise in Swindon and a 3.9% increase in Wiltshire[24]. This compares to a national average of 2.8%. Finally, the number of over 65s in SWLEP is set to increase further, growing by 28.6% from 2014-2024. Swindon's over 65 population is set to grow by 34.8%, with Wiltshire's growing by 26.6%.

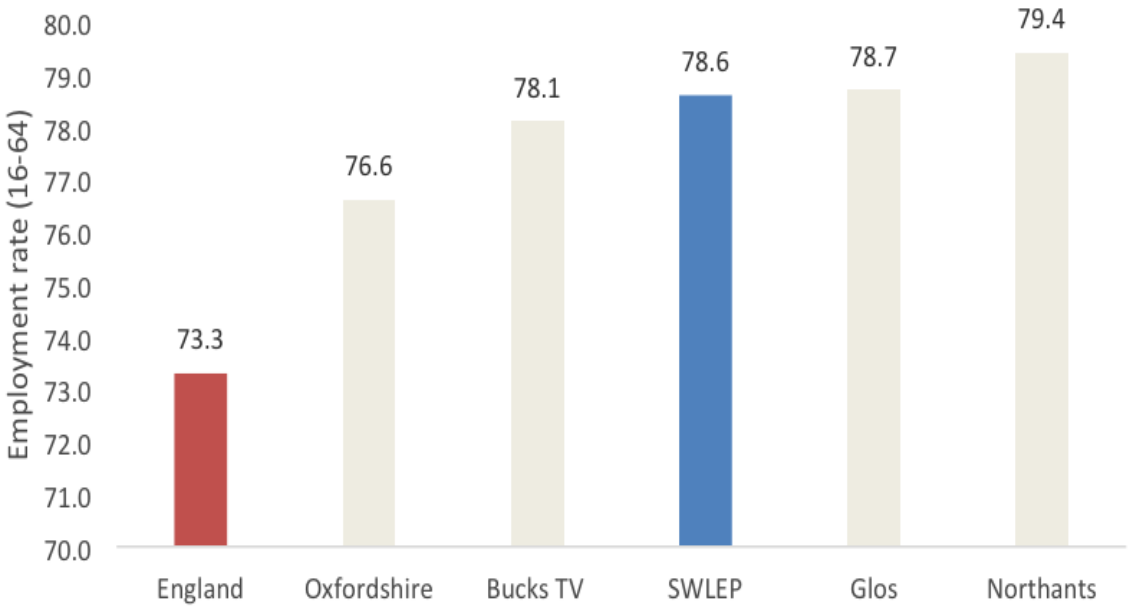
4.6.2 Employment Rates

The employment rate in SWLEP for 2014-15 was 78.6%, the highest since 2006. This is well above national average of 73.3%, and comparable to the other benchmark LEPs, as shown in

Figure 4.16 on the following page. SWLEP has a higher employment rate than the national average across every age range.

[24] The projections take account of the army rebasing in Wiltshire.

Figure 4.16: Employment Rate in SWLEP and Benchmark LEPs (2014-2015)



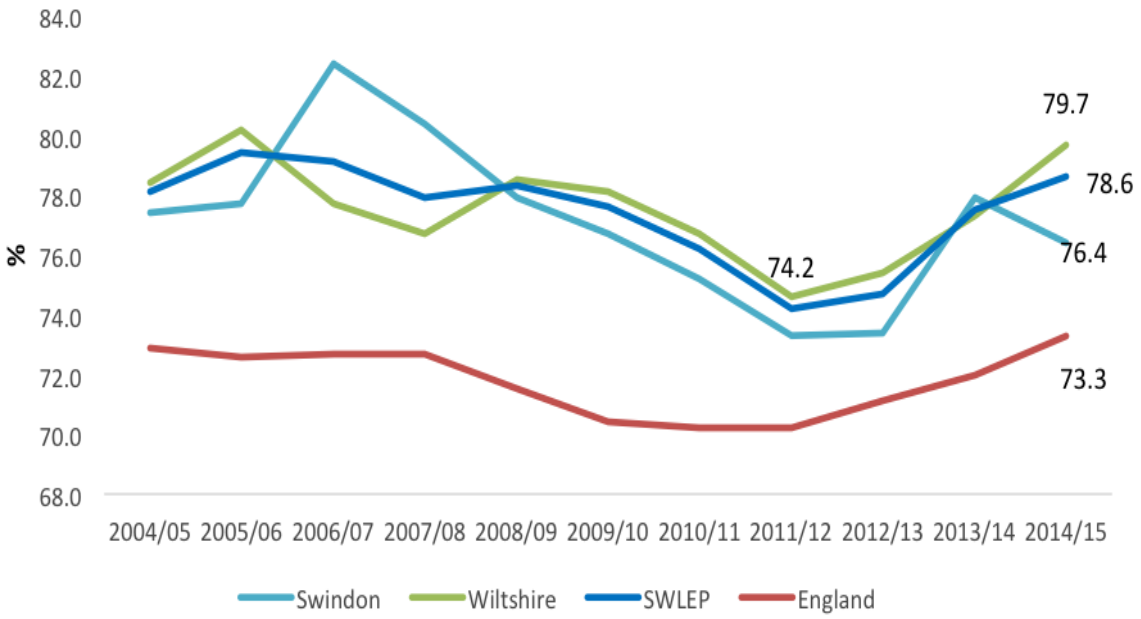
Source: Swindon and Wiltshire LEA (2016)

The total number of SWLEP residents in work increased by 20,200 between 2011/12 and 2014/15. A workplace analysis shows an increase of 36,300 jobs in SWLEP over the same period. This could be due to a number of factors. Employers might be meeting their employment needs by attracting workers from outside the LEP area. Alternatively, SWLEP residents might be changing their commuting pattern so that more are now working within the LEP area. It is also possible that SWLEP are taking more than one job, given that the number of part time jobs increased by 19.3% between 2005-2015, well above the national average of 10.4%.

The employment rate for 16-19 years olds in SWLEP is 48.5%, and 73.3% for 20-24 year olds (compared to national averages of 34.3% and 65.3% respectively). The LEA suggests that this may be as a result of fewer young people progressing to Higher Education in Swindon in particular, therefore young people in the area tend to move into work instead of remaining in education.

The employment rates in Swindon and Wiltshire have improved since the dip caused by the recession. It is possible that the dip in Swindon's figure between 2013/14 and 2014-15 is a statistical outlier – it is too soon to draw a definitive conclusion on whether Swindon's employment rate is in decline.

Figure 4.11: Employment Rate in Swindon and Wiltshire (2004/05 – 2014/15)



Source: Swindon and Wiltshire LEA (2016)

4.6.3 Workforce Qualifications and Skills

The LEA provides figures on the level of qualifications in the workforce, as shown in Figure 4.18 below.

Figure 4.18: SWLEP Working Age Population Qualification Levels % (2014)

	Swindon	Wiltshire	SWLEP	England
Level 4+	30.8	39.7	36.8	35.7
Level 3	18.5	18.6	18.6	17.5
Level 2	18.6	17.2	17.7	16.7
Trade apprenticeships	15.9	12.6	13.7	12.0
Below Level 2	22.3	16.7	18.5	18.2
No qualifications	6.1	5.5	5.7	8.6

Source: Swindon and Wiltshire LEA (2016)

This analysis shows that SWLEP outperforms the national average at every level. However, compared to the other benchmark LEPs, SWLEP underperforms in the Level 4+ category, trailing

Gloucestershire (39.9%), BTV (46.6%), and Oxfordshire (48.6) by a significant margin. These figures raise concern about Swindon's underperformance at Level 4+ as an individual area. Given the projected increase in workplace jobs in Swindon that will demand degree level qualifications, this is a concern.

The LEA uses data from the UKCES Employers' Skills Survey 2015 to analyse skills shortages and skills gaps. Of the employers in SWLEP seeking to recruit at the time of the survey, 47% were having recruitment difficulties (equivalent to 8% of employers). The main reasons given for the difficulties were:

- Low numbers of applicants with the required skills (not necessarily qualifications);
- Lack of work experience;
- Not enough people interested in doing this type of work;
- Too much competition from other employers.

At 58%, Construction was the sector with the greatest proportion of skills shortages vacancies. The sectors which struggled to recruit local workers as a result of skills shortages were: Skilled Trades (29% of total), Professionals (20% of total), and Associate Professionals (14%). This is a concern as the two latter sectors are projected to grow in the years ahead.

4.6.4 Economic Inactivity and Unemployment

Currently 18.0% of the working age population in SWLEP are economically inactive, compared to the national average of 22.2%. The Annual Population Survey estimates that the SWLEP unemployment rate was at 3.8% in June 2015, below the national average of 5.5%. Within the LEP area, 4.7% of the Swindon workforce were unemployed for the period, and 3.4% of the Wiltshire workforce. These figures position SWLEP 'competitively' compared to the benchmark LEPs.

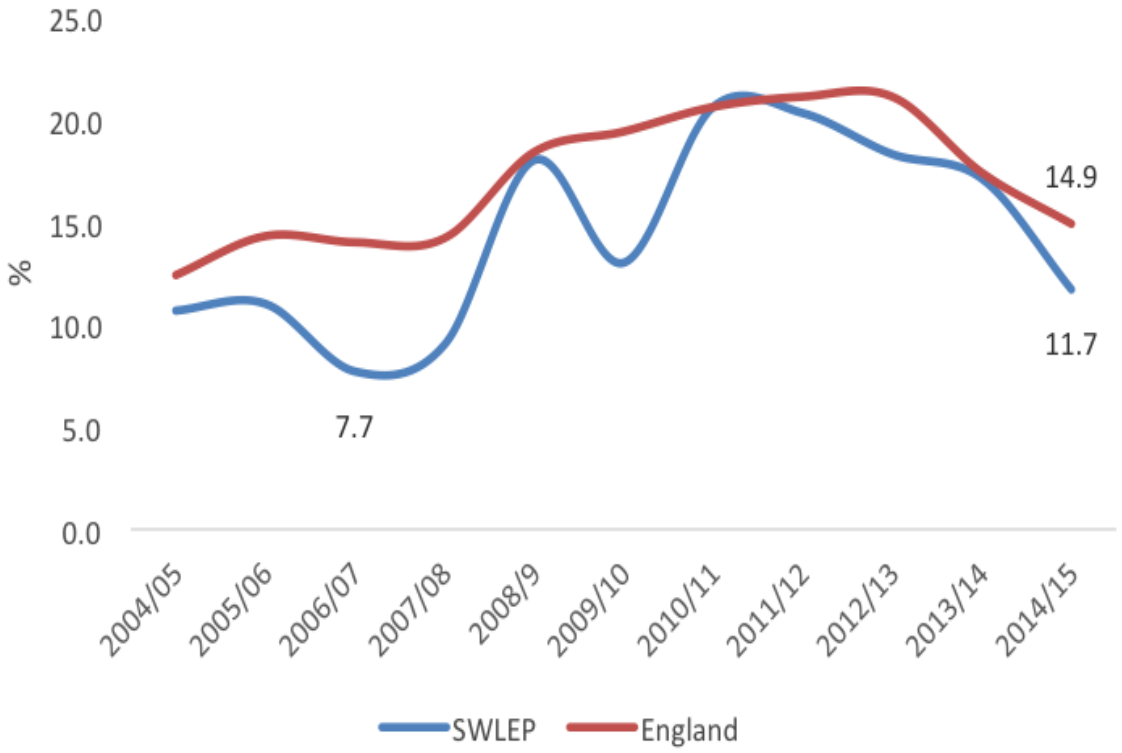
The LEA's analysis of SWLEP's claimant count revealed the following:

- 1,105 people in the LEP have been out of work for more than six months (Nov. 15) (35% of JSA claimants)
- Long term unemployment (6 months +) has fallen sharply since its peak in 2009.
- The proportion of people out of work in the LEP for more than six months is well below the national average (42.6%).
- 29% of unemployed young people between the age of 16-24 are long term unemployed.
- In Swindon the long term unemployment rate is 37.5% and in Wiltshire it is lower at 33.4%

This suggests that SWLEP has a smaller residual core of long term unemployed residents whose skills and qualifications are failing to equip them to meet employers' skills needs.

The proportion of young people who are currently unemployed in SWLEP (11.7%) remains lower than the national average (14.9%), but is higher than the pre-recession low (7.7%) as shown in Figure 4.19 on the following page. However, the trend is moving towards recovery.

Figure 4.19: Unemployment Rate of 16-24 Year Olds in SWLEP (2004/05 – 2014/15)



Source: Swindon and Wiltshire LEA (2016)

4.6.5 Young People in Swindon and Wiltshire

4.6.5.1 Educational Attainment

The most recent set of data for 2014/15 shows that 60.5% of young people in Wiltshire had achieved 5 or more GCSEs at grades A*-C, with an equivalent figure of 53.0% for Swindon. This leaves each area on opposite sides of the national average of 57.3%.

4.6.5.2 Higher Education

SWLEP is one of only two LEPs which does not have the requisite institutional capacity to deliver STEM degrees to meet employers' needs. HE participation is above average in Wiltshire, but Swindon has the sixth lowest HE participation rate in the country, qualifying it as a HE 'cold spot'. This also means that Swindon compares unfavourably with the other benchmark locations.

4.7 Place and Infrastructure

4.7.1 Growth Zones

The LEA picks up on the 3 Growth Zones identified by the LEP: Swindon-M4 Growth Zone, A350 Growth Zone, and Salisbury-A303 Growth Zone. Between them, these zones account for 73% of employment in SWLEP, and 80% of the population.

4.7.2 Travel to Work Areas

Wiltshire tends to lack balance in this area, with more out-commuters than in-commuters, while Swindon roughly maintains parity between both sets of commuters. The breakdown of this analysis is shown in Figure 4.20 below.

Figure 4.20: Commuter Flows To and From Swindon and Wiltshire (2011)

Usually resident population	Swindon	%	Wiltshire	%
Live and work in same Local Authority	68,153	62	132,751	55
Home workers	8,926	8	33,409	14
No fixed workplace	8,850	7	18,264	8
Out-commuters	24,708	22	56,532	23
Total	110,459	99	240,264	100
Workplace population				
In-commuters	23,905	22	40,625	18

Source: Swindon and Wiltshire LEA (2016)

4.7.3 Transport Connectivity

SWLEP enjoys an excellent strategic location. However, there are capacity issues, priority issues, and funding issues which are impacting on the availability of funding, making developments and improvements to the transport network more problematic.

4.7.3.1 Roads

The three Growth Zones are a priority focus for targeted investment, and the LEA highlights the particular challenges faced by each location. The problems in the M4 Growth Zone are mainly focused around Junctions 15 and 16 of the M4. The A350 Growth Zone faces issues on the A350 around journey time reliability and congestion. The A303 Growth Zone faces similar problems, and Highways England has already identified a package of improvements, with implementation set for the early 2020s. Elsewhere, Highways England has also commissioned feasibility work to investigate options to solve the bottleneck on the A419/A417, which forces lengthy detours via the M4 J20. Improvements to this junction will improve northward connectivity from Swindon and Wiltshire into the Midlands.

4.7.3.2 Rail

The rail network in SWLEP consists of variety of inter-city and cross-country routes. The rail network experiences capacity issues, and there is a threat from the far south of faster train services to London, with key stations in Wiltshire, such as Westbury, missing out as a result.

Swindon and northern Wiltshire benefit from the Great Western Railway. This line provides a direct east-west connection with London, Bristol and south Wales. Swindon is also well connected to Gloucestershire and the Midlands beyond it. The Great Western line is undergoing investment which will introduce longer, faster electric trains. This will increase capacity and speed, as well as service reliability. Electrification of the Swindon to Bristol Parkway and Cardiff section is set for completion by December 2018, with the line through Chippenham and Bath to be completed by 2020.

4.7.4 Investment

SWLEP recorded 6 successful FDI projects in 2014/15, compared with recorded successes of 10 in 2013/14. Even though the gross number is fewer, FDI in 2014/15 created 242 jobs and safeguarded 150, compared to 126 jobs created and 12 safeguarded in 2013/14. The LEA reports that performance in 2015/16 has improved further.

4.7.5 Employment Space

The LEA defers to a number of other ongoing studies into employment land requirements which are currently underway.

4.7.6 Housing

Opinion Research Services will be conducting a SHMA analysis, which will give a detailed report on the housing needs of SWLEP.

4.8 Conclusions

The LEA concludes that there is 'strength in diversity which supports the economic resilience of the LEP area.' These strengths include the area being:

- One of the fastest growing populations in the country.
- Home to a number of international businesses such as Honda, Dyson, Intel and Nationwide with important clusters in Life Sciences, Advanced Manufacturing, Financial and Professional Services, Digital and ICT, and Land Based Industries.
- A world-class heritage and visitor attraction.
- The location for Army Basing plans, with 4000 army personnel and their dependants expected to settle in Wiltshire, providing a highly skilled addition to the workforce.

The overall summary of findings indicates the following factors supporting sustainable economic growth in the SWLEP area:

- GVA per hour worked remains above the English average.
- The total number of enterprises in Swindon and Wiltshire is now 9% higher than before the recession.
- The workforce has high employment rates and very low unemployment.
- More new businesses formed in 2014 in the LEP area than at any time since 2009.

5 Swindon and Wiltshire Strategic Economic Plan

Date published	Commissioned by	Written by
January 2016	Swindon & Wiltshire LEP	Swindon & Wiltshire LEP

5.1 Introduction

This document updates and revises the Swindon and Wiltshire Strategic Economic Plan which was approved by Government in April 2014. It builds on the work achieved to date in bringing forward key developments approved through rounds 1 and 2 of the Local Growth Deal as well as progress towards the delivery of the European Structural and Investment Fund, the Higher Futures Programme (the City Deal Skills Brokerage Programme) and the Swindon and Wiltshire Growth Hub.

Five strategic objectives have been identified in this Strategic Economic Plan extending across the SWLEP area.

5.2 Scale and Ambition of Growth

There is little detail provided in terms of scale, but the SEP does provide five strategic growth objectives.

- *Skills and talent - we need an appropriately skilled and competitive workforce to achieve our growth ambitions;*
- *Transport infrastructure improvements - we need a well connected, reliable and resilient transport system to support economic and planned development growth at key locations;*
- *Digital capability - we need to deliver excellence in digital connectivity and cyber transformation to achieve business growth, innovative public services and influence societal change;*
- *Place shaping - we need to deliver the infrastructure required to deliver our planned growth and regenerate our City and Town Centres, and improve our visitor and cultural offer; and*
- *Business development - we need to strengthen the competitiveness of small and medium sized businesses and attract a greater share of foreign and domestic investment into the area.*

5.3 Key Sectors

- Health and life sciences;
- Advanced engineering and high value manufacturing;
- Financial and professional services;
- Digital and ICT; and
- Land-based industries

The SEP also acknowledges that there are other sectors which are important to the local economy, which are not necessarily driven by innovation, or experience high growth, or support higher value activities. The transition to a low carbon economy is also identified as a key driver of change that will create growth opportunities in many sectors, for example the energy sector and sustainable construction. As such, the SEP also includes a 'watch list' that will be monitored.

- Tourism and leisure (visitor economy);
- Adult health and social care;
- Low carbon economy; and
- Construction

5.4 SWOT Factors

5.4.1 Innovation

Innovation is an important part of the SEP. Global innovators such as Honda, Intel, and Dyson have invested in the area. A number of innovation-driven sectors including health and life sciences, pharmaceuticals, mobile telecommunications, digital, and high value manufacturing are also prospering. Investment in research, design, and development continues, with new employment and supply chain opportunities for smaller local businesses. Investment in the Defence sector also drives innovation. An ICT infrastructure has built up around Corsham where the MoD and private sector have invested heavily in communications and data storage. The presence of the military in Wiltshire has also led to the development of a cluster of health and life sciences activity at Porton.

5.4.2 Opportunities

- High levels of innovation
- Potential to attract further inward investment
- Rapid population growth
- Strong jobs growth forecasts

5.4.3 Threats/Barriers

- Declining competitiveness
- Wider economic impacts of the recession
- Educational attainment at ages 16 and 19
- Low rates of higher education participation in Swindon
- Low rates of business formation
- Inadequate transport infrastructure to support expansion plans

5.5 Functional Economic Geography

The SEP continues with the already established growth zones from previous iterations of the LEP's economic strategy:

- Swindon-M4
- A350
- Salisbury-A303

As far as carrying out the aforementioned strategic growth objectives in each zone, the SEP outlines the following location-specific measures:

Figure 5.1: Strategic Objectives for Each Growth Zone

	Swindon-M4	A350	Salisbury-A303
Skills and talent	Invest in new and existing further and higher education facilities throughout the urban centre to significantly improve provision and quality of Level 3 and Level 4 qualifications throughout the area.	Invest in local further and higher education facilities to maximise opportunities to access specialised training facilities aligned to our key sector areas.	Enhance our further and higher education offer in the area, ensuring providers are able to deliver the skills provision required and facilities that are attractive to students and fit for purpose.
Transport infrastructure		Invest in the A350 primary route through western Wiltshire to ensure it can fulfil its north-south strategic function and support the significant economic and development growth.	Work with the Highways Agency to ensure that the A36 can fulfil its strategic role and support significant economic and planned development growth in and around Salisbury.
Place shaping	Invest in targeted urban regeneration to maximise the opportunities for inward investment in existing assets and development sites throughout the urban town centre and develop the cultural offer in Swindon.	Maximise opportunities to deliver urban development sites, improve local infrastructure and attract new investment into our town centres to unlock urban expansion, deliver new homes and improve the economic resilience of local high streets.	Maximise opportunities to accelerate the delivery of strategic housing sites across the city of Salisbury through investment in infrastructure and enabling works.

5.6 Infrastructure changes

In addition to the location-specific infrastructure improvements above, the SEP outlines a range of infrastructure investment commitments across Swindon and Wiltshire. The first is to invest in transport packages and schemes that will support housing and employment growth, especially the development of sustainable settlements planned in Chippenham, Trowbridge, and Salisbury, and the regeneration of Swindon town centre.

There is also a commitment to 'improving and extending' transport networks to enhance connectivity and reduce congestion at key pinch points. There is also a commitment to strengthen local rail infrastructure and improve interchange within and between modes.

6 Industrial Strategy Consultation Reponse

Date published	Commissioned by	Written by
April 2017		Swindon & Wiltshire LEP

6.1 Consultation Response

In order to address the long term challenges facing the UK economy the UK government launched a consultation period to shape the future strategy from January 2017 to April 2017. SWLEP submitted a response to this consultation answering the questions asked mostly in a national context, however, attaching an appendix where they detailed how SWLEP could contribute to the larger industrial strategy. These primarily highlighted areas within Swindon and Wiltshire LEP that had opportunities for growth and the factors limiting this growth.

6.1.1 Advanced Manufacturing

SWLEP highlights a number of sub-sectors within advanced manufacturing and engineering that it sees as contributing to growth in the area. This includes; low carbon technology, aerospace and defense, and robotics. The LEP envisages a corridor emerging from Cardiff to Cambridge if innovation in low carbon technology reaches its full potential in the area. The importance of the rural economy is also highlighted particularly with respect to autonomous vehicles. Higher education provision in the area is seen as a barrier to all of the advanced manufacturing ambitions the area has. SWLEP links this to the lack of a university in the area.

6.1.2 Infrastructure Development

Some of the key infrastructure investments both ongoing and projected are highlighted including;

- In excess of £500m investment on Network Rail and associated land will take place at Chippenham and Swindon in the next few years. It is anticipated that this will also lead to the construction of high quality office space and further employment land development in the M4 Growth Zone.
- Extension of the existing National Infrastructure Commission's' investment planned for the Cambridge-Milton Keynes-Oxford tech corridor through to Swindon by seeking significant improvements to the A420, working with OxLEP on promoting common interests in housing and economic growth. Unlocking rail capacity constraints and station improvements between Bristol–Bath–Chippenham– Swindon–Oxford–Cambridge.
- Regeneration of Salisbury
- Additional infrastructure investment is required running north to south on the western and eastern boundaries of the LEP area. To the west, they require support to develop a whole 'corridor' investment on the A350 to link effectively the commercial port at Poole through to the M4 and on to the Midlands. To the east, they wish to remodel and significantly improve existing north-south links

from Swindon and routes to the London and Cambridge to the potential new defence technology science park covering Boscombe Down and Porton Down.

- Current investment in ultrafast broadband provision. There is potential in opening up a fibre optic line which runs through Corsham.

7 UK Industrial Strategy

Date published	Commissioned by	Written by
November 2017		HM Government

The UK Industrial Strategy is focused on improving productivity and earnings in the UK through establishing policies under each of the "*five foundations of productivity*".

- *Ideas*-policies including investment in research and development (R&D) and innovation
- *People*-policies include investing in technical and STEM education
- *Infrastructure*-policies include investing in digital and electric vehicle infrastructure
- *Business Environment*-policies include establishing "*sector deals"* and reviewing low productivity firms
- *Places*-policies include agreeing "*Local Industrial Strategies"*

The government has identified some key areas or "*Grand Challenges*" it wishes to improve on to put the UK at the "*forefront of the industries of the future*" (p. 10) which include; "*AI & data economy*" and "*clean growth*". The government wishes to build on the strengths of key UK sectors including automotive, aerospace, food & drink and creative industries and the strengths of world leading businesses and universities. The decline in UK productivity is the primary weakness that must be overcome in order for the UK to realise its potential.

8 Wiltshire Core Strategy

Date published	Commissioned by	Written by
January 2015	Wiltshire Council	Wiltshire Council

8.1 Introduction

The Wiltshire Core Strategy sets out a flexible and realistic framework within which local communities can work. The purpose of the planning system is to contribute to the achievement of sustainable development. The policies and proposals contained within this strategy, taken as a whole, constitute what sustainable development in Wiltshire means in practice for land use planning.

There are a number of key principles which underpin the strategy to help build more resilient communities, including:

- Providing for the most sustainable pattern of development that minimises the need to travel and maximises the potential to use sustainable transport.
- Creating the right environment to deliver economic growth, delivering the jobs Wiltshire's population needs locally, and taking a flexible and responsive approach to employment land delivery.
- Managing development to ensure that jobs and the right infrastructure are delivered at the right time to ensure that out commuting, in particular to areas outside of Wiltshire, is not increased and development does not have a detrimental impact on infrastructure.

Planning for job growth and meeting the needs of business are central to this strategy. This plan puts in place policies which will help both attract new inward investment and help existing business meet their aspirations in Wiltshire, as well as providing the right environment for business start-ups. This will be achieved by ensuring new land is identified for job growth, allowing for redevelopment of outdated premises, safeguarding a range of employment sites to allow for choice and making sure that potential barriers to investment, such as inadequate infrastructure, are overcome. In addition, specific policies have been put in place to support the regeneration of Salisbury, Trowbridge and Chippenham through town centre regeneration, as well as recognition being given to the importance of the market towns and rural communities. Specific policies have been framed to support the changing role of the military in Wiltshire.

8.2 Scale and Ambition for Growth

The strategy makes provision for the growth of around 27,500 jobs, 178 ha or strategic employment land, and at least 42,000 new homes from 2006 to 2026.

8.3 Key Sectors

- Advanced engineering and manufacturing;
- Business services;
- Bioscience;

- Environmental technologies;
- Food and drink;
- ICT and creative industries;
- Agriculture and land-based industries; and
- Tourism.

8.4 Employment Land Requirements

The 178 ha of new strategic employment land will be provided by a combination of the following types of sites:

- New strategic employment allocations;
- Provision of employment land as part of mixed use urban extensions; and
- Retained Local/District Plan allocations for employment land.

Additional employment land is earmarked for the following locations:

- Churchfields & Engine Sheds – 5ha
- Former Imerys Quarry, Salisbury – 4ha
- Fugglestone Red, Salisbury – 8ha
- Horton Road, Devizes – 8.4ha
- Nurstead Road, Devizes – 1.5ha
- Longhedge (Old Sarum), Salisbury – 8ha
- Mill Lane, Hawkeridge – 14.7ha
- North Acre Industrial Estate – 3.8ha
- Ashton Park, Trowbridge – 15ha
- West Ashton Road, Trowbridge – 10ha
- UKLF, Wilton – 3ha
- West of Warminster – 6ha
- Kingston Farm and Moulton Estate, Bradford-on-Avon – 3ha
- Boscombe Down – 7ha
- Porton Down – 10ha
- Land East of Beversbrook – 3.2ha
- Land north of Tetbury Hill, Malmesbury – 1ha
- Land at Garden Centre, Malmesbury – 4ha
- Hampton Business Park – 6ha
- E12 land at Mere – 3ha
- Land at Malborough Road, Pewsey – 1.66ha
- Brickworks, Purton – 1ha
- Land north of Tidworth Road, Tidworth – 12ha
- Hindon Lane, Tisbury – 1.4ha
- West Warminster Urban Extension – 6ha
- Land to the West of Templars Way, Royal Wootton Bassett – 3.7ha

8.5 Functional Economic Geography

- The city of Salisbury serves a large surrounding rural area. Due to Stonehenge it is a popular tourist destination.
- Trowbridge plays a role as an employment, administration and service centre for the west Wiltshire area, and has good transport links to many nearby settlements, including Bath and Bristol.
- Chippenham is a focus for employment growth due to its proximity and good access to the M4 and rail links. It has direct transport links with Swindon, Bath, Bristol and London.
- Wiltshire has relationships with the surrounding large urban centres of Bath, Bristol, Swindon and Southampton, and lies within 115 miles of London. The larger centres provide a wider range of employment, leisure, and cultural opportunities than can be found across Wiltshire, and result in out-commuting of Wiltshire's residents for work and leisure activities.
- Evidence also identifies that in some instances workers are commuting into Wiltshire, whilst residing in larger centres such as Bristol and Southampton and this could be due to cheaper housing and enhanced leisure facilities providing a greater draw.
- The air and seaports related to these settlements are also widely used by Wiltshire residents.

- Wiltshire has net out-commuting flows to several employment centres beyond the county boundary.
- Evidence suggests that pay differentials are a major driver meaning that higher earners commute out of the county to work.
- Out-commuting may have some beneficial effect on the local economy through income earned outside the area being spent in Wiltshire, but this is far outweighed by the negative impacts on sustainability.

8.6 Infrastructure Changes

- The A350 national primary route at Yarnbrook/West Ashton will be improved.

Chippenham

- Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre to provide a supermarket and comparison units.
- Langley Park - to deliver a mixed-use site solution for a key redevelopment opportunity area to support the retention of significant business uses on part of the site.

Melksham

- The proposed Melksham link project would provide a canal link to the south west of Melksham between the Kennet and Avon Canal and the River Avon, and to the north east of Melksham between the River Avon and the historic alignment of the Wilts and Berks Canal.

Salisbury

- The area around the Maltings, Central Car Park and Library is allocated for a retail-led mixed-use development. It will consist of convenience and comparison shopping, leisure uses, housing, offices, library and cultural quarter. Retail, residential and leisure areas will be linked by open, pedestrianised streets and public spaces.

9 Review of Employment Projections and Land Requirements in South Wiltshire

Date published	Commissioned by	Written by
January 2011	Wiltshire Council	Wiltshire Council

9.1 Employment land requirements

- This report covers the area of South Wiltshire, which is not covered in the Wiltshire Workspace & Employment Land Review.
- The report makes the following projections for employment land requirements in South Wiltshire to 2026:

Figure 8.1: South Wiltshire Additional Employment Land Area to 2026

Business Use Class	Additional floorspace requirement 2006-26	Assumption of development density – site coverage	Land space requirements in sq m	Land requirement in hectares 2006-26
B1 Business	170,237	70%	243,196	24.3
B2 General industrial	-17,088	40%	42,720	-4.3
B8 Storage and distribution	-1,430	40%	3,575	-0.4
Total (all B-use)	151,719			20.45

Figure 8.2: South Wiltshire Additional Employment Land Requirements 2011-2016

Business Use Class	2011-2016 density – site coverage	Land space requirements in sq m		Land requirement in hectares 2011-26
B1 Business	31,506	70%	45,008	4.5
B2 General industrial	2,272	40%	5,680	0.6
B8 Storage and distribution	780	40%	1,950	0.2
Total (all B-use)	34,558		52,638	5.3

10 Wiltshire Housing Site Allocations Plan: Pre-submission draft plan

Date published	Commissioned by	Written by
June 2017	Wiltshire Council	BNP Paribas Real Estate

10.1 Introduction

This report tests the ability of a range of development typologies identified by Wiltshire Council to be viably developed over the 2015 Wiltshire Core Strategy (WCS) plan period which runs to 2026 for the purpose of supporting the Wiltshire Housing Site Allocations plan.

10.2 Strategic Sites

The report presents the following appraisal of the one site that is tested in the plan:

Figure 9.1: Strategic Residential Site

Site	Density – units per ha	Units	Emp./ local centre (ha)	Country park (ha)	Green space (ha)	School (ha)	Resident. area (ha)
Netherhampton Road	43	640	5.8	33	7.35	1.8	14.85

Source: BNP Paribas

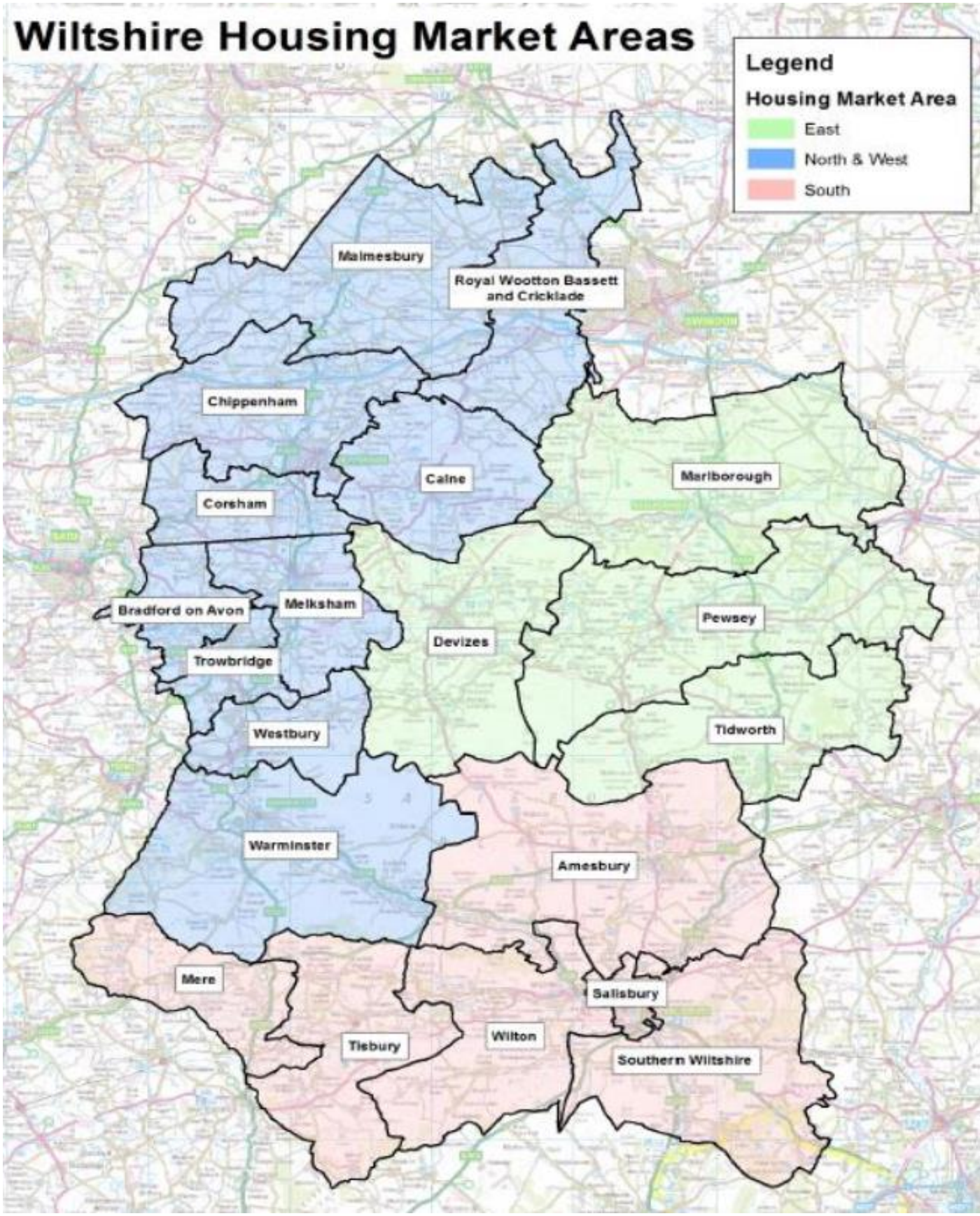
The assessment of Netherhampton Road, which has been identified by the Council as a strategic site, demonstrates that this site can support 40% affordable housing in addition to infrastructure requirements comprising payments towards education and road infrastructure.

10.3 Functional Economic Geography

10.3.1 Housing Market Areas

The report provides details of the Wiltshire Housing Market Areas as defined by the Housing Supply Paper (February 2015). The HMAs comprise an East HMA, North/West HMA, and a South HMA. These are set out in Figure 9.2 below.

Figure 9.2: Wiltshire Housing Market Areas



Source: Wiltshire Council

11 Chippenham Strategic Site Viability Assessment

Date published	Commissioned by	Written by
April 2016	Wiltshire Council	BNP Paribas Real Estate

11.1 Introduction

This report outlines the results of our April 2016 assessment of the viability and deliverability of potential strategic sites in Chippenham on behalf of Wiltshire Council. This viability assessment provides an update/extension to our viability assessment of the strategic sites in a report dated October 2015 for Wiltshire Council.

11.2 Strategic Sites

The Council's adopted Core Strategy identifies Chippenham as one of the county's three principal settlements where the majority of new housing and employment will be focused. The Core Strategy proposes that at least 2,625 new dwellings and 26.5 hectares of land for employment development needs are to be allocated on strategic sites through the preparation of the Chippenham Sites Allocations Plan.

Figure 10.1: Strategic Sites Development Assumptions

Site	Density – units per ha	Units	Emp. space (ha)	Green space (ha)	Residential area (ha)	Gross site area (ha)
Rawlings Green (B1)	30	650	5	17	29	51
East Chippenham (C1)	30-43	850	20	35	36	91
East Chippenham (C4)	30-43	1,350	16	39.4	52.6	104.2
South Pewsham (D7)	43	1,050	10.5	15.5	37.4	63.4
South-west Chippenham (E2)	43	1,000	18.1	103	52.9	174
South-west Chippenham (E5)	43	1,400	18.1	75.4	64.4	157.9

Source: BNP Paribas

12 Wiltshire Community Infrastructure Levy: Viability Study

Date published	Commissioned by	Written by
November 2013	Wiltshire Council	BNP Paribas Real Estate

12.1 Introduction

This report tests the ability of a range of development types throughout the County of Wiltshire to yield contributions to infrastructure requirements through the Community Infrastructure Levy (CIL).

12.2 Employment Land Demand and CIL Contributions

The report indicates that the potential for commercial schemes to be viably delivered varies between different uses and between areas across the County. Retail rents are higher in certain areas and developments might generate sufficient surplus residual value to absorb a CIL. For other types of development, such as offices, there is unlikely to be sufficient demand to warrant development of new floorspace. As a result of limited demand, rent levels are too low to generate sufficiently positive residual land values to encourage development.

12.2.1 Offices Development

Office developments are unlikely to be viable, unless rents increase significantly. Given the context of over supply of offices in Wiltshire, short to medium term appetite for new office development is likely to be weak and it is therefore unlikely that any significant level of office development will come forward.

The 'base' scenario in BNP Paribas appraisals indicates that office development in the prime market in Wiltshire is very unlikely to generate surplus residual land value that could be used to fund CIL contributions. This situation would continue to apply until rents increase significantly above their current levels.

12.2.2 Town Centre Retail Development

The existing 'high street' retail market in Wiltshire is predominantly characterised by retail centres in the main urban areas of Trowbridge, Chippenham, Salisbury, Marlborough and Bradford upon Avon. Much of the retail floorspace is arranged in and around traditional high streets, although there are some covered shopping centres (Emery Gate and Borough Parade in Chippenham; and The Shires and Castle Place in Trowbridge). Consequently, a significant proportion of development activity involves recycling existing retail floorspace, rather than additional space.

Although the evidence indicates that a CIL could be levied at a high rate against two of the current use values (£316 and £690 per sq m), these rates would fall as a result of changes in rents and/or yields. Any rate of CIL on retail would need to be set to reflect these downside risks. When tested against the highest of the three current use values, the maximum rate of CIL would fall to £181 per sq m.

12.2.3 Retail Development (Non-Town Centre)

It is unlikely that non-town centre retail development will be sufficiently viable to attract significant interest from developers at the current time. BNP Paribas appraisals indicate that it is unlikely that CIL could be levied on retail outside of town centres.

12.2.4 Retail Warehouse/Superstore and Similar Development

The retail warehousing/superstore market in the County is quite buoyant attracting rents of circa £17 per sq ft and as such could absorb a CIL without adversely affecting viability of development. At this base rent, a CIL of between £92 to £316 per sq m could be levied.

12.2.5 Industrial and Warehouse Development

BNP Paribas appraisals of industrial development indicate that residual values are likely to be too low to absorb any level of CIL. A considerable increase in new build industrial rents would be required before any CIL could be absorbed, even if developed on greenfield sites.

12.3 Strategic Sites

This section outlines our approach to testing the viability of seven strategic developments which provide a combined total of 8,500 units. These sites therefore account for 65% of the 12,495 units planned on major sites in the County.

Figure 11.1: Strategic Sites

Location	Number of units	Employment land (ha)
North East Chippenham	750	2.5
Rawlings Green, East Chippenham	700	6
South West Chippenham	800	18
Ashton Park, Trowbridge	2,600	15
Fugglestone Road, Salisbury	1,250	8
Churchfields and Engine Shed, Salisbury	1,100	5
King's Gate, Amesbury	1,300	0
Total	8,500	54.5

Source: BNP Paribas

All of the sites are currently in agricultural use, with the exception of the Churchfields and Engine Shed site. This site is currently in employment use and is understood to require decontamination.

12.4 Infrastructure Changes

Figure 11.2: Strategic Sites: Community Infrastructure Requirements

Location	Schools	Strategic transport
North East Chippenham	1 form entry primary	Contribution required
Rawlings Green, East Chippenham	1 form entry primary	Contribution required
South West Chippenham	1 form entry primary	Contribution required
Ashton Park, Trowbridge	2 form entry primary	Contribution required
Fugglestone Road, Salisbury	2 form entry primary	-
Churchfields and Engine Shed, Salisbury	1 form entry primary	-
King's Gate, Amesbury	2 form entry primary	-

Source: BNP Paribas

All three Chippenham sites include contributions towards strategic transport totaling £6.75 million.

13 Wiltshire Infrastructure Delivery Plan 3

Date published	Commissioned by	Written by
December 2016	Wiltshire Council	Wiltshire Council

13.1 Introduction

The Infrastructure Delivery Plan (IDP) supports the Wiltshire Core Strategy (January 2015) and the Wiltshire Community Infrastructure Levy (CIL) Charging Schedule (May 2015). To meet national planning policy requirements, the IDP identifies the infrastructure that is needed by new housing and employment development planned in the Core Strategy. It is prepared by the council's spatial planning team in consultation with other council services, external service providers, developers and the local community.

13.2 Employment Land Requirements

The IDP defers to the Wiltshire Core Strategy's employment land allocations. The headline figure is 178 ha of new employment land between 2006 and 2026. This is focused in and around the principal settlements in the following way:

- Chippenham – 26.5 ha
- Salisbury – 29 ha
- Trowbridge – 25 ha

Devizes, Westbury, Bradford on Avon, Warminster, and Wilton also receive strategic employment land allocations.

13.3 Infrastructure Changes

Transport provision is necessary to support new development and, in some cases, without it development cannot proceed. Without adequate transport infrastructure to support new development, the delivery of Core Strategy policies and strategic allocations may be at risk. The IDP defines infrastructure as 'any facility, service or physical structure that supports or enables proposed development, whether privately or publically funded'.

13.3.1 Transport

The transport strategies, commissioned by the council, identify a broad package of measures for the principal settlements and the market town of Devizes. These include highways, public transport, walking and cycling and smarter choices measures. Indicative total capital costs for the transport strategies are Chippenham (£46.5m), Salisbury (£25.6m), Trowbridge (£16m) and Devizes (£5m).

Highways England highlight the following areas in Wiltshire where capacity improvements to the strategic road network may be required due to future development:

- Amesbury and Mere (impact on A303 and its junctions)
- Chippenham and Malmesbury (impact on Junction 17 of the M4)

- Salisbury, Warminster, Westbury and Wilton (impact on A36 and its junctions)

Network Rail, through the Great Western RUS, identify the following railway schemes that will affect Wiltshire:

- Electrification of the Great Western Main Line
- Intercity Express Programme and electrification of the network
- Improvements to Chippenham Railway Station
- New railway stations in Corsham and Royal Wootton Bassett

Wiltshire Council also received £1.905 million from the Local Pinch Point Fund towards a £2.722 million project to dual part of the A350 around Chippenham.

Key projects for Wiltshire include a new science park at Porton Down and a range of transport schemes to support key growth areas. In January 2015, the SWLEP secured a further £11.5 million towards projects including Digital Corsham and improving the A350 to the south east of Trowbridge.

The most likely risks to the delivery of transport infrastructure include lack of funding and the development being too small to make schemes viable long term (e.g. provision of bus services).

14 Swindon Employment Land Review

Date published	Commissioned by	Written by
March 2017	Swindon Borough Council	Nathaniel Lichfield & Partners

14.1 Background

Swindon is located along the M4 corridor and as such benefits from excellent strategic transport links. Businesses are concentrated around Swindon town centre and in a number of out-of-town estates with strategic links to the M4 and A419. Swindon has a higher share of large and medium businesses than the national and regional averages which reflects the presence of above average numbers of large manufacturing and distribution businesses in the area. The labour market within the area has below average NVQ4+ qualifications but above average earnings for residents. This suggests that people within the area work in specialists sub-sectors that require advanced vocational qualifications such as advanced manufacturing. Between the 2001 and 2011 Census Swindon changed from a net importer of labour to a net exporter. It is suggested that this may be linked to housing growth outpacing employment growth within Swindon.

14.2 Overview of Emploment Land

Within the region Swindon has the largest stock of warehouses and commercial office space and the second largest stock of factories (superseded by Wiltshire). Office space is primarily located in and around Swindon town centre with industrial space located in trading estates within close proximity to transport links. During the period 2008 to 2014 there has been an overall net gain in employment land across all B use classes in Swindon.[25]

14.3 Qualitative Analysis

Swindon is often characterised by a lower value profile in both office and industrial market terms than other areas closer to London. This, coupled with its connectivity and ready supply of employment land has made it possible for them to attract significant investment to the area.

14.3.1 Office Demand

Office demand is reported as strong in recent months and the outlook is positive as the demand comes from across a range of sectors. The majority of recent take up has been in the out of town business parks which tend to offer more modern spaces. Rents have been increasing steadily along with demand, however they are still competitive relative to the surrounding area. The town centre lacks modern office space and, alongside the increased demand, businesses are finding it harder to meets their needs.

14.3.2 Industrial Demand

The industrial market is characterised by a high level of demand from a variety of industrial sectors. Developments of industrial spaces has been primarily for logistics with a shortage of development of

[25] In new developments with mixed use class a 50/50 split has been assumed in compiling this data

other types of industrial space. A new multi-use industrial site that would allow for churn has been suggested as a potential remedy for the shortfall in supply.

14.4 Employment Land Survey

A survey of 36 employment sites equating to approximately 982ha of employment land was conducted. Of these; 31 are "key employment areas" 3 are "employment allocations" and 2 are not currently allocated for employment use. Of the sites surveyed 13 out of the 36 sites (comprising 501ha of land) are classified as higher performing sites. These scored well in the assessment criteria used in the report and are generally characterised as "having good strategic and local access, generally compatible with adjoining uses, and located in close proximity to urban areas that provide access to local labour and services". The poorer performing sites make up 11ha, however they are currently occupied which suggests they meet specific demand for affordable space.

14.5 Employment Land Demand

Future demand for B class employment space is assessed based a number of different growth scenarios.

14.5.1 Baseline Labour Demand

Forecasts of total employment growth from Cambridge Econometrics and Oxford Economics are obtained and separated into B class, some B class and non-B class employment sectors. There is some disparity between the forecasts with respect to growth in total jobs in B class sectors; Cambridge Econometrics estimate negative growth of 800 jobs in the period 2016-2036 and Oxford Economics predicts overall growth of 2,100 jobs. In the Cambridge forecast employment in jobs requiring office B use class will increase whilst manufacturing and distribution will both decrease. In the Oxford Economics analysis only manufacturing B use class employment will decline. These job figures are then converted to floorspace requirements using ratios based on the Homes and Communities Agency guidance. A 10% allowance is then added to positive figures to reflect a normal level of market vacancy.

14.5.2 Adjusted Labour Demand

An adjusted forecast produced by Hardisty Jones Associates of the functional economic market area is used to project employment growth for Swindon. This analysis produces a forecast for the period 2016-2036 of an increase in office and distribution use class employment and a decline in manufacturing. These employment estimates are then converted to floorspace requirements and an allowance added as per the baseline labour demand scenario.

14.5.3 Past Completion Rates

Given that land supply has historically not been constrained in the area, the report examines the net completions over the period 2008-2014. A period of ten years of analysis of net completions has been suggested to take account of business cycles and to provide a reasonable basis to project

future demand[26]. Removing outliers and projecting the net annual completion rate into the future over the next two decades produces a net floorspace requirement that can be reversed to produce an estimate of job growth in Swindon over the period of 3,600 new B class jobs.

14.5.4 Future Labour Supply

The forecast growth in the economically active population in Swindon over the next 20 years is taken and adjusted for the fact that Swindon is currently a net exporter of labour. This is assumed to remain constant for the period of analysis. The share of new B class employment as a share of total employment is taken based on an average of the forecast produced by Cambridge econometrics and Oxford economics respectively. The amount of new B class jobs needed to support the increase of B class workers is projected on a one-to-one basis. This forecast suggests a need to increase office jobs, decrease manufacturing jobs and moderately increase distribution jobs. These totals are then converted into floorspace requirements for each of these sectors in line with the methods used for the other scenarios.

14.6 Adjustments and Land Requirements

When converting the floorspace requirements to land requirements for each of the scenarios two adjustments are applied to the projections. A margin to allow for flexibility is applied to take into account the average of 2 years taken for a site to gain planning permission and finish construction. An allowance is also applied to take account of the losses of B use class land to other employment uses. This is based on the average losses of office (excluding to residential) and industrial land over the period 2008-2014 in Swindon. This figure is then reduced as it is considered inappropriate to replace all losses. For industrial use class the land requirement lies between -9ha and 57ha approximately using the four different scenarios and, the projected office use lies between 2ha and 14ha approximately. Overall the projected land requirement is between -3ha and 59ha.

14.7 Employment Land Supply

The supply of employment land in the area includes 38ha of employment land with planning permission or allocated in the 2011 Local Plan, and a further 68ha of additional land allocated in the Local Plan developed in 2015. Of this 105ha of land it is estimated that only approximately 60ha of this land is still currently available to be developed with the rest already developed or under development. Of the remaining 60ha, approximately half of the land has been identified as having barriers to bringing it forward for development in the short term. There is also a concern that there are no large industrial sites available as many of the industrial sites are smaller vacant sites located within existing developments.

14.7.1 Supply and Demand Balance

Broadly comparing the 60ha of available supply with the range of overall future land requirements would mean that, regardless of the methodology used to produce the demand estimates, supply should be sufficient to meet demand. Breaking down the supply between office and industrial use classes and comparing it to the different demand projections results in a surplus of supply over

[26] Swindon has no data for losses of B use class land prior to 2008 and therefore a shortened period of net completions is examined.

demand in all scenarios except for industrial land demand estimates based on past completion rates. In this case there is a shortage of approximately 23ha of employment land. Supply of land will struggle to keep pace with demand, however, if the land that has been allocated in the local plans fails to come forward due to the barrriers it faces. If this were to happen and no new allocations were made, office land supply would fall short of demand in all scenarios except past completion rates.

15 Wiltshire Council Economic Development Service

Awaiting confirmation we can disclose this information

Wiltshire Council's ED Service engages with many of the county's strategically important businesses, providing support to safeguard existing jobs and attract job-creating investment. Inward investment support is linked as a priority but most job creation comes from existing companies. Locational strengths reported by businesses include things like connectivity (M4/A350/A303, mainline rail), sectoral presence (AEM, life sciences/defence, IT/digital), quality of life and staff retention, and access to the military talent pool; with challenges including recruitment of graduate and highly skilled staff in competition with other areas.

A quick review of the activities of just over 100 larger companies engaged by ED indicates that just over around a third have made site investments within the past 5 years and around one in five indicate that they intend to move or expand again within the county within the next few years. So it seems reasonable to say that around half of the engaged larger businesses in the county are demonstrating property activity/demand. 37 past/current investments look like this:

- 16 were expansions of existing operations
- 10 were further sites, though 2 went out of county
- 9 were relocations within the county
- 2 were new inward investments
- and 18 of these included new builds

Around 20% of these businesses have indicated they wish to move or expand again, and nearly all of these have mentioned some sort of availability/deliverability issue, even if this is simply that there isn't an easy or obvious solution, for example:

- Chippenham – engineering manufacturer: one obvious available building but it is too large and not suitable to divide;
- Chippenham - pharma and utilities HQs: no central office currently available of sufficient size/standard;
- Trowbridge - manufacturer: only one available serviced site within immediate search area;
- Devizes – manufacturer/s - only one allocated site within immediate search area is too large and won't divide

A fairly common message is the desire to expand *within the existing travel to work area,* to retain skilled staff. This seems to call for an adequate supply of available premises and deliverable employment land - with planning consent and infrastructure in place - at locations throughout the county. Major investments are often 3-5 years in the planning, so there appears to be scope to meaningfully address the supply side. Requirements vary from large footprint 'boxes', to mid-sized manufacturing units with associated offices, and office only developments (e.g. central, well connected). Tenure requirements and site development mechanisms are varied; early stage enquiries are often open to evaluating all options.

Against this background of activity, shortlists of appropriate sites/premises to facilitate investments can be a bit short on options and allocated employment land is not always easily deliverable e.g. where it is held by residential developers or is an element of a mixed use scheme. Possible conversions of existing premises to residential may risk impacting supply and perhaps the integrity of business parks.

That said, Wiltshire Council is very proactive in supporting business growth and has secured investments where there were no other suitable premises or allocated land – for example through policy supporting expansions and local re-provision (examples in Trowbridge, Mere, Melksham).

There is, for example, serviced site availability at Hawke Ridge and Solstice Park, sector-focused growth potential at Porton and Boscombe, speculative developments coming forward at Corsham, and a number of individual sites within industrial/trading estates right across the county – however, each not necessarily meeting the needs of individual businesses.

In short, in my experience larger businesses typically require sites or premises of the right sort, in the right place, available at the right time!

16 A Better Defense Estate

Date published	Commissioned by	Written by
November 2016	Ministry of Defense	Ministry of Defense

16.1 Background

The defense estate currently covers 1.8% of the UK land mass and is where the armed forces live, work, train, operate and deploy from, where equipment and weapons are stored, and where they carry out research. In the 2015 strategic defence and security review is was decided that the estate would be reduced by 30% by 2040. This will release 91 sites across the UK and help meet the target of supplying land for 55,000 homes.

16.2 Disposal of Sites in Wiltshire

The army has earmarked four sites for dispoal within Wiltshire and the RAF has earmarked one. The RAF is set to dispose of RAF Colerne Airfield in 2018, however the relocation of the staff there has yet to be determined. The army is set to dispose of Buckley Barracks in 2029 with the associated airfield already disposed in 2016, Azimghur Barracks (part of RAF Colerne) in 2031 and Leighton House in 2024. Since this document was published the army and RAF sites in Colerne have been merged into one site for disposal at the same time. Of the outstanding disposals for the army only the staff from Leighton House have a new site allocated to move to in Sandhurst.

16.3 Developments in Wiltshire

The government has announced it will spend £1 billion to develop military infrastructure around Sailisbury Plain for returning units from Germany. As part of the restructuring of the defence estate the plan is to co-locate people and capabilities and, as part of this, Salisbury Plain is set to deliver armoured and tracking capabilitities with close supporting units in the surrounding areas. The joint forces command has a long term plan to consolidate its capabilities into centres of specialisation. The MOD in Corsham is to be the specialist centre for information systems and services. By 2021 it is anticipated that defence equipment and support staff will be moved from a site scheduled for disposal into the MOD in Corsham.

17 Swindon Economic Strategy to 2026 (Revised)

Date published	Commissioned by	Written by
		Swindon Borough Council

This ten year strategy focuses on Swindon's ambition to create jobs, attract investment, create wealth and prosperity for the local community and ensure residents have the skills they need to promote Swindon as a key employment location. The vision is that Swindon will be the most innovative, productive and fastest growing city in the UK. The plan contains four key aims related to business growth, housing, land and infrastructure, education & skills and town centre regeneration. The plan aims to create 20,000 new jobs (10,000 of these in key sectors) and 22,000 new homes along with increasing the number of residents with degree level qualifications by opening a university.

17.1 Housing, Land and Infrastructure

The plan aims to allocate 60ha of additional employment land in the Local Plan to 2036 and accelerate the delivery of undeveloped existing allocations. There is also a plan for two new developments with a mix of employment land and housing; New Eastern Village with 8,000 new homes and 45ha of employment land and Wichelstowe with 3,500 new homes and 12.5ha of employment land. Across Swindon seven sites are proposed for residential development. There are four other proposed employment land allocations in the Swindon area.

17.2 Town Centre Regneration

A regeneration project in the town centre with £0.5 billion of planned investment will deliver 10,000 jobs and 1,000 homes in the next 5-10 years. There are a total of five mixed use developments proposed for the town centre regeneration including a site at Carriageworks which will provide high quality office space within Swindon town centre.

18 Transport Strategies

18.1 London to Wales Route Strategy 2017

This route runs approximately 255 miles from the outskirts of London to Wales and comprises the M4 and the A404. It provides a route between London and Swindon for a number of technology companies and provides access to the broader Wiltshire area. Junctions 15 and 16 are among the worst ranked for safety issues with complaints that signage and lane designations are not clear. Many of the locations serviced by the M4 are proposing new developments that will add additional pressure to the route. There are plans for residential developments in Chippenham and Swindon and for business development at junction 17 near Chippenham. A feasibility study has been funded by the Department for Transport to look at adding an additional junction between junctions 18 and 19. In addition junctions 15-18 are being reviewed in light of these new developments and developments in Bristol which will feed into the next road investment strategy.

18.2 South West Penninsula Route 2017

The A303 and the A36 form the part of this route that travels through Wiltshire. The overarching issues along both these route are safety and capacity issues. Many sections along the A303 change between single and dual carriageway which contribute of both of these problems. Along the A36 Warminster and Salisbury both have safety issues and junctions in Salisbury are currently operating at or over capacity. Warminster and Salisbury are both areas of future potential growth which will add even more traffic to the route. There is a study ongoing into the suitability of the A36 as it is currently seen as a barrier to economic growth due to the poor north-south link it provides. The road has also been highlighted for futher investigation in the next road investment strategy.

18.3 Wessex: North to South Connectivity Study 2017

This study looks at the A350 running from Dorset up to the M4 at junction 17 and the A36/A46 running from Southampton to Bath and the conurbation around Bristol. Highways England has no current plans to improve any of these routes but is willing to consider it going forward if a compeling economic caase can be made. Improved connectivity is suggested as a solution to the “flatlining” of GVA in Wiltshire in recent years, with attention drawn to the difference between the GVA for Wiltshire and Swindon as an example. The study suggests that for Wiltshire the benefit of improving the north-south links will be agglomeration benefits for the area.

18.3.1 Findings

The study finds that if the journey times on the A36/46 were reduced by 5% then there would be a £7.3 billion discounted agglomeration impact over 60 years. For the A350 corridor the figure is £12.2 billion and so if both corridors were improved the figure is £20.5 billion. This does not take into account the potential indirect benefits such as employment multipliers (the study suggests 1,400 new jobs could be created), the increase in tax renvenues from more profitable firms and the opening up of more development land.

19 Swindon and Wiltshire Needs Analysis for the Post 16 Area Review

Date published	Commissioned by	Written by
August 2016		Swindon and Wiltshire LEP

19.1 Context

In the short term SWLEP will see a decline in the population of 16-18 year olds of approximately 1,700 between 2014-2019. For Swindon this may be offset by the population growth brought about by new housing developments in the area. Within Wiltshire new housing developments are not projected to offset this decline, however with the transformation of Salisbury Plain relocating families are projected to bring approximately 150 additional 16-18 year olds by 2019. The rural areas of the LEP are home to approximately 36% of the population (48% in Wiltshire) and this distribution holds across 16-18 year olds. In Salisbury, the South Wiltshire University Technical College opened in 2015 and is designed as a specialist Science and Engineering Academy. A related institution opened in 2014 in Swindon and specialises in engineering and business.

19.2 Participation

where the alternative choices are more diverse. HE participation in Swindon is some of the lowest in the country and there are 10 wards in Swindon where HE participation is lower than expected based on historical data. Wiltshire has 9 such wards. Swindon has one of the highest proportions of 16-18 year olds choosing technical educations in the UK (57%) whereas, Wiltshire has a 50% participation rate in technical learning. Swindon is very self contained with 81% of learners choosing to learn in Swindon. This compares to 67% in Wiltshire. Swindon has a higher then average amount of NEETs (4.6%) than the UK as whole (4.3%) whereas at 4.2% Wiltshire has a lower proportion of NEETs.

19.3 Attainment

Swindon underperforms at key skill level 4 and is in the bottom quartile for attainment out of 152 local authorities. Colleges in the area deliver a significant amount of maths and english to students as they fail to achieve grade A*-C in maths and english at GCSE. Broadly across Wiltshire the attainment rate is much higher with a ranking of 41 out of 152 local authorities, however this masks the variable performance across different communities in Wiltshire. By the age of 19 the picture is similar with low attainment of level 2 in Swindon and above average attainment in Wiltshire.

19.4 Barriers to Participation and Attainment

Both Swindon and Wiltshire have below average proportions of students taking A-levels or other level 3 qualifications progressing to HE. Swindon and Wiltshire is currently the only LEP without a university and this is seen as a barrier to increasing this number. Current recruitment and travel flows suggest that students from Swindon may be reluctant to travel to Wiltshire (the reverse doesn't appear to be a problem) and so provision of HE in Wiltshire may not be attractive to people in Swindon.

19.5 Workforce and Employer Needs

Of the working age population in Swindon only 29% are qualified to NVQ4+ compared to 37% in the UK. Wiltshire is in line with the national average for residents with NVQ4+ qualifications however, the picture is not consistent across the county. The age profile of those with qualifications in Wiltshire is also rising with younger people in the county less likely to be degree educated than older people. Local research by Swindon Borough Council suggests that skills gaps are a barrier to growth for approximately 1 in 3 business, but this increases to 44% for Advanced Engineering and High Value Manufacturing and 45% for Digital and High Tech sectors. Growth forecasts suggest a shift towards higher level more skilled occupations which will have an impact on the skills need by employees. According to modelling forecasts job opportunites at NVQ4+ will be approximately 64% in Swindon and 67% in Wiltshire and jobs requiring qualifications below NVQ2 will be negligible.

20 Employment Development Chippenham Gateway, Wiltshire: Final Report

Date published	Commissioned by	Written by
April 2017	St. Mowden Homes	Savills

20.1 Introduction

This report was prepared on behalf of St. Modwen Homes to accompany it's outline planning application for proposed employment development at land known as Chippenham Gateway, Wiltshire. It responds to the requirements set out in national and local planning policy and the pre-application advice provided by Wiltshire Council.

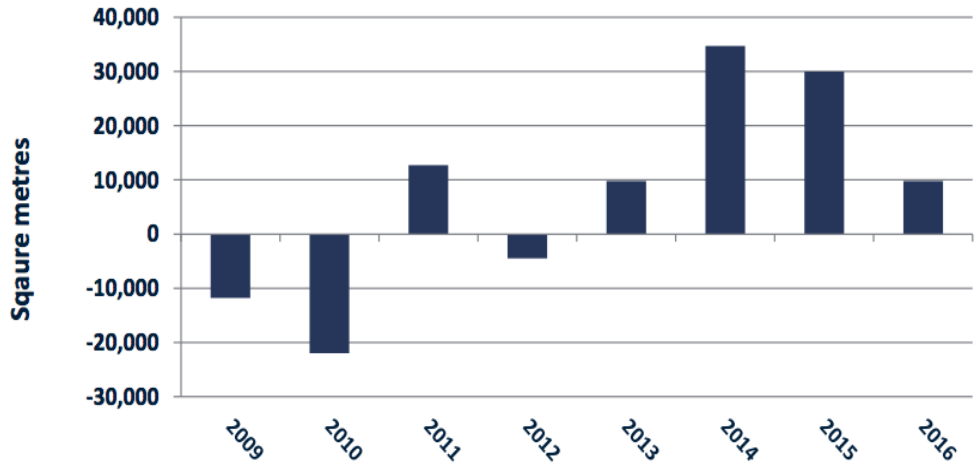
20.2 Employment Land Requirements

This section looks at data on the demand for large units in the two PMAs. It uses data from CoStar and Savills' proprietary database. It first analyses net historic take-up. This shows the extent to which the amount of occupied floorspace grows or decreases. It also analyses the key economic sectors which are driving floorspace demand.

20.2.1 Historic Take-up

Figure 14.1 shows the annual net take-up for units between 6,500 square metres and 18,600 square metres. From 2009 to 2012 net take-up was broadly negative due to the slow recovery after the recession which began in 2008. The market rebounded between 2013 and 2016. Between 2009 and 2015 the average net take-up for the PMA was about 7,300 square metres (79,000 square feet) per annum.

Figure 14.1: Historic Net Take-up for units Between 6,500 and 18,600 sq m

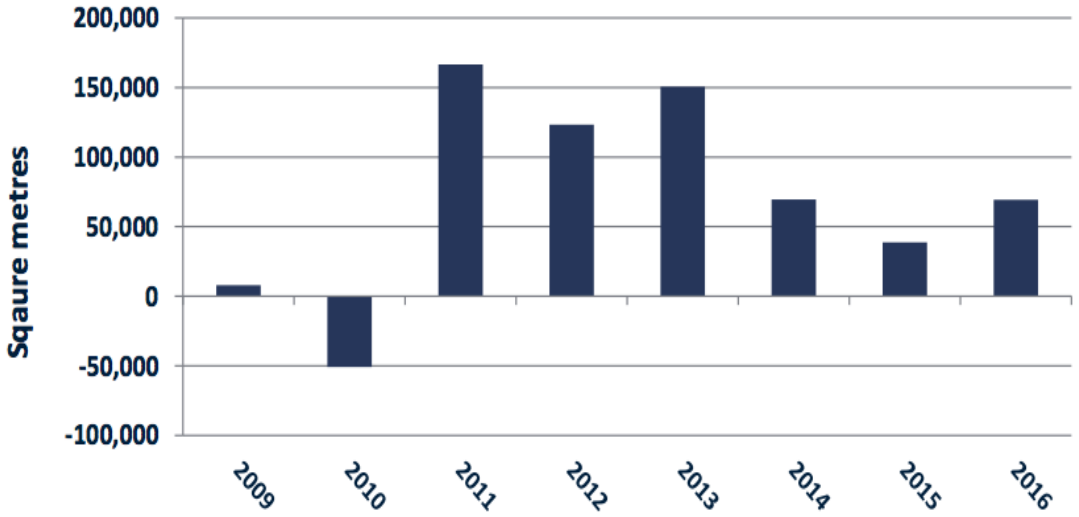


Source: CoStar; Savills

Given the relatively poor performance in net take-up in 2009 and 2010 it is likely that the average net take-up of 7,300 square metres between 2009 and 2016 may underestimate the long term average annual net take-up figure in the PMA. If just the last six years are considered then average net take-up is 15,400 square metres.

Figure 14.2 shows the annual net take-up for units greater than 18,600 square metres. Compared to the market for smaller units (between 6,500 and 18,600 square metres), net demand for floorspace in units greater than 18,600 square metres recovered earlier and has been more sustained.

Figure 14.2: Historic Net Take-up for Units Greater than 18,600 sq m



Source: CoStar; Savills

Figure 14.3 shows the different economic sectors and the average deal size. The majority of demand in the PMAs is from retailers and logistics firms. These two sectors represent about 70% of take-up. The average transaction for retailers was more than 38,000 square metres.

Figure 14.3 – Occupier Sectors for Large Sheds (6,500 sq m and above)

Sector	Total (sq m)	Total (sq ft)	Average deal size (sq m)	Average deal size (sq ft)	Number of transactions
Retail	811,504	8,731,784	38,643	415,799	21
Logistics	237,105	2,551,249	16,936	182,232	14
Manufacturing	285,479	3,071,749	20,391	219,411	14
Business Services/ Engineering	104,812	1,127,782	13,102	140,973	8
Recycling/ Waste Management	54,363	584,945	27,181	292,473	2
Storage	31,599	340,000	31,599	340,000	1
Total	1,524,861	16,407,509	25,414	273,458	60

Source: Savills; CoStar

Retailers that took large amounts of floorspace in 2016 in the PMA include Amazon (200,000 square in Swindon), Lidl (600,000 square feet in Bristol), The Range (1.25 million square feet in Bristol), and

Brake Brothers (300,000 in Bristol). Logistics companies include Howard Tenens (240,000 square feet in Swindon), DHL Trade Team (250,000 in Gloucester), and David Turner (250,000 square feet in Bristol). Manufacturers and business services/engineering firms are additional components of demand although their requirements tend to be smaller.

In addition to the strong net take-up of large shed floorspace in recent years there remains a considerable level of outstanding requirements.

Amongst requirements for large sheds of between 6,500 and 18,600 square metres (70,000 to 200,000 square feet) there were 17 active requirements at the time of this report. The total floorspace of these requirements is approximately 121,000 square metres (1.3 million square feet). The average requirement in this category is about 7,150 square metres (77,000 square feet).

Regarding requirements for large sheds greater than 18,600 square metres there are 18 requirements. The total floorspace of these requirements is approximately 470,000 square metres (5.1 million square feet). The average requirement in this category is about 26,000 square metres (280,000 square feet).

Agents have been appointed to market Chippenham Gateway in the event that planning for the proposed development is granted permission. The agents say there are currently about 20 enquires being pursued. The agents say that approximately 185,000 square metres of floorspace requirements are 'active' and an additional 370,000 square metres being 'monitored'. Agents say that the enquiries can be broadly disaggregated by use class. About 75% of enquires are for B8 uses; 25% are for B2 uses. The agents say that probably 50% of regional requirements that are distribution oriented would consider Chippenham Gateway as a potential location. Manufacturers tend to be less flexible unless the enquiry is in the form of inward investment.

20.3 Infrastructure Changes

This section provides details of the proposed site and development scheme as provided in the report.

The 26.88-hectare site is approximately 5.5 kilometres north of the centre of Chippenham. It is situated outside of existing settlements.

The site is currently agricultural land. It is located on the southern side of Junction 17 of the M4 Motorway which runs east-west above the site's northern boundary. The A350 forms the western boundary. The M4 is amongst the principle strategic roads in the UK running from London to Wales. Junction 17 is one of only two junctions in the Council's administrative area with direct motorway access. The other is Junction 16 on the border of Wiltshire Council and Swindon Borough Council and is less strategically situated to benefit Wiltshire Council's economy. Chippenham Gateway could therefore be considered one of the best-located sites in the Council's administrative area for large-scale warehouse/distribution activities. It is also one of the best located warehouse/distribution sites between Reading and the area north west of Bristol.

The site's access to the A350 is another critical feature of Chippenham Gateway. The road is one of the Council's most important highways within its administrative area. It runs through a key corridor

for economic activity in Wiltshire that includes Chippenham, Corsham, Melksham, Trowbridge, Westbury and Warminster. It then intersects the A303 and continues towards the south coast of England.

The development proposal is for up to 1 million square feet GIA (92,904 square metres) of Class B8 (storage and distribution) employment floorspace.

Given the site location, scale, and scope of demand for large units there is a high likelihood that the majority of floorspace will comprise large units in the region of at least 70,000 square feet (about 6,500 square metres). Most of the floorspace is likely to be in units of 100,000 to 200,000 square feet (about 9,300 and 18,600 square metres) and greater. Large format storage and distribution units typically contain ancillary office floorspace.

21 Land East of Oxford Road, Calne: Business Premises Market Demand Report

Date published	Commissioned by	Written by
December 2015	Hollins Strategic Land	Colliers

21.1 Introduction

Colliers International were instructed by Hollins Strategic Land (HSL) to provide advice on the local market demand for business space in Calne and to assess whether demand for industrial or office space within the area is likely to be sufficient to support the development of business space on land east of Oxford Road (the Site), which has been allocated for employment use since 2006.

21.2 Area Profile

21.2.1 Calne

Calne is located at the junction of the A4 and A3102 in Wiltshire. It is approximately 6 miles to the east of Chippenham, 13 miles to the west of Marlborough and 6 miles north of Devizes. The town is approximately 22 minutes' drive from junctions 16 and 17 of the M4 with the nearest train station located in Chippenham.

The town has a small retail centre with a supermarket located within the town centre with the majority of the town's employment space being provided by the Porte Marsh Industrial Estate with some additional small office space provision above shops within the town centre.

Calne is very much a secondary settlement in comparison with the neighbouring town of Chippenham with a population of 17,335 and the main employment sectors being Wholesale and Retail Trade (15%), Manufacturing (14%) and Education (10%) at the time of the 2011 census.

21.2.2 Porte Marsh Industrial Estate

The Porte Marsh Industrial Estate (32 ha / 79 acres) is located towards and on the north eastern edge of Calne. The Estate and the surrounding area to the west of Oxford Road form the bulk of Calne's employment area of business use accommodation. For the purpose of the figures in this report we have included the smaller Pen Hill Industrial Estate to the east of Oxford Road within these. Pen Hill Industrial Estate is, in relation to the Porte Marsh Industrial Estate, a secondary estate with poorer access and little visibility from the main routes into and out of Calne.

The Porte Marsh Industrial Estate consists of a mix of industrial units and small office units, most of which are 'second hand' with office units ranging from small serviced suites up to c. 2,000 sq ft accounting for the majority of recent lettings. A number of business units like those along Redman Road have been built in a flexible B1 style appropriate to use as both office and industrial units.

The Estate is home to approximately 100 companies, predominantly in light industrial and information technology uses and mainly smaller firms, due, we would suggest, to the low rents available in the area.

21.2.3 The Site

The site is a c 1.2 ha undeveloped site located to the east of Oxford Road. The site is within the settlement boundary. To the west of the site is the Porte Marsh Industrial Estate and to the south east is a site with outline planning permission for 200 dwellings (application number N/11/03524/OUT).

21.3 Employment Land Supply and Requirements

21.3.1 Office Stock

There is approximately 7,265 sq ft of office space available within Calne. This accommodation is distributed across the town with a number of small units above shops within the town centre and some c1,000 to 2,000 sq ft units available at the Fourbrooks Business Park within the Porte Marsh Industrial Estate.

The mix of units available is reflective of the nature of the local office market that struggles to compete for larger office requirements with centres such as Chippenham which is approximately 5.5 miles away and benefits from a mainline train service to London and is better located for access to the A350 and M4. The type and 'quality' of the stock is therefore matched to likely demand.

21.3.2 Industrial Stock

There is approximately 326,869sq ft of industrial space available in Calne. The current industrial building stock is located in large part on the Porte Marsh Industrial Estate and is predominately made up of relatively modern industrial units with a remaining economic lifespan of at least 20 years. The remainder, with regular maintenance and upgrading, should have a similar life span. There is a reasonable spread across all the sizes and ranges and there is the ability to amalgamate units to create larger entities if required. The existing industrial mix is therefore also likely to satisfy the likely quantity of demand.

21.3.3 Future Demands

Based on historic and current demand, Colliers are of the opinion that, at best, it is arguable that the Calne office and industrial market will continue to 'hold their own' with office stock in particular continuing to serve only a very restricted market. Recent trends would, however, indicate a decline in industrial demand within the area.