Appendix 1: Retail hierarchy assessment

RETAIL HIERARCHY ASSESSMENT

SETTLEMENT	TOWN CENTRE UNITS					FLOORSPACE (sq ft)								TURNOVER (£m)			RANKING	MARKET SHARE (%)	
						TOWN CENTRE					OUT OF CENTRE		TOTAL						
	FOOD	NON-FOOD	SERVICE	VACANT	TOTAL	FOOD	NON-FOOD	SERVICE	VACANT	TOTAL	SUPERMARKETS	RETAIL WAREHOUSES		FOOD	NON-FOOD	TOTAL		FOOD	NON-FOOD
Salisbury	29	226	148	45	**448**	103,300	502,800	235,900	60,800	902,800	117,042	416,929	**2,339,571**	£168.0	£389.0	£557.0	88	6.7%	10.1%
Trowbridge	21	102	87	53	**263**	163,200	267,500	106,600	90,700	628,000	148,520	268,596	**1,673,116**	£125.7	£196.9	£322.6	329	5.0%	5.1%
Chippenham	14	117	92	28	**251**	71,400	306,600	127,200	33,800	539,000	131,686	179,280	**1,388,966**	£159.6	£208.5	£368.1	367	6.4%	5.4%
Amesbury	5	30	32	11	**78**	28,400	37,400	38,100	31,500	135,400	42,797	24,964	**338,561**	£43.6	£23.9	£67.5	2775	1.7%	0.6%
Bradford on Avon	10	36	29	13	**88**	17,800	32,100	26,000	10,100	86,000	23,530	0	**195,530**	£22.5	£4.2	£26.7	n/a	0.9%	0.1%
Calne	8	30	37	14	**89**	58,300	40,100	50,900	20,100	169,400	19,935	0	**358,735**	£52.9	£7.4	£60.3	2306	2.1%	0.2%
Corsham	8	36	31	3	**78**	13,500	50,100	41,400	4,600	109,600	0	0	**219,200**	£11.4	£6.9	£18.3	n/a	0.5%	0.2%
Devizes	17	111	71	19	**218**	92,400	152,200	88,500	23,100	356,200	18,019	21,889	**752,308**	£62.1	£40.5	£102.6	422	2.5%	1.1%
Malmesbury	6	36	26	17	**85**	6,700	44,700	27,400	17,800	96,600	23,907	0	**217,107**	£19.4	£8.0	£27.4	2146	0.8%	0.2%
Marlborough	11	86	50	13	**160**	38,300	110,900	58,900	12,600	220,700	11,625	0	**453,025**	£36.8	£23.6	£60.4	569	1.5%	0.6%
Melksham	11	51	51	17	**130**	58,600	101,300	64,700	20,900	245,500	51,452	0	**542,452**	£49.5	£27.5	£77.0	768	2.0%	0.7%
Tidworth*	8	14	21	10	**53**	42390^	5700^	n/a	n/a	n/a	0	0	**0**	£18.9	£0.9	£19.8	2010	0.8%	0.0%
Warminster	12	81	68	26	**187**	73,400	154,600	92,100	68,900	389,000	12,346	49,235	**839,581**	£48.9	£39.3	£88.2	494	2.0%	1.0%
Westbury	8	34	37	12	**91**	19,900	47,900	39,000	14,300	121,100	21,420	0	**263,620**	£19.4	£6.7	£26.1	2146	0.8%	0.2%
Wootton Bassett	12	46	43	7	**108**	41,700	51,800	44,500	6,000	144,000	0	0	**288,000**	£10.0	£4.6	£14.6	1096	0.4%	0.1%
Cricklade*	5	10	18	1	**34**	3,000	3,430	n/a	n/a	n/a	0	0	**6,430**	£3.9	£0.8	£4.7	n/a	0.2%	0.0%
Downton*	3	6	10	1	**20**	4,560	1,938	n/a	n/a	n/a	0	0	**6,498**	n/a	n/a	n/a	n/a	n/a	n/a
Ludgershall*	5	4	17	4	**30**	8,040	1,040	n/a	n/a	n/a	0	0	**9,080**	£5.9	n/a	£5.9	n/a	0.2%	n/a
Mere*	3	8	16	3	**30**	2,500	5,282	n/a	n/a	n/a	0	0	**7,782**	n/a	n/a	n/a	n/a	n/a	n/a
Pewsey*	6	19	23	5	**53**	12,620	10,230	n/a	n/a	n/a	0	0	**22,850**	n/a	n/a	n/a	n/a	n/a	n/a
Market Lavington*	3	0	7	0	**10**	n/a	n/a	n/a	n/a	n/a	0	0	**0**	n/a	n/a	n/a	n/a	n/a	n/a
Tisbury*	4	12	8	2	**26**	2,900	4,230	n/a	n/a	n/a	0	0	**7,130**	n/a	n/a	n/a	n/a	n/a	n/a
Wilton*	6	21	15	3	**45**	2,246	8,574	n/a	n/a	n/a	0	0	**10,820**	n/a	n/a	n/a	n/a	n/a	n/a

Notes: town centre unit and floorspace data provided by Experian GOAD, unless indicated by a * when data is provided by Wiltshire Council.
out of centre floorspace data, turnover and market share data taken from GVA Wiltshire Retail Study Review.
Centre rankings data provided by VenueScore (2014)
^ incomplete data

Appendix 2: Existing town centre planning policies in Wiltshire

Appendix 2

Existing Development Plan Policies

North Wiltshire

1. Within the North Wiltshire Local Plan 2011, **Policy R1** provides conditional support for shops, financial/professional services and food/drink establishments (i.e. Class A) within primary retail frontages. The conditions which must be met are:

   - Proposals must not undermine the vitality and viability of the town centre;
   - They must be consistent with the scale and function of the town centre;
   - no more than 5% of the uses in the primary frontage area are non-A1 uses and that there are no more than any two adjacent units in non-A1 uses; and
   - consideration is given to the maintenance of access to upper floors of properties.

2. **Policy R2** defines secondary frontage areas and is conditionally supportive of Class A, D1 and D2 uses. The conditions do not place a maximum or minimum threshold on the proportion of any of these uses and instead repeat the other conditions in R1 namely: impact on vitality and viability of town centres, consistency in terms of scale and function and consideration of access to upper floors of properties.

3. Given that Local Plan does not defined separate town centres there is not a separate town centre development policy.

4. Policy R4 deals with retail (Class A) development proposals outside of defined town centres. It states that they will only be permitted where: a need is demonstrated, the sequential approach has been followed, it does not

individually or cumulatively undermine the vitality and viability of town centres, and it is accessible via a range of means of transport

5. R4 also notes that applications to vary the range of goods sold from retail units or to allow sub-division of units will need to demonstrate that they would not harm town centre vitality and viability. It is unclear from the policy text whether these type of proposal are also expected to meet the sequential approach to site selection.

6. The supporting text to Policy R4 asks for a retail assessment for all proposals of 1,500sq m or more[20] and indicates that an assessment may also be required for proposals under this threshold depending on the relative size and nature of the development in relation to the centre.

7. The employment land policies do not apply the sequential approach to office uses, which are classified by the NPPF as a main town centre use. The same applies to leisure and other main town centre uses (i.e. no requirement for the sequential test).

West Wiltshire

8. Within West Wiltshire, **Policy SP1** of the West Wiltshire District Local Plan First Alternation (2004) gives conditional support to retail development in the defined town centre commercial areas on the proposals map. The conditions are that:

- The development forms part of the primary retail frontage;
- It sustains the range or quality of shopping provision and does not harm the vitality and viability of the centre;
- It is in keeping with the scale and character of the centre;
- Is easily accessible by foot, bicycle and public transport; sane
- Makes adequate provision for car parking.

[20] It is unclear from the text whether this threshold relates to net sales or gross retail floorspace

9. **Policy SP4** seeks to retain Class A1 retail uses within the primary retail frontages and only allows changes of use from A1 to Classes A2 and A3 where they do not prejudice the shopping function of the primary retail frontage areas.

10. **Policy SP5** deals with secondary retail frontages. These areas are not annotated on the proposal map and the policy explains that they are those areas in the town centre commercial areas which are not primary retail frontage areas. SP5 allows for unconditional changes of use from A1, to A2 and A3 uses, and other uses are allowed on the condition that they maintain the primary commercial function of the town centre commercial area.

11. Policy SP3 is designed to deal with retail developments in edge of centre and out of centre locations. It specifically refers to new developments and extensions to existing developments. SP3 states that new stores and extensions will only be permitted where a number of criteria are met. These relate to need, the sequential approach, solus and cumulative impact, scale and design, accessibility and traffic impact. In a similar way to Policy R4 of the North Wiltshire Local Plan, the final part of SP3 indicates that proposals to vary ranges of goods and sub-division of retail units will need to demonstrate that they do not harm the vitality and viability of town centres.

12. Policy LE1 applies specifically to leisure uses and applies the same criteria as SP3 to leisure proposals in edge and out of centre locations.

13. In relation to employment uses, Policy E4 is the relevant development management policy but it does not require office proposals to be compliant with the sequential approach and impact tests. Similarly, the development management policy dealing with hotels does not require compliance with these tests.

<u>Kennet</u>

14. Policies ED17-ED20 deal specifically with retail and town centre development proposals in Devizes and Marlborough. **ED17** encourages retail development to

locate in the town centre boundary and then goes on to note that new retail development and undefined *"other significant development"* proposals which *"do not meet a distinct local need"* will only be permitted where they demonstrate compliance with the sequential and impact tests. **ED18** restricts the loss of Class A1 retail space in the prime shopping areas in Devizes and Marlborough to circumstances where the alternative use makes a positive contribution to the town centre, or it is necessary to secure the future of a listed building at risk, or the proposal makes a positive contribution to a Conservation Area and replaces an unsympathetic building.

15. Outside of the prime shopping areas, but within the town centre boundaries of Devizes and Marlborough, Policy **ED19** indicates that non-Class A1 will be acceptable provided that: they do not create a major break in the commercial frontage, they introduce activities which will enhance the health of the centre and integrate with the existing historic fabric.

16. Policy **ED20** specifically relates to retail development in Devizes town centre and encourages comparison goods retailers rather than convenience goods stores, particularly retailers which improve the type and range of retail opportunities available.

17. In relation to the other significant settlements, such as Ludgershall, Market Lavington, Pewsey and Tidworth, Policy **ED24** applies. This defines service centres in these settlements and the ED24 notes that permission will be granted for shops and services. Unlike the town centre policies, there are no pre-conditions to the support offered by ED24.

18. In relation to other main town centre uses, **Policy ED8**, which deals with employment proposals, do not include reference to the sequential approach. In addition, there are no policies in relation to commercial leisure and the policy dealing with hotels does not include reference to the sequential and impact tests.

Salisbury District

19. **Policy S1** of the Local Plan controls changes of use in the prime shopping frontages in Salisbury and Amesbury. Changes of use from A1 to A2 and A3 are permitted provided that certain criteria are met (including location and size of the premises and the distribution of A1 and non-A1 uses, the nature of the use and a requirement to provide a window display). The supporting text to the policy notes that the aim of the LPA is to keep 60% of each section[21] of primary frontage in A1 use.

20. **Policy S2** deals with secondary shopping areas and allows for changes of use to A2 and A3 use where specific criteria are met. The criteria are, in some cases, less onerous than Policy S1 although the supporting text does indicate that at least one third of the units in a particular block, or frontage of 50 metres either side of the application site, should remain in Class A1 use.

21. **Policy S3** repeats the support shown by policies S1 and S2 for A1, A2 and A3 uses in the central shopping areas of Salisbury and Amesbury but for new development rather than changes of use. There are three criteria attached to the policy which relate to the integration of the site with the shopping area, accessibility and impact on the local environment.

[21] A section is defined as a particular street block frontage or frontage of 50 metres either side of the application site, which is less.

Appendix 3: Use classes order and permitted development rights

Updated April 2014

General Use Classes Order

For further information and more detailed professional advice please contact GVA's Planning, Development and Regeneration (PDR) team on 020 7911 2653.

The table below is intended as general guidance only. Reference needs to be made to the Town and Country Planning (Use Classes) Order 1987 (as amended) and the Town and Country Planning (General Permitted Development) Order 1995 (as amended).

TCPA Use Class	Use/ Description of Development	Permitted Change
A1: Shops	The retail sale of goods to the public: Shops, Retail warehouses, Hairdressers, Undertakers, Travel and ticket agencies, Pet shops, Sandwich bars, Showrooms, Domestic hire shops, Dry cleaners, Internet cafés.	A2 "deposit-taker" C3[1 2] Mixed use of A1 and up to 2 flats for C3 use A2, A3 or B1 (up to 150 sqm; for up to 2 years)[5]
A2: Financial & Professional Services	Financial services: Banks, Building societies, Bureau de change Professional services: Estate agents, Employment agencies Other services: Betting shops, Pay day loan shops	C3[1 2] A1 (where there is a ground floor display window) Mixed use of A2 and up to 2 flats for C3 use A1, A3 or B1[5]
A3: Restaurants & Cafés	Places where the primary purpose is the sale and consumption of food and light refreshment on the premises	A1, A2 or B1[5] A1 (where there is a ground floor display window)
A4: Drinking Establishments	Premises where the primary purpose is the sale and consumption of alcoholic drinks on the premises: Public house, Wine bar or other Drinking establishment.	A1, A2, A3 or B1[5] A1, A2 or A3
A5: Hot Food Take-away	Premises where the primary purpose is the sale of hot food for consumption off the premises	A1, A2, A3 or B1[5] A1, A2 or A3
B1: Business	a) Offices, other than a use within Class A2 (Financial services) b) Research and development of products or processes c) Light industry	B8 (up to 500 sqm) D1 (State-funded Schools and Nurseries)[1] C3 (B1(a) only; exemption areas apply; until 30/05/2016)[1] A1, A2 or A3[5]
B2: General Industrial	Use for the carrying out of an industrial process other than one falling in Class B1	B1 or B8 (B8 up to 500 sqm)
B8: Storage & Distribution	Use for storage or distribution centre	B1 (up to 500 sqm)
C1: Hotels	Use as a Hotel, Boarding house or Guesthouse, where no significant element of care is provided	D1 (State-funded Schools and Nurseries)[1]
C2: Residential Institutions	Provision of residential accommodation and care to people in need of care: Hospital, Nursing home, Residential school, College, Training centre	D1 (State-funded Schools and Nurseries)[1]
C2A: Secure Residential Institution	Use for a provision of secure residential accommodation: Prison, Young offenders institution, Detention centre, Secure training centre, Custody centre, Short term holding centre, Secure hospital, Secure local authority accommodation, Military barracks	D1 (State-funded Schools and Nurseries)[1]
C3: Dwelling Houses	Use as a dwelling house (whether or not as a sole or main residence) by a. a single person or by people to be regarded as forming a single household b. not more than six residents living together as a single household where care is provided for residents c. not more than six residents living together as a single household where no care is provided for residents (other than use within C4)	C4
C4: Houses in Multiple Occupation	Use as a dwelling house by 3-6 residents as a 'house in multiple occupation' Large HMOs of more than 6 people are unclassified, i.e. sui generis	C3
D1: Non-residential Institutions	Clinics, Health centres, Crèches, Day nurseries, Day centres, Museums, Public libraries, Art galleries, Exhibition Halls, Law court, Non-residential education & training centres, Places of worship, Religious instruction, Church halls	A1, A2, A3 or B1[5]
D2: Assembly & Leisure	Cinema, Concert hall, Bingo hall, Dance hall, Swimming bath, Skating rink, Gymnasium, Area for indoor or outdoor sports or recreation, not involving motor vehicles or firearms	D1 (State-funded Schools and Nurseries)[1] A1, A2, A3 or B1[5]
Sui-Generis*	A use on its own to which any change of use will require planning permission: Theatres, Scrap yards, Nightclubs, Petrol stations, Launderettes, Taxi businesses, Amusement centres, Casinos, Large HMOs	No permitted change, except casino to D2
Other Changes of Use	Agricultural Buildings	D1 (State-funded Schools & Nurseries)[1 3] (up to 500 sqm) C3 (except in National Parks)[1 3] (up to 450 sqm) A1, A2, A3, B1, B8, C1 or D2 (up to 500 sqm)[4]

Any building in any use class [1] can be used as a state-funded school (use class D1) for a period of up to 1 academic year.

* Where uses do not fall within the four main use classes, they are classified as sui-generis. Some examples have been provided but this list is not exhaustive.

1. Subject to prior approvals received from the Local Planning Authority to state that the proposed change of use is acceptable in terms of highways impact, contamination and flood risk (and noise impact for changes to D1 (state-funded schools and nurseries)). The building must have been in use for the purpose from which it is changing from on March 20th, 2013 (May 30th, 2013 for B1(a) to C3).It does not apply to listed buildings, scheduled monuments, or buildings within an SSI, safety hazard area or military explosives area.
2. Subject to prior approvals received from the Local Planning Authority to state that the proposed change of use is not undesirable due to it causing an inadequate provision of A1 or A2 services or, where the building is located in a key shopping area, on the sustainability of that shopping area. The area of floorspace changing use cannot exceed 150 sqm.
3. Subject to prior approvals received from the Local Planning Authority to state that the proposed change of use is acceptable in terms of noise impact and that the location/ siting of the building is not impractical or undesirable for the change of use. It does not apply to buildings occupied under an agricultural tenancy, or where the tenancy was terminated less than 12 months prior to the development unless the express consent of the tenant has been obtained.
4. It does not apply to listed buildings, scheduled monuments, or buildings within a safety hazard area or military explosives area. Where the floorspace to be changed is over 150 sqm but under 500 sqm, prior approval will be required from the Local Planning Authority to state that the proposed change of use is acceptable in terms of highways and noise impact, contamination and flood risk.
5. It does not apply to listed buildings, scheduled monuments, or buildings within a safety hazard area or military explosives area. Development is restricted to a single continuous period of up to 2 years. The area of floorspace changing use cannot exceed 150 sqm.

Appendix 4: Convenience goods floorspace capacity assessment

Wiltshire Retail Study 2014

Table 1A: Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	TOTAL
2014	47,503	97,360	63,174	69,312	21,568	49,900	33,124	24,957	32,029	65,846	18,255	17,786	24,539	8,300	32,339	20,816	49,286	102,422	13,293	25,752	25,283	56,448	44,743	210,957	11,416	13,960	27,930	38,650	**1,246,948**
2019	48,871	101,193	65,258	71,550	22,151	51,266	34,140	25,780	33,078	67,622	18,803	18,667	25,340	8,576	33,388	21,474	50,942	104,805	13,751	26,606	26,150	58,289	46,403	225,199	11,792	14,408	28,712	39,506	**1,293,720**
2024	50,348	105,181	67,343	73,814	22,784	52,713	35,257	26,618	34,149	69,420	19,359	19,494	26,150	8,860	34,445	22,162	52,612	106,466	14,217	27,477	27,021	60,134	48,025	238,175	12,172	14,861	29,535	40,454	**1,339,246**
2026	50,744	106,403	67,978	74,569	22,957	53,111	35,596	26,894	34,500	69,919	19,532	19,700	26,398	8,961	34,781	22,386	53,133	107,195	14,374	27,769	27,311	60,723	48,575	242,584	12,285	15,005	29,804	40,808	**1,353,995**

Source: Experian, May 2014

Table 1B: Survey Area Postcodes

ZONE	POSTCODE SECTORS
1	BH21 5, DT11 0, DT11 7, DT11 8, DT11 9, SP 6 1, SP 6 2, SP 6 3
2	BH21 1, BH21 2, BH21 4, BH21 6, BH21 7, BH21 8, BH22 0, BH22 8, BH22 9, BH23 8, BH24 1, BH24 2, BH24 3, BH24 4, BH31 6, BH31 7
3	SO16 0, SO40 2, SO40 7, SO40 8, SO43 7, SO51 0, SO51 5, SO51 6, SO51 7, SO51 8, SO51 9, SP 5 2
4	SP 1 1, SP1 2, SP 1 3, SP 2 0, SP 2 7, SP 2 8, SP 2 9, SP 4 6, SP 5 1, SP 5 3, SP 5 4
5	SP 3 5, SP 3 6, SP 5 5, SP 7 8, SP 7 9
6	BA10 0, BA12 6, BA 8 0, BA 9 8, BA 9 9, DT10 1, DT10 2, SP 7 0, SP 8 4, SP 8 5
7	BA11 1, BA11 2, BA11 3, BA11 4, BA11 5, BA11 6
8	BA12 0, BA12 7, BA12 8, BA12 9
9	SP 3 4, SP 4 0, SP 4 8, SP 4 9
10	SO20 6, SO20 8, SP10 1, SP10 2, SP10 3, SP10 4, SP10 4, SP10 5, SP11 0, SP11 6, SP11 7, SP11 8
11	SP11 9, SP 9 7
12	RG17 0, RG17 7, RG17 8, RG17 9, RG20 0
13	SN 8 1, SN 8 2, SN 8 3, SN 8 4
14	SN 9 5, SN 9 6
15	SN10 1, SN10 2, SN10 3, SN10 4, SN10 5
16	BA13 2, BA13 3, BA13 4
17	BA14 0, BA14 6, BA14 7, BA14 8, BA14 9
18	BA 1 1, BA 1 2, BA 1 3, BA 1 4, BA 1 5, BA 1 6, BA 1 7, BA 1 8, BA 2 1, BA 2 2, BA 2 3, BA 2 4, BA 2 5, BA 2 6, BA 2 7
19	BA15 1, BA15 2
20	SN12 6, SN12 7, SN12 8
21	SN13 0, SN13 8, SN13 9, SN14 7, SN14 8
22	SN14 0, SN14 6, SN15 1, SN15 2, SN15 3, SN15 4, SN15 5
23	SN11 0, SN11 8, SN11 9, SN 4 7, SN4 8, SN 4 9, SN 5 3
24	SN 1 1, SN 1 2, SN 1 3, SN 1 4, SN 1 5, SN 2 1, SN 2 2, SN 2 5, SN 2 7, SN 2 8, SN25 1, SN25 2, SN25 3, SN25 4, SN25 5, SN25 6, SN26 7, SN26 8, SN 3 1, SN 3 2, SN 3 3, SN 3 4, SN 3 5, SN 3 6, SN 4 0, SN 5 5, SN 5 6 SN 5 7, SN 5 8, SN 6 7
25	SN 5 0, SN 5 4, SN 6 6
26	SN16 0, SN16 9
27	GL 6 0, GL 6 8, GL 6 9, GL 8 8, GL 9 1
28	GL 7 1, GL 7 2, GL 7 4, GL 7 5, GL 7 6, GL 7 7

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Table 2: Convenience Goods Retail Expenditure Forecasts Per Capita (2012 Prices)

	Growth in Per Capita Expenditure: 2012 - 2013 -0.6% pa 2013 - 2014 -0.3% pa 2014 - 2015 0.1% pa 2016 - 2029 0.8% pa																											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28
2012	2,095	2,202	2,237	2,067	2,148	2,127	2,060	2,059	1,894	2,076	1,526	2,291	2,261	2,252	2,050	2,014	2,000	1,996	2,201	2,017	2,145	2,044	2,105	1,967	2,272	2,340	2,276	2,218
2014	2,057	2,162	2,197	2,029	2,109	2,088	2,023	2,022	1,860	2,039	1,498	2,250	2,221	2,211	2,013	1,978	1,964	1,960	2,162	1,981	2,106	2,007	2,067	1,932	2,231	2,298	2,236	2,179
2014 (Minus SFT at 2.6%)	2,004	2,106	2,140	1,977	2,054	2,034	1,971	1,969	1,812	1,986	1,460	2,192	2,163	2,154	1,961	1,927	1,913	1,909	2,106	1,930	2,051	1,955	2,014	1,881	2,173	2,238	2,177	2,122
2019	2,118	2,225	2,261	2,089	2,171	2,150	2,083	2,081	1,915	2,099	1,542	2,316	2,286	2,276	2,072	2,036	2,022	2,018	2,225	2,039	2,168	2,066	2,128	1,988	2,297	2,365	2,301	2,243
2019 (Minus SFT at 3.8%)	2,037	2,141	2,175	2,010	2,088	2,068	2,004	2,002	1,842	2,019	1,484	2,228	2,199	2,190	1,994	1,959	1,945	1,941	2,141	1,962	2,086	1,988	2,047	1,913	2,209	2,276	2,214	2,157
2024	2,182	2,293	2,330	2,152	2,237	2,215	2,146	2,144	1,973	2,162	1,589	2,387	2,355	2,345	2,135	2,098	2,083	2,079	2,293	2,101	2,234	2,129	2,193	2,049	2,366	2,437	2,371	2,311
2024 (Minus SFT at 4.8%)	2,077	2,183	2,218	2,049	2,129	2,109	2,043	2,041	1,878	2,058	1,513	2,272	2,242	2,233	2,033	1,997	1,983	1,979	2,183	2,000	2,127	2,027	2,087	1,950	2,253	2,320	2,257	2,200
2026	2,208	2,321	2,358	2,178	2,264	2,242	2,172	2,170	1,997	2,188	1,608	2,415	2,384	2,373	2,161	2,123	2,108	2,104	2,321	2,127	2,261	2,154	2,219	2,073	2,395	2,467	2,399	2,338
2026 (Minus SFT at 5.3%)	2,091	2,198	2,233	2,063	2,144	2,123	2,057	2,055	1,891	2,072	1,523	2,287	2,257	2,248	2,047	2,011	1,996	1,992	2,198	2,014	2,141	2,040	2,101	1,964	2,268	2,336	2,272	2,215

Source: Experian, October 2014

Table 3: Total Survey Area Convenience Goods Retail Expenditure (£m) 2012 Prices

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	TOTAL
2014	95.2	205.0	135.2	137.0	44.3	101.5	65.3	49.1	58.0	130.8	26.6	39.0	53.1	17.9	63.4	40.1	94.3	195.5	28.0	49.7	51.9	110.4	90.1	396.9	24.8	31.2	60.8	82.0	**2,477.1**
2019	99.6	216.6	142.0	143.8	46.3	106.0	68.4	51.6	60.9	136.5	27.9	41.6	55.7	18.8	66.6	42.1	99.1	203.4	29.4	52.2	54.5	115.9	95.0	430.8	26.1	32.8	63.6	85.2	**2,612.2**
2024	104.6	229.6	149.4	151.3	48.5	111.2	72.0	54.3	64.1	142.9	29.3	44.3	58.6	19.8	70.0	44.3	104.3	210.7	31.0	55.0	57.5	121.9	100.2	464.5	27.4	34.5	66.7	89.0	**2,756.9**
2026	106.1	233.8	151.8	153.8	49.2	112.7	73.2	55.3	65.2	144.9	29.8	45.1	59.6	20.1	71.2	45.0	106.1	213.6	31.6	55.9	58.5	123.9	102.1	476.3	27.9	35.0	67.7	90.4	**2,805.8**

Source: Tables 1 and 2

Wiltshire Retail Study 2014

Table 4: Convenience Goods Baseline - % Market Share

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28
SSCTs																												
Salisbury	0.4%	0.0%	2.3%	30.3%	7.0%	0.8%	0.0%	0.0%	14.4%	0.8%	3.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trowbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%	3.1%	36.1%	1.7%	14.4%	5.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	18.8%	1.6%	0.7%	0.0%	0.8%	2.6%	0.0%
Market Towns																												
Amesbury*	0.4%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%	0.0%	29.7%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Bradford on Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Calne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%	41.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Corsham	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.5%	0.3%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%
Cricklade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%
Devizes*	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.8%	0.0%	3.5%	21.6%	72.4%	3.5%	0.0%	0.0%	0.0%	3.4%	0.0%	2.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Ludgershall	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malmesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	49.5%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Melksham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	62.4%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	1.1%	41.4%	0.0%	5.3%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warminster	0.0%	0.0%	0.8%	0.3%	0.8%	0.0%	0.0%	78.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.2%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wooton Bassett	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	12.8%	0.0%	2.7%	0.8%	0.0%	0.0%
Out of Centre																												
Salisbury	5.4%	0.0%	7.7%	58.5%	15.1%	2.3%	0.0%	0.8%	23.1%	1.5%	2.6%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trowbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	19.2%	44.7%	0.8%	19.7%	7.5%	0.0%	0.8%	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%
Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.8%	1.1%	0.0%	2.3%	62.3%	65.0%	10.6%	0.0%	0.3%	13.0%	0.0%	0.0%
Amesbury	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford on Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.8%	1.7%	47.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	2.6%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Malmesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.8%	0.0%	0.0%
Melksham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	2.6%	0.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Westbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Source: Wiltshire Household Telephone Survey, July 2010

Wiltshire Retail Study 2014

Table 5: Convenience Goods 2014 Baseline - Spend (£m) 2012 Prices

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	TOTAL
Major Centres																													
Salisbury	0.4	0.0	3.0	41.5	3.1	0.8	0.0	0.0	8.3	1.0	0.9	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	59.2
Trowbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	1.2	34.0	3.2	4.0	2.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.7
Chippenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.3	20.7	1.4	2.7	0.0	0.2	1.6	0.0	28.7
Market Towns																													
Amesbury*	0.4	0.0	0.0	1.0	0.2	0.0	0.0	0.0	17.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	19.4
Bradford on Avon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Calne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.2	36.9	3.0	0.0	0.0	0.0	0.0	41.8
Corsham	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.3	0.0	0.0	2.1	0.0	0.0	0.0	11.9
Cricklade	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	3.9
Devizes*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	1.8	3.9	45.9	1.4	0.0	0.0	0.0	1.7	0.0	2.2	0.7	0.0	0.0	0.0	0.0	0.0	58.4
Ludgershall	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	5.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Malmesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	4.4
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	26.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	29.4
Melksham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	31.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	32.7
Tidworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	1.4	11.0	0.0	2.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3
Warminster	0.0	0.0	1.0	0.4	0.3	0.0	0.0	38.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45.1
Westbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4
Wooton Bassett	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	11.5	0.0	0.7	0.2	0.0	0.0	13.1
Out of Centre																													
Salisbury	5.1	0.0	10.3	80.2	6.7	2.4	0.0	0.4	13.4	2.0	0.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	121.2
Trowbridge	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	3.5	7.7	42.2	1.6	5.5	3.7	0.0	0.9	0.7	4.4	0.0	0.0	0.0	0.0	72.6
Chippenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.7	2.2	0.0	1.1	32.3	71.7	9.5	0.0	0.1	4.1	0.0	0.0	122.9
Amesbury	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Bradford on Avon	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.6	3.2	13.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.8
Devizes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.5	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	4.2
Malmesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	0.0	0.0	7.4
Melksham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.8	1.3	0.3	0.0	0.0	0.0	0.2	0.0	0.0	6.8
Westbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1

Notes: Turnovers calculated by applying market shares (Table 4) to available expenditure (Table 3).

Wiltshire Retail Study 2014

Table 6: Summary of In Centre / Out of Centre **Convenience** Turnover (2012 Prices)

Centre/Destination	Turnover (£m) 2014	Turnover (£m) 2019	Turnover (£m) 2024	Turnover (£m) 2026
SSCTs				
Salisbury	59.2	62.1	65.3	66.4
Trowbridge	46.7	49.0	51.6	52.4
Chippenham	28.7	30.3	31.9	32.5
Sub Total	134.6	141.4	148.8	151.3
Market Towns				
Amesbury	19.4	20.4	21.5	21.8
Bradford on Avon	2.5	2.7	2.8	2.9
Calne	41.8	44.2	46.7	47.5
Corsham	11.9	12.5	13.1	13.3
Cricklade	3.9	4.1	4.3	4.4
Devizes	58.4	61.3	64.5	65.6
Ludgershall	5.8	6.1	6.4	6.5
Malmesbury	4.4	4.6	4.8	4.9
Marlborough	29.4	30.9	32.5	33.0
Melksham	32.7	34.3	36.2	36.8
Tidworth	23.3	24.4	25.6	26.0
Warminster	45.1	47.3	49.8	50.7
Westbury	11.4	11.9	12.5	12.7
Wooton Bassett	13.1	13.8	14.5	14.8
Sub Total	303.0	318.4	335.3	341.0
Out of Centre				
Salisbury	121.2	127.1	133.7	135.9
Trowbridge	72.6	76.4	80.5	81.9
Chippenham	122.9	129.1	135.8	138.1
Amesbury	4.4	4.7	4.9	5.0
Bradford on Avon	20.8	21.8	22.9	23.3
Devizes	4.2	4.5	4.7	4.8
Malmesbury	7.4	7.8	8.2	8.4
Melksham	6.8	7.2	7.5	7.7
Westbury	5.1	5.4	5.7	5.8
Sub Total	365.4	383.8	403.9	410.8
TOTAL	803.0	843.6	888.0	903.1

Notes: 2014 turnovers taken from Table 5. 2019, 2024 and 2026 turnovers based on constant market shares.

Wiltshire Retail Study 2014

Table 7: Wiltshire Existing Convenience Goods Floorspace 2014

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£m)	Actual Turnover from the Household Survey 2010 (£m)
SSCTs						
Salisbury						
Tesco Metro, Castle Street	2,204	95%	2,094	11,619	24.3	13.1
Sainsbury's, The Maltings	2,000	90%	1,800	12,181	21.9	32.0
M&S Simply Food, Old George Mall	828	100%	828	11,119	9.2	2.1
Iceland, Castle Street	391	100%	391	7,313	2.9	12.1
OTHER	775	100%	775	5,000	3.9	
Sub total	6,198		5,888	10,563	62.2	59.2
Trowbridge						
Asda, The Shires	2,623	89%	2,334	13,350	31.2	35.1
OTHER	1,529	100%	1,529	5,000	7.6	11.6
Sub total	4,152		3,863	10,045	38.8	46.7
Chippenham						
Tesco, Emery Gate	1,683	90%	1,515	11,619	17.6	8.7
Iceland	679	100%	679	7,313	5.0	12.1
OTHER	1,068	100%	1,068	5,000	5.3	
Sub Total	3,430		3,262	8,555	27.9	20.8
Total for SSCTs	13,780		13,013		128.9	126.7
Market Towns						
Amesbury						
Co-op	1,301	90%	1,171	7,823	9.2	18.3
OTHER	588	100%	588	4,500	2.6	1.1
Sub Total	1,889		1,759	6,712	11.8	19.4
Bradford on Avon						
OTHER	347	100%	347	4,500	1.6	2.5
Calne						
Sainsbury's, The Pippin	1,581	85%	1,344	12,181	16.4	26.6
Co-Op, Mill Street (former Somerfield)	1,079	90%	971	7,823	7.6	12.0
Iceland, Phelps Parade	512	100%	512	7,313	3.7	3.2
OTHER	525	100%	525	4,500	2.4	
Sub Total	3,697		3,352	8,972	30.1	41.8
Corsham						
Co-Op, The Precinct (former Somerfield)	884	90%	796	7,823	6.2	4.4
OTHER	300	100%	300	4,500	1.4	7.4
Sub Total	1,184		1,096	6,913	7.6	11.9
Cricklade						
Tesco Express	155	90%	140	11,619	1.6	3.9
OTHER	124	100%	124	4,500	0.6	
Sub Total	279		264	8,269	2.2	3.9
Devizes						
Sainsbury's, Monday Market St	1,125	85%	956	12,181	11.6	17.3
Tesco, Maryport Street	958	95%	910	11,619	10.6	2.7
Morrisons, Estcourt Street (EOC)	2,381	80%	1,905	12,857	24.5	33.2
M&S Simply Food, Monday Market St	391	100%	391	11,119	4.3	4.2
OTHER	1,935	100%	1,935	4,500	8.7	
Sub Total	6,790		6,097	9,803	59.8	57.5
Ludgershall						
Tesco Express	159	90%	143	11,619	1.7	0.6
Co-op, Andover Road	419	90%	377	7,823	3.0	4.0
OTHER	170	100%	170	4,500	0.8	1.2
Sub Total	748		690	7,792	5.4	5.8
Malmesbury						
Co-op	235	90%	212	7,823	1.7	4.4
OTHER	212	100%	212	4,500	1.0	
Sub Total	447		424	6,160	2.6	4.4
Marlborough						
Waitrose, High Street	2,241	90%	2,017	12,561	25.3	26.5
OTHER	1,139	100%	1,139	4,500	5.1	2.9
Sub Total	3,380		3,156	9,652	30.5	29.4

Source: Wiltshire CC Environmental Services Department

* Has since closed

Wiltshire Retail Study 2014

Table 7 continued...

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£m)	Actual turnover from the Household Survey 2010 (£m)
Melksham						
Waitrose, Bath Road (former Somerfield)	1,004	90%	904	12,561	11.4	1.2
Sainsbury's, Bath Road (EOC)	2,223	85%	1,890	12,181	23.0	28.6
Iceland, Beanacre Road	446	100%	446	7,313	3.3	1.8
OTHER	699	100%	699	4,500	3.1	1.1
Sub Total	4,372		3,938	10,354	40.8	32.7
Tidworth						
Tesco, Station Road	2,846	78%	2,220	11,619	25.8	22.1
Lidl, Pennings Road	986	80%	789	3,900	3.1	0.9
OTHER	441	100%	441	4,500	2.0	0.3
Sub Total	4,273		3,450	8,944	30.9	23.3
Warminster						
Iceland, Three Horseshoes Mall	456	100%	456	7,313	3.3	3.0
Morrisons, Weymouth Street (EOC)	2,148	90%	1,933	12,857	24.9	33.0
Lidl, Fairfield Road (EOC)	1,283	80%	1,026	3,900	4.0	3.1
OTHER	584	100%	584	4,500	2.6	6.0
Sub Total	4,471		4,000	8,706	34.8	45.1
Westbury						
Morrisons, Edward Street (formerly Cooper Store)	1,386	90%	1,247	12,857	16.0	8.9
OTHER	219	100%	219	4,500	1.0	2.4
Sub Total	1,605		1,466	11,609	17.0	11.4
Wootton Bassett						
Sainsbury's, Borough Fields	1,079	85%	917	12,181	11.2	11.4
Co-Op, High Street (former Somerfield)	428	90%	385	7,823	3.0	0.8
Iceland, High Street	605	100%	605	7,313	4.4	0.3
OTHER	302	100%	302	4,500	1.4	0.5
Sub Total	2,414		2,209	9,038	20.0	13.1
Total Market Towns	35,506		31,896	9,244	295	302.1
Out-of-Centre						
Tesco Extra, Bourne Way, Salisbury	5,859	76%	4,453	11,619	51.7	71.9
Waitrose, Churchill Way West, Salisbury	4,678	57%	2,666	12,561	33.5	49.3
Tesco Extra, County Way, Trowbridge	6,910	72%	4,975	11,619	57.8	63.2
Aldi, Bradley Road, Trowbridge	763	92%	702	7,500	5.3	7.4
Lidl, Canal Road, Trowbridge	1,097	85%	932	3,900	3.6	2.0
Morrisons, Cepen Park North, Chippenham	4,101	85%	3,486	12,857	44.8	47.2
Sainsbury's, Cepen Park South, Chippenham	5,050	65%	3,283	12,181	40.0	75.6
Lidl, Amesbury	1,088	85%	925	3,900	3.6	4.4
Sainsbury's, Rowden Lane, Bradford on Avon	2,186	80%	1,749	12,181	21.3	20.8
Lidl, London Road, Devizes	1,060	85%	901	3,900	3.5	4.2
Co-Op, Gloucester Road, Malmesbury	800	90%	720	7,823	5.6	7.4
Aldi, Beanacre Road, Melksham	1,079	85%	917	7,500	6.9	4.0
Co-op, Blackmore Road, Melksham	391	90%	352	7,823	2.8	1.7
Lidl, Bath Road, Melksham	1,135	80%	908	3,900	3.5	1.1
Co-op, Bitham Park, Westbury	865	90%	779	7,823	6.1	5.1
Total Out of Centre	37,062	-	27,747	10,454	290.1	365.4
TOTAL	86,348	-	72,656	9,825	713.8	794.2

Source: IGD, Verdict, Wiltshire Council and planning application data.

Wiltshire Retail Study 2014

Table 7a: Summary of In Centre / Out of Centre **Convenience** Turnover in 2014

(excluding stores which commenced trading after survey)

Centre/Destination	Turnover from 2010 Household Survey Results (£m)	Expected Company Average Sales (£m)	Over/under trading (%)
Major Centres			
Salisbury	59.2	62.2	**-5%**
Trowbridge	46.7	38.8	20%
Chippenham	28.7	27.9	3%
Sub Total	134.6	128.9	
Market Towns			
Amesbury	19.4	11.8	65%
Bradford on Avon	2.5	1.6	62%
Calne	41.8	30.1	39%
Corsham	11.9	7.6	57%
Cricklade	3.9	2.2	79%
Devizes	58.4	59.8	**-2%**
Ludgershall	5.8	5.4	9%
Malmesbury	4.4	2.6	67%
Marlborough	29.4	30.5	**-3%**
Melksham	32.7	40.8	**-20%**
Tidworth	23.3	30.9	**-25%**
Warminster	45.1	34.8	29%
Westbury	11.4	17.0	**-33%**
Wootton Bassett	13.1	20.0	**-35%**
Sub Total	303.0	294.8	
Out of Centre			
Salisbury: Out of Centre	121.2	85.2	42%
Trowbridge: Out of Centre	72.6	66.7	9%
Chippenham: Out of Centre	122.9	84.8	45%
Amesbury: Out of Centre	4.4	3.6	23%
Bradford on Avon: Out of Cent	20.8	21.3	**-3%**
Devizes: Out of Centre	4.2	3.5	21%
Malmesbury: Out of Centre	7.4	5.6	32%
Melksham: Out of Centre	6.8	13.2	**-48%**
Westbury: Out of Centre	5.1	6.1	**-16%**
Sub Total	365.4	290.1	
TOTAL	803.0	713.8	

Source: Tables 4 and 7.

Wiltshire Retail Study 2014

Table 8A: Convenience Goods Commitments Since 2010 Retail Study

	Status	Net Convenience Floorspace (sqm)	Company Average Sales (£ per sqm net)	Average Turnover 2014 (£m)	Average Turnover 2019 (£m)	Average Turnover 2024 (£m)	Average Turnover 2026 (£m)
Commitments accounted for in 2010 Retail Study							
1) Amesbury, Tesco, London Road	Trading	1,950	11,619	22.7	22.5	22.6	22.6
2) Marlborough, Tesco	Trading	1,080	11,619	12.5	12.5	12.5	12.5
3) Melksham, Asda	Trading	2,175	13,350	29.0	28.8	28.9	29.0
4) Trowbridge, Sainsbury's	Trading	2,175	12,181	26.5	26.3	26.4	26.4
5) Warminster, Waitrose	Trading	1,147	12,561	14.4	14.3	14.3	14.4
6) Westbury, Aldi	Trading	1,125	7,500	8.4	8.4	8.4	8.4
7) Salisbury, Lidl	Trading	1,286	3,900	5.0	5.0	5.0	5.0
Commitments since 2010 Retail Study							
8) Amesbury, New Local Centre at Archers Gate, Co-Op	Trading	430	7,823	3.4	3.3	3.4	3.4
9) Amesbury, Solstice Park, Home Bargains	Under Construction	508	6,000	3.0	3.0	3.0	3.0
10) Calne, Tesco	Approved	1,852	11,619	21.5	21.4	21.4	21.5
11) Chippenham, Tesco Express Extension	Trading	259	11,619	3.0	3.0	3.0	3.0
12) Chippenham, Langley Park, Asda	Approved	2,824	13,350	37.7	37.4	37.5	37.6
13) Devizes, Majestic Wine	Approved	614	4,238	2.6	2.6	2.6	2.6
14) Malmesbury, Waitrose	Under Construction	1,421	12,561	17.8	17.7	17.8	17.8
15) Salisbury, Nisa	Trading	285	6,643	1.9	1.9	1.9	1.9
16) Salisbury, New Local Centre at Fugglestone Red	Approved	400	7,500	3.0	3.0	3.0	3.0
17) Salisbury, Old Sarum Local Centre	Approved	397	7,500	3.0	3.0	3.0	3.0
18) Salisbury, Old Sarum Longhedge	Approved	550	7,500	4.1	4.1	4.1	4.1
19) Trowbridge, Morrisons	Approved	2,853	12,857	36.7	36.4	36.5	36.6
TOTAL		**10,938**		**256.4**	**254.6**	**255.3**	**255.8**

Source: Wiltshire Council, Verdict and planning application data. Sales efficiency applied to 2019-2026 turnover levels.

Wiltshire Retail Study 2014

Table 9a: **Salisbury** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	6.7	6.7	6.7	6.7
Total Convenience Goods Turnover in **Salisbury** Urban Area (£m)	166.6	175.7	185.4	188.7
Benchmark Sales from Existing Floorspace (£m)	147.4	145.5	145.4	146.1
Sales from Commitments (£m) and Stores Opened since 2010	17.0	16.8	16.8	16.9
Residual Spending to Support New Shops (£m)	2.1	13.3	23.2	25.7
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	178	1,127	1,964	2,162

Table 9b: **Trowbridge** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	4.9	4.9	4.9	4.9
Total Convenience Goods Turnover in **Trowbridge** Urban Area (£m)	121.5	128.1	135.2	137.6
Benchmark Sales from Existing Floorspace (£m)	105.5	104.2	104.0	104.6
Sales from Commitments (£m) and Stores Opened since 2010	63.2	62.4	62.3	62.6
Residual Spending to Support New Shops (£m)	-47.2	-38.4	-31.2	-29.6
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-3,936	-3,244	-2,634	-2,489

Table 9c: **Chippenham** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	6.3	6.3	6.3	6.3
Total Convenience Goods Turnover in **Chippenham** Urban Area (£m)	154.8	163.3	172.3	175.4
Benchmark Sales from Existing Floorspace (£m)	112.7	111.2	111.1	111.7
Sales from Commitments (£m) and Stores Opened since 2010	40.7	40.2	40.1	40.3
Residual Spending to Support New Shops (£m)	1.4	11.8	21.0	23.3
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	117	999	1,777	1,961

Table 9d: **Amesbury** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	1.7	1.7	1.7	1.7
Total Convenience Goods Turnover in **Amesbury** Urban Area (£m)	41.5	43.8	46.2	47.0
Benchmark Sales from Existing Floorspace (£m)	15.4	15.2	15.2	15.3
Sales from Commitments (£m) and Stores Opened since 2010	29.1	28.7	28.7	28.8
Residual Spending to Support New Shops (£m)	-3.0	-0.1	2.4	3.0
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-246	-10	199	249

Table 9e: **Bradford-on-Avon** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.9	0.9	0.9	0.9
Total Convenience Goods Turnover in **Bradford-on-Avon** Urban Area (£m)	22.3	23.5	24.8	25.2
Benchmark Sales from Existing Floorspace (£m)	22.9	22.6	22.5	22.7
Sales from Commitments (£m) and Stores Opened since 2010	0	0.0	0.0	0.0
Residual Spending to Support New Shops (£m)	-0.6	0.9	2.3	2.6
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-48	79	191	217

Table 9f: **Calne** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	2.1	2.1	2.1	2.1
Total Convenience Goods Turnover in **Calne** Urban Area (£m)	50.8	53.6	56.6	57.6
Benchmark Sales from Existing Floorspace (£m)	30.1	29.7	29.7	29.8
Sales from Commitments (£m) and Stores Opened since 2010	21.5	21.2	21.2	21.3
Residual Spending to Support New Shops (£m)	-0.8	2.7	5.7	6.4
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-65	225	480	540

Table 9g: **Corsham** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.5	0.5	0.5	0.5
Total Convenience Goods Turnover in **Corsham** Urban Area (£m)	11.4	12.0	12.6	12.9
Benchmark Sales from Existing Floorspace (£m)	7.6	7.5	7.5	7.5
Sales from Commitments (£m) and Stores Opened since 2010	0	0.0	0.0	0.0
Residual Spending to Support New Shops (£m)	3.8	4.5	5.2	5.4
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	315	380	437	450

Table 9h: **Cricklade** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.2	0.2	0.2	0.2
Total Convenience Goods Turnover in **Cricklade** Urban Area (£m)	3.9	4.1	4.3	4.4
Benchmark Sales from Existing Floorspace (£m)	2.2	2.2	2.1	2.2
Sales from Commitments (£m) and Stores Opened since 2010	0	0.0	0.0	0.0
Residual Spending to Support New Shops (£m)	1.7	2.0	2.2	2.2
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	144	165	183	187

* In 2010 Retail Study, 2015+ figures were based on what the centre should be doing (benchmark), not what it is actually

Table 9i: **Devizes** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	2.5	2.5	2.5	2.5
Total Convenience Goods Turnover in **Devizes** Urban Area (£m)	61.6	65.0	68.6	69.8
Benchmark Sales from Existing Floorspace (£m)	63.3	62.5	62.4	62.7
Sales from Commitments (£m) and Stores Opened since 2010	2.6	2.6	2.6	2.6
Residual Spending to Support New Shops (£m)	-4.2	0.0	3.6	4.5
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	0	-3	307	380

Table 9j: **Ludgershall** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.2	0.2	0.2	0.2
Total Convenience Goods Turnover in **Ludgershall** Urban Area (£m)	5.8	6.1	6.4	6.5
Benchmark Sales from Existing Floorspace (£m)	5.4	5.3	5.3	5.3
Sales from Commitments (£m) and Stores Opened since 2010	0	0.0	0.0	0.0
Residual Spending to Support New Shops (£m)	0.5	0.8	1.1	1.2
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	0	68	95	100

Table 9k: **Malmesbury** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.7	0.7	0.7	0.7
Total Convenience Goods Turnover in **Malmesbury** Urban Area (£m)	18.1	19.0	20.1	20.4
Benchmark Sales from Existing Floorspace (£m)	8.2	8.1	8.1	8.2
Sales from Commitments (£m) and Stores Opened since 2010	17.8	17.6	17.6	17.7
Residual Spending to Support New Shops (£m)	-8.0	-6.7	-5.6	-5.4
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-670	-567	-476	-455

Table 9l: **Marlborough** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	1.4	1.4	1.4	1.4
Total Convenience Goods Turnover in **Marlborough** Urban Area (£m)	35.5	37.4	39.5	40.2
Benchmark Sales from Existing Floorspace (£m)	30.5	30.1	30.0	30.2
Sales from Commitments (£m) and Stores Opened since 2010	12.5	12.4	12.4	12.4
Residual Spending to Support New Shops (£m)	-7.5	-5.0	-2.9	-2.4
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-625	-423	-244	-202

Table 9m: **Melksham** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	1.9	1.9	1.9	1.9
Total Convenience Goods Turnover in **Melksham** Urban Area (£m)	46.4	49.0	51.7	52.6
Benchmark Sales from Existing Floorspace (£m)	53.9	53.2	53.2	53.5
Sales from Commitments (£m) and Stores Opened since 2010	29.0	28.7	28.6	28.8
Residual Spending to Support New Shops (£m)	-36.5	-32.9	-30.1	-29.6
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-3,045	-2,781	-2,548	-2,492

Table 9n: **Tidworth** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.8	0.8	0.8	0.8
Total Convenience Goods Turnover in **Tidworth** Urban Area (£m)	18.8	19.8	20.9	21.2
Benchmark Sales from Existing Floorspace (£m)	30.9	30.5	30.4	30.6
Sales from Commitments (£m) and Stores Opened since 2010	0	0.0	0.0	0.0
Residual Spending to Support New Shops (£m)	-12.1	-10.7	-9.5	-9.3
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-1,008	-901	-807	-784

Table 9o: **Warminster** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	1.9	1.9	1.9	1.9
Total Convenience Goods Turnover in **Warminster** Urban Area (£m)	47.5	50.0	52.8	53.8
Benchmark Sales from Existing Floorspace (£m)	34.8	34.4	34.3	34.5
Sales from Commitments (£m) and Stores Opened since 2010	14.4	14.2	14.2	14.3
Residual Spending to Support New Shops (£m)	-1.8	1.5	4.3	5.0
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-147	123	361	418

Table 9p: **Westbury** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.8	0.8	0.8	0.8
Total Convenience Goods Turnover in **Westbury** Urban Area (£m)	19.2	20.3	21.4	21.8
Benchmark Sales from Existing Floorspace (£m)	23.1	22.8	22.8	22.9
Sales from Commitments (£m) and Stores Opened since 2010	8.4	8.3	8.3	8.4
Residual Spending to Support New Shops (£m)	-12.3	-10.9	-9.7	-9.5
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-1,028	-918	-822	-799

Table 9q: **Wootton Bassett** Urban Area Convenience Goods Capacity Projections

	2014	2019	2024	2026
Total Available Convenience Goods Expenditure (£m)	2,477.1	2,612.2	2,756.9	2,805.8
Baseline Market Share from Survey Area (%)	0.4	0.4	0.4	0.4
Total Convenience Goods Turnover in **Wootton Bassett** Urban Area (£m)	9.9	10.4	11.0	11.2
Benchmark Sales from Existing Floorspace (£m)	20.0	19.7	19.7	19.8
Sales from Commitments (£m) and Stores Opened since 2010	0	0.0	0.0	0.0
Residual Spending to Support New Shops (£m)	-10.1	-9.3	-8.7	-8.6
Sales per sqm net in new shops (£) Based on Large Store Format	12,000	11,845	11,833	11,892
Capacity for new Convenience Floorspace (sqm net)	-841	-785	-735	-723

Table 10: **Convenience** Goods Capacity Projections

Urban Area of Centre	2019 (Sq m net)	2024 (Sq m net)	2026 (Sq m net)
SSCT			
Salisbury	1,127	1,964	2,162
Trowbridge	**-3,244**	**-2,634**	**-2,489**
Chippenham	999	1,777	1,961
Market Towns			
Amesbury	**-10**	199	249
Bradford on Avon	79	191	217
Calne	225	480	540
Corsham	380	437	450
Cricklade	165	183	187
Devizes	**-3**	307	380
Ludgershall	68	95	100
Malmesbury	**-567**	**-476**	**-455**
Marlborough	**-423**	**-244**	**-202**
Melksham	**-2,781**	**-2,548**	**-2,492**
Tidworth	**-901**	**-807**	**-784**
Warminster	123	361	418
Westbury	**-918**	**-822**	**-799**
Wootton Bassett	**-785**	**-735**	**-723**

Source: Table 9

Appendix 5: Comparison goods floorspace capacity assessment

Wiltshire Retail Study 2014

Table 1: Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	TOTAL
2014	47,503	97,360	63,174	69,312	21,568	49,900	33,124	24,957	32,029	65,846	18,255	17,786	24,539	8,300	32,339	20,816	49,286	102,422	13,293	25,752	25,283	56,448	44,743	210,957	11,416	13,960	27,930	38,650	**1,246,948**
2019	48,871	101,193	65,258	71,550	22,151	51,266	34,140	25,780	33,078	67,622	18,803	18,667	25,340	8,576	33,388	21,474	50,942	104,805	13,751	26,606	26,150	58,289	46,403	225,199	11,792	14,408	28,712	39,506	**1,293,720**
2024	50,348	105,181	67,343	73,814	22,784	52,713	35,257	26,618	34,149	69,420	19,359	19,494	26,150	8,860	34,445	22,162	52,612	106,466	14,217	27,477	27,021	60,134	48,025	238,175	12,172	14,861	29,535	40,454	**1,339,246**
2026	50,744	106,403	67,978	74,569	22,957	53,111	35,596	26,894	34,500	69,919	19,532	19,700	26,398	8,961	34,781	22,386	53,133	107,195	14,374	27,769	27,311	60,723	48,575	242,584	12,285	15,005	29,804	40,808	**1,353,995**

Source: Experian

Table 1A: Survey Area Postcodes

ZONE	POSTCODE SECTORS
1	BH21 5, DT11 0, DT11 7, DT11 8, DT11 9, SP 6 1, SP 6 2, SP 6 3
2	BH21 1, BH21 2, BH21 4, BH21 6, BH21 7, BH21 8, BH22 0, BH22 8, BH22 9, BH23 8, BH24 1, BH24 2, BH24 3, BH24 4, BH31 6, BH31 7
3	SO16 0, SO40 2, SO40 7, SO40 8, SO43 7, SO51 0, SO51 5, SO51 6, SO51 7, SO51 8, SO51 9, SP 5 2
4	SP 1 1, SP1 2, SP 1 3, SP 2 0, SP 2 7, SP 2 8, SP 2 9, SP 4 6, SP 5 1, SP 5 3, SP 5 4
5	SP 3 5, SP 3 6, SP 5 5, SP 7 8, SP 7 9
6	BA10 0, BA12 6, BA 8 0, BA 9 8, BA 9 9, DT10 1, DT10 2, SP 7 0, SP 8 4, SP 8 5
7	BA11 1, BA11 2, BA11 3, BA11 4, BA11 5, BA11 6
8	BA12 0, BA12 7, BA12 8, BA12 9
9	SP 3 4, SP 4 0, SP 4 8, SP 4 9
10	SO20 6, SO20 8, SP10 1, SP10 2, SP10 3, SP10 4, SP10 4, SP10 5, SP11 0, SP11 6, SP11 7, SP11 8
11	SP11 9, SP 9 7
12	RG17 0, RG17 7, RG17 8, RG17 9, RG20 0
13	SN 8 1, SN 8 2, SN 8 3, SN 8 4
14	SN 9 5, SN 9 6
15	SN10 1, SN10 2, SN10 3, SN10 4, SN10 5
16	BA13 2, BA13 3, BA13 4
17	BA14 0, BA14 6, BA14 7, BA14 8, BA14 9
18	BA 1 1, BA 1 2, BA 1 3, BA 1 4, BA 1 5, BA 1 6, BA 1 7, BA 1 8, BA 2 1, BA 2 2, BA 2 3, BA 2 4, BA 2 5, BA 2 6, BA 2 7
19	BA15 1, BA15 2
20	SN12 6, SN12 7, SN12 8
21	SN13 0, SN13 8, SN13 9, SN14 7, SN14 8
22	SN14 0, SN14 6, SN15 1, SN15 2, SN15 3, SN15 4, SN15 5
23	SN11 0, SN11 8, SN11 9, SN 4 7, SN4 8, SN 4 9, SN 5 3
24	SN 1 1, SN 1 2, SN 1 3, SN 1 4, SN 1 5, SN 2 1, SN 2 2, SN 2 5, SN 2 7, SN 2 8, SN25 1, SN25 2, SN25 3, SN25 4, SN25 5, SN25 6, SN26 7, SN26 8, SN 3 1, SN 3 2, SN 3 3, SN 3 4, SN 3 5, SN 3 6, SN 4 0, SN 5 5, SN 5 6 SN 5 7, SN 5 8, SN 6 7
25	SN 5 0, SN 5 4, SN 6 6
26	SN16 0, SN16 9
27	GL 6 0, GL 6 8, GL 6 9, GL 8 8, GL 9 1
28	GL 7 1, GL 7 2, GL 7 4, GL 7 5, GL 7 6, GL 7 7

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Table 2: Comparison Goods Retail Expenditure Forecasts Per Capita (2012 Prices)

Growth in Per Capita Expenditure:
2012-2013 4.6% pa
2013-2014 5.6% pa
2014-2015 4.4% pa
2016-2026 3.3% pa

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28
2012	3,288	3,503	3,605	3,295	3,269	3,167	3,147	3,220	3,110	3,238	2,483	3,728	3,808	3,615	3,269	3,237	3,146	3,303	3,603	3,152	3,557	3,378	3,416	3,069	3,861	3,968	3,724	3,601
2014	3,631	3,870	3,982	3,639	3,611	3,499	3,477	3,557	3,435	3,577	2,743	4,118	4,206	3,993	3,611	3,575	3,475	3,648	3,980	3,482	3,929	3,731	3,773	3,390	4,264	4,383	4,114	3,977
2014 (Minus SFT at 11.7%)	3,207	3,417	3,516	3,213	3,188	3,089	3,070	3,141	3,034	3,158	2,422	3,636	3,714	3,525	3,189	3,157	3,068	3,221	3,514	3,075	3,470	3,295	3,331	2,993	3,765	3,870	3,632	3,512
2019	4,317	4,600	4,734	4,326	4,292	4,159	4,133	4,229	4,084	4,252	3,261	4,895	5,000	4,746	4,293	4,250	4,131	4,337	4,731	4,139	4,671	4,436	4,485	4,029	5,069	5,210	4,890	4,728
2019 (Minus SFT at 15.3%)	3,657	3,896	4,009	3,664	3,636	3,523	3,501	3,582	3,459	3,602	2,762	4,146	4,235	4,020	3,636	3,600	3,499	3,673	4,008	3,506	3,957	3,757	3,799	3,413	4,294	4,413	4,142	4,005
2024	5,078	5,411	5,568	5,089	5,049	4,892	4,861	4,974	4,804	5,002	3,835	5,758	5,881	5,583	5,050	4,999	4,859	5,101	5,565	4,869	5,495	5,217	5,276	4,740	5,963	6,129	5,752	5,561
2024 (Minus SFT at 16.0%)	4,265	4,545	4,677	4,275	4,241	4,109	4,084	4,178	4,035	4,201	3,222	4,837	4,940	4,690	4,242	4,199	4,082	4,285	4,675	4,090	4,615	4,383	4,432	3,981	5,009	5,148	4,832	4,671
2026	5,419	5,774	5,942	5,430	5,388	5,220	5,188	5,308	5,126	5,337	4,093	6,145	6,276	5,957	5,389	5,334	5,185	5,443	5,939	5,196	5,863	5,567	5,630	5,058	6,363	6,540	6,138	5,934
2026 (Minus SFT at 15.9%)	4,557	4,856	4,997	4,567	4,531	4,390	4,363	4,464	4,311	4,489	3,442	5,168	5,278	5,010	4,532	4,486	4,361	4,578	4,994	4,370	4,931	4,682	4,735	4,253	5,351	5,500	5,162	4,991

Source: Experian

Table 3: Total Survey Area Comparison Goods Retail Expenditure, £m (2012 Prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	TOTAL
2014	152.3	332.7	222.1	222.7	68.8	154.2	101.7	78.4	97.2	208.0	44.2	64.7	91.1	29.3	103.1	65.7	151.2	329.9	46.7	79.2	87.7	186.0	149.1	631.4	43.0	54.0	101.5	135.7	**4,031.5**
2019	178.7	394.3	261.6	262.2	80.5	180.6	119.5	92.3	114.4	243.6	51.9	77.4	107.3	34.5	121.4	77.3	178.2	385.0	55.1	93.3	103.5	219.0	176.3	768.6	50.6	63.6	118.9	158.2	**4,767.9**
2024	214.8	478.1	315.0	315.5	96.6	216.6	144.0	111.2	137.8	291.7	62.4	94.3	129.2	41.5	146.1	93.1	214.7	456.2	66.5	112.4	124.7	263.5	212.8	948.2	61.0	76.5	142.7	189.0	**5,756.1**
2026	231.2	516.7	339.7	340.5	104.0	233.2	155.3	120.1	148.7	313.8	67.2	101.8	139.3	44.9	157.6	100.4	231.7	490.7	71.8	121.3	134.7	284.3	230.0	1,031.8	65.7	82.5	153.8	203.7	**6,216.7**

Source: Tables 1 & 2

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Table 4: Current Comparison Goods Allocation - % Market Share

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28
SSCT																												
Salisbury	12%	0%	8%	65%	35%	7%	0%	12%	50%	4%	20%	0%	3%	14%	7%	3%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Trowbridge	0%	0%	0%	0%	0%	0%	11%	6%	0%	0%	0%	0%	0%	0%	6%	25%	43%	3%	34%	19%	1%	0%	0%	0%	0%	0%	0%	0%
Chippenham	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%	0%	0%	6%	29%	32%	17%	0%	0%	12%	1%	0%
Market Towns																												
Amesbury	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Bradford on Avon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Calne	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%
Corsham	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	7%	0%	0%	0%	0%	0%	0%	0%
Cricklade	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Devizes	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	17%	29%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Ludgershall	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Malmesbury	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%	0%	0%
Marlborough	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	18%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Melksham	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	24%	1%	0%	1%	0%	1%	0%	0%	0%
Tidworth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Warminster	0%	0%	0%	0%	0%	0%	1%	37%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Westbury	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wootton Bassett	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	2%	1%	0%	0%
Out of Centre																												
Salisbury: Out of Centre	4%	1%	2%	15%	1%	0%	0%	1%	17%	1%	3%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Trowbridge: Out of Centre	0%	0%	0%	0%	0%	0%	6%	5%	0%	0%	0%	0%	0%	0%	4%	12%	13%	0%	9%	4%	0%	0%	0%	0%	0%	0%	0%	0%
Chippenham Out of Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	4%	12%	19%	9%	0%	0%	9%	0%	0%
Warminster Out of Centre	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Melksham: Out of Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Source: Wiltshire Household Telephone Survey, July 2010

Wiltshire Retail Study 2014

Table 4a: 2014 Comparison Goods Allocation - Spend (£m) 2012 Prices

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	TOTAL
SSCT																													
Salisbury	17.7	0.7	16.7	144.7	24.3	11.2	0.0	9.6	48.4	8.5	8.9	0.0	2.7	4.1	7.3	1.7	2.4	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	310.5
Trowbridge	0.0	0.0	0.0	0.0	0.0	0.0	11.6	5.0	0.0	0.0	0.0	0.0	0.1	0.1	6.5	16.8	65.5	8.7	15.7	15.0	1.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	147.2
Chippenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	1.1	0.8	0.2	4.8	25.3	58.7	25.0	1.6	0.0	6.6	0.6	0.0	128.8
Market Towns																													
Amesbury	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	7.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	3.2	0.0	0.0	0.0	0.0	12.7
Bradford on Avon	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Calne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.5	1.5	0.0	0.0	0.0	0.0	6.0
Corsham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	6.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	7.2
Cricklade	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.9
Devizes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.0	1.5	4.9	30.4	0.3	0.0	0.0	0.1	0.2	0.2	1.3	0.5	0.0	0.0	0.0	0.0	0.0	39.9
Ludgershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malmesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	6.1	0.0	0.0	7.6
Marlborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	16.8	2.5	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	2.8	0.0	0.1	0.0	0.0	24.2
Melksham	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.2	0.0	0.1	0.0	0.0	0.2	0.4	0.4	0.7	0.0	0.6	19.0	0.5	0.3	0.8	0.0	0.2	0.2	0.2	0.0	24.4
Tidworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Warminster	0.0	0.0	0.0	0.0	0.2	0.6	0.8	29.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	35.2
Westbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0
Wootton Bassett	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8	0.0	0.7	0.3	0.2	0.0	4.8
Out of Centre																													
Salisbury: Out of Centre	6.3	1.8	4.7	33.0	0.5	0.2	0.0	0.8	17.0	1.6	1.2	0.0	0.1	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	67.9
Trowbridge: Out of Centre	0.0	0.0	0.0	0.0	0.0	0.0	6.2	4.0	0.0	0.0	0.0	0.1	0.0	0.1	4.4	8.1	19.6	0.6	4.3	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.7
Chippenham Out of Centre	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.9	0.3	3.2	10.6	35.9	13.7	0.0	0.0	4.7	0.0	0.2	71.6
Warminster Out of Centre	0.0	1.2	0.0	1.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	5.8
Melksham: Out of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.2	0.2	2.3	0.0	0.0	0.0	0.0	0.0	0.0	3.0

Source: Tables 3 & 4

Wiltshire Retail Study 2014

Table 5: Summary of In Centre / Out of Centre **Comparison** Turnover (2012 Prices)

Centre/Destination	Turnover (£m) 2014	Turnover (£m) 2019	Turnover (£m) 2024	Turnover (£m) 2026
SSCT				
Salisbury	310.5	365.2	439.3	473.8
Trowbridge	147.2	173.3	208.6	225.1
Chippenham	128.8	151.9	183.0	197.5
Sub Total	586.4	690.3	830.9	896.4
Market Towns				
Amesbury	12.7	15.0	18.2	19.7
Bradford on Avon	4.4	5.2	6.2	6.7
Calne	6.0	7.1	8.7	9.4
Corsham	7.2	8.5	10.2	11.0
Cricklade	0.9	1.0	1.2	1.3
Devizes	39.9	47.0	56.6	61.1
Ludgershall	0.0	0.0	0.0	0.0
Malmesbury	7.6	9.0	10.8	11.6
Marlborough	24.2	28.6	34.5	37.3
Melksham	24.4	28.7	34.6	37.4
Tidworth	1.0	1.1	1.4	1.5
Warminster	35.2	41.4	49.9	53.9
Westbury	7.0	8.2	9.9	10.7
Wootton Bassett	4.8	5.7	6.9	7.4
Sub Total	175.2	206.7	249.2	269.0
Out of Centre				
Salisbury: Out of Centre	67.9	79.9	96.2	103.8
Trowbridge: Out of Centre	50.7	59.8	72.0	77.7
Chippenham: Out of Centre	71.6	84.4	101.7	109.7
Warminster: Out of Centre	5.8	6.9	8.3	8.9
Melksham: Out of Centre	3.0	3.6	4.3	4.6
Sub Total	196.1	231.0	278.2	300.2
TOTAL	957.8	1,128.1	1,358.2	1,465.6

Source: Table 4a.

Wiltshire Retail Study 2014

Table 6: Summary of In Centre / Out of Centre **Comparison** Turnover (2012)

Centre/Destination	Turnover (£m) 2014	Comparison flsp (sq m net)	Sales density (£ per sq m net)
Out of Centre			
Salisbury: Out of Centre	67.9	27,316	2,486
Trowbridge: Out of Centre	50.7	17,642	2,876
Chippenham: Out of Centre	71.6	11,660	6,143
Warminster: Out of Centre	5.8	3,757	1,551
Melksham: Out of Centre	3.0	11,858	254
Total	199.1	72,233	13,311

Source: Table 4a. Floorspace data from Experian.

Wiltshire Retail Study 2014

Table 7: Wiltshire Existing Comparison Goods Floorspace 2014

Centre	Net Floorspace (sqm)
SSCTs	
Salisbury	32,698
Trowbridge	18,437
Chippenham	19,939
Sub Total	**71,074**
MARKET TOWNS	
Amesbury	1,648
Bradford on Avon	2,088
Calne	2,608
Corsham	3,025
Cricklade	385
Devizes	6,717
Ludgershall	301
Malmesbury	2,699
Marlborough	6,697
Melksham	6,117
Tidworth	711
Warminster	9,336
Westbury	2,893
Wootton Bassett	3,128
Sub Total	**48,353**
LARGE FOODSTORES (Comparison Fl sp)	
SSCTs	
Salisbury	
Tesco Metro, Castle Street	110
Sainsbury's, The Maltings	200
Trowbridge	
Asda, The Shires	289
Chippenham	
Tesco, Emery Gate	168
Market Towns	
Amesbury	
Co-op	130
Calne	
Sainsbury's, The Pippin	237
Co-op	108
Corsham	
Co-op	88
Devizes	
Sainsbury's, Monday Market St	169
Tesco, Maryport Street	48
Morrisons, Estcourt Street (EOC)	476
Marlborough	
Waitrose	224
Melksham	
Waitrose	100
Sainsburys	333
Tidworth	
Tesco	626
Lidl	197
Warminster	
Morrisons, Weymouth Street (EOC)	215
Lidl, Fairfield Road (EOC)	257
Westbury	
Morrisons	139
Wootton Bassett	
Sainsbury's, Borough Fields	162
Out of Centre Foodstores	
Tesco Extra, Bourne Way, Salisbury	1,430
Waitrose, Churchill Way West, Salisbury	2,012
Tesco Extra, County Way, Trowbridge	1,935
Aldi, Bradley Road, Trowbridge	61
Lidl, Canal Road, Trowbridge	165
Morrisons, Cepen Park North, Chippenham	615
Sainsbury's, Cepen Park South, Chippenham	1,768
Lidl, Amesbury	163
Sainsbury's, Rowden Lane, Bradford on Avon	437
Lidl, London Road, Devizes	159
Co-op, Malmesbury	80
Aldi, Beanacre Road, Melksham	162
Lidl, Bath Road, Melksham	227
Co-op, Westbury	87
Sub Total	**13,576**

Table 7 Continued……

RETAIL PARKS	
SALISBURY	
	Fl sp (Sq m net)
Churchill Way West	3748
Southampton Road	4706
Dolphin Retail Park (Southampton Road)	5935
Bourne Retail Park (Southampton Road)	1916
Bourne Way	1106
Hatches Lane	4911
Southampton Road (south side - east to west)	4994
Sub Total	**27,316**
CHIPPENHAM	
Bath Road	8665
Chippenham Retail Park	2,995
Sub Total	**11,660**
Table 7 Continued……	
TROWBRIDGE	
B&Q (Bradley Rd)	2,334
Halfords (Bradley Rd)	939
BCH Camping	567
Wickes (Kennet Way)	2,130
Darlingtons (Prospect Place)	958
Chantry TV (Yeoman Way)	353
Trowbridge Retail Park (Bradley Rd)	10,361
Sub Total	**17,642**
MARKET TOWNs	
B&Q, Devizes	1,739
Amesbury, B&M	2,130
Calne, Bedland	446
Melksham, Leekes	11,365
Melksham, Bedland	493
Warminster, Castlemore Retail Park, Fairfield Road	3,757
Sub Total	**19,930**
Sub Total	**76,548**

Source: Wiltshire Council, Experian, Trevor Wood database and planning application data.

Table 7a: Summary of 'Urban Area' Floorspace

Centre/Destination	Summary of Total Floospace in Centre's Urban Area (sq m net)
Salisbury	63,766
Trowbridge	38,528
Chippenham	34,149
Amesbury	3,778
Bradford on Avon	2,525
Calne	3,399
Corsham	3,114
Cricklade	385
Devizes	9,308
Ludgershall	301
Malmesbury	2,779
Marlborough	6,921
Melksham	18,798
Tidworth	1,534
Warminster	13,564
Westbury	2,979
Wootton Bassett	3,290
Total	209,118

Wiltshire Retail Study 2014

Table 8: Comparison goods turnover of town centres

Centre/Destination	Turnover (£m) 2014	Comparison fl sp (sq m net)	Sales density (£ per sq m net)
Major Centres			
Salisbury (with Inflow)	326.0	32,698	9,970
Trowbridge (with Inflow)	154.6	18,437	8,384
Chippenham (with Inflow)	135.2	19,939	6,781
Market Towns			
Amesbury	12.7	1,648	7,687
Bradford on Avon	4.4	2,088	2,103
Calne	6.0	2,608	2,300
Corsham	7.2	3,025	2,375
Cricklade	0.9	385	2,245
Devizes (With Inflow)	41.9	6,717	6,243
Ludgershall	0.0	301	0
Malmesbury	7.6	2,699	2,825
Marlborough	24.2	6,697	3,610
Melksham	24.4	6,117	3,987
Tidworth	1.0	711	1,367
Warminster	35.2	9,336	3,770
Westbury	7.0	2,893	2,422
Wootton Bassett	4.8	3,128	1,546
Total	793.0	119,426	67,614

Note: Inflow taken from results of In Centre Survey and estimated to be 5%.

Wiltshire Retail Study 2014

Table 9: Comparison Goods Commitments

	Status	Net Comparison Floorspace (Sq m)	Company Average Sales (£ per sqm net)	Average Turnover 2014 (£m)	Average Turnover 2019 (£m)	Average Turnover 2024 (£m)	Average Turnover 2026 (£000)
Commitments accounted for in 2010 Retail Study							
1) Amesbury, Tesco	Trading	1,160	8,750	10.2	11.4	12.7	13.3
2) Marlborough, Tesco	Trading	122	8,750	1.1	1.2	1.3	1.4
3) Melksham, Asda	Trading	725	5,937	4.3	4.9	5.4	5.6
4) Trowbridge, Sainsburys	Trading	725	6,631	4.8	5.4	6.0	6.3
5) Warminster, Comparison Units (2x) adjacent to proposed Waitrose	Trading	367	5,000	1.8	2.1	2.3	2.4
6) Salisbury, London Road Bulky Goods Consent	Approved	12,543	2,000	25.1	28.3	31.4	32.8
Changes since 2010 Retail Study							
7) Amesbury, Archers Gate	Trading	394	5,000	2.0	2.2	2.5	2.6
8) Amesbury, Solstice Park (Home Bargains)	Under construction	1,184	4,000	4.7	5.3	5.9	6.2
9) Amesbury, Salisbury Street	Under construction	634	5,000	3.2	3.6	4.0	4.1
10) Calne, Tesco	Approved	594	8,750	5.2	5.9	6.5	6.8
11) Chippenham, Bath Road (Curry's)	Trading	557	6,697	3.7	4.2	4.7	4.9
12) Chippenham, Bath Road (tile and kitchen unit)	Trading	584	4,000	2.3	2.6	2.9	3.1
13) Chippenham, Langley Park (Asda)	Approved	706	5,937	4.2	4.7	5.2	5.5
14) Chippenham, Langley Park (additional unit)	Approved	1,579	5,000	7.9	8.9	9.9	10.3
15) Chippenham, Hathaway Retail Park (bulky)	Approved	1,875	2,500	4.7	5.3	5.9	6.1
16) Devizes, Wilkinson	Trading	614	2,512	1.5	1.7	1.9	2.0
17) Malmesbury, Waitrose	Under construction	251	2,796	0.7	0.8	0.9	0.9
18) Marlborough, Crooks Yard	Approved	200	4,000	0.8	0.9	1.0	1.0
19) Marlborough, Blenheim Road	Approved	324	4,000	1.3	1.5	1.6	1.7
20) Melksham, Cranesbill Road	Approved	600	4,000	2.4	2.7	3.0	3.1
21) Salisbury, Fugglestone Road	Approved	600	4,000	2.4	2.7	3.0	3.1
22) Salisbury, Dolphin Industrial Estate (bulky)	Under construction	2,823	2,500	7.1	8.0	8.8	9.2
23) Salisbury, Southampton Road (American Golf)	Trading	345	4,000	1.4	1.6	1.7	1.8
24) Trowbridge, Morrisons	Approved	901	5,441	4.9	5.5	6.1	6.4
25) Former Stales Unit, Salisbury (mezzanine floor)	Approved	1,177	3,000	3.5	4.0	4.4	4.6
26) Sainsburys extension, Chippenham	Approved	2,971	6,631	19.7	22.2	24.7	25.8
Total		15,642		107.6	121.3	134.7	140.7

Note: floorspace data taken from planning application and Wiltshire Council documents. Sales density data provided by Verdict and GVA estimates.

Table 10a: Salisbury Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	10.1	10.1	10.1	10.1
Total Spending **in Salisbury's urban area** (Inc Out of Centre Provision & Inflow to City Centre) (£m)	406.1	480.3	579.9	626.3
Benchmark Sales from Existing Floorspace (£m)	357.0	402.3	446.8	466.7
Sales from Commitments (£m)	39.5	44.5	49.4	51.6
Residual Expenditure to support new floorspace (£000)	9.7	33.6	83.7	108.0
Sales per sqm net in new shops (£)	5,000	5,634.3	6,257.4	6,535.8
Capacity for new floorspace (sqm net)	**1936**	**5958**	**13378**	**16531**

Note : Salisbury Urban Area comparison floorspace includes - Salisbury City Centre, town centre/out of centre foodstores and Retail Parks

Table 10b: Trowbridge Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	5.1	5.1	5.1	5.1
Total Spending **in Trowbridge's urban area** (Inc Out of Centre Provision & Inflow to town centre) (£m)	205.8	243.4	293.9	317.4
Benchmark Sales from Existing Floorspace (£m)	198.3	223.5	248.2	259.2
Sales from Commitments (£m)	9.7	10.9	12.2	12.7
Residual Expenditure to support new floorspace (£000)	-2.2	9.0	33.6	45.5
Sales per sqm net in new shops (£)	5,000	5,634.3	6,257.4	6,535.8
Capacity for new floorspace (sqm net)	**-432**	**1606**	**5367**	**6965**

Note : Trowbridge Urban Area comparison floorspace includes - Trowbridge town centre, town centre/out of centre foodstores and Retail Parks

Table 10c: Chippenham Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	5.4	5.4	5.4	5.4
Total Spending **in Chippenham's urban area** (Inc Out of Centre Provision & Inflow to town centre (£m)	217.6	257.4	310.7	335.6
Benchmark Sales from Existing Floorspace (£m)	183.5	206.8	229.6	239.9
Sales from Commitments (£m)	18.2	20.5	22.7	23.7
Residual Expenditure to support new floorspace (£m)	16.0	30.1	58.3	72.0
Sales per sqm net in new shops (£)	5,000	5,634.3	6,257.4	6,535.8
Capacity for new floorspace (sqm net)	**3193**	**5348**	**9324**	**11013**

Note : Chippenham Urban Area comparison floorspace includes - Chippenham town centre, town centre/out of centre foodstores and Retail Parks

Table 10d: Amesbury Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.6	0.6	0.6	0.6
Survey Area Residents Spending in **Amesbury's urban area** (£m)	24.5	29.0	35.0	37.8
Benchmark Sales from Existing Floorspace (£m)	11.2	12.6	14.0	14.6
Sales from Commitments (£m)	20.0	22.6	25.1	26.2
Residual Expenditure to support new floorspace (£m)	-6.7	-6.2	-4.1	-3.1
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**-1684**	**-1381**	**-822**	**-584**

Note : Amesbury's Urban Area comparison floorspace includes - the town centre and free standing Focus Salisbury Street commitment not included as this replaces existing retail floorspace on this site.

Table 10e: Bradford-on-Avon's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.1	0.1	0.1	0.1
Survey Area Residents Spending in **Bradford-on-avon's urban area** (£000)	4.4	5.2	6.3	6.8
Benchmark Sales from Existing Floorspace (£m)	4.0	4.5	5.0	5.2
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure to support new floorspace (£m)	0.4	0.7	1.3	1.6
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**108**	**162**	**262**	**305**

Note : Bradford's Urban Area comparison floorspace includes market shares for the town centre only

Table 10f: Calne Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.2	0.2	0.2	0.2
Survey Area Residents Spending in **Calne's urban area** (£000)	7.7	9.1	11.0	11.9
Benchmark Sales from Existing Floorspace (£m)	5.3	6.0	6.7	7.0
Sales from Commitments (£m)	5.2	5.9	6.5	6.8
Residual Expenditure to support new floorspace (£m)	-2.8	-2.8	-2.2	-1.9
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**-710**	**-615**	**-439**	**-364**

Note : Calne's Urban Area comparison floorspace includes - Calne town centre, comparison fl sp within Sainsbury's and the freestanding Bedland

Table 10g: Corsham's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.2	0.2	0.2	0.2
Survey Area Residents Spending in **Corsham's urban area** (£000)	7.2	8.5	10.3	11.1
Benchmark Sales from Existing Floorspace (£m)	6.3	7.1	7.9	8.3
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure to support new floorspace (£m)	0.9	1.4	2.3	2.8
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**216**	**305**	**469**	**539**

Note : Corsham's Urban Area comparison floorspace includes market shares for the town centre only

Table 10h: Cricklade's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.0	0.0	0.0	0.0
Survey Area Residents Spending in **Cricklade's urban area** (£000)	0.9	1.0	1.2	1.3
Benchmark Sales from Existing Floorspace (£m)	0.7	0.8	0.8	0.9
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure to support new floorspace (£m)	0.2	0.3	0.4	0.5
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**48**	**58**	**78**	**86**

Note : Cricklade's Urban Area comparison floorspace includes market shares for the town centre only

Table 10i: Devizes' Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	1.1	1.1	1.1	1.1
Total Spending **in Devizes' urban area** (Inc Out of Centre Provision & Inflow to town centre (£m)	42.3	50.1	60.4	65.3
Benchmark Sales from Existing Floorspace (£m)	42.3	47.7	53.0	55.3
Sales from Commitments (£m)	1.5	1.7	1.9	2.0
Residual Expenditure to support new floorspace (£m)	-1.5	0.6	5.5	7.9
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**-386**	**138**	**1105**	**1516**

centre Focus. It should be noted that no market shares were recorded for out of centre provision in Devizes. This is only taken into account in the floorspace row.

Table 10j: Malmesbury Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.2	0.2	0.2	0.2
Survey Area Residents Spending in **Malmesbury's urban area** (£m)	8.3	9.8	11.9	12.8
Benchmark Sales from Existing Floorspace (£m)	5.9	6.7	7.4	7.8
Sales from Commitments (£m)	0.7	0.8	0.9	0.9
Residual Expenditure to support new floorspace (£m)	1.7	2.4	3.6	4.2
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**421**	**524**	**714**	**795**

Note : Warminster Urban Area comparison floorspace includes - Warminster town centre, town centre/out of centre foodstores and Retail Par

Table 10k: Marlborough's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.6	0.6	0.6	0.6
Survey Area Residents Spending in **Marlborough's urban area** (£000)	24.7	29.2	35.2	38.1
Benchmark Sales from Existing Floorspace (£m)	19.5	22.0	24.4	25.5
Sales from Commitments (£m)	3.2	3.6	4.0	4.1
Residual Expenditure to support new floorspace (£m)	2.0	3.6	6.8	8.4
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**499**	**804**	**1368**	**1607**

Note : Marlborough's Urban Area comparison floorspace includes the town centre only

Table 10l: Melksham's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.7	0.7	0.7	0.7
Survey Area Residents Spending in **Melksham's urban area** (£m)	28.7	34.0	41.0	44.3
Benchmark Sales from Existing Floorspace (£m)	23.8	26.8	29.7	31.1
Sales from Commitments (£m)	6.7	7.6	8.4	8.8
Residual Expenditure to support new floorspace (£m)	-1.8	-0.4	2.9	4.4
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**-439**	**-84**	**572**	**850**

Note : Melksham's Urban Area comparison floorspace includes - Melksham town centre

Table 10m: Tidworth's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.0	0.0	0.0	0.0
Survey Area Residents Spending in **Tidworth's urban area** (£m)	1.0	1.1	1.4	1.5
Benchmark Sales from Existing Floorspace (£m)	0.8	0.9	1.0	1.1
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure to support new floorspace (£m)	0.1	0.2	0.4	0.4
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**37**	**49**	**72**	**81**

Note : Tidworth's Urban Area comparison floorspace includes - Tidworth town centre & out of centre foodstores inc Lidl and Tesco

Table 10p: Warminster Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	1.0	1.0	1.0	1.0
Survey Area Residents Spending in **Warminster's urban area** (£m)	41.0	48.5	58.6	63.3
Benchmark Sales from Existing Floorspace (£m)	38.4	43.3	48.1	50.2
Sales from Commitments (£m)	1.8	2.1	2.3	2.4
Residual Expenditure to support new floorspace (£m)	0.8	3.2	8.2	10.6
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**192**	**699**	**1636**	**2034**

Note : Warminster Urban Area comparison floorspace includes - Warminster town centre, town centre/out of centre foodstores and Retail Parks

Table 10n: Westbury's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.2	0.2	0.2	0.2
Survey Area Residents Spending in **Westbury's urban area** (£m)	7.0	8.3	10.0	10.8
Benchmark Sales from Existing Floorspace (£m)	6.6	7.5	8.3	8.7
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure to support new floorspace (£m)	0.4	0.8	1.7	2.1
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**91**	**178**	**338**	**406**

Note : Westbury's Urban Area comparison floorspace includes - Westbury town centre

Table 10o: Wootton Bassett's Urban Area Comparison Goods Capacity Projections - Forecast

	2014	2019	2024	2026
Total Available Expenditure (£m)	4,032	4,768	5,756	6,217
Market Share from Survey Area (%)	0.1	0.1	0.1	0.1
Survey Area Residents Spending in **Wootton Bassett's urban area** (£000)	4.8	5.7	6.9	7.5
Benchmark Sales from Existing Floorspace (£m)	4.2	4.7	5.2	5.4
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure to support new floorspace (£m)	0.7	1.0	1.7	2.0
Sales per sqm net in new shops (£)	4,000	4,507.5	5,006.0	5,228.6
Capacity for new floorspace (sqm net)	**169**	**229**	**339**	**386**

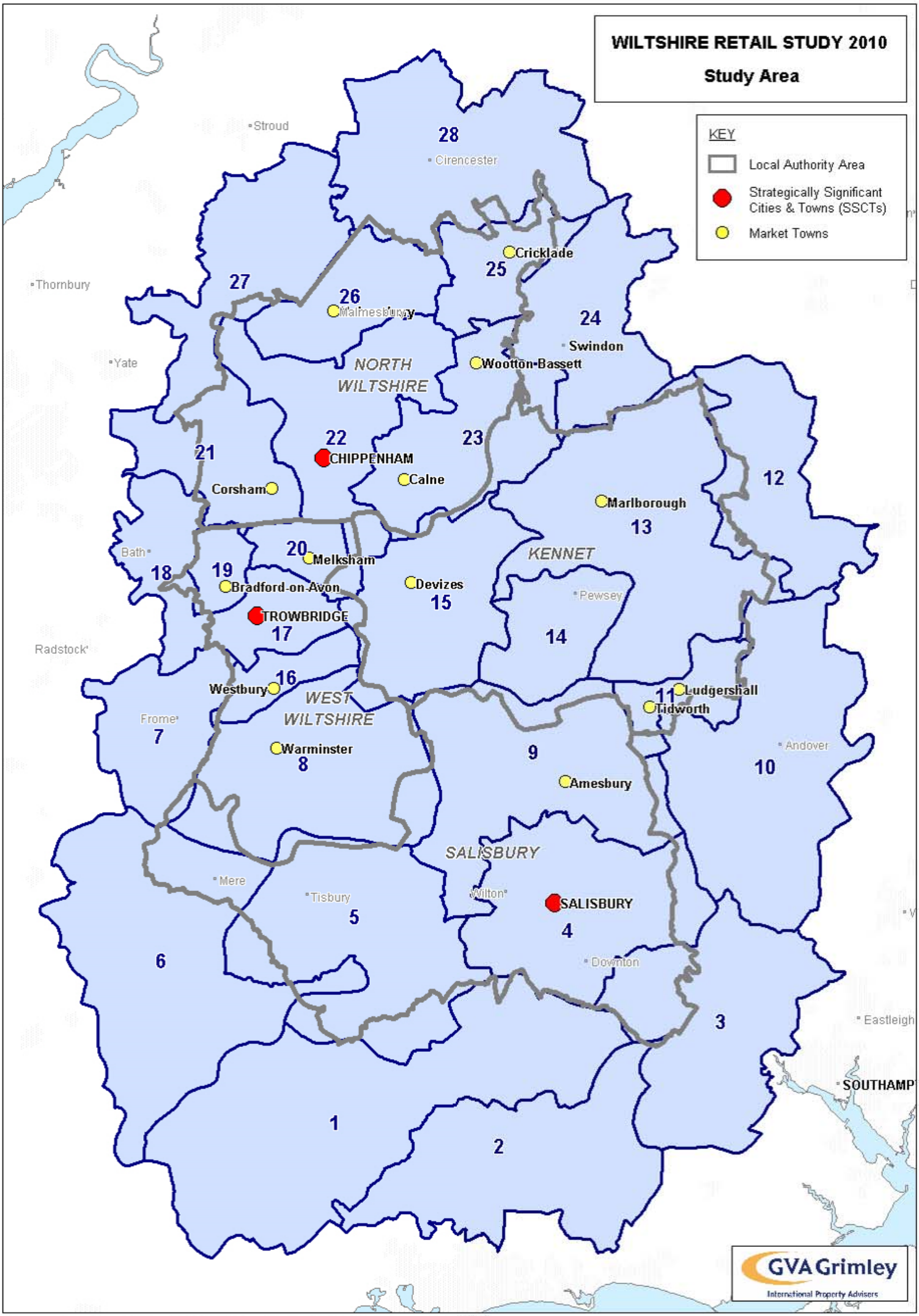
Note : Wootton Bassett's Urban Area comparison floorspace includes - town centre, town centre and out of centre Sainsbury's

Table 11: **Comparison** Goods Capacity Projections (2012 Prices) With Commitments

Urban Area of Centre	2019 (Sq m net)	2025 (Sq m net)	2026 (Sq m net)
SSCT			
Salisbury	5,958	13,378	16,531
Trowbridge	1,606	5,367	6,965
Chippenham	5,348	9,324	11,013
Market Towns			
Amesbury	-1,381	-822	-584
Bradford on Avon	162	262	305
Calne	-615	-439	-364
Corsham	305	469	539
Cricklade	58	78	86
Devizes	138	1,105	1,516
Ludgershall	0	0	0
Malmesbury	524	714	795
Marlborough	804	1,368	1,607
Melksham	-84	572	850
Tidworth	49	72	81
Warminster	699	1,636	2,034
Westbury	178	338	406
Wooton Bassett	229	339	386

Source: Table 10

Appendix 6: Study area for capacity assessment



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Appendix 7: Site assessments

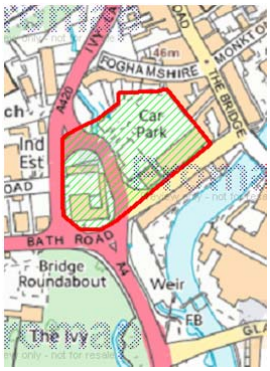
SITE 1: LANGLEY PARK AND HATHAWAY RETAIL PARK, CHIPPENHAM	
ASSESSMENT CRITERIA	**COMMENTS**
A. SITE DESCRIPTION	
Location	Located to the north east of Chippenham town centre. This study proposes the site to form part of the secondary retail frontage and to be within the town centre boundary.
Site area / size	8.3ha
Existing land-uses	The site is part of an industrial estate and retail park. Hathaway Retail Park consists of 10 units and surface level parking spaces. Langley Park is a partially occupied industrial estate.
Adjoining land-uses	Other retail and industrial uses. Outside of Langley Park and the retail park, other neighbouring uses are mainly residential (to the north and east). To the south is the main Bristol to London railway line and Chippenham station, beyond which is Chippenham town centre.
B. PLANNING POLICY ISSUES	
Planning Policy Status	Allocated by Policy H2 of the North Wiltshire Local Plan for mixed use development. The draft Core Strategy (Policy 9) also proposes to allocate the site for mixed use development.
Planning History	The most recent relevant planning Application is ref. N/13/01776/OUT for retail, leisure, employment and residential development. Resolution to grant planning permission, although s106 has not been signed.
C. ACCESSIBILITY	
Accessibility by private car	Access to Langley Park is via Westinghouse Way off the B4069 Langley Road. Access to Hathaway Retail Park is via Foundry Lane, which is also off Langley Road to the south of Langley Park.
Accessibility by a choice of means of transport	There is a bus stop on Langley Road near the entrance to Langley Park and one on Park Lane, closer to Hathaway Retail Park. There is no cycle lane along Langley Road.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Given the location of the sites and existing traffic along Langley Road, access is not considered to cause significant constraints although redevelopment is likely to require an upgrade to the existing local network.
Parking	Site is large enough to accommodate on-site parking provision for retail floorspace.
Impacts on neighbouring properties / land	Potential for impact upon neighbouring residential properties, so careful design required.
Visual Impact (Quality of development required)	The sites are relatively screened from Langley Road and properties to the east by existing mature vegetation and existing residential development. The greatest visual impact will be felt by residents at properties to the west of Langley Road although it is considered that any redevelopment of the site, if done sensitively, could result in a positive impact on the visual amenity of neighbouring residents.
Servicing	Servicing of the site is considered to be achievable without causing significant constraints.
Difficulties with displacing existing uses	The area of Langley Park subject to the recent planning application is vacant.
Environmental impacts	The proposed development relates to planning application ref. N/13/01776/OUT is EIA development. However the Environmental Statement submitted with the planning application concluded that the proposals would not result in any significant adverse environmental impacts.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	Langley Park is available for redevelopment, whilst the owners of the Retail Park have, over recent years, promoted refurbishment and extension of the park.
Development Costs	No abnormal on-site costs, although the need to improve off-site highway infrastructure will add to overall costs.
Timescale	Langley Park is available for immediate redevelopment.
Commercial Attractiveness	The site is in an edge of centre location however it is fairly centrally located and easily accessible. This site is likely to represent the best opportunity for large scale retail development on the edge of Chippenham after the Bath Road car park.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	This site provides sequentially the best opportunity to accommodate a new supermarket in Chippenham and also, alongside the Bath Road car park, meet part of the identified need for new comparison goods floorspace.
Trade Draw	Retail development on this site is likely to have some impact upon the primary shopping area of Chippenham, although retail development also offers the opportunity for linked trips between the site and the town centre.

CONCLUSIONS

Overall Conclusions:
Wiltshire Council has already decided that this site is suitable to accommodate a new supermarket and a refurbishment and extension of Hathaway Retail Park. We endorse this finding and conclude that this area offers the opportunity for new retail floorspace on the edge of Chippenham town centre which cannot be accommodated on the Bath Road car park site (see Site No.2)

SITE 2: BATH ROAD CAR PARK AND THE BRIDGE CENTRE, CHIPPENHAM

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	In Chippenham town centre, to the north of the River Avon. This study proposes the site to be within the primary shopping area and the town centre boundary.
Site area / size	1.4ha
Existing land-uses	The site is currently in use as a car park. The Bridge Centre is a Wiltshire Council owned building currently in use by the Chippenham Youth Work Team.
Adjoining land-uses	Adjoining land uses include retail to the east, residential to the north and the west (beyond the A420). Bank House which lies in the south western corner of the car park is used as office accommodation.
B. PLANNING POLICY ISSUES	
Planning Policy Status	Site identified is allocated for retail development in the adopted Local Plan. In the draft Chippenham Masterplan the site is identified for a retail extension to the town centre and should provide a supermarket and comparison retail units as well as intensified parking provision. The emerging Core Strategy also identifies the site for retail development.
Planning History	No recent significant planning history.
C. ACCESSIBILITY	
Accessibility by private car	The site can be accessed from the Bath Road to the south and off the Bridge Roundabout to the west.
Accessibility by a choice of means of transport	The site lies within 0.4 miles from Chippenham train station. There are bus stops on the corner of Bath Road and The Bridge and along The Bridge. There is a pedestrian link between the Bath Road Car Park and Foghamshire. The pavement along Bath Street is a shared footway/ cycleway.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Redevelopment involving the Bridge Centre will require alternations to the local highway network. Any redevelopment of the site would need to improve accessibility and connectivity between the site and the rest of the town centre.
Parking	Site is large enough to accommodate on-site parking provision, which should serve both the development and the wider town centre.
Impacts on neighbouring properties / land	Any redevelopment of the site is likely to have a visual impact on Grade II listed Bank House which is situated in the south western corner of the Bath Road Car Park. Given the currently unattractive nature of the site, it is considered that redevelopment could positively impact on the setting of the listed building.
Visual Impact (Quality of development required)	As it stands, the site is currently an unattractive gateway site. The careful and sensitive redevelopment of the site is therefore likely to result in positive visual impact. The site falls in the Bath Road and Ivy Lane Conservation Area. There are also views from the site towards buildings along Foghamshire, a number of which are listed.
Servicing	While it is considered that servicing could be achieved without causing any onerous constraints.
Difficulties with displacing existing uses	Depending on existing and projected car parking need in Chippenham and on whether the need can be met elsewhere, it is considered that it would not be difficult to displace the existing uses.
Environmental impacts	The redevelopment of the site is likely to impact on the local environment, particularly during construction. However it is considered that any adverse effects resulting from the development could be mitigated.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	We understand that Wiltshire Council has made this site available for redevelopment in the short to medium term.
Development Costs	Most significant cost will be the adjustments needed to the local highway network.
Timescale	Available for redevelopment in the short to medium term.
Commercial Attractiveness	Site is likely to be attractive to comparison retailers, service uses and smaller scale food retail operators.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Site represents an excellent opportunity to meet the need for new comparison and convenience goods retail floorspace in Chippenham town centre.
Trade Draw	Assuming that linkages between the site and the town centre are improved and maintained, this site has the potential to provide a positive impact upon the health and attractiveness of Chippenham town centre.



CONCLUSIONS

Overall Conclusions:
Bath Road car park and the Bridge Centre have been considered for a long time to offer a good opportunity to extend the retail area of Chippenham town centre. The Council has resolved to make the site available for redevelopment and we consider that this site offers the best opportunity in the town centre for new modern comparison goods retail units and smaller scale convenience goods floorspace provision.

SITE 3: EMERY GATE SHOPPING CENTRE, CHIPPENHAM

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	Emery Gate Shopping Centre lies in Chippenham town centre, off the High Street. This study proposes the site to form part of the primary retail frontage and to be within the primary shopping area and the town centre boundary.
Site area / size	The shopping centre currently provides approximately 7,000sq m of retail floorspace. Site size = 1.7ha
Existing land-uses	The site is currently in use as a covered shopping centre and comprises mainly retail uses. The development is anchored by a Tesco Metro store. To the rear of the centre is a public car parking area.
Adjoining land-uses	Retail uses to the west and south. To the north and east is the River Avon, separated from the site by an area of undeveloped land (including mature trees)
B. PLANNING POLICY ISSUES	
Planning Policy Status	The site is identified in the draft Chippenham Masterplan which seeks a comprehensive development brief for the site. The Masterplan promotes additional retail floorspace adjacent to the existing shopping centre, plus a new river crossing over the Avon. Within the adopted Local Plan, the western half of the shopping centre lies in the primary retail frontage, with the remainder of the site lying in the secondary frontage area.
Planning History	History of numerous small scale proposals, such as N/03/00247/FUL - Alterations to front and rear entrance as part of Emery Gate refurbishment. Planning permission granted on 6 November 2003.
C. ACCESSIBILITY	
Accessibility by private car	High Street is a pedestrianized street. Vehicular access to the site is via Emery Lane which leads to the shopping centre's car park and also the main entrance to the Tesco Metro.
Accessibility by a choice of means of transport	Can be accessed on foot or by bike from the High Street. There are a number of bus stops along Bath Road and The Bridge which lie within close proximity to the site. Chippenham railway station lies 0.7 miles from the site.
D. CONSTRAINTS TO DEVELOPMENT	
Access	It is considered that access via Emery Lane would need to be retained and would not cause significant constraints. Any access from High Street would need to remain pedestrian.
Parking	This site provides a main town centre car park and any redevelopment proposals which involve the loss of parking will need to ensure that overall parking capacity in the town centre is not harmed.
Impacts on neighbouring properties / land	Potential impact on properties along Emery Lane and St Mary Street, as well as on retail units on High Street adjacent to the Emery Gate shopping centre entrance.
Visual Impact (Quality of development required)	Possible visual impact on buildings along Emery Lane which fall in the High Street and Emery Gate and the St Mary Street and The Butts conservation areas. Opportunities to improve the shopping centre's frontage along the River Avon.
Servicing	It is considered that current servicing arrangements could be retained.
Difficulties with displacing existing uses	The site is fully occupied by retail or service operators, therefore these will need to be reprovided either on site or elsewhere.
Environmental impacts	Expansion of retail space adjacent to the River Avon will need to consider flood risk issues and also the loss of a number of mature trees.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	The shopping centre is not known to be available for development.
Development Costs	Potentially higher costs due to the need for multi-level development, high quality of design/materials and flood risk mitigation.
Timescale	Any significant development opportunities are likely to be medium to longer term initiatives.
Commercial Attractiveness	This is an attractive site for food, non-food and service retail uses, as evidenced by the good occupation levels within the shopping centre.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Where additional retail floorspace can be provided, this site has the potential to meet part of the identified need.
Trade Draw	Refurbished and redeveloped retail floorspace in this location has the potential to provide a positive impact upon Chippenham town centre.

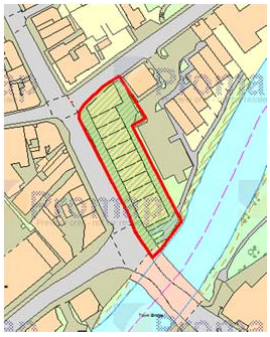
CONCLUSIONS

Overall Conclusions:

Emery Gate shopping centre provides an important retail anchor to Chippenham town centre, along with an important town centre car park. It is identified in the draft Masterplan for an expansion of the retail floorspace and public realm improvements, both of which can provide a positive contribution to the town centre, although issues such as flood risk and vegetation removal will need to be tackled.

SITE 4: LAND TO THE EAST OF THE BRIDGE, CHIPPENHAM

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	The site lies in Chippenham town centre, immediately to the east of The Bridge and is bound by the River Avon to the south, Avon Reach to the east and Monkton Hill to the north. This study proposes the site to form part of the secondary retail frontage and to be within the primary shopping area and the town centre boundary.
Site area / size	0.2ha
Existing land-uses	9 units, majority A1, some A2 and A3.
Adjoining land-uses	Retail and commercial uses along The Bridge, office uses to the east and the River Avon to the south.
B. PLANNING POLICY ISSUES	
Planning Policy Status	Identified in the draft Chippenham Masterplan which seeks to increase the retail floorspace and the attractiveness of the units.
Planning History	Varied and relatively minor planning history, including approvals for changes of use from Class A1 to Class A3.
C. ACCESSIBILITY	
Accessibility by private car	The site is accessed via The Bridge. The Bath Road provides a direct link to the A420 and Avenue La Fleche.
Accessibility by a choice of means of transport	There are existing bus stops on The Bridge and this area is a short walk from the railway station.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Existing access arrangements are considered to be suitable – depending on the scale of proposed development on site, servicing may need to be carefully considered.
Parking	There is no car parking on site and there is no on street car parking along The Bridge. The nearest car park is the Bath Road car park which is to the west of the Bridge and within very close proximity to the site. Redeveloped and refurbished retail and other commercial uses will need to rely on other parks elsewhere in the town centre.
Impacts on neighbouring properties / land	If an expanded ground floor footprint is provided, this could impact servicing arrangements to the rear of the existing properties and also for properties along Monkton Hill and Avon Reach.
Visual Impact (Quality of development required)	The site falls in the Bridge and Lower New Road Conservation Area. The design of any new development will be a key consideration.
Servicing	Potential issue depending on the scale of new development.
Difficulties with displacing existing uses	The site is fully occupied by retail or service operators, therefore these will need to be reprovided either on site or elsewhere.
Environmental impacts	n/a
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	There is no publicly available information to show that this area is available for redevelopment. Availability is likely to be influenced by the leasehold arrangements of existing tenants.
Development Costs	Unlikely to be abnormal costs associated with refurbishment and redevelopment of this site.
Timescale	Will be dependent on willingness of owners and occupiers to progress a refurbishment/redevelopment scheme.
Commercial Attractiveness	This is not currently the prime retail area in Chippenham and therefore commercial attractiveness is considered to be modest. However, attractiveness will improve if larger more modern units can be provided and the redevelopment of the Bath Road car park will also assist.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Given the size of the site and the limited opportunities for expansion, this site is unlikely to accommodate a large part of the identified need for additional retail floorspace in Chippenham.
Trade Draw	Whilst it may not be able to accommodate a large part of the identified need, improvements to this site can offer a positive contribution to the health and attractiveness of Chippenham town centre.



CONCLUSIONS

Overall Conclusions:

This site has been identified in the draft Chippenham Masterplan for improved and more attractive retail units. This is considered to be an appropriate proposal for this area which currently lies in the secondary retail area of the town centre. Improvements are, however, likely to be small in scale.

SITE 5: CASTLE STREET, TROWBRIDGE		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	Castle Street is a key north-south route into the historic core of Trowbridge. This study proposes the site to form part of the secondary retail frontage and to be within the primary shopping area and within the town centre.	
Site area / size	1.4ha	
Existing land-uses	Castle Street supports a mix of small independent businesses – mix of employment and retail. Some units along Castle Street are currently vacant.	
Adjoining land-uses	Residential at the southern end of Castle Street, retail to the north along Market Street.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The West Wiltshire District Plan 1st Alteration- Adopted June 2004 allocates the site under Policy SP2 for further town centre retail provision. The draft Core Strategy makes provision for 'mixed use enterprise/ evening economy/ residential' development at 'Castle Street/ Court Street'. Castle Street is identified as an 'opportunity site' in the draft Masterplan.	
Planning History	Lengthy planning history, although no significant development proposals.	
C. ACCESSIBILITY		 
Accessibility by private car	Castle Street can be accessed by car. It is a relatively narrow two-way street with limited on street car parking. Castle Street can be accessed from St Stephen's Place and from Court Street / Mill Street.	
Accessibility by a choice of means of transport	One bus stop along Castle Street, although it is only a short walk to other bus stops in the core retail area to the north. There is no dedicated cycle provision along Castle Street. Trowbridge railway station lies within 0.6 miles.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	The draft Masterplan seeks to improve connectivity between Court Street, Castle Street and the River Biss corridor, therefore suggesting that accessibility could be better. Castle Street is relatively narrow and therefore a significant increase in traffic could be a constraint.	
Parking	Parking is available nearby at St Stephen's Place and at Court Street Car Park. Existing parking along Castle Street is associated with individual uses and it is likely that this will form the extent of parking provision in the future (e.g. parking associated with residential and commercial uses, rather than a new public car park).	
Impacts on neighbouring properties / land	Properties along this street are in relatively close proximity. Therefore, redevelopment proposals will need to have regard to the impact on the amenity of neighbouring properties.	
Visual Impact (Quality of development required)	There is a mixture of quality in the built environment along Castle Street, with some important and valuable properties. However, some of the other parts of the street do not make a positive contribution and redevelopment offers the opportunity for improvement.	
Servicing	Servicing is likely to remain as per existing arrangements – i.e. on-street servicing and access into individual plots via Castle Street itself.	
Difficulties with displacing existing uses	Existing uses along the street that would need to be displaced would need to be reprovided either on site or elsewhere.	
Environmental impacts	n/a	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	Given the multiple ownerships along Castle Street, availability for redevelopment will be piece-meal.	
Development Costs	Unlikely to be abnormal.	
Timescale	Timescale for redevelopment will be influenced by the availability of sites. There is no reason why parts of this area could not be redeveloped in the short term, although significant change is only likely to occur over the medium to longer term.	
Commercial Attractiveness	The northern part of Castle Street is close to the prime shopping area in Trowbridge. As a consequence, this is area likely to be most attractive to retail uses. However, the street as a whole is likely to be attractive for other uses, such as residential, food and drink and office uses.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	Given the scale of the opportunities presented by this area, along with the likelihood that development will be mixed uses, we do not expect this area to make a significant contribution to meetings retail needs in Trowbridge.	
Trade Draw	The opportunities that this area presents, in terms of new food and drink uses, are the best way that it can have a positive impact upon the town centre.	

CONCLUSIONS

Overall Conclusions:
Castle Street has the potential to become an even more important link between the core shopping area in Trowbridge and the new St Stephens Place leisure development. Castle Street has significant character in places and this character, along with the potential for improvement, could attract food and drink uses and open up a new 'quarter' in the town centre.

SITE 6: ASDA/ THE SHIRES, TROWBRIDGE		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	Situated in Trowbridge town centre, to the east and west of the River Biss. The car park for ASDA and The Shires occupies a key central position in the town. The site consists of a two tier car park, a supermarket on the first floor and servicing. The main shopping centre sits above two levels of parking. This study proposes the site to form part of the primary retail frontage and be within the primary shopping area and the town centre boundary.	
Site area / size	4.5ha	
Existing land-uses	Supermarket and shopping centre - Shopping centre, car park, supermarket and servicing	
Adjoining land-uses	Retail uses to the east and north. To the west is a petrol filling station, Job Centre and telephone exchange. To the south are properties occupied by Wiltshire Council and a parking area.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The site is identified as an opportunity site in the draft Trowbridge Masterplan, including improved public realm and a better relationship with the riverside. The Masterplan also suggests that efforts should be made to explore opportunities to provide larger retail units set.	
Planning History	Lengthy planning history of minor applications. The most recent significant application is LPA reference W/09/00688/FUL: Construction of additional mezzanine floorspace of 2,533sq metres pursuant to outline consent ref 07/00678/OUT. Granted 14 July 2010.	
C. ACCESSIBILITY		
Accessibility by private car	Access via Bythesea Road which links to the A363 to the north and the A361 to the south.	
Accessibility by a choice of means of transport	Pedestrian access via Castle Street and Bythesea Road, although the latter feels unwelcoming. Access between the ASDA and the remainder of the shopping centre is via one single link.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	Reasonable access into the site via car and on foot although connectivity through the site has the potential to be improved.	
Parking	The site provides substantial parking. It is considered that any redevelopment of the site would either retain or reprovide adequate parking to meet both existing and anticipated need.	
Impacts on neighbouring properties / land	Opportunities to expand the ASDA store or shopping centre will have an impact on surrounding properties and will probably require displacement.	
Visual Impact (Quality of development required)	The entrance to the car park is an especially unattractive and significantly undermines the townscape character. The careful redevelopment of the site would have a positive visual impact.	
Servicing	Potential for the existing servicing arrangements to be retained.	
Difficulties with displacing existing uses	The site is fully occupied by retail or service operators, therefore these will need to be reprovided either on site or elsewhere. Similarly, expansion of the site may well require the relocation of neighbouring uses.	
Environmental impacts	Impact on the River Biss will be a key consideration	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	There is currently no sign that the ASDA store or the shopping centre are being marketed and/or proposed for improvement/redevelopment.	
Development Costs	Costs will be higher due to the town centre location and the need to acquire additional land (and relocate uses) in order to expand.	
Timescale	New development is likely to require a medium to longer term timescale.	
Commercial Attractiveness	This area is part of the core retail area in Trowbridge town centre and therefore is likely to be commercially attractive to retailers.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	If expansion of the ASDA store and/or shopping centre can be achieved then this will be able to meet some of the identified need for additional comparison goods floorspace in Trowbridge.	
Trade Draw	If the retail offer could be improved on site, together with the provision of a more attractive development, it could have a positive impact upon the health of the town centre.	

CONCLUSIONS

Overall Conclusions:
The Shires shopping centre and adjacent ASDA store play an anchor role in Trowbridge town centre. Any opportunities to improve the attractiveness of this location and provide additional floorspace should be supported by the local planning authority. Shorter term improvements are likely to lie around the visual appearance of the shopping centre, although longer term efforts should be made to improve linkages into and through the centre and to provide additional retail floorspace.

SITE 7: EAST WING, TROWBRIDGE

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	The site is located in Trowbridge town centre. The site is bounded by the River Biss to the east, County Way to the south, Bythesea Road to the west and the rear servicing area of Asda to the north. This study proposes the site to be within the primary shopping area and the town centre boundary.
Site area / size	2.4ha
Existing land-uses	Mix of one and two storey office buildings and vacant four storey library building and a long term car park.
Adjoining land-uses	County Hall lies to the west and south, the ASDA supermarket to the north and the Court Street area to the east.
B. PLANNING POLICY ISSUES	
Planning Policy Status	The site is identified in the draft Trowbridge Masterplan as a 'key opportunity site' for comprehensive redevelopment along with the Court Street Car Park and Cradle Bridge, supporting high quality, vibrant, mixed use developments and to create a series of new linked destinations along the river corridor and encourage people to make linked trips.
Planning History	Several years ago, planning applications were submitted for mixed used development comprising cinema, bowling, retail, hotel, residential, food and drink, library and car parking uses. Both applications were withdrawn.
C. ACCESSIBILITY	
Accessibility by private car	Access via Bythesea Road which links to the A363 to the north and the A361 to the south.
Accessibility by a choice of means of transport	There are bus stops opposite the site and the town's railway station is a short walk.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Bythesea Road and County Way provide good vehicular access into the site. However, connectivity with development east of the River Biss is poor and needs to be improved.
Parking	Site is large enough to accommodate on-site parking, as evidenced by the current use. In order to accommodate new development, any new public parking may well have to be provided in a multi-level format,
Impacts on neighbouring properties / land	Whilst sensitive design will be required, given the prominence of this site, we do not envisage that development will have significant effects on neighbouring properties.
Visual Impact (Quality of development required)	The development fronts onto Bythesea Road which is a key corridor/ gateway into the town. Therefore the quality of development should be high. Given the current state of the site, it is considered that any well thought out development would be an improvement.
Servicing	Site is large enough to accommodate on-site servicing.
Difficulties with displacing existing uses	Parts of the site are already vacant and the remaining Wiltshire Council uses will need to be re-provided on the site or relocated elsewhere.
Environmental impacts	The site has a number of sewers and culverts crossing it. There is scope to divert the sewers to run within the River Biss easement and as part of the river corridor improvements. There is also a need to consider the impact of development on flood risk.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	Likely that this site can be made available in a short period of time, subject to relocations.
Development Costs	No significant abnormal costs envisaged, although development may have to provide multi-level car parking provision, a new crossing over the River Biss and also re-provide accommodation for Wiltshire Council uses.
Timescale	Short to medium term development opportunity.
Commercial Attractiveness	Unlikely to be attractive for a pure retail uses, but a mixed use scheme involving leisure, food and drink retail, hotel and residential is likely to be attractive to the market.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Given that this site is likely to come forward as a mixed use development opportunity, it is capable of providing some of the required retail floorspace which is needed in Trowbridge. Potential opportunities for larger format retail stores that cannot be accommodated in the core retail area.
Trade Draw	Assuming that good linkages can be established with other parts of the town centre, development on this site has the potential to provide a positive contribution to the health of the town centre.

CONCLUSIONS

Overall Conclusions:
This site has had a long history of promotion as a leisure-led mixed use development opportunity, although previous proposals were abandoned. Given that part of the demand for leisure uses has now been satisfied elsewhere in the town centre, new proposals in this area are likely to need to refocus towards other uses such as residential, larger format retailing and food and drink uses. Development proposals on this site should be promoted comprehensively with the adjacent Court Street car park and Cradle Bridge sites to ensure that better linkages into and around the town centre are established.

SITE 8: COURT STREET CAR PARK, TROWBRIDGE	
ASSESSMENT CRITERIA	**COMMENTS**
A. SITE DESCRIPTION	
Location	The site lies in the south-western part of Trowbridge town centre, close to a number of the other sites considered by this site assessment exercise. This study proposes the site to be within the town centre boundary.
Site area / size	0.6ha
Existing land-uses	Council owned car park providing 78 short and long term car parking spaces.
Adjoining land-uses	The Court Street area lies to the north, the River Biss to the west (on the opposite side of which is the East Wing area), and the St Stephen's Place leisure development lies to the east.
B. PLANNING POLICY ISSUES	
Planning Policy Status	The site is identified in the draft Trowbridge Masterplan as a 'key opportunity site' for comprehensive redevelopment, supporting high quality, vibrant, mixed use developments. The draft Masterplan advises that: 'The site is sufficiently sized to accommodate small or large scale retail developments, whether in full or part.' 'Residential development could be considered as part of a mixed use development which would add to the vitality of the town centre.' 'Small scale leisure uses could be accommodated on site, capitalising on its gateway location and proximity to the river'
Planning History	There are no records of recent or relevant planning application on this site, however the following application on a neighbouring site (to the north) is of note: Ref. No: W/13/00014/FUL: Mixed use development comprising 24 flats, an office and associated works at land at Court Street Trowbridge Wiltshire.
C. ACCESSIBILITY	
Accessibility by private car	The site is easily accessible by private car off Bythesea Road.
Accessibility by a choice of means of transport	Bus stops along Bythesea Road. 0.5miles to Trowbridge railway station.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Court Street is a relatively narrow two-way street, unlikely to be suitable for heavy traffic.
Parking	Parking is currently provided on site. The removal or reduction in the number of public parking spaces on this site will need to be considered in the context of overall parking capacity in Trowbridge town centre.
Impacts on neighbouring properties / land	Potential impact on neighbouring residential development to the north. Therefore, a careful design approach will be required.
Visual Impact (Quality of development required)	This is an important gateway site in the southern part of Trowbridge town centre, therefore a good quality of design is required.
Servicing	Servicing will be required from Court Street and any on-site servicing could reduce the development area.
Difficulties with displacing existing uses	The site is currently in use as a car park. Any redevelopment would need to either reprovide or find alternative locations to meet local parking needs.
Environmental impacts	Development proposals will need to consider the impact on flood risk from the adjacent River Biss and also the loss of vegetation surrounding the site.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	Subject to a resolution by the Council, this site could be made available within a reasonably short period of time.
Development Costs	Unlikely to be abnormal.
Timescale	Short term development opportunity.
Commercial Attractiveness	On its own, this site could be attractive for residential development, although may appeal to a wider mix of uses should it be combined with the adjacent East Wing site.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	This site is unlikely to meet a significant part of the identified need for additional comparison goods floorspace in Trowbridge.
Trade Draw	If combined with the adjacent East Wing site as part of a wider mixed use development, this site has the potential to provide a positive contribution to Trowbridge town centre.

CONCLUSIONS

Overall Conclusions:
This is a small site on an important gateway into the southern edge of Trowbridge town centre. On its own, redevelopment of this site is unlikely to be dominated by retail uses and is instead likely to go the same way as the adjacent site for residential development. However, if this site can be combined with the adjacent East Wing site, then it could become part of a much wider mixed development site which improves linkages around the south-west part of Trowbridge town centre (including a new crossing over the River Biss).

SITE 9: CRADLE BRIDGE, TROWBRIDGE		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	The site is bounded by the River Biss to the north and east, County Way to the south and Castle Street to the west. This study proposes the site is within the town centre boundary.	
Site area / size	1.3ha	
Existing land-uses	Cradle Bridge (also known as the former 'Peter Black' site) is a brownfield site, comprising vacant buildings and associated external servicing areas.	
Adjoining land-uses	St Stephen's Place development to the north, including a cinema, restaurants, cafes and a hotel. The Court Street car park to the west.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	Identified in draft Core Strategy for enterprise, leisure, residential and possibly retail development. The site is also identified in the draft Trowbridge Masterplan as a 'key opportunity site' for comprehensive redevelopment alongside the East Wing and Court Street Car Park, supporting high quality, vibrant, mixed use developments. The Masterplan advises that: 'The site could accommodate retail development however the site is located away from the main town centre core and any future retail development would need to demonstrate how it forms part of a new retail circuit, complementing the existing offer.	
Planning History	Planning permission was granted in 2009 (W/08/00255/OUT) for a supermarket led mixed use development also including cafes, bars and restaurants, a hotel and residential apartments. The promoter of this scheme went into administration and the permission was never implemented.	
C. ACCESSIBILITY		
Accessibility by private car	The site can be accessed from County Way and the (now lapsed) planning permission indicated how a new access from County Way could be achieved.	
Accessibility by a choice of means of transport	0.6 miles from the Railway Station. The nearest bus stop is off County Way by Tesco Trowbridge Extra.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	County Way is a busy main route through the town centre, although the now lapsed planning permission gained approval for a new better quality access into the site.	
Parking	The site is large enough to accommodate car parking. As advised in the Trowbridge Masterplan, the future development on site could also include a long term 'park and walk' car park.	
Impacts on neighbouring properties / land	Redevelopment of this site is unlikely to have any significant adverse impact upon neighbouring properties, although redevelopment proposals will need to consider providing new linkages to the St Stephens leisure development to the north.	
Visual Impact (Quality of development required)	The redevelopment of the site would provide an opportunity to create a strong frontage onto the main road into Trowbridge therefore resulting in positive visual impact.	
Servicing	The recent planning permission indicated in broad terms that servicing a range of land uses on this site, including a supermarket, was acceptable.	
Difficulties with displacing existing uses	The site is currently vacant.	
Environmental impacts	There are sewerage pipes traversing the site, presenting particular challenges to development. Impact on flood risk will also be a key consideration.	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	Site is available now for redevelopment.	
Development Costs	Underground pipes provide a potential significant increase to development costs, due to the need to relocate them.	
Timescale	Short term development opportunity.	
Commercial Attractiveness	We consider that this site is likely to be attractive to a number land uses, including residential, commercial and retail uses.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	This site has the opportunity to meet part of the need for new comparison goods floorspace in Trowbridge. One particular opportunity that it offers is to provide larger sized retail units that are unable to go into the core retail area.	
Trade Draw	Redevelopment of this site has the potential to provide a positive impact on the health and attractiveness of Trowbridge town centre. However, in order to achieve this aim, better linkages between the site and other parts of the town centre are required.	

CONCLUSIONS

Overall Conclusions:
The Cradle Bridge site has a long history of mixed use development proposal. A proposed involving a supermarket was approved in 2009 but never implemented. This remains a potential mixed use site, although larger scale retail units are an attractive opportunity to reinforce the overall retail offer of the town centre, subject to better linkages with other parts of the town centre being created.

SITE 10: COURT STREET AREA, TROWBRIDGE		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	The area is located to the south west of Trowbridge town centre, bounded by Castle Street to the east, Court Street Car Park to the south, the River Biss to the west and the Shires shopping centre to the north. This study proposes the site to be within the town centre boundary.	
Site area / size	Approximately 1.3ha in size	
Existing land-uses	Mainly occupied by office and workshop uses within landmark historic mill buildings. (The area encompasses a number of under-used former mill buildings, workshops and office accommodation. Buildings typically front onto Court Street and back onto the river. Some buildings are Grade II listed.)	
Adjoining land-uses	Mainly employment along Court Street. A mix of retail and other services along Castle Street to the east and retail to the north.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The site is identified in both the draft Wiltshire Core Strategy and the draft Trowbridge Masterplan. The draft Core Strategy makes provision for 'mixed use enterprise/ evening economy/ residential' development.	
Planning History	There is a varied and lengthy planning history for this area, including, most recently, an approved application for a new office/retail development (W/11/03305/FUL) and an approved application for mixed office and residential development (W/13/00014/FUL).	
C. ACCESSIBILITY		
Accessibility by private car	The site is easily accessible by private car off Bythesea Road.	
Accessibility by a choice of means of transport	Bus stops along Bythesea Road. 0.5miles to Trowbridge railway station.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	No access constraints as Court Street already provides good access to individual properties. However, as a cul-de-sac, this limits Court Street's ability to provide linkages to the surrounding area.	
Parking	There is no on street car parking. Public car parking is currently provided at Court Street car park to the south, however should the car park be redeveloped, parking would need to be considered. Each current plot provides on-site parking for users.	
Impacts on neighbouring properties / land	Some of the units along Court Street are vacant and or derelict, and some are listed therefore redevelopment of the area would need to take the setting of the listed buildings into consideration and would need to be of a suitable and appropriate scale.	
Visual Impact	Some of the buildings on site are Grade II listed. See above.	
Servicing	Servicing would need to be along Court Street, which is constrained by the street being a cul-de-sac.	
Difficulties with displacing existing uses	The land and buildings are understood to be in a number of different ownerships and owner occupations. Any displaced uses would need to be reprovided.	
Environmental impacts	n/a	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	This area is subject to a number of different ownerships which suggests that piecemeal development is more likely.	
Development Costs	Unlikely to be abnormal, although refurbishment of listed buildings may incur an increased cost.	
Timescale	Opportunities for short to medium term development, depending upon landowner and occupier requirements.	
Commercial Attractiveness	Unlikely to be particularly attractive for larger scale retail development, unless this area forms part of an extension to the Shires shopping centre.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	This area is unlikely to be able to meet part of the need for new retail floorspace in Trowbridge unless the northern part of this area can accommodate an extension to the Shires shopping centre.	
Trade Draw	Whilst new uses in this area can add to the attractiveness and vitality in the town centre, it is unlikely that (unless it provides an extension to the Shires shopping centre) it will provide a positive impact on the retail function of the town centre.	

CONCLUSIONS

Overall Conclusions:
Whilst this area lies in close proximity to the core retail area in the town centre, it is not currently providing main town centre uses and it is unlikely that it can become part of the 'retail circuit' in the centre. There may be an opportunity to extend the Shires shopping centre in the northern part of this area although, apart from that, this area is likely remain in employment uses or possibly transform itself into a residential area.

SITE 11: CASTLE PLACE SHOPPING CENTRE AND CAR PARK, TROWBRIDGE

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	Located in the southern part of the town centre and comprising part of the core shopping area. This study proposes the site to form part of the primary retail frontage and within the primary shopping area and town centre boundary.
Site area / size	0.9ha
Existing land-uses	Shopping centre and multi-storey car park serving the Castle Place leisure centre. The car park is connected to the centre providing 446 free short and long stay spaces over 6 storeys. A proportion of upper level is allocated to the Castle Place Leisure Centre run by DC Leisure on behalf of Wiltshire Council.
Adjoining land-uses	Castle Place shopping centre and multi -storey car park are bounded by Market Street to the north, the park to the east, St Stephen's Place leisure development to the south and the Knightstone Court service route to the west.
B. PLANNING POLICY ISSUES	
Planning Policy Status	In the adopted West Wiltshire Local Plan, the site lies within the 'commercial area boundary' and the retail units in the shopping centre are within the primary retail frontages. The draft Trowbridge Masterplan's objectives: Facilitate longer term redevelopment if the wider parking strategy for Trowbridge can be achieved, support vibrant, mixed use development that will encourage people to make linked trips between the town centre and St Stephen's Place.
Planning History	Several years ago planning permission was granted for refurbishment of the shopping centre and car park in conjunction with a retail proposal on the adjacent St Stephen's Place site. The permission was never implemented.
C. ACCESSIBILITY	
Accessibility by private car	Good car accessibility via St Stephen's Place to the multi-storey car park. No car access via Market Street
Accessibility by a choice of means of transport	Bus stops along Castle Street, opposite Castle Place. 0.6 miles to Trowbridge railway station. Taxi bays opposite Castle Place.
D. CONSTRAINTS TO DEVELOPMENT	
Access	No particular onerous constraints in terms of access, although significant changes to the local highway network are unlikely given the shared access with the adjacent leisure development and Town Council offices.
Parking	This site provides one of the larger town centre car parks. Any reduction in provision, in order to accommodate new retail floorspace will need to be considered alongside the capacity of other parking facilities in the town centre.
Impacts on neighbouring properties / land	Redevelopment proposals will need to consider the impact on People's Park, the St Stephen's Place leisure development and properties along Castle Street.
Visual Impact (Quality of development required)	The shopping centre's appearance is dated. The redevelopment/refurbishment of the site has the potential to provide a positive visual impact, particularly in relation to the rear of site around People's Park and the adjacent leisure development.
Servicing	Any redevelopment or refurbishment proposals will need to consider the impact on servicing the retail units in the shopping centre and properties along Castle Street.
Difficulties with displacing existing uses	Consideration will need to be given to whether it is acceptable to reduce the amount of public car parking provision in this location and whether there is a need to relocate existing tenants in the shopping centre.
Environmental impacts	No significant environmental impacts are envisaged, although the impact on the adjacent parkland will be an important consideration.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	It is not known whether the shopping centre and car park are available for redevelopment.
Development Costs	Likely to be significant, given the current value of the shopping centre and car park.
Timescale	A medium to longer term development opportunity for Trowbridge town centre.
Commercial Attractiveness	Likely to be attractive to the commercial investment market where there is an opportunity to provide improved retail units and a better multi-storey parking facility, which can attract new retailers into the town centre.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Given that part of the site already accommodates retail floorspace, it is only the net additional floorspace that will meet the identified need. However, this site presents a good medium to longer term opportunity to provide new retail floorspace in Trowbridge town centre.
Trade Draw	New and refurbished retail floorspace on this site will have a positive impact upon the health and attractiveness of Trowbridge town centre.

CONCLUSIONS

Overall Conclusions:
The Castle Place shopping centre and multi-storey car park provide important contributions to the health and attractiveness of Trowbridge town centre. There is the opportunity to refurbish and improve the shopping centre and, in parking capacity is available, a reduction in the number of spaces could allow more retail floorspace to be provided.

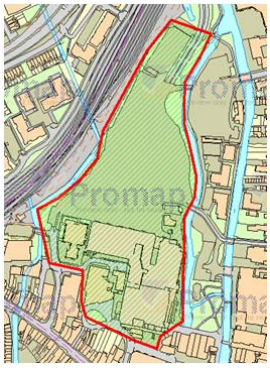
SITE 12: TOWN BRIDGE/ WICKER HILL, TROWBRIDGE	
ASSESSMENT CRITERIA	**COMMENTS**
A. SITE DESCRIPTION	
Location	Town Bridge is located at the junction with Wicker Hill, Hill Street and Fore Street. Wicker Hill forms the eastern side of the river and is a servicing route for the Shire's Centre. Retail units front onto Wicker Hill. This study proposes the site to form part of the secondary retail frontage and to be within the primary shopping area and the town centre boundary.
Site area / size	n/a
Existing land-uses	A mix of vacant units, some retail and financial services and public realm.
Adjoining land-uses	The Shire Shopping Centre to the south and a mixture of retail and other commercial uses on all sides. The former Bowyers factory lies to the west.
B. PLANNING POLICY ISSUES	
Planning Policy Status	The draft Core Strategy identifies Stallard Street/ Wicker Hill/ and Fore Street area for professional/ service/ and secondary retail. Identified as an 'opportunity site' in the draft Trowbridge Masterplan. The Masterplan objectives for Town Bridge/ Wicker Hill are to create a new civic space at Town Bridge focused on the River Biss through comprehensive public realm works and to maximise active development frontage onto the River Biss Corridor and Wicker Hill. Within the adopted Local Plan, this area lies within the commercial area boundary, but not within the primary retail frontages.
Planning History	Varied but minor planning history for this area. The most significant nearby applications are those for the Morrisons supermarket and the multi-screen cinema at the former Bowyers factory to the west.
C. ACCESSIBILITY	
Accessibility by private car	Good access by private car as Wicker Hill provides the main route around the northern edge of the town centre
Accessibility by a choice of means of transport	There are bus stops located along Wicker Hill and the town's railway station is a short walk to the west.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Due to the busy nature of Wicker Hill, access to development plots in this location will need to be carefully assessed.
Parking	Off-street parking is likely to be private car parking associated with individual land uses. The ability to provide additional public car parking is very limited.
Impacts on neighbouring properties / land	There are a number of significant vacant derelict units in this area. The redevelopment of the site would have a positive impact on neighbouring properties and uses.
Visual Impact (Quality of development required)	See above – the careful redevelopment of the site could have a positive visual impact. There is also the opportunity to make more of the location of the River Biss which runs through this area.
Servicing	Servicing likely to be from Wicker Hill.
Difficulties with displacing existing uses	Notwithstanding the vacant buildings and plots in this area, there are a number of other retail and commercial uses which make a contribution to this area. These will need to be either retained or re-accommodated elsewhere.
Environmental impacts	Need to consider the impact of development on flood risk issues.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	There are a number of vacant units and plots in this area which are likely to become available for redevelopment. The availability of other units and plots will be subject landowner intentions.
Development Costs	Unlikely to be abnormal.
Timescale	Varied timescale due to multiple owners and likely different aspirations of different owners.
Commercial Attractiveness	Despite a high profile location, this area is unlikely to be considered a prime area by high street national multiple operators. This area will be more attractive to secondary retail and food/drink operators along with office and residential uses.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	This area is unlikely to meet a substantial part of the identified need for new comparison goods floorspace in Trowbridge.
Trade Draw	Given the lack of potential for additional new retail floorspace, this ability of this area to provide a positive impact on the town centre is via improvements to the public realm and the appearance of the built environment.

CONCLUSIONS

Overall Conclusions:
As set out in the draft masterplan for Trowbridge, the priority for this area is for an improvement to its appearance and public realm. This is an important entrance to Trowbridge town centre, although the current appearance detracts from the town centre and there is an opportunity, along with the adjacent redevelopment of the Bowyers site, to provide better linkages to other parts of the town centre area.

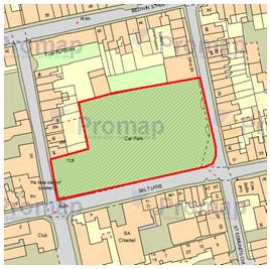
SITE 13: MALTINGS CAR PARK, SALISBURY

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	The site is centrally located in Salisbury city centre. This study proposes the site to be within the town centre boundary.
Site area / size	5.2ha
Existing land-uses	Car park, retail units, a Sainsburys supermarket and a theatre
Adjoining land-uses	Retail and commercial uses to the south and east. There is also a health care use to the east, along with public open space. To the west is the main railway line serving Salisbury and to the north is an electricity sub-station.
B. PLANNING POLICY ISSUES	
Planning Policy Status	The site is allocated in the adopted South Wiltshire Core Strategy for a retail-led mixed-use development likely to consist of convenience and comparison shopping, leisure uses, housing, offices, library and cultural quarter. The CS makes provision for a range of retail unit sizes including an anchor store format and supermarket and a mix of major shop units and smaller store units (Potential for a total of 40,000 sq m of retail floorspace). This allocation is proposed to be taken forward in the Wiltshire Core Strategy.
Planning History	Long planning history of minor planning applications since the development of the Maltings shopping centre.
C. ACCESSIBILITY	
Accessibility by private car	Access via Avon Approach, off Castle Street, to the east. Access via Mill Stream Approach, off Castle Street to the north east. Access via Summerlock Approach, off Fisherton Street to the south.
Accessibility by a choice of means of transport	There are a number of bus stops along Castle Street. The national cycle route runs along the eastern edge of the Malting car park linking to the city centre to the south and to the Avon Valley to the north. This site is also a short walk from Salisbury railway station.
D. CONSTRAINTS TO DEVELOPMENT	
Access	No onerous constraints. There is good vehicle and pedestrian access into this area from a number of points. However, redevelopment proposals should ensure that direct access to the remainder of the core retail area in the city centre is achieved.
Parking	This site provides an important public car park for the city centre and for the on-site Sainsburys store. Therefore, an element of car parking provision will need to be retained within any redevelopment scheme and in order to make the development as efficient as possible this is likely to be in a multi-level format.
Impacts on neighbouring properties / land	Unlikely to be significant, although given the scale of the site, traffic as well as visual impact will need to be a key consideration.
Visual Impact (Quality of development required)	Redevelopment of this scheme is likely to be prominent and therefore a high quality design approach will be required.
Servicing	Given the size of the site, servicing arrangement are unlikely to be a significant constraint.
Difficulties with displacing existing uses	Consideration will need to be given as to whether the existing small retail units in the shopping centre can be accommodated in a redevelopment scheme. The existing supermarket use should stay although there are opportunities for redevelopment or expansion.
Environmental impacts	Consideration will need to be given to the impacts on the River Avon SAC, the Salisbury city centre Air Quality Management Area and flood risk issues.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	Wiltshire Council are currently working with Stanhope on a redevelopment proposal for a large part of this site and we also understand that the Maltings Shopping Centre is currently being marketed.
Development Costs	Given that this is a city centre site and the scale of development is likely to be significant then costs are likely to be considerable, although there is no evidence that a retail-led development is not viable.
Timescale	A short to medium term development opportunity.
Commercial Attractiveness	Given the lack of large modern retail units in Salisbury city centre, new comparison goods floorspace on this site is likely to be very attractive to the retail sector. Opportunities to expand the existing convenience goods floorspace will also be attractive, as will other complementary uses.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	This site provides the best opportunity to meet both the identified need for additional comparison and convenience goods floorspace in Salisbury.
Trade Draw	New modern retail floorspace on this site is likely to have a significant positive impact upon the health and attractiveness of the city centre.



CONCLUSIONS

Overall Conclusions: This is the key retail development site in Salisbury, offering considerable opportunity for new comparison and convenience goods floorspace. The site is available and proposals are being worked up by the public and private sectors. Beyond new retail floorspace, other uses, including leisure and food/drink provision would also provide positive impacts. However, due to the complex nature of the scheme, the Council should be careful not to grant out of centre retail development which could harm the delivery of this scheme.

SITE 14: SALT LANE CAR PARK, SALISBURY		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	Located within the ring road in the eastern part of the city centre. This study proposes the site to be within the town centre boundary.	
Site area / size	0.4 hectares	
Existing land-uses	Short stay (0-5 hours) surface car park containing 157 spaces	
Adjoining land-uses	Surrounded predominantly by a residential area but with some commercial premises nearby.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	Within the adopted Salisbury District Local Plan 2011, this site is allocated under a saved policy (H5) for residential development. Within the Salisbury Vision, this site is also identified for housing along with small retail units and public space. The draft Core Strategy also describes this sites as a 'key source of housing delivery'.	
Planning History	There are no records of planning applications relating to the site.	
C. ACCESSIBILITY		
Accessibility by private car	Accessed from Salt Lane and St Edmund's Church Street. As well as Rollestone Street. Part of Salt Lane is one way only. Salt Lane is relatively narrow and not suitable for heavy traffic.	
Accessibility by a choice of means of transport	Within close proximity to the bus station. Bus stops along Bedwin Street to the north and along Castle Street to the west. 0.8 miles from Salisbury Railway Station.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	Site is surrounded by highway infrastructure and therefore access is not considered to be a significant source of constraint.	
Parking	In order to be redeveloped for alternative uses, the existing public car parking provision will need to be removed, in whole or in part. This will require consideration of wider parking capacity issues across the city centre. If residential uses are promoted for this site, then there is room for on-site parking provision, although the amount of provision may be reduced due to the city centre location.	
Impacts on neighbouring properties / land	The redevelopment of the site would need to carefully consider the setting of The Pheasant Inn and Crewe's Hall, a Grade II* listed building on the corner of Salt Lane and Rollestone Street as well as the setting of the listed buildings along Bedwin Street. The site is also surrounded by residential properties, so the scale and mass of new development will require careful consideration.	
Visual Impact (Quality of development required)	See above.	
Servicing	Impacts on surrounding residential uses will need careful consideration if retail or commercial uses are proposed.	
Difficulties with displacing existing uses	See 'parking' constraint analysis above.	
Environmental impacts	Impact on air quality in the surrounding area will need to be considered.	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	The ability to make this site available rests with Wiltshire Council	
Development Costs	Unlikely to be abnormal given the current state of the site.	
Timescale	Depending on the actions of Wiltshire Council, this could be a short to medium term development opportunity.	
Commercial Attractiveness	Unlikely to be attractive for large scale retail development, due to the separation of this site from the prime retail area in the city centre. More attractive for residential development.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	This site is unlikely to be able to meet a large part of the identified need for new retail floorspace in Salisbury.	
Trade Draw	Given the lack of retail development potential, redevelopment will have a neutral impact on the city centre's retail economy, assuming there is no detrimental impact on car parking capacity levels.	

CONCLUSIONS

Overall Conclusions:
The Salt Lane car park provides a modest-sized surface level car park in the city centre and there is a need to ensure that the loss of this facility does not have a wider impact upon parking provision in the city centre. However, subject to this matter being resolved, then we consider that large scale retail development on this site is unlikely to be commercially attractive and, instead, this site is better suited to residential development.

SITE 15: BROWN STREET CAR PARK, SALISBURY

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	A surface level car park in the heart of Salisbury city centre. This study proposes the site to be within the town centre boundary.
Site area / size	0.4 hectares
Existing land-uses	Short stay (0-5 hours) surface car park containing 164 spaces
Adjoining land-uses	The car park is bordered by commercial and residential premises.
B. PLANNING POLICY ISSUES	
Planning Policy Status	Site is allocated for housing in the adopted Local Plan whilst the emerging Core Strategy describes the site as a 'key source of housing delivery'
Planning History	There are no records of recent planning applications relating to this site.
C. ACCESSIBILITY	
Accessibility by private car	Vehicle access to the car park is via the one-way system on the eastern side of the city centre. Access via Ivy Street and Brown Street.
Accessibility by a choice of means of transport	0.7 miles from railway station. Bus stop along Catherine Street and Brown Street. Pedestrian access through Catherine Street.
D. CONSTRAINTS TO DEVELOPMENT	
Access	It is envisaged that existing access arrangements would be retained. The pedestrian link to Catherine Street should also be considered for retention as well.
Parking	In order to be redeveloped for alternative uses, the existing public car parking provision will need to be removed, in whole or in part. This will require consideration of wider parking capacity issues across the city centre. If residential uses are promoted for this site, then there is room for on-site parking provision, although the amount of provision may be reduced due to the city centre location.
Impacts on neighbouring properties / land	The impact of the development on residential development to the south of the car park would need to be carefully considered, as well as how to best integrate the development with the existing retail offer along Catherine Street.
Visual Impact (Quality of development required)	There are limited views of the cathedral tower and spire from some parts of the site. These would need to be considered should the site be redeveloped.
Servicing	Servicing of the site will require careful consideration, given nearby retail properties along Catherine Street and residential uses to the south of the site.
Difficulties with displacing existing uses	See 'parking' constraint analysis above.
Environmental impacts	Impact on air quality in the surrounding area will need to be considered.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	The ability to make this site available rests with Wiltshire Council
Development Costs	Unlikely to be abnormal given the current state of the site.
Timescale	Depending on the actions of Wiltshire Council, this could be a short to medium term development opportunity.
Commercial Attractiveness	Unlikely to be attractive for large scale retail development, although ground floor retail and service units will be attractive to the market as part of a mixed use scheme.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	This site will only be able to make a small contribution to meeting the identified need for new retail floorspace in Salisbury.
Trade Draw	Neutral impact upon shopping patterns in the city centre

CONCLUSIONS

Overall Conclusions:

The Brown Street car park provides a modest-sized surface level car park in the city centre and there is a need to ensure that the loss of this facility does not have a wider impact upon parking provision in the city centre. However, subject to this matter being resolved, then we consider that some retail development could be provided on this site as part of a wider mixed use development.

SITE 16: LAND AT OLD MANOR HOSPITAL, SALISBURY	
ASSESSMENT CRITERIA	**COMMENTS**
A. SITE DESCRIPTION	
Location	This site lies to the west of Salisbury town centre, on the southern edge of Wilton Road. The site is in an out of centre location.
Site area / size	5.8ha
Existing land-uses	Former hospital site which has been redeveloped in recent years for new healthcare uses. Two parts of the site remain vacant and has recently marketed. The main (larger) part of the site also incorporates two significant Grade II listed buildings and a listed fountain dated from c.1850.
Adjoining land-uses	It is bound by Wilton Road to the north, railway tracks to the south, is adjacent to a number of healthcare uses.
B. PLANNING POLICY ISSUES	
Planning Policy Status	Within the Salisbury District Local Plan 2011, the site is allocated for housing (H3) and employment (E6). A Development Brief was adopted for the site in 2000, however it remains largely unimplemented. The site lies outside of the city centre boundary and can be classified as an out of centre site.
Planning History	Lengthy planning history relating to previous and current healthcare uses on the site and surrounding area.
C. ACCESSIBILITY	
Accessibility by private car	Good access is from the A36 Wilton Road, which is a key route into the city from the west.
Accessibility by a choice of means of transport	Several bus stops along Wilton Road. The site lies in relatively close proximity to Salisbury railway station.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Whilst existing accesses exist, a key consideration will be the volume of turning movements into and out of this site and how this relates to the volume of traffic along Wilton Way.
Parking	It is considered that the site is large enough to include suitable on-site parking provision.
Impacts on neighbouring properties / land	As the site is currently vacant/ derelict the careful redevelopment of the site is likely to have a positive impact on neighbouring properties. Impact on residential development to the west will need to be considered.
Visual Impact (Quality of development required)	Redevelopment could offer an opportunity to significantly improve the visual quality of the area and to safeguard the historic listed buildings on site.
Servicing	It is expected that a suitable servicing strategy for the site could be developed.
Difficulties with displacing existing uses	The site is currently vacant.
Environmental impacts	The site is in a Groundwater Source Protection Area and in an Area of Special Archaeological Significance. This will need to be taken into consideration in the drafting of future proposals for the site.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	Site has recently been marketed and we understand is now in new ownership.
Development Costs	No significant abnormal costs envisaged, although there will be a need to refurbish the listed buildings and design a development that protects and enhances their setting.
Timescale	Short term development opportunity.
Commercial Attractiveness	Given the size of the site and the presence of listed buildings, this site is unlikely to be attractive to large scale retail uses although there is potential for smaller scale uses as a part of a mixed use scheme.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Acceptability of retail uses on this site would be subject to the sequential and impact tests. Assuming that these can be met, this site can only make a small contribution to meeting the need given the constraints imposed upon the site.
Trade Draw	Retail development in this location would have a negative impact upon Salisbury city centre

CONCLUSIONS

Overall Conclusions:

This site is not in a first choice location for retail development in Salisbury. Food and/or non-food retail proposals would need to show that they could not be accommodated on sites and premises in or on the edge of the city centre and that it would not have a significant adverse impact upon the health and investment in the city centre.

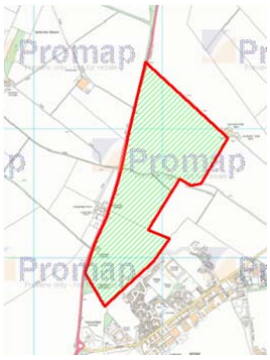
SITE 17: HARNHAM BUSINESS PARK, SALISBURY

ASSESSMENT CRITERIA	COMMENTS
A. SITE DESCRIPTION	
Location	The site is situated on the edge of Harnham, to the south west of Salisbury town centre on the A3094 Netherhampton Road. The site is in an out of centre location.
Site area / size	4ha
Existing land-uses	The site is mostly vacant, with only one unit built out.
Adjoining land-uses	Mainly agricultural. Harnham Trading Estate to the east and other commercial/ industrial units to the west.
B. PLANNING POLICY ISSUES	
Planning Policy Status	The site is not allocated in the Salisbury District Local Plan 2011 nor in the emerging Wiltshire Core Strategy.
Planning History	Planning history including application for B1, B2 and B8 uses, along with nursery and car dealerships (S/2004/1779), granted in November 2004, along with a permission for a sui generis wholesale warehouse (S/2004/1868), approved December 2004.
C. ACCESSIBILITY	
Accessibility by private car	Good access via Netherhampton Road.
Accessibility by a choice of means of transport	There are bus stops located along Netherhampton Road. Site is 1.5 miles away from Salisbury railway station.
D. CONSTRAINTS TO DEVELOPMENT	
Access	Unlikely to be any major access constraints.
Parking	The site is large enough to accommodate adequate parking provision.
Impacts on neighbouring properties / land	Uses immediately adjacent to the site are industrial and commercial. Therefore, no significant constraints envisaged.
Visual Impact (Quality of development required)	The site is in a countryside location and therefore any development in the area would need to take this into consideration. This is likely to be a matter of detailed design as permission has already been granted for the principle of new development in this location.
Servicing	Given the size of the site, servicing is unlikely to be a constraint to development.
Difficulties with displacing existing uses	As the site is mostly vacant, this is unlikely to be an issue.
Environmental impacts	n/a
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Available	Land is being marketed and is available
Development Costs	Unlikely to be abnormal given greenfield nature of the site
Timescale	Short to medium term opportunity.
Commercial Attractiveness	Whilst this is a large greenfield site, Netherhampton Road is not likely to be a particularly attractive location for large-scale retail development.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Acceptability of retail uses on this site would be subject to the sequential and impact tests. Assuming that these can be met, this site can make a contribution to meeting the identified need although the site is not in a commercially attractive location.
Trade Draw	Retail development in this location would have a negative impact upon Salisbury city centre

CONCLUSIONS

Overall Conclusions:

This site is not in a first choice location for retail development in Salisbury. Food and/or non-food retail proposals would need to show that they could not be accommodated on sites and premises in or on the edge of the city centre and that it would not have a significant adverse impact upon the health and investment in the city centre.

SITE 18: LONGHEDGE, SALISBURY		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	The site is located to the north of Salisbury city, to the north east of Old Sarum and the A345. The site is in an out of centre location.	
Site area / size	approximately 51ha	
Existing land-uses	Agricultural	
Adjoining land-uses	To the south of the site is the Beehive Park and Ride site and a small area of employment land. To the east is an employment site and Old Sarum Airfield, which is a conservation area. To the immediate east is an existing Local Plan allocation site, where detailed planning permission has been granted for 600 dwellings and building has commenced. This site lies to either side of the Salisbury City Football Club stadium.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The site is allocated for 450 dwellings and 8ha of employment and other uses the adopted South Wiltshire Core Strategy, Core Policy 2. The Core Strategy promotes the redevelopment of the site through a high quality Masterplan. The allocation has been retained in the emerging Wiltshire Core Strategy, Core Policies 2 and 20.	
Planning History	13/00673/OUT: Outline application - option A up to 673 dwellings and option B up to 425 dwellings , B1, B2, B8 employment uses, neighbourhood centre, primary school, public open space and new access onto A345 at Land to the East of A345 and West of Old Sarum Longhedge Salisbury Wiltshire SP4 6BW Approved March 2014 (adjacent to the site, to the south)	
C. ACCESSIBILITY		
Accessibility by private car	Accessed via Castle Road and Old Sarum Road.	
Accessibility by a choice of means of transport	There is a shared pedestrian and cycleway along Castle Road. The site is close to the Park and Ride facility and thus offering access to bus services to the city centre.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	Site access is not considered to be a constraint.	
Parking	The site is large enough to accommodate adequate parking.	
Impacts on neighbouring properties / land	Unlikely to be any adverse impact on surrounding uses, although the relationship between retail development and new housing development will need to be considered.	
Visual Impact (Quality of development required)	Impact on setting of Old Sarum SAM and Old Sarum Airfield Conservation Area.	
Servicing	Servicing accommodation is unlikely to be a significant issue for this site.	
Difficulties with displacing existing uses	This site is currently agricultural land – displacing the existing use is not considered to be an issue.	
Environmental impacts	Key issue will be impact of new development on biodiversity, although the allocation of this site is a sign that the Council is content to see this agricultural land lost to development.	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	Site is available for development.	
Development Costs	Unlikely to be significant although new infrastructure is required to deliver a new residential and mixed use community in this location.	
Timescale	Short to medium term opportunity.	
Commercial Attractiveness	The planning permission granted for this site includes provision for a neighbourhood centre and we consider that this is the type of retail development which will be most attractive to the market. This location is too removed from Salisbury to attract a larger foodstore until significant new housing is delivered.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	Provision of a neighbourhood centre will need a new for new local day-to-day shopping provision for the new community in this area.	
Trade Draw	Small neighbourhood retail floorspace is unlikely to have an adverse impact upon Salisbury city centre.	

CONCLUSIONS

Overall Conclusions:

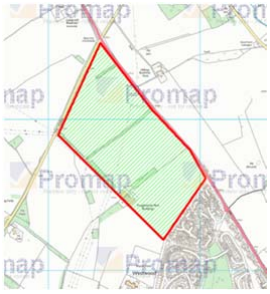
This is an out of centre location which is proposed for a residential-led mixed use development, including a neighbourhood centre. We consider that the provision of a neighbourhood centre is an appropriate response in order to meet the day-to-day needs of the growing local community (both residential and the nearby workforce).

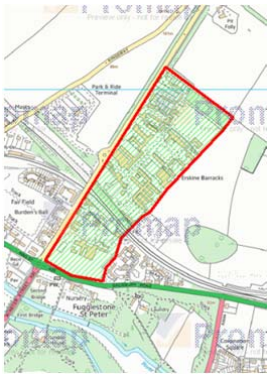
SITE 19: SALISBURY RETAIL PARK, SALISBURY	
ASSESSMENT CRITERIA	**COMMENTS**
A. SITE DESCRIPTION	
Location	The site lies to the north east of Salisbury and is bounded by the A30 London Road to the south-east, Pearce Way to the north and existing residential development to the west, south (Bishopsdown Cottages). The site is in an out of centre location.
Site area / size	3.9ha
Existing land-uses	Agricultural land with extant planning permission for retail development.
Adjoining land-uses	Mainly residential. There is a new Premier Inn hotel and Hampton Inn pub opposite the site to the north of Pearce Way and a car showroom and other commercial uses to the south east.
B. PLANNING POLICY ISSUES	
Planning Policy Status	The site is identified as a proposed bulky comparison goods retail development site by Policy S6 of the Salisbury Local Plan 2011. This site lies outside of the defined city centre boundary and is an out of centre site.
Planning History	Planning permissions for bulky comparison goods retail warehouse development, along with a current hybrid application for an ASDA supermarket (full details) and open space.
C. ACCESSIBILITY	
Accessibility by private car	There is currently no vehicular access onto the site, although the planning permissions which have been granted indicate that a suitable access for large scale retail warehouse development can be provided.
Accessibility by a choice of means of transport	Bus stops along London Road and St Thomas Way.
D. CONSTRAINTS TO DEVELOPMENT	
Access	There is currently no vehicular access onto the site, although the planning permissions which have been granted indicate that a suitable access for large scale retail warehouse development can be provided.
Parking	The site is large enough to accommodate adequate parking.
Impacts on neighbouring properties / land	Consideration needs to be given to the impact on residential properties to the west of this site.
Visual Impact (Quality of development required)	London Road is a major road into Salisbury. Particular attention will therefore need to be paid to the design of new development on this site and how it fronts on to London Road.
Servicing	It is considered that a suitable servicing strategy could be developed for this site.
Difficulties with displacing existing uses	The site is not currently in use therefore this would not be an issue.
Environmental impacts	Given the undeveloped nature of this site, impacts on biodiversity will need to be considered.
Other	n/a
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION	
Availability	Site is available for retail development.
Development Costs	Unlikely to be abnormal
Timescale	Short to medium term development opportunity
Commercial Attractiveness	Site is in an attractive location, as evidenced by ASDA's proposal to build on supermarket on this site.
F. ADDITIONAL CONSIDERATIONS	
Ability to Meet Identified Need	Acceptability of retail uses on this site would be subject to the sequential and impact tests. Assuming that these can be met, this site can make a contribution to meeting the identified need for convenience and comparison retail floorspace in Salisbury.
Trade Draw	Retail development in this location would have a negative impact upon Salisbury city centre

CONCLUSIONS

Overall Conclusions:

This site is not in a first choice location for retail development in Salisbury. Food and/or non-food retail proposals would need to show that they could not be accommodated on sites and premises in or on the edge of the city centre and that it would not have a significant adverse impact upon the health and investment in the city centre.

SITE 20: FUGGLESTONE RED AND OLD SARUM EMPLOYMENT LAND ALLOCATION, SALISBURY		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	The site is to the north west of Salisbury and is bounded by The Avenue to the north west, the A360 Devizes Road to the north east, the extent of the built envelope of Salisbury. The site is in an out of centre location.	
Site area / size	58ha	
Existing land-uses	The site is mainly agricultural land but with significant wooded features. It also includes an existing secondary school (Salisbury High School) to the south east of the site.	
Adjoining land-uses	Mainly residential (residential development under construction to the south and existing residential development to the east).	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The site is allocated in the South Wiltshire Core Strategy Core Policy 2 for 1,250 dwellings and 8ha of employment and other uses. The allocation has been carried through to the emerging Wiltshire Core Strategy in Core Policies 2 and 20.	
Planning History	S/2012/0814: Outline application for mixed use development comprising residential (up to 1250 dwellings), employment, local centre, community uses, primary school, public open space, landscaping and associated access works including demolition of existing house and farm buildings at Land to the North West of Fugglestone Red and Bemerton Heath, Salisbury. Application recommended for approval, but currently awaiting S106 agreement.	
C. ACCESSIBILITY		
Accessibility by private car	The site can be accessed via The Avenue and the A360 Devizes Road.	
Accessibility by a choice of means of transport	Wilton Park & Ride to the south west; there are no buses along The Avenue, public transport provision is likely to need improvement. The site lies 3 miles from Salisbury Railway Station.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	Although a new access into the site will need to be created, this is not considered to be a constraint.	
Parking	The site is large enough to accommodate adequate parking associated with a retail development.	
Impacts on neighbouring properties / land	Consideration will need to be given to the impacts on existing neighbouring properties to the south-east and also the impact of retail development on new residential properties within the development site.	
Visual Impact	The site is characterised by a sensitive landscape, especially the north eastern edge and any development will need to consider and protect the setting of Old Sarum SAM.	
Servicing	It is considered that a suitable servicing strategy could be developed for this site.	
Difficulties with displacing existing uses	The site is not currently in use, therefore this is not considered to be a constraint.	
Environmental impacts	There are copses, wooded belts, and other tree planting on site which will need to be taken into consideration in any proposal for the redevelopment of the site. Overhead power cables (several running N-S and E-W). In addition, consideration will need to be given to Salisbury Air Quality Management Area on Devizes Road and Wilton Road.	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Available	Site is available for development and this is currently focusing upon residential led-mixed use development.	
Development Costs	For retail development on this site, the costs are unlikely to be abnormal although there is a need to provide wider site infrastructure to support the new community in this location.	
Timescale	Short to medium term development opportunity.	
Commercial Attractiveness	At the present time, the retail element of the proposal for this site is a local centre. We consider that provision of a small convenience store and associated retail and service uses is likely to be attractive to the retail development sector. In relation to larger scale retail uses, these are not in the current proposal, although a foodstore on this site would be the first large store on the western side of Salisbury.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	Acceptability of retail uses on this site would be subject to the sequential and impact tests. Assuming that these can be met, this site can make a contribution to meeting the identified need retail floorspace in Salisbury.	
Trade Draw	Retail development in this location would have a negative impact upon Salisbury city centre	
CONCLUSIONS		
Overall Conclusions: This site is not in a first choice location for retail development in Salisbury. Food and/or non-food retail proposals would need to show that they could not be accommodated on sites and premises in or on the edge of the city centre and / or Wilton and that it would not have a significant adverse impact upon the health and investment in the city centre and Wilton Town Centre. Assuming that these tests can be met then one advantage of having a foodstore in this location is that it would be the first store on the western side of Salisbury which would provide a better distribution of stores across the city.		

SITE 21: UKLF, SALISBURY		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	This site is situated approximately 0.7 km to the north of the centre of Wilton. The site borders the Annington Homes site to the north, with open countryside further beyond. The eastern side of the site is bound by open countryside. The southern end of the site is bound by the railway and the western end of the site is bordered by The Avenue. The site is in an out of centre location.	
Site area / size	16.5ha	
Existing land-uses	The site was until recently used for a mixture of military offices and accommodation. It is currently being redeveloped by Redrow Homes.	
Adjoining land-uses	Beyond the A36 at the southern end of the site is Wilton Park (a registered historic park and garden). To the east of the northern part of the site falls there is agricultural land and to the south residential dwellings.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The site is allocated in the South Wiltshire Core Strategy Core Policy 2 for 450 dwellings and 3ha of employment and other uses. The strategic allocation has been carried through to the emerging Core Strategy in Core Policies 2 and 20.	
Planning History	Recent history of residential development proposals, including reference 13/04870/OUT for 292 residential dwellings, and reference S/2011/0517 for 450 dwellings and 3 hectares of land.	
C. ACCESSIBILITY		
Accessibility by private car	The site is accessed from The Avenue which forms a link between the A36 to the south and the A360 to the north.	
Accessibility by a choice of means of transport	Wilton Park & Ride (free) to the north west, within close proximity to the site; a regular bus service runs from the park & ride into the town centre.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	Access is not considered to be a constraint.	
Parking	The site is large enough to accommodate adequate parking associated with a retail development.	
Impacts on neighbouring properties / land	The impact of development on the existing residential areas to the east of the site will be a key consideration.	
Visual Impact (Quality of development required)	The setting and views to and from Wilton Park and Wilton Conservation Area will need to be considered in the redevelopment of the site.	
Servicing	It is considered that a suitable servicing strategy could be developed for this site.	
Difficulties with displacing existing uses	No constraints, although site is currently being developed for residential uses and no provision has been made for retail development within this area.	
Environmental impacts	The following are key considerations: Proximity to the River Nadder (part of River Avon SAC), Salisbury Air Quality Management Area on Wilton Road and numerous mature trees on the site.	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	Site is available for development, although it is currently being taken up for residential development.	
Development Costs	For retail development on this site, the costs are unlikely to be abnormal although there is a need to provide wider site infrastructure to support the new community in this location.	
Timescale	Short to medium term development opportunity.	
Commercial Attractiveness	At the present time, no retail element, such as a local centre, is proposed. However, we consider that provision of a small convenience store and associated retail and service uses may be attractive to the retail development sector if the store can serve this development and surrounding areas. In relation to larger scale retail uses, these are also not in the current proposal.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	Acceptability of retail uses on this site would be subject to the sequential and impact tests.	
Trade Draw	Retail development in this location would have a negative impact upon Salisbury city centre	

CONCLUSIONS

Overall Conclusions: This site is not in a first choice location for retail development in Salisbury. Food and/or non-food retail proposals would need to show that they could not be accommodated on sites and premises in or on the edge of the city centre and that it would not have a significant adverse impact upon the health and investment in the city centre. Assuming that these tests can be met then one advantage of having a foodstore in this location is that it would be the first store on the western side of Salisbury which would provide a better distribution of stores across the city. However, this site lacks main road prominence and therefore it is unlikely to be commercially attractive for large scale retail development

SITE 22: IMERYS QUARRY, SALISBURY		
ASSESSMENT CRITERIA	**COMMENTS**	
A. SITE DESCRIPTION		
Location	The Imerys site is located between Wilton and Salisbury, immediately north of the A36 and the railway line. The site is in an out of centre location.	
Site area / size	17.9ha	
Existing land-uses	Former quarry	
Adjoining land-uses	To the north of the site is an existing secondary school (Salisbury High School) and to the east is recreation space.	
B. PLANNING POLICY ISSUES		
Planning Policy Status	The Former Imery's Quarry is identified for 4ha of employment and other uses in the South Wiltshire Core Strategy. The site is also allocated in the emerging Wiltshire Core Strategy for 4ha of employment development (Core Policies 2 and 20).	
Planning History	There are no planning applications on record in relation to this site.	
C. ACCESSIBILITY		
Accessibility by private car	The site is difficult to access. Access is currently over a railway bridge that has weight restrictions.	
Accessibility by a choice of means of transport	The site is not currently easily accessible by public transport.	
D. CONSTRAINTS TO DEVELOPMENT		
Access	Access currently gained from A36 over the railway, however railway bridge is narrow and possibly inappropriate for more intensive traffic use.	
Parking	Parking provision would need to form part of any proposal for the redevelopment of this site. It is considered that the site is large enough to be able to accommodate new parking.	
Impacts on neighbouring properties / land	There are a number of properties along Penning Road. The redevelopment of the site is likely to impact on these properties particularly in terms of increased traffic, and visual impact.	
Visual Impact (Quality of development required)	The site falls partly within the Larkhill and Winterbourne Chalk Downland Landscape Character Area and is in a slightly elevated position with the natural ground level sloping in a south westerly direction.	
Servicing	Provided access is addressed, it is considered that a suitable servicing strategy for this site could be developed as part of a new development proposal.	
Difficulties with displacing existing uses	The site is no longer in use as a quarry therefore this would not be a constraint.	
Environmental impacts	Potential impact on River Avon SAC. Possible protected species to consider. Cliff face between the quarry and secondary school. Areas of chalk pit and settling pools are undevelopable. Potential coalescence between Salisbury and Wilton. Retention of railway sidings. Salisbury Air Quality Area on Wilton Road. No water supply mains close to this development. Development at this site will require off-site connecting supply main from agreed point on the existing network. There is no recorded public surface water sewer system in this area. No surface water discharges will be permitted to foul sewer.	
Other	n/a	
E. DEVELOPMENT CHARACTERISTICS & IMPLEMENTATION		
Availability	It is unknown whether this site is available for development.	
Development Costs	Given the constraints outlined above, there is potential for some abnormal costs as part of a retail development proposal.	
Timescale	Medium term opportunity.	
Commercial Attractiveness	Given the lack of main road frontage, and the costs of development, this site is unlikely to be attractive for large scale retail development.	
F. ADDITIONAL CONSIDERATIONS		
Ability to Meet Identified Need	Given the lack of commercial attractiveness, this site is unlikely to be relied upon to meet the identified need for new retail floorspace. In any event, retail development on this site will only be acceptable where it passes the sequential and retail impact policy tests.	
Trade Draw	Retail development in this location would have a negative impact upon Salisbury city centre	

CONCLUSIONS

Overall Conclusions:

This site is not in a first choice location for retail development in Salisbury. Food and/or non-food retail proposals would need to show that they could not be accommodated on sites and premises in or on the edge of the city centre and that it would not have a significant adverse impact upon the health and investment in the city centre. In any event, this site is not considered to be commercially attractive for large scale retail development due to the lack of main road frontage.

Appendix 8: extract from Bristol site allocations and development management DPD

2.6.5 Pubs can also be important local landmarks, often with distinctive identities and significant architectural qualities. Development affecting pubs should not undermine the building's identity as a pub or harm its architectural character. In particular, features that distinguish the building as a pub should be retained. Relevant requirements are set out in the policies listed in the Policy Links section.

Policy Links

Bristol Local Plan Core Strategy – Lead Policy

- BCS12: Community Facilities

Other key Core Strategy policies

- BCS2: Bristol City Centre
- BCS21: Quality Urban Design
- BCS22: Conservation and the Historic Environment

Application Information

The following should be submitted with planning applications to show how the proposal addresses this policy:

- Full viability assessment where the loss of a public house is proposed and where no adequate alternative provision is locally accessible.

Policy DM7: Town Centre Uses

2.7.1 The Core Strategy explains the key role of Bristol's established centres. Policy BCS7 identifies centres as the primary locations for retail development, offices, leisure and entertainment uses, arts, culture and tourism uses, defined by the National Planning Policy Framework as the 'main town centre uses'. It also requires that development be of a scale and intensity appropriate to the position of the centre in the identified hierarchy.

2.7.2 This policy deals with the location of new main town centre uses. Bristol's centres provide a range of opportunities for such development whether through change of use, redevelopment or more efficient use of land. Where suitable sites are not available in centres to meet development needs, this policy sets out a sequential approach to development. It also aims to ensure that development outside centres does not harm the vitality, viability and diversity of existing centres.

2.7.3 Policies DM7, DM8 and DM9 only apply to proposals for development outside the city centre shown on the Policies Map. Proposals for development within the city centre will be assessed against the relevant policies of the Bristol Central Area Plan.

Retail and other main town centre uses should be located within the centres identified on the Policies Map.

Where there are no suitable sites to meet the needs for such uses in centres, edge of centre locations may be appropriate provided that the proposal would support the role of the centre and would be of a scale and intensity proportionate to the centre's position in the identified hierarchy.

Out of centre development of main town centre uses will only be acceptable where:

i. No centre or edge of centre sites are available and the proposal would be in a location readily accessible on foot, by cycle and by public transport, or

ii. The proposal is of a small scale and aimed at providing for local needs.

iii. In assessing the availability of centre and edge of centre sites, alternative formats for the proposed uses should be considered.

Retail, leisure or office development outside of centres will not be permitted if:

i. It would be liable to have a significant adverse impact on the vitality, viability and diversity of existing centres; or

ii. It would impact on existing, committed and planned investment.

An impact assessment will therefore be required for:

- **Retail developments of 500m² or more in all locations outside Primary Shopping Areas or Local Centres;**
- **Developments in Use Classes A2 to A5 of 1,500m² or more in all locations outside centres;**
- **Other leisure developments of 2,500m² or more in all out of centre locations; and**
- **Office developments of 10,000m² or more in all out of centre locations.**

2.7.4 The boundaries of Town, District and Local Centres, and the Primary Shopping Areas of Town and District Centres are defined on the Policies Map.

2.7.5 The Primary Shopping Area identified within each Town/District centre is considered to be the 'centre' for the purposes of the sequential approach to retail developments (Use Class A1). This means that locations within a centre but outside the Primary Shopping Area are considered to be edge of centre for this form of development. Out of centre is defined as locations outside the boundaries of City, Town, District and Local Centre boundaries and beyond edge of centre locations as defined by the National Planning Policy Framework.

2.7.6 Main town centre uses are defined in the National Planning Policy Framework as retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

2.7.7 The policy allows for the provision of small-scale retail and leisure developments outside centres where they are aimed at providing for local needs. Small-scale uses would generally be expected to have floorspace no greater than 200m². Larger proposals would be subject to the sequential approach set out in the policy.

Policy Links

Bristol Local Plan Core Strategy – Lead Policy

- BCS7: Centres and Retailing

Other key Core Strategy policies

- BCS10: Transport and Access Improvements

Application Information

The following should be submitted with planning applications to show how the proposal addresses this policy:

- In the case of proposals outside of centres applications should explain the need proposed to be met by the development and include an assessment of the availability of suitable sites in centres.
- Detailed impact assessments for proposals outside of centres which exceed the thresholds set out in the policy. Assessments should address:
  - The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal;
  - The impact of the proposal on town centre vitality and viability, including local consumer choice and the range and quality of the comparison and convenience retail offer;
  - The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan;
  - In the context of a retail or leisure proposal, the impact of the proposal on in-centre trade/turnover and on trade in the wider area, taking account of current and future consumer expenditure capacity in the catchment area up to five years from the time the application is made; and
  - If located in or on the edge of a town centre, whether the proposal is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres.

Policy DM8: Shopping Areas and Frontages

2.8.1 This policy applies to Bristol's 10 Town Centres and its 9 District Centres as defined in the Core Strategy and identified on the Policies Map. It aims to support vitality and viability and promote diversity within these centres by maintaining a healthy mix of uses within a variety of unit sizes capable of accommodating a range of retailers and associated uses.

2.8.2 Primary Shopping Areas are defined where there will be a high proportion of Use Class A1 retail shopping uses. Secondary Shopping Frontages are also defined, providing opportunities in centres for a greater diversity of uses.

2.8.3 Proposals for development within the city centre will be assessed against the relevant policies of the Bristol Central Area Plan.

Within Primary Shopping Areas and Secondary Shopping Frontages identified on the Policies Map development will be expected to maintain or provide active ground floor uses.

Primary Shopping Areas

Within Primary Shopping Areas change of use of shops (Use Class A1) to another use will not be permitted unless the proposed use would:

i. Make a positive contribution to the vitality, viability and diversity of the Primary Shopping Area and centre; and

ii. Not fragment any part of the Primary Shopping Area by creating a significant break in the shopping frontage; and

iii. Not result in a loss of retail floorspace of a scale harmful to the shopping function of the centre; and

iv. Be compatible with a retail area in that it includes a shopfront with a display function and would be immediately accessible to the public from the street.

Secondary Shopping Frontages

Within Secondary Shopping Frontages the development of retail or other related uses will be acceptable where they would help to maintain or enhance the function of the centre. In all cases the proposed use will be expected:

i. To complement the retail function of the centre and not harm its vitality, viability or diversity; and

ii. Not to harmfully dominate or fragment frontages; and

iii. To maintain an appropriate balance and diversity of uses in all parts of the Secondary Shopping Frontage; and

iv. To generate a reasonable level of footfall and be of general public interest or service; and

v. To be compatible with a shopping area in that it includes a shopfront with a display function and would be immediately accessible to the public from the street.

In all cases, proposals which would result in the loss of retail floorspace, including storage or servicing space, will be expected to demonstrate that they will not be detrimental to the continued viability of the retail unit.

2.8.4 The Primary Shopping Areas identified in the Town and District Centres represent the retail core of those centres. They contain a high proportion of retail shops supported by significant numbers of uses such as cafés, bars, and financial and professional services. In order that the retail function of the town and district centres is not eroded, the policy aims generally to maintain the existing proportion of retail by retaining shops (Use Class A1). However, it provides some flexibility for other uses where they would make a positive contribution to the role of the centre.

2.8.5 Primary Shopping Areas are particularly sensitive to breaks in the A1 retail frontage as they have an impact on footfall and affect shoppers' perceptions of parts of the centre. A significant break (criterion ii of the policy) will be considered to have occurred where uses would, individually or cumulatively, change the perceived function of that part of the frontage away from one associated primarily with shopping. The impact of any break will be assessed having regard to its extent, location and potential impact on shopper footfall at that location or in other parts of the centre.

2.8.6 The Secondary Shopping Frontages support the overall function of the centres by allowing for a greater diversity of uses. The emphasis remains on active uses at ground floor level but the policy allows for further opportunities for development of uses such as cafés and financial services where they are complementary to the centre's role. In order that secondary frontages still maintain their shopping role the policy aims to ensure that an appropriate balance and diversity of uses is maintained.

2.8.7 'Retail or other related uses' are defined as Use Classes A1-A5 or other similar uses such as gyms, arts and cultural premises and community facilities which would add to the vitality of the area and are considered to be active ground floor uses. Developments such as offices and residential make an overall contribution to the role of centres but are not considered to provide active ground floor uses.

Policy Links

Bristol Local Plan Core Strategy – Lead Policy

- BCS7: Centres and Retailing

Other key Core Strategy policies

- BCS21: Quality Urban Design

Application Information

Planning applications should indicate how the criteria in this policy have been addressed.

Policy DM9: Local Centres

2.9.1 Throughout Bristol a network of 27 Local Centres serve the day-to-day needs of local areas. These centres are defined in the Core Strategy and identified on the Policies Map. Local Centres generally contain shops providing a range of groceries, fresh food and facilities such as post offices. They also often contain specialist or niche shops which contribute to the diversity and distinctiveness of centres, as well as including cafés, pubs or financial services uses. By ensuring an appropriate balance of uses is supported, this policy aims to maintain and strengthen the role of Local Centres in providing a community focus and in providing for day-to-day shopping needs.

2.9.2 Proposals for development within the city centre will be assessed against the relevant policies of the Bristol Central Area Plan.

Within Local Centres shown on the Policies Map development will be expected:

i. To generate a reasonable level of footfall and be of general public interest or service; and

ii. To maintain an appropriate balance of uses in the Local Centre; and

iii. To help maintain or enhance the function of the centre and its ability to meet day-to-day shopping needs; and

iv. Not to harmfully dominate or fragment the centre's retail frontages; and

v. To be compatible with a shopping area in that it includes a shopfront with a display function and would be immediately accessible to the public from the street.

Appendix 9: extract from LB Ealing development management DPD

POLICY 4A
EALING LOCAL POLICY - EMPLOYMENT USES

Planning Decisions

A Outside of SIL, LSIS, and Site Allocations change of use from employment uses, or the redevelopment of the site for a non-employment use, may be permitted where all of the following can be demonstrated;

a) the site is not viable for re-occupation (including renewal and refurbishment)

b) the site is not viable for an alternative employment use (including small offices where appropriate)

c) the proposal does not constrain or undermine neighbouring employment uses

B Where retaining a building or site in employment use is not viable the council will seek mixed use development which maximises the number of jobs provided.

E4.A.1 Employment Uses are those which fall within the B use classes plus other closely related uses commonly found on employment sites (for example garages and motor repair).

E4.A.2 A site is not viable for re-occupation as an employment use where it is not lettable at a reasonable market rate for a period of two years or more, as advised by the London Land for Industry and Transport SPG, or where necessary refurbishment can be shown to be uneconomic.

E4.A.3 Redevelopment proposals undermine neighbouring employment uses where they generate conflicting interests that did not previously exist. For example, residential development would undermine neighbouring employment uses where it would necessitate reductions in operating or delivery hours.

POLICY 4.5
EALING LOCAL VARIATION - LONDON'S VISITOR INFRASTRUCTURE

Planning Decisions

D Hotel development in Ealing is directed toward Acton, Ealing and Southall Town Centres, and to locations with good public transport accessibility.

POLICY 4B
EALING LOCAL POLICY - RETAIL

Planning Decisions

A A1 retail uses should constitute 100% of the designated Primary Frontage at street level.

B A1 retail uses should constitute no less than 40% of the number of units within the designated Secondary Frontage at street level. Other uses should complement and enhance the functioning of the retail area.

C Development in any designated frontage should not result in a net loss of active frontage and should increase the active frontage where appropriate.

D All residential areas of the Borough should be served by local shopping within a 400m radius. Development should not result in the loss of necessary local shopping and should contribute to the provision of new retail in areas of emerging need or existing deficiency.

E4.B.1 Percentages of A1 use are calculated including any unimplemented permissions.

E4.B.2 Main town centre uses are defined in the glossary of the NPPF.

E4.B.3 Other complementary uses are taken for the purposes of this policy to include all main town centre uses and A2, A3, A4 and A5 uses except where other policies would make any specific use undesirable.

E4.B.4 A unit for the purposes of this policy is normally considered to be any individual shop. This includes larger shops and double units that formerly comprised two separate shops. However, where a unit is disproportionately large it may be necessary to be more restrictive of change of use in order to preserve the integrity of the retail frontage.

E4.B.5 Active frontage is composed of uses that are open to visiting members of the public throughout the day (such as shops and cafés) that are designed to address and be orientated towards the street.

E4.B.6 Retail Frontage includes the whole ground floor of each unit designated, not just the shopfront.

E4.B.7 Lack of retail provision in a given area does not override any amenity considerations that would otherwise prevent the development of retail uses.

POLICY 4C
EALING LOCAL POLICY - MAIN TOWN CENTRE USES

Planning Decisions

A Main town centre uses must relate well to their surroundings, high quality façade design is particularly important in this respect

B Development must not result in over-concentration of a particular use type where this use may erode local amenity by nature of that concentration.

C Standards applying to specific use types are set out in table 4C.1 below.

E4.C.1 Main town centre uses are defined in the NPPF and include all forms of retail, office, recreation, and arts and culture uses. Whether located in designated town centres or not these uses are particularly important to the public realm as they present a highly visible public face and have a prominent role in urban character. In addition to standard design considerations, it is particularly important that new façades sustain or improve the quality and character of town centres. A good understanding of the built form of Ealing's town centres and their heritage assets can help to inform positive future change without poor quality imitation

Table 4C.1

Type of Use	Restrictions
Hot Food Takeaways (A5) and Amusement Arcades	Are not permitted within a ten minute walk (which will normally equate to a 400m radius) of existing schools. Each new unit must be separated from any unit or group of units by at least two units of other uses.
Night-time uses	Must consider neighbouring uses especially residential. The local planning authority will have particular concern for the cumulative and saturation effects of these uses.

POLICY 5.2
EALING LOCAL VARIATION - MINIMISING CARBON DIOXIDE EMISSIONS

Planning Decisions

F Major new-build residential developments are required to achieve the following standards under the Code for Sustainable Homes, or equivalent:

(i) 2012 onwards - Level 4
(ii) 2016 onwards - Level 5

G Other new residential development in Ealing must achieve Code for Sustainable Homes Level 4 as a minimum.

H Major residential developments consisting of the refurbishment of existing buildings, including the conversion of existing buildings to form flats, are required to achieve a BREEAM Domestic Refurbishment Scheme rating of Excellent, or equivalent.

I Major non-residential developments are required to achieve a minimum Very Good rating under the most up-to-date BREEAM or equivalent scheme and make reasonable endeavours to achieve Excellent and Outstanding.

J Other new development including residential extensions and conversions should undertake energy efficiency improvements up to 10% of the value of the proposed works.

E5.2.1 Major developments for the purposes of this policy are those equal to or more than 10 units or 1000 sq. m.

E5.2.2 Sustainability and energy efficiency policy are in a state of continual evolution toward the achievement of zero carbon for both residential and non-residential development by 2016 and 2019 respectively and this policy is intended to facilitate that evolution.
It is anticipated that this policy will be overtaken by revisions to standards and regulations and changes to National and Regional policy. Development should respond intelligently to any changes in order to satisfy the drive toward zero carbon.

E5.2.3 The Council expects applicants to undertake post-construction monitoring to demonstrate the actual carbon dioxide savings achieved by development. This is in addition to any energy assessments submitted at the application stage. To fulfil this requirement, applicants should install equipment to monitor renewable/low carbon energy generation in their development and submit this data to the Council. This requirement applies to all major development and Ealing may also seek this form of monitoring from other schemes where appropriate.

POLICY 5.10
EALING LOCAL VARIATION - URBAN GREENING

Planning Decisions

E Development proposals should replace existing trees and plantings on the basis of no net loss of amenity.

Appendix 10: extract from LB Islington development management DPD

4 Shops, culture and services

4.1 The Core Strategy aims to maintain the borough's existing healthy retail economy and provide a range of goods and services. Major retail and leisure developments should be focused in the existing Town Centres, in line with the sequential test for main Town Centre uses outlined in paragraphs 24-27 of the *National Planning Policy Framework*. Independent retailers, Local Shopping Areas and essential retail are promoted and supported.

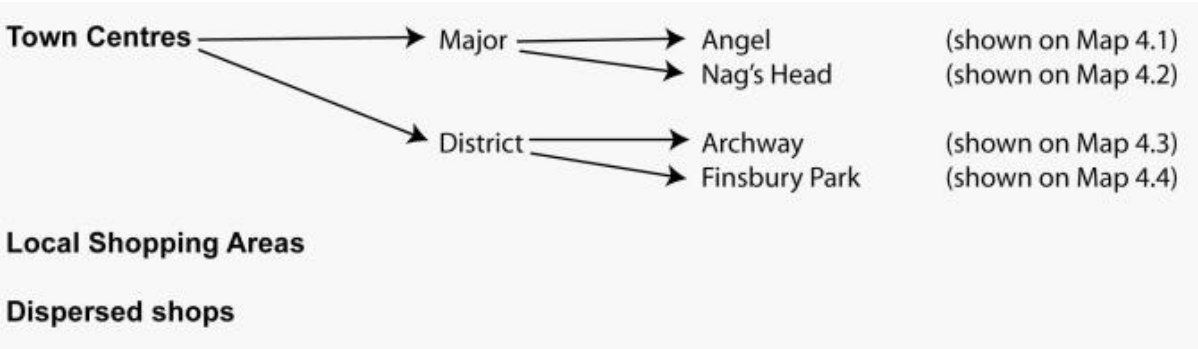
4.2 Any references to policies, plans, strategies, standards, Supplementary Planning Documents (SPDs), legislation, regulations, guidance and so forth will also apply to any replacements, additions or alterations to these documents.

Implementing Core Strategy Policy

This chapter helps implement the following Core Strategy policies: **Policy CS1** (Archway), **Policy CS2** (Finsbury Park), **Policy CS3** (Nag's Head and Upper Holloway Road), **Policy CS5** (Angel and Upper Street), **Policy CS8** (Enhancing Islington's character), **Policy CS13** (Employment spaces), **Policy CS14** (Retail and services).

4.3 Islington has four Town Centres: two are classified as Major Town Centres (Angel and Nag's Head) and two are District Town Centres (Archway and Finsbury Park). The boundaries of these Town Centres are shown on Maps 4.1 to 4.4. Islington's Town Centres are crucial to the social, economic and environmental wellbeing of the borough. Retailing constitutes the main use within the borough's Town Centres. The role and function of Town Centres must meet the needs of diverse communities, help reduce social exclusion, and create opportunities for everyone.

Figure 4.1 Hierarchy of shopping areas



4.4 Within Town Centres there are different concentrations of shops and other businesses. The core of Town Centres, which are the focus of retailing activities, are defined as Primary and Secondary Frontages. These are designated on the Proposals Map and described in **Appendix 2**. Town Centres are also the focus for entertainment, leisure and night-time uses within the borough; these uses perform an important function but require careful management to ensure their location or concentration does not result in adverse impacts. Parts of the Central Activities Zone (CAZ) possess qualities similar to Islington's Town Centres.

4.5 The council will seek to promote main Town Centre uses in a manner which complements and enhances the vitality, viability and character of Town Centres within Islington and neighbouring boroughs.

4.6 Islington has a number of small Local Shopping Areas (see **Appendix 3**) which complement the four Town Centres. These areas perform an important local shopping function, but may also contain other businesses, such as banks, post offices, estate agents, dry cleaners, solicitors, cafés, restaurants and hot food take-aways. These businesses can help to support shopping areas and provide services and jobs for local residents and other businesses.

4.7 The borough also contains a number of dispersed shops, traditional street markets, specialist shopping areas, Public Houses and community, social and cultural facilities. All of these facilities have an important role in providing accessible services, goods and meeting places to local communities. Such facilities are often important to the character and identity of a local area.

4.8 The council seeks to support local employers and service providers, and advise them how their accommodation and its management can enable them to recruit and retain a diverse work force, deliver inclusive services,and honour their duties under the Equalities Act (2010).

Policy DM 18

Maintaining and promoting small and independent shops

A. The council views the retention of small and independent shops as a baseline and places great weight on the need to retain any shops which currently or potentially could be utilised by small and independent retailers. In order to encourage new provision of small and independent shop units, the council will seek to secure small shop units (generally considered to be units of around 80m^2 gross internal floorspace or less) suitable for small and independent retailers throughout the borough, by:

i. requiring proposals for new retail development which incorporate 2,500m^2 gross internal floorspace or more in the A Use Classes to incorporate small shop premises, equivalent to at least 10% of the total amount of proposed retail floorspace, and encouraging their occupation by independent retailers, particularly for essential services. Retail development below this threshold must also provide a good supply of smaller units;

ii. requiring proposals for the redevelopment of small shop units to incorporate adequate reprovision of small units to compensate for any loss, particularly for essential services;

iii. requiring proposals for major housing developments to incorporate small shop units where there is no accessible provision of essential daily goods available within a short walking distance (within 300m); and

iv. where appropriate, attaching conditions to permissions for small shop units, requiring planning permission to be sought for the future amalgamation of units into larger premises.

B. The council will prevent the amalgamation of individual shop units incorporating A Use Classes where the intensification of use would have material impacts which would:

i. detrimentally affect the character of the local area, and/or

ii. cause unacceptable adverse impacts on the local environment and/or amenity.

4.9 Islington's many small and independent shops help lend the borough its special character and contribute to the identity of its neighbourhoods. Small and independent shops provide an important role in servicing the day-to-day needs of local residents, workers and visitors. and can provide greater consumer choice and local employment. Despite this, the council has recorded a decline in the number of small and independent shops in recent years. Generally, the council sees the retention of small and independent shops as its preferred option; retention of units suitable for occupation by small and independent retailers should be the starting point when drafting development proposals. Any proposals which have not explored the possibility of retaining these units will be resisted.

4.10 Core Strategy Policy CS14 (Retail and Services) Part D states that independent retail will be actively promoted and major retail developments will be required to provide a good supply of smaller retail units. London Plan Policy 4.9 states that boroughs should "develop local policies where appropriate to support the provision of small shop units", usually for large retail developments over 2,500m^2. The *London Small Shops Study (June 2010)* defines a 'small shop' as being one of around 80m^2 gross internal floorspace or less, occupied by an independent retail or service outlet which has nine units or less (as per the Goad definition).

4.11 To support the London Plan and Core Strategy policies, proposals for large retail developments within the borough will be required to incorporate premises suitable for occupation by small and independent retailers, equivalent to at least 10% of the total amount of proposed retail floorspace. Retail development of less than 2,500m^2 gross internal floorspace should also seek to provide a supply of smaller units, consistent with Core Strategy Policy CS14(D). Proposals for major residential developments will also be required to provide small shops where no alternative facilities are within walking distance. The loss of existing small shops will be resisted by requiring adequate re-provision (generally where existing units are to be demolished and reprovided) and removing the future ability to amalgamate small units without planning permission.

4.12 The council considers that certain types of small and independent shops perform an essential service and should be easily accessible to all residents. These essential services include butchers, bakers, greengrocers, grocers, fishmongers, chemists, post offices, newsagents, cobblers, hardware stores, dry cleaners and laundrettes. The loss of shop units suitable for such shops, particularly units which contribute to local character, individuality and wider commercial success of an area, will be resisted. Applicants for significant retail developments will be encouraged to seek independent retailers for small units wherever possible.

4.13 The amalgamation of individual shop units can result in material impacts, primarily relating to character and intensification of use. Amalgamation of shop units will be resisted where they materially and detrimentally affect the special character of Islington's shopping areas. Larger shop units may also result in different patterns of servicing and deliveries: small supermarkets, for example, depend on very fast sales rates, which (where adequate storage is not available) require 'just in time' deliveries. This can result in more traffic movements by large vehicles, which in turn can impact on residential amenity and environmental quality. Where unacceptable adverse impacts arise, the amalgamation of individual shop units will be resisted.

4.14 Islington has introduced various initiatives to encourage and promote small and independent shops. One example is the production of the *Essential Guide to Islington* which includes highlights about shopping within the borough. Islington is well known for the quality and diversity of its local shops and the council is keen to encourage people to shop locally within the borough. An increasingly detailed understanding of small and independent shops within Islington will be developed when developing SPDs for Town Centres.

Policy DM 19

Entertainment and the night-time economy

A. Entertainment and night-time activities are generally appropriate in Town Centres where:

i. they are compatible with other main Town Centre uses;

ii. there would not be a significant adverse effect on amenity, particularly residential amenity; and

iii. there is not an over-concentration of similar types of use, as assessed in relation to *Policy DM20*.

B. Entertainment and night-time activities are generally inappropriate outside Town Centres*. Where proposed outside Town Centres, applicants will need to demonstrate that such uses will not result in adverse impacts, including cumulative impacts, as assessed in relation to Policy DM20, and are consistent with other policies relating to development outside Town Centres.

**An exception applies to the area covered by the Finsbury Local Plan (Area Action Plan for Bunhill and Clerkenwell). Refer to Policy BC8 of the Finsbury Local Plan for more details.*

4.15 Entertainment and night-time uses include cinemas, theatres, restaurants, Public Houses and other similar uses. These uses can contribute positively to the vitality and vibrancy of Town Centres, including enhancing perceptions of personal safety by providing informal surveillance for passers-by. However, if not properly managed, such uses can result in adverse effects on surrounding neighbourhoods, with adverse amenity effects generated from factors such as noise and anti-social behaviour, particularly late at night.

4.16 To achieve a balance and protect the amenity of the borough's predominantly residential areas, entertainment and night-time uses will generally be directed towards Islington's four Town Centres (alongside parts of the Central Activities Zone: see Policy BC8 of the *Finsbury Local Plan (Area Action Plan for Bunhill and Clerkenwell)* for more details). Within these areas, proposals for night-time and entertainment uses will be supported where no significant adverse impacts would arise and where the proposed use is consistent with other policies relating to Town Centres. Consideration will be given to the potential for adverse impacts to arise relating to anti-social behaviour, litter, noise, disturbance and other individual and cumulative impacts of late night uses. The council's Licensing Policy, which identifies areas affected by negative cumulative impacts of entertainment and similar uses, will be a key consideration in assessing proposals. Regard will be had to proposed hours of opening, operation and servicing, and measures to mitigate odour and noise from the premises. The council will take action to ensure compliance with any conditions, particularly in areas which have a high concentration of certain uses, including areas of saturation.

4.17 Consideration will also be given to the need to secure a wide range of entertainment and cultural uses within Town Centres, not just those that are primarily concerned with the consumption of alcohol. As such, complementary uses that contribute towards a sustainable mix of night-time uses will be supported.

4.18 Further guidance can be found in the Mayor of London's best practice guidance *Managing the night-time economy*.

4.19 Applications for entertainment and night-time uses outside Town Centres will need to demonstrate that the proposed use will not result in adverse impacts (particularly on residential amenity) or result in an unacceptable concentration of uses (assessed under Policy DM20). In addition, Policy DM23 will be used to assess applications for entertainment and night-time uses within Local Shopping Areas.

Policy DM 20

Location and concentration of uses

A. Proposals for cafés, restaurants, drinking establishments, off licences, hot food takeaways, lap dancing clubs, nightclubs, casinos, betting shops, amusement centres and other similar uses will be resisted where they:

i. Would result in negative cumulative impacts due to an unacceptable concentration of such uses in one area; or

ii. Would cause unacceptable disturbance or detrimentally affect the amenity, character and function of an area.

B. Proposals for drinking establishments, off licences, hot food takeaways, lap dancing clubs, nightclubs, casinos, betting shops, amusement centres and other similar uses will be resisted where they are in proximity to schools or sensitive community facilities.

4.20 Due to the borough's densely developed, mixed-use nature, a range of main Town Centre uses occur in close proximity to places where people live. It is important to ensure a mix and balance of complementary day and night-time uses that creates an attractive and vibrant area that co-exists successfully with neighbouring residential areas. Certain types of use can cause detrimental cumulative impacts as a result of their concentration or location. The council will therefore resist applications for such uses where they would cause harm to the character, function and amenity of an area or negatively impact on the health and wellbeing of the borough's residents.

4.21 In assessing the likely impacts of a proposal, regard will be had to the type of use, proposed hours of opening, size of premises, operation and servicing, and measures to mitigate odour and noise from the premises. The council will also consider whether the proposal is likely to increase or create a negative cumulative impact in the surrounding area (generally within a 500m radius of the site). Proposals will be resisted that would result in unreasonable negative cumulative impacts that cannot be adequately mitigated. The council's Licensing Policy will be a key consideration in assessing potential impacts of proposals.

4.22 When considering applications for uses for adult-orientated activities (e.g. alcohol consumption/retail, gambling and establishments offering sexualised entertainment), the proximity of the site to schools and sensitive community facilities (such as refuges and places of worship) will be considered.

4.23 The Government White Paper *Healthy Lives, Healthy People: Our strategy for public health in England* (2010) identifies that more than 1 in 5 children in England are overweight or obese by age 3, with higher rates among some Black and Minority Ethnic communities and in more deprived areas. The paper highlights the role of councils in taking action to improve public health, including regulating the development of new fast food restaurants in their role as local planning authority. To reduce access to fast food outlets by children, applications for hot food takeaways within around 200 metres or less of primary and secondary schools will be resisted.

4.24 In locations where the location and/or concentration of certain uses has created, or may result in, negative impacts, the council may use conditions to prevent the use of A2 premises as betting shops, and A1 premises as off licences.

Policy DM 21

Promoting Islington's Town Centres

The council will seek to maintain and enhance the retail and service function of Islington's four Town Centres, which are designated on the Proposals Map and shown on **Maps 4.1 to 4.4**.

A. Applications for more than 80m^2 of floorspace for uses within the A Use Classes, D2 Use Class and for Sui Generis Main Town Centre Uses[6] should be located within designated Town Centres. Where suitable locations within Town Centres are not available, Local Shopping Areas or edge-of-centre sites should be chosen. Where this is not possible, out-of-centre sites may be acceptable where:

i. Alternative sites within Town Centres, Local Shopping Areas and edge-of-centre locations have been thoroughly investigated;

ii. the development would not individually, or cumulatively with other development, have a detrimental impact on the vitality and viability of Town Centres within Islington or in adjacent boroughs, or prejudice the prospect for further investment needed to safeguard their vitality and viability; and

iii. the development would be accessible to all by a sustainable choice of means of transport, and would not prejudice the overall aim of reducing the need to travel.

B. For applications proposing more than 80m^2 of floorspace within the A Use Classes, D2 Use Class and for Sui Generis Main Town Centre Uses within the Central Activities Zone, Part A does not apply. Applications for such uses within the Central Activities Zone must demonstrate that:

i. the development would not individually, or cumulatively with other development, have a detrimental impact on the vitality and viability of Town Centres within Islington or in adjacent boroughs, or prejudice the prospect for further investment needed to safeguard their vitality and viability;

ii. proposed uses can be accommodated without adverse impact on amenity; and

iii. the proposal would support and complement existing clusters of similar uses within or adjacent to the Central Activities Zone, particularly important retail frontages.

C. Development within designated Town Centres is required to:

i. be appropriate to the scale, character and function of the centre;

ii. contribute positively to the vitality and viability of the centre;

iii. promote a vibrant and attractive place;

iv. respect and enhance the heritage, character and local distinctiveness of the centre;

v. provide a variety of different sized retail units;

6 Note: other main Town Centre uses, including offices and visitor accommodation, are subject to separate policies.

vi. meet the council's policies on Inclusive Design; and

vii. not cause detrimental disturbance from noise, odour, fumes or other environmental harm.

D. The Change of Use of ground floor units from main Town Centre uses (e.g. A Use Classes, D2 Use Class and Sui Generis Main Town Centre Uses) to other uses (particularly residential use) within Town Centres will be generally resisted. However, this may be deemed acceptable outside any designated Primary and Secondary Frontages, where:

i. the premises has been vacant for a continuous period of at least 2 years and continuous marketing evidence for this 2 year vacancy is provided which demonstrates that there is no realistic prospect of the unit being used in its current use in the foreseeable future;

ii. the use of the unit for residential purposes is consistent with the role and function of the street or space;

iii. high quality dwellings with a high standard of residential amenity would be provided, consistent with other policies and standards relating to housing and design; and

iv. the Change of Use will not cause adverse impacts on any sections of undesignated frontage that are contiguous with designated Primary and Secondary Frontages.

E. Supplementary planning documents (SPDs) will be produced to provide the detail of the vision for the Town Centres. These documents will guide development, the type of land uses, size and type of shops that should be promoted and/or would be acceptable in different areas of the Town Centre. These SPDs will also help coordinate improvements between different agencies, enhance public realm and access, and protect and support local shops.

4.25 Islington's Town Centres are the primary focus for retailing in the borough. To promote their economic and cultural function, the council will apply a sequential approach to assessing applications for retail, services, entertainment, assembly and leisure uses (other than those of a very small scale). Ensuring that retail and other important facilities (such as GP surgeries, solicitors, post offices, groceries and newsagents) remain readily accessible is essential to the vitality and viability of Town Centres. Focusing these shops and services within Town Centres will contribute to the inclusivity and sustainability of local communities and the local economy, and reduce the number and length of trips undertaken.

4.26 Edge-of-centre sites are those which are well connected to and within easy walking distance of the nearest centre. With regards to Town Centres the sites should be within 300 metres of a Primary or Secondary Frontage. For Local Shopping Areas sites should be within 300 metres of the boundary. Distances will be measured on the actual walking route.

4.27 London's Central Activities Zone (CAZ) has a unique role in the retail hierarchy. This area contains significant clusters of retail premises, most notably at Angel, which is a designated Town Centre, but also at Moorgate, Old Street, Cowcross Street, Farringdon Road and St. John Street. These are complemented by Local Shopping Areas and smaller scale shopping parades located in predominantly residential areas. Proposals for retail, services,

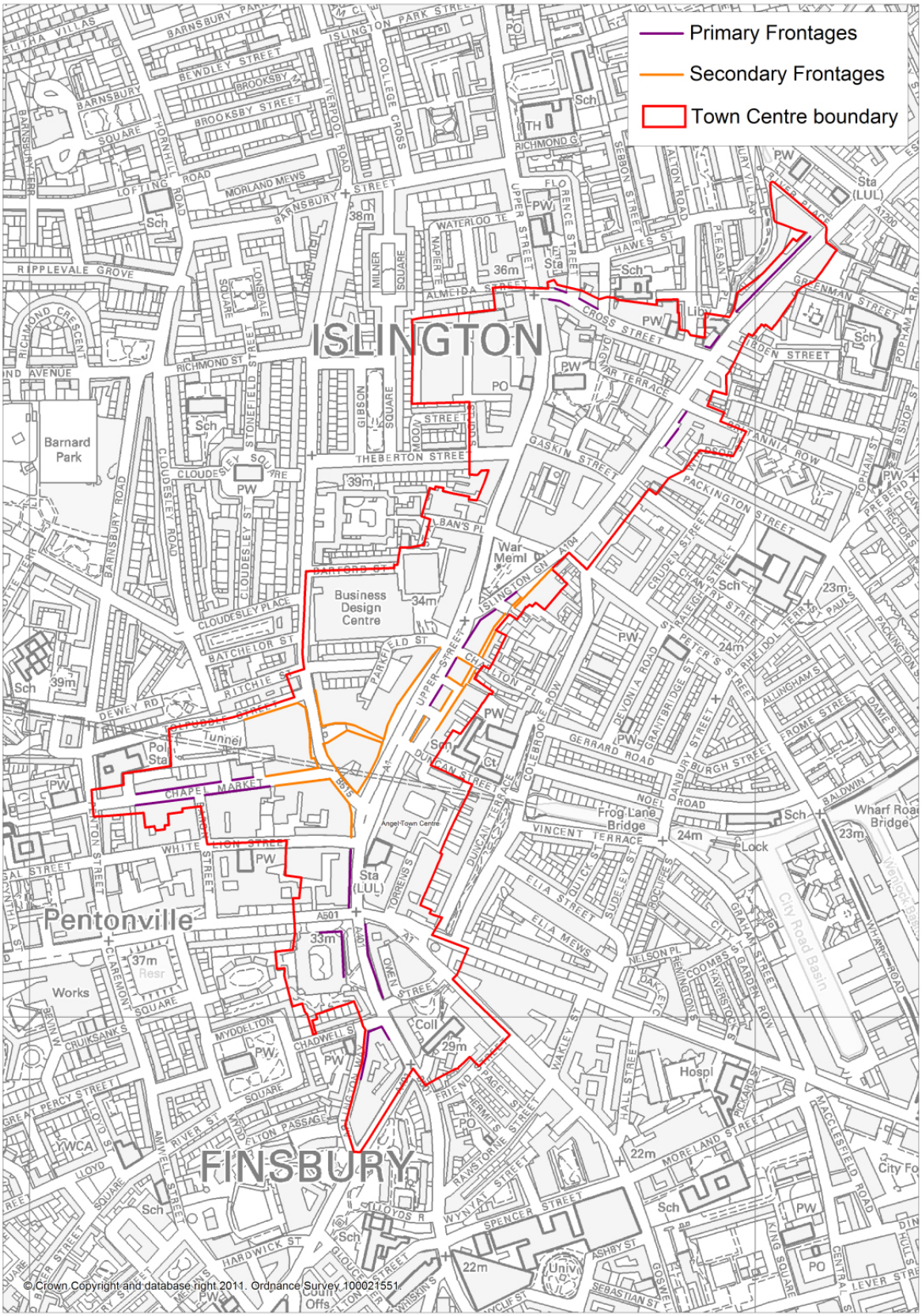
entertainment, assembly and leisure uses (other than those of a very small scale) within the Central Activities Zone may be appropriate where these would not detrimentally affect the vitality and viability of Town Centres and/or local amenity, and where the uses would support and complement existing retail clusters (which may also include sensitive extension of existing clusters).[7]

4.28 Each of Islington's four Town Centres has its own distinct character. Development must respect and enhance this, whilst meeting modern needs for suitable provision. The council will not grant planning permission for development it considers would cause harm to the character, amenity, function, and/or vitality and viability of a Town Centre. It is acknowledged that, outside core retailing areas, there is more scope to introduce other main Town Centre uses, providing greater opportunities for flexibility and a diversity of uses in the interests of maintaining and enhancing a Town Centre's vitality and viability.

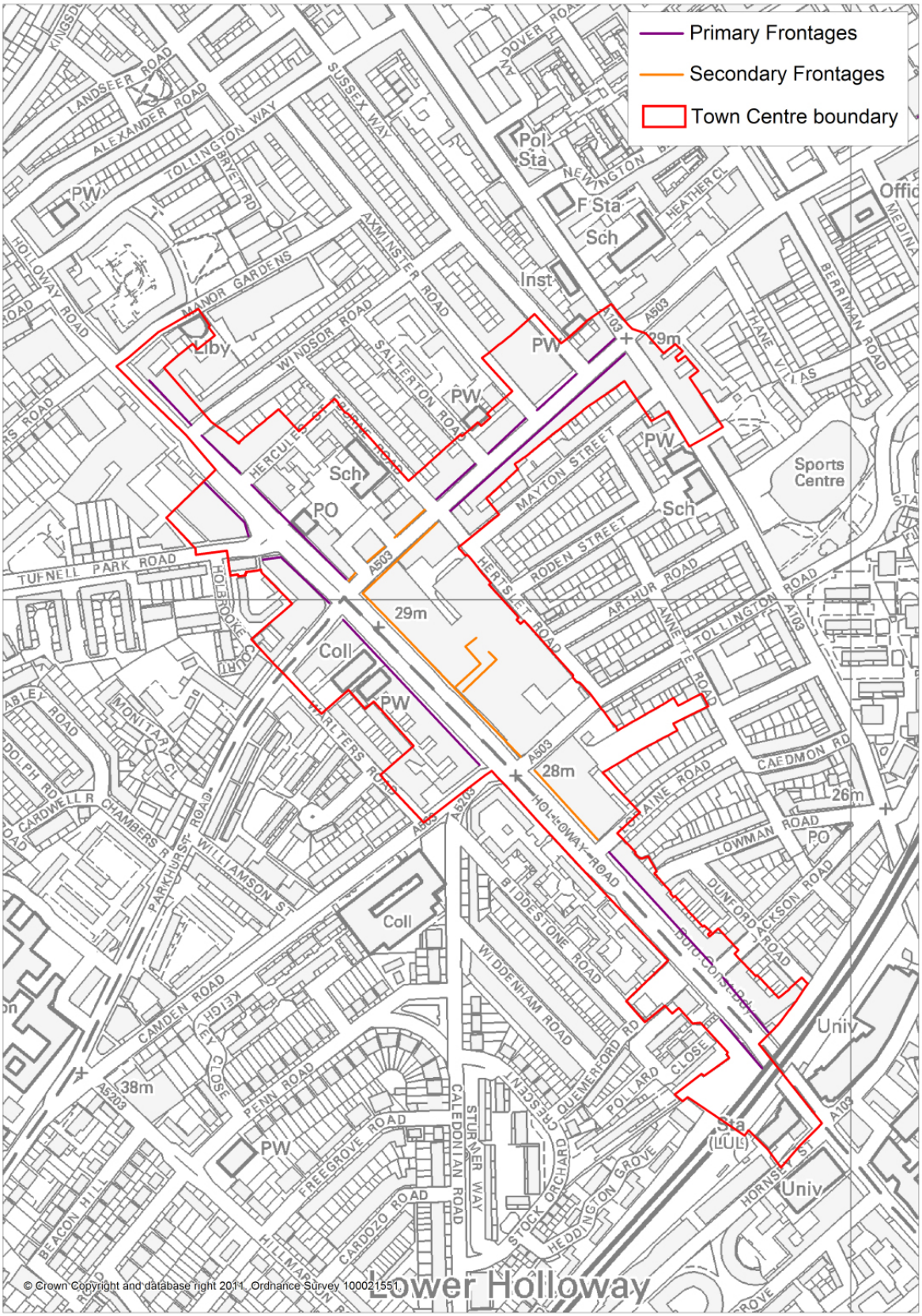
4.29 For proposals to change the use of existing ground floor units, continuous marketing evidence will be required demonstrating lack of demand for retail space. **Appendix 11** sets out the information to be provided in relation to marketing of vacant floorspace.

7 See also Policy BC8 of the *Finsbury Local Plan (Area Action Plan for Bunhill and Clerkenwell)*.

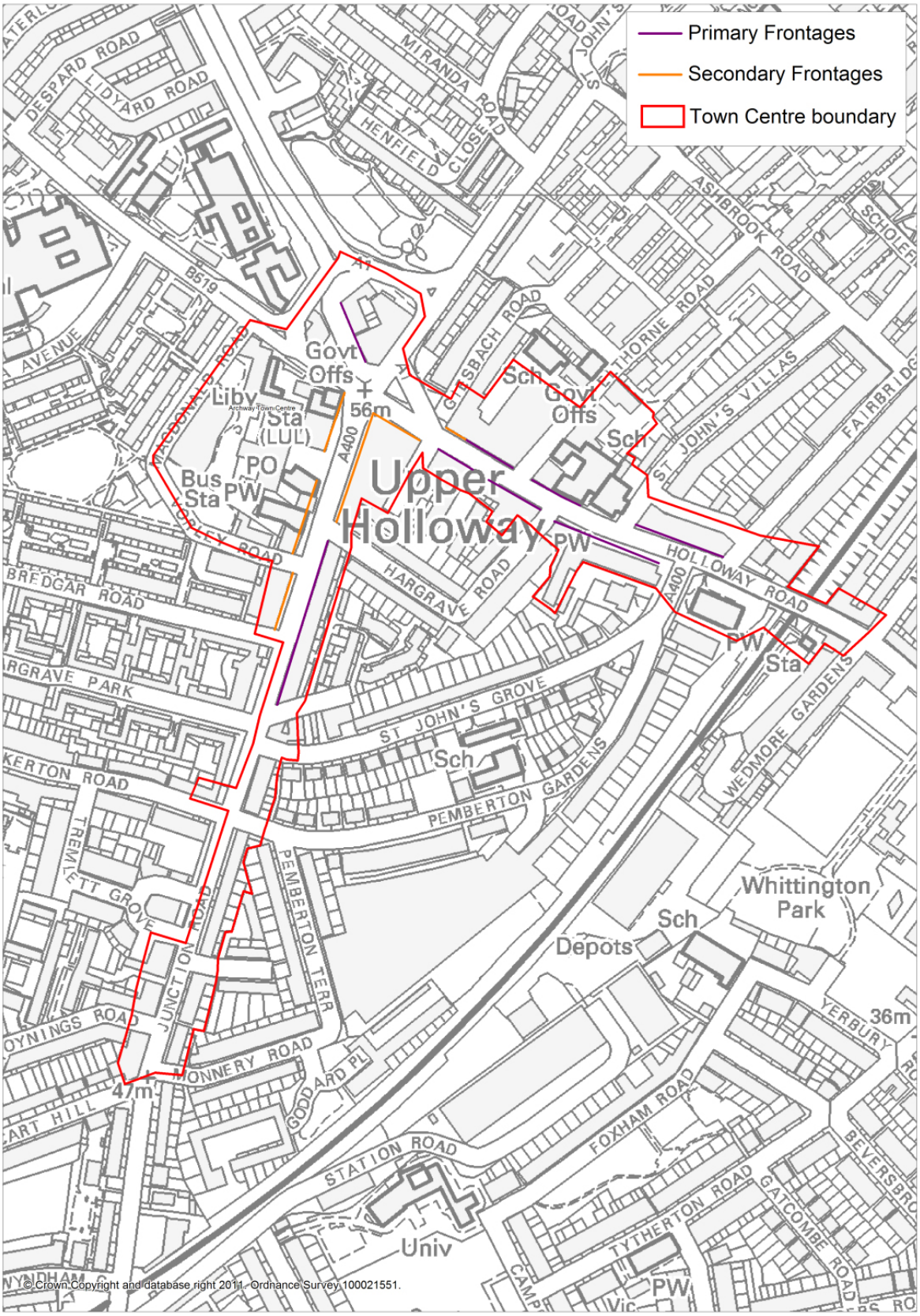
Map 4.1 Angel Town Centre Boundary and Frontages



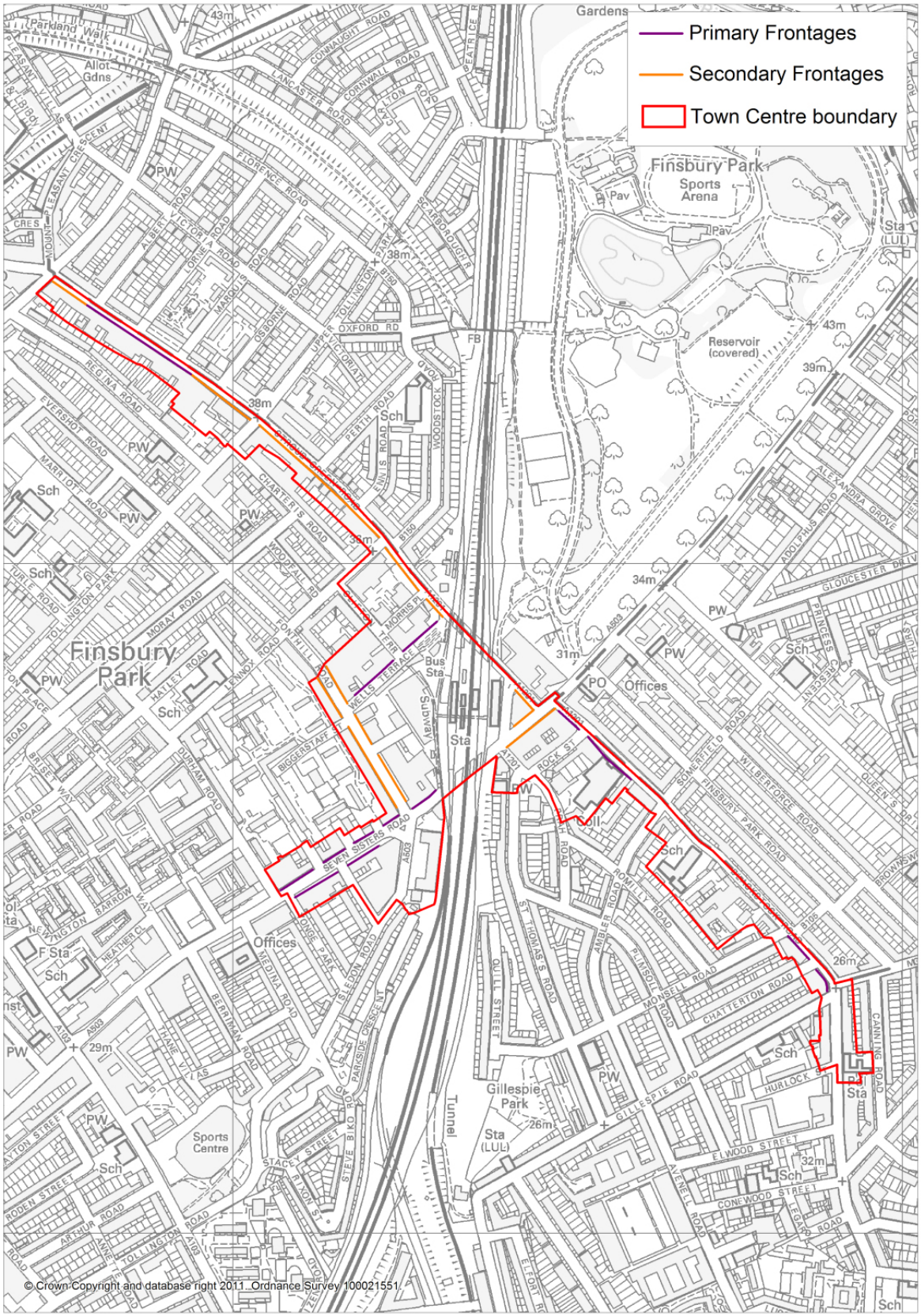
Map 4.2 Nag's Head Town Centre Boundary and Frontages



Map 4.3 Archway Town Centre Boundary & Frontages



Map 4.4 Finsbury Park Town Centre Boundary & Frontages



Policy DM 22

Primary and Secondary Frontages

The council recognises Primary Frontages and Secondary Frontages, which represent the core of the borough's four Town Centres. These are designated on the Proposals Map, described in **Appendix 2** and shown on **Maps 4.1 to 4.4**.

A. Within the Primary Frontages proposals to change the use of existing retail premises (Use Class A1) will not be permitted unless all the following criteria are satisfied:

i. The resulting proportion of retail units in the Primary Frontage would not fall below 70% in Major Town Centres and 60% in District Town Centres;

ii. The proposed Change of Use would not result in a break in continuity of retail frontage of more than one non-retail unit in any frontage;

iii. The premises has been vacant for a period of at least 2 years and continuous marketing evidence for this 2 year vacancy period is provided and demonstrates that there is no realistic prospect of the unit being used for retail (A1) purposes;

iv. Individually or cumulatively the proposed use would not have a harmful effect on the predominantly retail function and character of the Town Centre, and its vitality and viability; and

v. All proposed uses at ground floor level would provide an active frontage and would clearly support the retail role of the frontage.

B. Within the Secondary Frontages the council will retain the general retail (Use Class A1) character of the frontage while permitting a limited number of non-retail units. Proposals to change the use of existing retail premises will not be permitted unless all of the following criteria are satisfied:

i. The resulting proportion of retail units would not fall below 50% in the secondary frontage;

ii. The proposed Change of Use would not result in a break in continuity of retail frontage of more than two non-retail units in any frontage;

iii. The premises has been vacant for a period of at least 2 years and continuous marketing evidence for this 2 year vacancy period is provided and demonstrates that there is no realistic prospect of the unit being used for retail (A1) purposes;

iv. Individually or cumulatively the proposed use would not have a harmful effect on the retail function and character of the Town Centre, and its vitality and viability; and

v. The proposed use on the ground floor would provide an active frontage.

4.30 To promote vibrant and attractive Town Centres it is important that a critical mass of retailing uses is maintained within their core shopping areas, to maintain the vitality and viability of the Town Centres. This is achieved through the designation of a series of Primary and Secondary Frontages, which paragraph 23 of the *National Planning Policy Framework* (NPPF) directs local planning authorities to define and make clear which uses will be permitted within these locations.

4.31 Primary Frontages contain the greatest concentration of shops (A1 retail use), attract the greatest number of customers and underpin the vitality and viability of the Town Centre. Retail should remain the principal and dominant land use within these areas. The council will not support uses that do not complement or support the predominantly retail character, and will seek to retain all retail uses (Use Class A1) and maintain a continuous retail frontage wherever possible.

4.32 Secondary Frontages support the retail function of the Primary Frontage of the centre. Generally these provide a reasonable proportion (around 50% or more) of retail uses, which are complemented by other services such as cafés and estate agents. The council will not support uses that do not complement or support the predominantly retail character. A greater proportion of non-retail will be permitted, compared to Primary Frontages, in recognition that Town Centres need to perform a function beyond retail uses to ensure their vitality and viability. Suitable non-retail uses may include banks, building societies, employment centres, small service offices, advice centres, clinics and other health and welfare services, theatres, restaurants and community uses.

4.33 For proposals to change the use of existing retail units, continuous marketing evidence will be required demonstrating lack of demand for retail space. **Appendix 11** sets out the information to be provided in relation to marketing of vacant floorspace.

Policy DM 23

Local Shopping Areas

Local Shopping Areas are designated on the Proposals Map and described in **Appendix 3**. Within these designated areas:

A. Developments will only be permitted where an appropriate mix and balance of uses within the Local Shopping Area, which maintains and enhances the retail and service function of the Local Shopping Area, is retained.

B. Existing ground floor retail units will be protected from Change of Use unless all of the following criteria are satisfied:

i. The premises has been vacant for a continuous period of at least 2 years and continuous marketing evidence for this 2 year vacancy is provided which demonstrates that there is no realistic prospect of the unit being used in its current use in the foreseeable future;

ii. The proposal would not result in a harmful break in the continuity of retail frontages; and

iii. Individually, or cumulatively, the proposed replacement use would not have an adverse effect on the vitality, viability and predominantly retail function of the Local Shopping Area.

C. The Change of Use of ground floor units to residential use will generally be resisted. Such proposals will only be considered acceptable where Parts A and B of this policy are satisfied, and where high quality dwellings with a high standard of residential amenity will be provided consistent with other policies and standards relating to housing and design.

4.34 Smaller scale Local Shopping Areas complement Islington's Town Centres and play an important role in serving the needs of residents across the borough (see **Appendix 3** for a map and schedule). These Local Shopping Areas provide a valuable service to their surrounding communities by meeting the day-to-day needs of residents, workers and visitors. They may also provide locally accessible facilities for people with mobility difficulties, play an important social role for the surrounding community, and contribute to the character and identity of an area.

4.35 The council will seek to retain retailing within Local Shopping Areas. Proposals for the Change of Use of existing retail units will be required to include continuous marketing evidence, demonstrating lack of demand for retail space, or other appropriate uses. The provision of community and/or non-retail commercial uses may be appropriate to support the viability and vitality of the Local Shopping Area in preference to a Change of Use to residential. **Appendix 11** sets out the information to be provided in relation to marketing of vacant floorspace.

4.36 Changes of use from A1 to Sui Generis will be considered on a case by case basis. However, such changes of use may be appropriate where the proposed new use is akin to an A1 use in the sense that it provides a local service.

4.37 Local Shopping Areas vary significantly in size, character and function. In securing a mix and balance of uses within each Local Shopping Area, Policy DM20 will also be taken into account, to ensure that an over-concentration of a single type of use does not occur which may harm the vitality or viability of the area. Where an application for Change of Use/redevelopment is received, potential cumulative impacts affecting existing uses within Local Shopping Area boundaries will be assessed on a case-by-case basis.

4.38 Proposals for the Change of Use of ground floor units to residential use must demonstrate that other uses are not viable or appropriate, and ensure that design techniques are employed which results in a high standard of amenity for occupants.

Policy DM 24

Dispersed shops

A. The council will support and protect shops (Use Class A1) located outside designated Town Centres and Local Shopping Areas. Proposals for the Change of Use of dispersed shops will not be permitted unless:

i. the premises has been vacant for a continuous period of at least 2 years and continuous marketing evidence for this 2 year vacancy is provided which demonstrates that there is no realistic prospect of the unit being used in its current use or to provide an essential service to residents in the foreseeable future; and

ii. there is accessible provision of essential daily goods within short walking distance (within 300m).

B. The Change of Use of ground floor units to residential use will generally be resisted. Such proposals will only be considered acceptable where Part A of this policy is satisfied, where high quality dwellings with a high standard of residential amenity will be provided consistent with other policies and standards relating to housing and design, and where the Change of Use would not detrimentally affect the character of the street.

4.39 Local shops and other commercial uses located outside designated Town Centres and Local Shopping Areas can provide a valuable service to the local community by providing for essential day-to-day needs. Their accessibility is particularly important for those on low income, the elderly and people with mobility difficulties.

4.40 There has been a loss of a number of local shops, particularly to residential use, in recent years. Continuous marketing evidence will be required for proposals for the Change of Use of existing retail units, demonstrating lack of demand for for retail or an appropriate commercial use that provides an essential service to residents. **Appendix 11** sets out the information to be provided in relation to marketing of vacant floorspace.

4.41 Essential services include butchers, bakers, greengrocers, grocers, fishmongers, chemists, post offices, newsagents, dry cleaners and laundrettes.

4.42 Proposals for the Change of Use of ground floor units to residential use must demonstrate that other uses are not viable or appropriate, and ensure that design techniques are employed which results in a high standard of amenity for occupants and do not materially harm the character of the street.

Policy DM 25

Shopfronts

A. Within Primary Frontages and Secondary Frontages premises shall provide and retain clear views into and out of shop window(s). Inset entrances on shopfronts should be glazed and well-lit, to contribute to the attractiveness, safety and vitality of the Town Centre and avoid blank frontages to the street.

B. The council will resist the removal of shopfronts of architectural or historic interest, particularly shopfronts listed on the *Register of Locally Listed Buildings and Locally Significant Shopfronts*.

C. The council will expect proposals for new shopfronts and alterations to existing shopfronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shopfront, surrounding street scene and the building of which it forms a part.

D. Blinds, canopies or shutters, where acceptable in principle, must be appropriate to the character of the shopfront and its setting. External security grilles will not normally be permitted. In conservation areas rigid and gloss finish blinds will generally be unacceptable.

E. Illumination to shopfronts must be sited and designed so as not to cause visual intrusion from light pollution into adjoining or nearby residential properties. Flashing internal or external lighting, and/or internally illuminated box lights will not be permitted.

F. Shop signage should generally be limited to the strip above the main shopfront and below the upper floor, plus one projecting sign at the same height. The council will resist proposals for further advertising additional to the name of the shop.

G. New shopfronts must be designed to allow equal access for all users, incorporating a Best Practice approach to access and inclusion. The use of pavements, where permitted, should not create an obstruction and should be designed so that the pavement is equally accessible for all users.

H. Proposals are required to take account of the council's *Shopfront Design Guide*.

See also Policy DM6 (Advertisements).

4.43 Islington has many important shopping areas and groups of shops which are often busy and well-known public places with their own distinctive character and history. Shopfronts of architectural or historic interest make an important contribution to the character and appearance of the borough, and as such the council maintains a list of important shopfronts within its *Register of Locally Listed Buildings and Locally Significant Shopfronts*. However, the character and quality of many of Islington's traditional shopping streets has been eroded by poor, careless and unsympathetic alterations to shopfronts. Widespread use of inappropriate materials and standardised shopfront designs has led to a loss of local distinctiveness and a negative impact on historically important buildings.

4.44 The design of new shopfronts and alterations to existing shopfronts is important to the appearance of the individual property, to the character and appearance of shopping areas, and provides visual connections between ground floor shops and the street. The council will expect well designed, accessible shopfronts that respect the character of the area and the architectural unity and integrity of the shop building of which they form part. The design of a new shopfront within a modern building should reflect the design of the building of which it forms part, but should also consider the appearance of neighbouring shopfronts in terms of fascia lines, stall riser height, materials and other architectural features. The design of a shopfront where the traditional surround and shopfront remain complete should be repaired and conserved wherever possible. These repairs must preserve the character of the original shopfront and be of matching style, materials and construction, whilst delivering a contemporary standard of amenity that meets current access standards.

4.45 The council will ensure that alterations to shopfronts are well designed and contribute positively to the surrounding area. This will improve the streetscape and is beneficial for business.

4.46 Poorly sited or badly designed shop signs, including projecting signs and illumination, can have a detrimental effect on the character and appearance of areas and may raise issues of public safety. It is important that roller shutters on premises are designed in a manner which strikes a balance between protecting property, ensuring that the vitality of an area is not undermined, and ensuring that the perception of crime is not increased.

4.47 Many pedestrians, particularly those with visual impairments, use the building line as a navigational aid. That line should wherever possible be retained as a continuous and unimpeded route. Where tables and/or seating is put out in the street environment, and where this is deemed acceptable by the council, the area should be clearly identified, enabling users to move around the intrusion safely and with confidence. An undue obstruction should not be caused.

4.48 The council will use the *Shopfront Design Guide* to assess proposals concerning shopfronts and shop signs. Sufficient details regarding shopfronts should therefore be provided at planning application stage to enable assessment of the proposal in the context of this policy, the *Shopfront Design Guide* and other relevant planning considerations.

Policy DM 26

Markets and specialist shopping areas

A. The council will seek to maintain, and support the enhancement of, existing traditional street markets within the borough.

B. The council will continue to protect and promote the role of specialist shopping areas in the borough, particularly at Camden Passage and Fonthill Road. Any applications received in and around specialist shopping areas will be considered in relation to their compatibility with the predominant existing uses. Any applications which will adversely impact the character of a specialist shopping area and/or fundamentally affect the unique function of these areas will be refused.

4.49 There are three well established street markets in Islington: Chapel Market, Exmouth Market and Whitecross Street. Markets are very popular with shoppers and visitors because of their vibrancy and the range and variety of goods on offer. Markets add to the character of local areas. The importance of retaining, enhancing and creating markets is stated in paragraph 23 of the NPPF. However, if markets are poorly designed and managed they can cause harm to surrounding areas in terms of congestion of local roads and pavements, rubbish and refuse, storage and noise.

4.50 The council wishes to see all the traditional markets continue and thrive and will encourage a coordinated approach to development and management of street markets in matters such as deployment of signage, pavement furniture and other market infrastructure.

4.51 Specialist shopping areas provide a significant benefit to their local areas, with the ability to draw shoppers from outside the borough due to the more bespoke nature of the goods on offer, as well as adding significant value to the character and vitality of their respective areas. Specialist shopping areas in Islington – such as the antique/curio shops at Camden Passage in Angel and the clothing shops at Fonthill Road in Finsbury Park – have high levels of A1 uses and provide a major contribution toward a healthy, diverse retail offer in these centres. The council will continue to protect and promote these areas, in conjunction with other Town Centre policies. This will include a strong presumption against any applications which will adversely impact the character of these areas and/or which will compromise the continued operation of specialist retailing in these areas.

Policy DM 27

Public Houses

A. The council supports the retention of Public Houses, and opposes their redevelopment, demolition and Change of Use.

B. Applications for the Change of Use, redevelopment and/or demolition of a Public House must demonstrate that:

i. the Public House has been vacant for a continuous period of 2 years or more and continuous marketing evidence has been provided for the vacant 2 year period to demonstrate there is no realistic prospect of the unit being used as a Public House in the foreseeable future;

ii. the proposed alternative use will not detrimentally affect the vitality of the area and the character of the street scene;

iii. the proposal does not constitute the loss of a service of particular value to the local community; and

iv. significant features of historic or character value are retained.

4.52 Islington's Public Houses form an integral part of the urban fabric and many are closely associated with the life and identity of local communities. Public Houses therefore play an important role in the historic character and community function of Islington's neighbourhoods.

4.53 Nationally, the number of Public Houses peaked in the late 19th century and has since fallen. Islington has retained a substantial number of historic Public Houses, which are valued by local residents and visitors to the borough, despite in recent years witnessing a steady decline in their provision, particularly through conversion to residential use in areas outside Town Centres and Local Shopping Areas.

4.54 The council will resist proposals that result in the removal of a Public House or a Change of Use away from the A4 Use Class, particularly where these would detrimentally affect the street scene, result in loss of historic or character value, and/or constitute the loss of a function of particular value to the local community. Continuous marketing evidence will be required demonstrating lack of demand for the Public House. **Appendix 11** sets out the information to be provided in relation to marketing of vacant floorspace.

Policy DM 28

Hotels and visitor accommodation

A. Hotels and other visitor accommodation are generally appropriate in the locations specified in the following hierarchy:

1. Designated Town Centres; and

2. Areas within the Central Activities Zone that are in close proximity to national railway hubs.

B. In these locations proposals for new hotel and visitor accommodation will only be supported where they:

i. contribute to the balance and mix of uses in the immediate locality;

ii. support the area's primary retail/business/cultural role and do not compromise economic function/growth;

iii. do not result in adverse impacts on residential amenity, including cumulative impacts;

iv. have excellent access to a range of public transport modes;

v. provide appropriate arrangements for pick up / drop off, service delivery vehicles and coaches, appropriate to the size of the hotel or visitor accommodation;

vi. incorporate ancillary facilities which are open for public use and create employment opportunities for local residents, such as restaurants, gyms and conference facilities (where appropriate);

vii. are inclusive, providing at least 10% of all hotel rooms to wheelchair accessible standards (the 10% wheelchair accessible standard rooms must be fully fitted from occupation); and

viii. provide an adequate standard of amenity for occupants.

C. Outside these locations the council will resist proposals for hotels and other visitor accommodation.

D. Applications for major hotel developments must be accompanied by information detailing:

i. how any impacts on residential amenity will be mitigated; and

ii. arrangements for securing public access to ancillary facilities (e.g. restaurants, gyms and conference facilities suitable for locally arranged events).

E. The council will afford preference to visitor accommodation that is designed, leased and operated as a hotel for temporary occupation. Where necessary, conditions will be used to ensure that visitor accommodation is not permanently occupied.

4.55 Given the proximity of Islington to central London, the borough has potential to increase the capital's supply of hotels over the plan period. However, while hotels can create jobs and support the visitor economy, it is important to ensure that other planning objectives are met: in particular, ensuring that hotels do not limit the achievement of other priorities (including economic and housing growth), securing a balance of uses, protecting residential amenity, and addressing local impacts (particularly traffic impacts). Proposals will be resisted where they would result in an over-concentration of hotels and similar uses (such as other visitor accommodation, hostels and student accommodation) in the surrounding area (generally within a 500m radius of the site). Hotels will also be expected to incorporate facilities for public use. Major hotel applications will be required to submit evidence accordingly.

4.56 The NPPF regards hotels and other visitor accommodation as a Main Town Centre Use. The Core Strategy therefore identifies Town Centres as being the most appropriate location for the provision of new hotels in Islington. However, consistent with London Plan Policy 4.5, areas of the Central Activities Zone in close proximity[8] to major rail hubs (e.g. Farringdon, King's Cross, Moorgate and Old Street) are also considered as having potential for hotels. Additional detail on appropriate locations is provided within Policy BC8 of the *Finsbury Local Plan (Area Action Plan for Bunhill and Clerkenwell)*. However, as a first priority, hotels will be directed towards Town Centres.

4.57 The report *Accessible Hotels in London (Grant Thornton for the Greater London Authority, March 2010)* identifies a need for wheelchair accessible hotel rooms. The *London Plan* has adopted a target of 10% wheelchair accessible rooms; this standard will apply to all hotel developments within Islington. A policy requiring 10% of all new rooms to be

8 Generally considered to be a walking route of 300m or less.

wheelchair accessible will help better match demand and supply and also allow greater choice and ease of access to appropriate rooms. Proposals will also need to demonstrate that all hotel rooms will provide an adequate standard of amenity to occupants, particularly in terms of circulation, outlook and noise insulation.

4.58 Apart-hotels often display characteristics associated with permanent, self-contained housing. Some are more akin to hotels in the type of services they provide, but may result in different impacts. Apart-hotels/serviced apartments may therefore fall within the C1 or C3 Use Classes, depending on their characteristics, such as (amongst others):

- Presence of on site staff / management
- Presence of reception, bar or restaurant
- Provision of cleaning and administrative services
- Ownership of units / ability to sell on open market
- Minimum / maximum lease lengths

4.59 Where apart-hotels are considered to fall within the C3 Use Class, proposals will be assessed via relevant policies (including Policy DM8 (Affordable housing) and Policy DM12 (Housing standards). Conditions will be used to ensure units are subject to minimum lease lengths. For proposals within the C1 Use Class, the council will take steps to ensure that units would not be used or occupied by permanent households, including students, on the basis that this would be contrary to the sustainable development of Islington and would put pressure on local services and infrastructure. Conditions will therefore be used to ensure units are subject to maximum lease lengths (typically 90 days).

Policy DM 29

Social and strategic infrastructure and cultural facilities

A. The council will not permit any loss or reduction in social infrastructure uses where:

i) the proposal would result in the loss of a site/premises which offers benefits to local communities by virtue of its accessibility, prominence or suitability; or

ii) any replacement facilities to be provided on site or within the vicinity would not, in the council's view, meet the need of the local population; or

iii) the proposal would, in the council's view, lead to a shortfall in provision within the local catchment; or

iv) it has not been demonstrated that there is demand for another similar use on site, through the provision of continuous marketing and vacancy data; or

v) any replacement/relocated facilities do not provide a level of accessibility and standard of provision at least equal to that of the existing facility.

B. The council will seek the provision of new social infrastructure and cultural facilities as part of large mixed-use developments. Developments that result in additional need for social infrastructure or cultural facilities will be required to contribute towards enhancing existing infrastructure/facilities, or provide/contribute towards new infrastructure/facilities. This contribution will be addressed through CIL and/or section 106 obligations, as appropriate.

C. New social infrastructure and cultural facilities, including extensions to existing infrastructure and facilities, must:

i) be located in areas convenient for the communities they serve and accessible by a range of sustainable transport modes, including walking, cycling and public transport;

ii) provide buildings that are inclusive, accessible, flexible and which provide design and space standards which meet the needs of intended occupants;

iii) be sited to maximise shared use of the facility, particularly for recreational and community uses; and

iv) complement existing uses and the character of the area, and avoid adverse impacts on the amenity of surrounding uses.

D. New cultural facilities that are expected to attract significant numbers of visitors should be located in the Central Activities Zone or the Town Centres.

E. The loss and/or Change of Use of cultural facilities such as arts venues, theatres, cinemas, public galleries and community art centres will be strongly resisted.

F. The installation, renewal or alteration of any strategic infrastructure which requires planning permission will generally be supported unless:

i) it would result in the loss of a site which, by virtue of its location, would be more suitable for employment or residential uses; or

ii) it gives rise to unacceptable noise, amenity (particularly residential amenity) and/or environmental issues.

See also Policy DM1 (Design) and Policy DM7 (Telecommunications and utilities).

4.60 Islington's social infrastructure (such as emergency services and community and social spaces), strategic infrastructure (such as public utilities) and cultural facilities are vital to the identity and function of the borough, as well as its attractive and distinctive character.

4.61 It is essential that this is maintained and enhanced so that the borough retains its diversity and vitality. This approach is integral to helping to deliver the vision of *Islington's Core Strategy* and is supported by the *London Plan*.

4.62 Social and strategic infrastructure incorporates numerous community and social facilities. As outlined in the glossary, this includes a range of different types of premises, which serve the needs of local communities. These facilities are often funded in some way by a grant or investment from a government department, public body or the voluntary sector.

4.63 Social infrastructure contributes to sustainable communities by providing venues for a wide range of activities and services, including accommodation for Islington's active voluntary and community sector, meetings and events, which add to its diversity and interest. As such, they make a significant contribution to people's mental and physical well being, sense of place and community, learning and education.

4.64 The council places great emphasis on the retention of existing infrastructure, particularly where it provides an important, accessible service and ensures that Islington's residents have, and will continue to have, convenient access to a range of buildings and facilities for community use. At the same time, the council recognises that there may be advantages of locating organisations together so that they can share resources, network and support small developing organisations in appropriate locations.

4.65 Proposals involving the loss, or partial loss, of social infrastructure will need to comply with the criteria set out in Part A of this policy including providing continuous marketing evidence to show that premises have been offered at a reasonable charge to appropriate user groups (e.g, community groups or voluntary organisations in the case of community centres). **Appendix 11** provides further information with regards to marketing.

4.66 Although Islington is well provided for in terms of the number of community centres, the majority of these are small or medium sized and are located in the council's housing estates, which can be less accessible to those who live elsewhere. There are also a number of important community centres in the borough run by the voluntary sector.

4.67 The council has recognised the need for improved infrastructure, including accessible premises which promote social inclusion, and has identified several larger, well-used 'community hubs' within the borough, which will play a key role in providing a range of services and supporting smaller groups in a specific locality.

4.68 Continued provision and, where necessary, expansion of social and strategic infrastructure and cultural facilities is important to allow growth to be accommodated in the borough in a sustainable manner.

4.69 Development/redevelopment of social and strategic infrastructure should be designed to meet the needs of their intended occupants, taking into account any appropriate regulations and national design and space standards. With regard to development of new nurseries, any proposed space standards should be consistent with the standards identified in Ofsted's *Standards for Registration of Full Day Care or Sessional Day Care* (or any document which succeeds it).

4.70 Any loss of school facilities will only be acceptable where, in the council's view, the loss would not result in any constraints on school place provision in the foreseeable future.

4.71 Where a new educational facility is proposed (including standalone new facilities, facilities provided as part of a mixed-use development and facilities which have converted an existing building/use into educational use), they should maximise use by local communities, including through their accessible location and design, consistent with the requirements of other relevant Development Management Policies. The design of schools must ensure the safety and amenity of children. Measures to ensure community use will be pursued, including Community Use Agreements between the educational facility and local communities.

4.72 This policy refers to contributions, which may involve the use of CIL and/or Section 106 planning obligations, as appropriate. Refer to Policy DM51 (Infrastructure) and Policy DM52 (Planning obligations), which outline the relationship between CIL and Section 106 obligations.

4.73 Islington has a wealth of cultural attractions which belies its size as the second smallest borough in London and contributes significantly to the capital's visitor economy. Islington's rich cultural offer includes several museum and archives sites, strong community arts, public and commercial galleries sectors and more than fifteen dance and theatre venues, notably the renowned Sadler's Wells and Almeida theatres.

4.74 As articulated in Islington's Cultural Strategy, *Cultural Matters* and the draft *Standard Charge for Culture* paper, arts, culture and creativity lie at the heart of Islington's economy, identity, sense of place and/or attraction for residents and visitors from other areas of London, the UK and abroad. The council's vision for culture is to ensure that Islington is a place where culture works for the individual and the community, promoting life chances, economic prosperity and improving the quality of life and well-being of local residents and visitors. This vision informs the approach taken by this policy of maintaining and enhancing Islington's cultural attractions. It is intended to work with other policies aimed at ensuring that Islington maintains its role for shopping, business, education and culture, balanced with the borough's priority for housing delivery.

4.75 Development of new social and strategic infrastructure and cultural facilities should not unduly harm residential amenity, the environment or transport infrastructure in line with all the policies in this document. They must also be appropriate for their surroundings in terms of scale, character and mix of uses.

4.76 Due to restrictions on land availability, it will be important for the council to develop/maintain close working arrangements with any bodies/organisations responsible for the delivery of strategic infrastructure, to ensure that best use is made of any available sites. This will also be the case where assets do not require planning permission, for example for some operational developments by statutory undertakers.

Appendix 11: extract from Mid Devon development management DPD

3.0

Retail, business and tourism

DM16

Town centre development

The Council will promote the sustainable growth and regeneration of Tiverton, Cullompton, Crediton and Bampton. Within defined town centres, development proposals for retail, leisure, commercial, office, tourism, cultural, community and residential development will be supported where they:

a) Retain or enhance the town centre's historic character and appearance, vitality and viability;

b) Sustain or enhance diverse town centre uses and customer choice, incorporating residential accommodation above ground floor level where possible; and

c) Are readily accessible by public transport, walking and cycling.

Within defined primary shopping areas, the shopping function will be safeguarded and enhanced. Development and change of use of ground floor premises to alternative uses will not be permitted where:

i) The primary retail role and character is undermined, causing unacceptable fragmentation and isolation of the remaining shops;

ii) The proposed use would harm the vitality and viability of the primary shopping area;

iii) There would be a detrimental effect on the visual character and amenities of the surrounding area.

Within primary shopping frontages, at ground floor level the proportion of A1 retail uses will not be permitted to fall below 65% of all units.

3.1 The town centre is at the heart of a market town's community. The Core Strategy (Local Plan Part I) distributes development according to the relative size, role and function of the towns of Tiverton, Cullompton, Crediton and Bampton. Other Local Plan policies will also apply as appropriate, for instance Policy DM2 on high quality design.

3.2 Retail markets change quickly and it is important that local planning policies are flexible enough to respond to rapid change. For this reason, Policy DM16 sets out a wide range of permissible uses in town centres, seeking to diversify customer choice while protecting and enhancing the viability of the town centre, its historic character and its accessibility by the most sustainable modes of transport. This applies to change of use applications as well as new-build development.

3.3 Primary shopping frontages have been defined within Tiverton and Crediton town centres, showing where retail development is concentrated. The primary shopping frontage (identified on the Proposed Policies Map) should include a high proportion of retail uses which may include food, drinks, clothing and household goods. These are the core town centre retail uses and should be protected, while other uses such as takeaways and professional services may be located elsewhere in the town centre.

3.4 Planning applications within the primary shopping areas will be not be permitted if any of criteria i-iii of Policy DM16 apply. The assessment of such applications will include consideration of:

- The location and prominence of the premises within the shopping frontage
- The floorspace and length of frontage of the premises
- The number, distribution and proximity to other premises within use classes A2-A5, or within planning permissions for such use
- The particular nature and character of the use proposed, including the level of pedestrian activity associated with it
- The level of vacancies in ground floor properties
- Whether the proposed use would give rise to noise, smell or other environmental problems

DM17

Development outside town centres

Within Tiverton, Cullompton, Crediton and Bampton the Council will apply a sequential approach to planning applications for main town centre uses, according to the following descending order of preference:

a) Town centre

b) Edge of town centre

c) Out of town centre

Edge of centre and other out of centre proposals must be well related to the town centre and accessible by public transport, walking or cycling. Proposals in these locations must also demonstrate that no suitable sites are available in a more sustainable location according to the order of preference given above.

The Council will require an impact assessment to be submitted for any proposals for retail and leisure development outside of town centres, where the proposed gross floorspace would exceed 500 square metres. The impact assessment must include an assessment of:

i) The impact of the proposal on existing, committed and planned public and private investment in the town or other centres in the catchment area of the proposal; and

ii) The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made, or ten years in the case of major development, taking into account the cumulative impact of recently completed developments, planning permissions and development plan allocations.

3.5 National policy requires local authorities to apply a sequential approach to retail development in towns, to ensure the vitality and viability of town centres are not harmed by out-of-centre development. A proportionate, locally set threshold may be applied to retail floorspace proposed outside of town centres, over which an impact assessment should be required. The Mid Devon Retail Study recommends a threshold of 500 square metres gross floorspace.

3.6 In considering development proposals in edge of centre or out of centre locations, the Council will assess whether there are suitable sites in a more sustainable location according to the order of preference and apply a flexible approach where justified. The nature, scale, car parking requirements and market demands of the proposal will be taken into account.

3.7 National policy defines 'edge of centre' as follows:

> *For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.*

3.8 A retail impact assessment submitted in accordance with Policy DM18 should have regard to the findings of the Retail Study 2012. The assessment should consider the effect on existing stores and centres of committed and allocated developments and the development being proposed, based on:

(i) the turnover of existing facilities in the catchment area (including any completed since the Retail Study 2012)

(ii) the expected trade diversion from these facilities to any retail sites under construction, with planning permission or allocated for development

(iii) the trade diversion resulting from the proposed development

Applications for leisure development over 500 square metres floorspace should use a similar approach based on the Tourism Study and any other appropriate evidence.

Where proposals are predicted to have a likely adverse impact (including cumulative) on town centre health, planning permission should be refused. The Mid Devon Retail and Tourism Studies are available at http://www.middevon.gov.uk/evidence.

3.9 Other Local Plan policies will also be applied as appropriate, such as:

- Policy DM2 High Quality Design
- Policy DM3 Sustainable Design
- Policy DM6 Transport and Air Quality
- Policy DM7 Pollution
- Policy DM8 Parking
- Policy DM18 Fronts of shops and business premises
- Policy DM28 Green infrastructure in major development

Appendix 12: extract from New Forest sites and development management DPD

Town, village and local centres
(Section 7.7 of Core Strategy)

2.90 The principal policy in the Core Strategy relating to town, village and local centres is Policy CS20 which sets out the strategy supporting their role as centres for shopping, entertainment, business and service activities.

2.91 In addition to Core Strategy and the National Planning Policy Framework, this Plan sets out additional policies aimed at protecting existing centres and directing new development to appropriate locations. Where possible, main town centre uses should be located in town centres.

2.92 For the purposes of Policies DM15, DM16 and DM17, 'appropriate non-retail uses' in town centres and local shopping frontages include those which provide commercial or community services to the public, including for example, banks and other financial services, solicitor's offices, medical centres, public offices, community halls and advice centres, leisure and entertainment uses, including arts venues, cafes, bars, restaurants and hotels, and other uses which generate similar customer activity or business. Residential accommodation, including residential institutions, is not included in the definition of an 'appropriate non-retail use'.

2.93 Policy CS20 of the Core Strategy identifies the levels of provision to be made for additional shopping floorspace in the Plan area's main shopping centres up to 2018. The impact of changes in economy since the Core Strategy was adopted in 2009 has been considered in the preparation of this Plan (see Background Paper 42). It has been concluded that the impact of the economic downturn has been to delay the need for additional retail floorspace until the later part of the Plan period.

Provision for additional retail floorspace

2.94 Some of the additional retail floorspace requirements set out in Policy CS20 of the Core Strategy will be met by the re-occupation of vacant shop units and the improvement and extension of existing premises. Specific opportunities for additional retail development to meet the Core Strategy requirements, and to ensure the continued viability and vitality of the town centres in the face of competition from other centres are identified by Policies TOT15, HYD4, LYM8, NMT10 and RING4 as 'Town Centre Opportunity Sites' in Sections 3, 4 and 5 of this Plan. These policies also identify opportunities for additional town centre office floorspace in accordance with Core Strategy Policy CS18.

2.95 Outside of town centre boundaries, retail development proposals of over 1,000sqm will be subject to an impact assessment.

Town centre policy areas

2.96 In accordance with the National Planning Policy Framework a 'Primary Shopping Area' is defined on the Policies Maps for the town centres of Totton, Hythe, Lymington, New Milton, Ringwood and Fordingbridge. Primary and Secondary Frontages are also defined.

Policy DM14: Primary Shopping Frontages
Within the primary shopping frontages, as defined on the Policies Maps, the following will be permitted:

(a) retail development, including improvements and extensions of existing commercial premises;
(b) appropriate non-retail uses (uses other than Class A1), provided the length of ground floor street frontage in non-retail use within the primary shopping area is no greater than 30% of the overall length of ground floor street frontage[3]. Non-retail uses will not be considered appropriate in premises in prominent locations within a primary shopping area; and
(c) on upper floors, and at basement level, uses which are compatible with retail use (and its associated storage and servicing) of the ground floor unit. This could include residential uses where this can be achieved without the loss of gross floorspace in retail or appropriate non-retail uses within existing premises, the loss of ancillary storage space, or the ability to service the premises off-street.

Exceptions to part (b) of this policy may be made where a proposal is for a non-retail use which is appropriately located in a shopping street and where:
(i) the proposed use will add to the vitality and attractiveness of the primary shopping area to shoppers; and
(ii) it can be demonstrated that the proposed development will generate customer activity levels (footfall) similar to a typical retail unit.

Residential development will not be permitted at ground floor level.

Policy DM15: Secondary Shopping Frontages

Within town centre secondary shopping frontages, as defined on the Policies Maps, the following will be permitted:
(a) the development, improvement or expansion of retail and appropriate non-retail uses; and
(b) the change of use of retail premises to appropriate non-retail uses.

Residential development will not be permitted at ground floor level in premises within the defined frontage. Residential development may be provided on other floors where it does not result in the loss of retail and/or other appropriate non-retail uses capable of being satisfactorily used for an alternative business or employment use appropriate to a town centre location.

2.97 Core Strategy Policy CS20(b) establishes a presumption against the loss of premises in A1 use within the defined Primary Shopping Areas[4]. However, amendments to the Primary Shopping Areas, which have been made in this Plan in order to comply with the NPPF, have resulted in some Secondary Shopping Frontages being brought within the Primary Shopping Areas. Given the flexibility within Secondary Shopping Frontages towards the accommodation of the variety of appropriate town centre uses, the general presumption in CS20(b) against the loss of A1 uses will not apply to Secondary Shopping Frontages within a Primary Shopping Area.

2.98 A specific policy, Policy TOT18, applies in the defined Rumbridge Street Secondary Shopping Frontage.

[3] The assessment will take into account unimplemented planning permissions for changes of use.
[4] The part of Policy CS20 (b) which does not apply to Secondary Shopping Frontages within a Primary Shopping Area states: “Within the primary shopping areas there will be a presumption against the loss of premises in an A1 retail use, except where it can be demonstrated that an alternative use proposed would be complementary to the retailing function and would enhance the overall vitality of the centre.”

Policy DM16: Within town centres, outside Primary Shopping Areas and Secondary Shopping Frontages

Within the town centre, boundaries defined on the Policies Maps outside the defined Primary Shopping Areas and other Secondary Shopping Frontages, development for retail and appropriate non-retail uses (defined in para.2.92) will be permitted. Policies TOT15, HYD4, LYM8, NMT10 and RING4 identify specific opportunities for town centre developments.
Residential development will be permitted where:

(i) it does not result in the loss of retail, appropriate non-retail (defined in para. 2.92), or other employment or business uses, or sites which are capable of being satisfactorily used for an alternative business or employment use appropriate to a town centre location;

(ii) it is not on the ground floor (street level) of a defined Town Centre Opportunity Site and it does not prejudice the development opportunities identified in TOT15, HYD4, LYM8, NMT10 and RING4.

2.99 Policy DM14: Primary Shopping Frontages, Policy DM15: Secondary Shopping Frontages and Policy DM16: Within the town centres, outside Primary Shopping Areas and Secondary Shopping Frontages, provide additional detailed policies implementing Policy CS20 of the Core Strategy.

2.100 Town centre boundaries, Primary Shopping Areas, Primary Shopping Frontages and Secondary Shopping Frontages and Local Shopping Frontages are defined in this Plan on the Policies Maps.

2.101 Appropriate non-retail uses are defined in paragraph 2.92.

Local Shopping and services

Policy DM17: Local Shopping Frontages in the built-up areas of Totton, Hythe, Lymington, New Milton, Ringwood and Fordingbridge

In Local Shopping Frontages, as defined on the Policies Maps, uses which provide for the day to day shopping and service needs of the area will be permitted.

A minimum of 40% of ground floor units within the defined frontage should be in retail use.

Residential development will not be permitted at ground floor level in premises within the defined frontage. Residential development may be provided on other floors where it does not result in the loss of retail and/or other appropriate non-retail uses capable of being satisfactorily used for an alternative business or employment use appropriate to the location.

Policy DM18: Local Shopping Frontages in Marchwood, Blackfield, Holbury, Fawley, Milford on Sea, Hordle, Bransgore

In Local Shopping Frontages, as defined on the Policies Maps, uses which provide for the day to day shopping and service needs of the area will be permitted. Retail developments of over 500 square metres will be subject to an impact assessment which will need to demonstrate that it fulfils a local consumer need and would not have a significant adverse impact on the vitality and viability on nearby town centres.

In the defined Local Shopping Frontages of Bransgore, Marchwood and Milford on Sea, a minimum of 50% of ground floor units within the defined frontage should be in retail use.

In other defined Local Shopping Frontages, a minimum of 40% of ground floor units within the defined frontage should be in retail use.

Residential development will not be permitted at ground floor level in premises within the defined frontage. Residential development may be provided on other floors where it does not result in the loss of retail and/or other appropriate non-retail uses capable of being satisfactorily used for an alternative business or employment use appropriate to the location.

2.102 Policies DM17 and DM18 aim to retain a minimum proportion of shop units in a retail use within the defined local shopping frontages. ‘Day to day shopping and service needs of the area’ are defined as retail uses and ‘appropriate non-retail uses’ as defined in paragraph 2.92, which serve the local community.

Small local shops and public houses

Policy DM19: Small local shops and public houses

Outside of town centres and defined local shopping frontages, local convenience stores of up to 280 square metres will be permitted where they provide for the day to day needs of a community, which otherwise would not be provided for, and are located within the community served.

Development proposals which result in the loss of small local shops (outside defined local shopping frontages) or public houses will not be permitted where the proposal would result in the loss of an important local facility or if this would leave the local area without such a facility. Change of use to an alternative business/employment or community use will be acceptable where the loss of a shop or public houses is permitted.

2.103 Within the towns and villages there are a large number of small local shops or groups of shops, which are not within an identified local shopping frontage, but provide a convenient local service to the community. Policy DM19 seeks to ensure that development proposals do not result in the loss of these shops, particularly where there is no alternative provision nearby. The threshold of 280 square metres relates to the definition of a “small shop” in Sunday Trading Laws. There is a separate proposed policy on local shops in the countryside in the next section (Rural areas and the countryside). In addition to small local shops or groups of shops, public houses can provide an important local facility for a community.

Rural areas and countryside
(Section 7.8 of Core Strategy)

2.104 The countryside is defined as all of the Plan area outside the defined built-up areas of the towns and villages (Level 1, Level 2 and Level 3 settlements defined in Core Strategy Policy CS9.). The area defined as ‘countryside’ is not just open countryside, but includes rural villages and communities (Level 4 Settlements in Core Strategy Policy CS9), and a number of sites subject to site-specific policies. The principal policies in the Core Strategy for the countryside are:

Appendix 13: extract from Wokingham managing development delivery DPD

Retail Policies

Policy TB15: Major Town, and Small Town/ District Centre development

1. The major town, small/ district centre boundaries as listed in policy CP13 – Town Centres and shopping of the Core Strategy are defined on the Policies Map.
2. The primary and secondary shopping frontages and primary shopping areas are defined on the Policies Map and also listed in Appendix 6 of the MDD.
3. Planning permission will only be granted for proposals for main town centre uses within Wokingham town centre or small town/district centres where they demonstrate that:
   a) They are of a scale and form that is compatible with the retail character of the centre and its role in the hierarchy of retail centres
   b) How it retains or increases the provision of Use Class A1 (Shops) in primary shopping frontages and the provision of Use Class A1 or A2 (Financial and professional services) or A3 (Restaurants and cafes) or A4 (Drinking establishments) or A5 hot food takeaways in secondary shopping frontages
   c) They contribute to the provision of day and evening/night-time uses and are compatible with other uses
   d) They enhance vitality and viability.
4. The Council will also support the provision of office uses or self-contained dwellings in vacant or under used units above ground-floor town centre uses where a suitable/appropriate level of amenity for occupants can be provided. The Council will also support the provision of live-work units in appropriate locations.
5. All proposals within Wokingham Town Centre shall be consistent with the Wokingham Town Centre Masterplan SPD.

3.63 Shinfield Road (North of M4) is designated as a district centre but is only partly located within the Borough. In defining the part of the centre boundary within the Borough, regard was had to the provisions of policy CS26: Network and Hierarchy of Centres of Reading Borough Council's Core Strategy (2008) and Policy SA15 of their Adopted Sites and Detailed Policies Document (October 2012).

3.64 Setting primary and secondary frontages and policies helps to manage the mix of uses in order to retain an appropriate balance of retail and complementary town centre uses. Retailing is the primary function of centres and the main contributor to vitality and viability.

3.65 In order to enhance the vitality and viability of these centres, primary shopping frontages should comprise a higher proportion of A1 uses, whereas secondary frontages can offer a greater diversity of uses.

3.66 Proposals will also need to accord with Policy TB20: Service Arrangements and Deliveries for Employment and Retail Use. Proposals shall also be consistent with the Borough Design Guide SPD (2012).

3.67 Proposals in Wokingham town centre shall comply with policy CP14: Growth and Renaissance of Wokingham Town Centre in the Core Strategy and be consistent with the Wokingham Town Centre Masterplan SPD (2012), which provide a long-term vision for the future of Wokingham town centre.

Policy TB16: Development for Town Centre Uses

Sequential Test

1. Proposals for retail uses including extensions of 500 sq m (gross) or above outside the primary shopping areas defined on the Policies Map or for all other main town centre uses outside the defined Wokingham major town centre or the small town/district centres or local centres will be required to satisfy the sequential test.

Retail Impact Test

2. Proposals for retail and leisure uses, including extensions, of 500 sq m (gross) or above outside the defined Wokingham major town centre or the small town/district centres or local centres will be required to satisfy the retail impact test.

3.68 Core Strategy policy CP13 - Town Centres and shopping sets out the hierarchy of the Borough's town and district centres. Core Strategy policy CP14 - Growth and renaissance of Wokingham Town Centre makes it clear that Wokingham is considered suitable for growth.

3.69 The Council's Retail Study Refresh (2010) shows that large scale development, which serves a significant part of the Borough should be concentrated within Wokingham Town Centre.

3.70 District Centres in Arborfield Garrison, Lower Earley, Shinfield Road (N of M4), Twyford, Winnersh and Woodley should complement Wokingham Town Centre by providing for main and bulk convenience food shopping and a reasonable range of comparison shopping facilities and other services. Some forms of development may be more appropriate in Local Centres, if there are localised areas of deficiency. The key issues are the nature and scale of development.

3.71 A threshold of 500 sq m (gross) is set as being broadly the maximum allowance in such locations before the Borough's retailing strategy is likely to be compromised.

3.72 Main town centre uses are as described in Annex 2: Glossary in the National Planning Policy Framework, which includes

i. Retail

ii. Leisure and entertainment facilities

iii. Offices

iv. Arts, culture and tourism development.

3.73 Applicants shall undertake a sequential approach to ensure that proposals do not have a detrimental impact on the vitality and viability of Wokingham major town centre or the small town/district centres. A sequential test is not required for proposals for office development within Core Employment Areas or other employment sites identified in the MDD and is also not required where the proposal reflects the use of the site as set out in Policy SAL08: Allocated Mixed Use Sites or areas identified in policies CP18(3), CP19(3), CP20(2) or CP21(2) of the Core Strategy.

3.74 Applicants for retail proposals will need to demonstrate through the sequential test that sites firstly within primary shopping areas then elsewhere within the defined Wokingham major town centre or small town/district centres are not suitable or available. Only where this has demonstrated should less central sites be considered.

3.75 Applicants for other main town centre uses will need to demonstrate through the sequential test that sites firstly within the defined Wokingham major town centre or small town/district centres are not suitable or available. Only where this has been demonstrated should less central sites be considered.

3.76 There will then be a preference for edge of centre locations before out of centre locations are considered. Any sequential test will include the impact of need on appropriate centres outside the Borough.

3.77 For the purposes of main town centre uses, edge-of-centre and out-of-centre sites are as defined in the NPPF.

3.78 In assessing edge-of–centre and out-of-centre locations, preference will be given to locations which are accessible to the existing centre by means of pedestrian and cycle access; served by ‘good’ public transport services, as defined in the supporting text (paragraph 4.37) of CP6 - Managing Travel Demand of the Core Strategy, and are in close proximity to public transport interchanges. The Council considers that ‘well connected’ sites, as described in the NPPF, are those that are up to 300m along pedestrian routes.

3.79 Applicants shall demonstrate through the application of the sequential test why other sites are not practicable alternatives in terms of:

i. Availability: that town centre sites, or buildings for conversion, are unavailable now and are unlikely to become available for development within a reasonable period of time, taking account of the guidance in paragraph 26 of the NPPF

ii. Suitability: that town centre sites are not suitable to accommodate the proposal, even when a degree of flexibility, such as format, scale, size, site layout and store configurations has been applied

iii. Viability: that the development would not be economically viable or achievable in relation to costs.

3.80 Where a Retail Impact Assessment is required, this should demonstrate that there would be no unacceptable impact on the vitality and/or viability of these centres either from the proposal or from the cumulative effect of proposals since 1 April 2006, including those with planning permission as well as those under construction or completed.

Policy Background for Policy TB15: Major Town, and Small Town/ District Centre development and Policy TB16: Development for Town Centre Uses

National

National Planning Policy Framework (NPPF) (2012), i.e. under heading 2 - Ensuring the vitality of town centres

Regional

N/A

Local

Wokingham

Core Strategy (2010) policy CP6 – Managing Travel Demand; CP13 – Town centres and shopping; CP14 – Growth and renaissance of Wokingham Town Centre

Wokingham Borough Retail Study Refresh (2010), Nathaniel, Lichfield and Partners

Borough Design Guide SPD (2012)

Wokingham Town Centre Masterplan SPD (2010)

Bracknell

Bracknell Forest's Adopted Site Allocations Local Plan (July 2013)

Reading

Reading Borough Council's Core Strategy (2008), policy CS26: Network and Hierarchy of Centres

Adopted Sites and Detailed Policies Document (October 2012) policy SA15: District and Local Centres

Policy TB17: Local Centres and Neighbourhood and Village Shops

1. Local Centres, which are part of the hierarchy of retail centres as set out in policy CP13 – Town centres and shopping in the Core Strategy, are defined on the Policies Map and are listed below:

Crowthorne (Pinewood)	Crowthorne Station, Dukes Ride Greenwood Road
Earley	Maiden Place Silverdale Road Shepherds Hill (also partly in Woodley)
Finchampstead North	California Crossroads
Shinfield	Basingstoke Road near the junction of Beech Hill Road, Spencers Wood School Green, Shinfield (to be extended into the Strategic Development Location) Three Mile Cross
Wargrave	Wargrave High Street
Wokingham	Ashridge Road Clifton Road/Emmbrook Road (to be extended into the Strategic Development Location) Bean Oak Road Rances Lane Woosehill Centre Woosehill Lane
Woodley	Brecon Road Coppice Road Loddon Vale Shepherds Hill (also partly in Earley)

2. Proposals that retain and enhance the provision of day-to-day shopping facilities in Local Centres, neighbourhood and village shops will be supported.
3. Use Class A1 (Shops), whether within Local Centres or in individual neighbourhood or village shops, shall be retained unless it can be demonstrated that:
   a) Alternative day-to-day shopping facilities are available within reasonable walking distance from the existing retail use
   b) The existing retail use is no longer viable.

3.81 The Local Centre at Dukes Ride is only partly located within the Borough. In defining the part of the centre boundary within the Borough, regard was had to Policy SA13: Policies Map Changes of Bracknell Forest's Site Allocations Local Plan (July 2013) (see Map 53 in Appendix 8 of Bracknell Forest's Local Plan).

3.82 Policy CP13 – Town centres and shopping of the Core Strategy required subsequent Development Plan Documents, i.e. the MDD to define Local Centres. Local centres usually comprise a small group of retail units and can provide an important focal point in residential areas. Neighbourhood and village shops are not included within the retail hierarchy but play an important role in the provision of shopping facilities.

3.83 Day-to-day shopping facilities include post offices, newsagents, convenience stores selling food items, pharmacies and petrol stations.

3.84 For the purposes of this policy, the reasonable walking distance is a maximum of 300 metres along pedestrian routes.

3.85 A change of use may be acceptable in principle where it can be clearly demonstrated that the existing use is no longer viable. In demonstrating that an existing use is not viable, applicants must produce evidence that genuine and sustained efforts to promote, improve and market the facility at a reasonable value have been undertaken.

Policy Background

National

National Planning Policy Framework (NPPF) (2012), i.e. under heading 3 - Supporting a prosperous rural economy; heading 4 - Promoting sustainable transport, such as paragraph 38; heading 8 -Promoting healthy communities, such as paragraph 70

Regional

N/A

Local

Core Strategy (2010) policy CP13 – Town centres and shopping

Bracknell Forest's Adopted Site Allocations Local Plan (July 2013)

Borough Design Guide SPD (2012)

Appendix 14: extract from Teignbridge Local Plan

a) **buildings, enclosures, tracks, structures, lighting and other development will be sited and designed to minimise harm to landscape character and biodiversity;**
b) **hedges, trees and other environmental assets will be protected, retained and incorporated within the site and any new hedges will be planted with native species; and**
c) **the number of horses kept on a site is limited to 2 horses per hectare of pasture.**

3.7 With two racecourses in Teignbridge, and significant numbers of local stables and other associated equine activity, there is potential for an expansion in this sector of the leisure economy, providing jobs in rural areas and helping to balance the loss of agricultural employment. The policy sets out a number of factors to consider in any planning application. One particular issue is the need for additional subdivision of fields. Where this is required care should be taken to ensure that it is done in an attractive manner. The use of new native species hedges rather than wooden fences is to be preferred. The British Horse Society recommends no more than two horses per hectare and this policy reinforces that recommendation.

EC6 Large Scale Retail Development

To enhance their vitality and viability, new retail development is acceptable in principle within defined primary shopping areas and within sites allocated for retail use, provided that:

a) **at least 20% of the floor space is in units of less than 280 square metres sales area suitable for independent or locally owned outlets; and**
b) **where possible, residential, business, retail or other uses are included above ground floor level.**

New shops of more than 280 square metres sales floor area, or extensions to existing shops which will increase their size to more than 280 square metres sales floor area, will not be permitted outside defined primary shopping areas unless all of the following criteria apply:

c) **the proposal accords with the sequential approach as follows:**
   i. **if it is within 300 metres walking distance of a town centre there must be no site available within the town centre for the use proposed;**
   ii. **if it is more than 300 metres walking distance from a town centre there must be no site available within or closer to the town centre for the use proposed;**
d) **any consequential reduction in expenditure within an existing town centre will not prejudice existing, committed and planned town centre investment and will not lead to significant harm to the vitality, viability or range of retail provision of any affected town centre, taking account of the resilience of the existing town centre, and the cumulative impacts of recent and proposed out of centre retail proposals; and**
e) **the proposal will not increase overall travel.**

3.8 The provision of new and expanded shops within the defined primary shopping areas of town centres will be appropriate, as this will act to enhance its vitality and viability. However, in order to ensure that development works with regeneration and heritage to promote attractive town centres the details of such schemes will need to be carefully designed and considered. Primary shopping areas are defined for Newton Abbot, Teignmouth, Dawlish and Bovey Tracey.

3.9 Evidence shows that a mix of shopping outlets is important to the success of a town centre, and in particular that locally based shops can provide greater local circulation of expenditure than larger, national chains. Therefore the policy proposes that a small proportion of new retail development should be in small units, suitable for independent or local stores. In this manner, the resilience of the local economy can be increased. Further, additional non-retail provision (particularly residential and office) within town centres will support expenditure in town centres.

3.10 The National Planning Policy Framework confirms that the 'sequential test' for retail and leisure developments is to remain, and the policy ensures that where possible new developments of these types are located within or close to town centres. 300 metres is generally considered to represent a reasonable walking distance for a shopper, but this may be less in the smaller town centres. This is to ensure that less sustainable patterns of retail development are not promoted by new shops in out of centre locations, unless there is no alternative to such a proposal. It is also a requirement that such an out of centre store does not significantly harm town centres by impacting on planned investment, vitality and viability or the range of town centres shops (to protect consumer choice). The distinction between small and large stores accords with policy EC10.

EC7 Primary Shopping Frontages

To maintain the central function of core retail areas within town centres, development will not be permitted which would:

a) lead to less than 70% of ground floor units of a street within a defined primary shopping frontage being in A1 retail use;
b) create three or more adjoining ground floor units in uses other than A1 retail; or
c) lead to the change of an existing active ground floor frontage to a non active use.

3.11 The town centres of Newton Abbot, Teignmouth and Bovey Tracey have defined primary shopping frontages, based on the evidence in the Retail and Leisure Study 2010 and this policy therefore does not apply to other town centres. While, taken as a whole, town centres need to provide a range of complementary uses as part of their 'offer', there are certain key streets which need to stay as part of the core retail area. These streets, defined as primary shopping frontages, will be protected from too many uses which would dilute their central role. Such dilution occurs when more than 30% of the ground floor is non-retail, and in places where 3 or more consecutive units are not retail.

3.12 The policy also seeks to ensure that all of the ground floor in primary shopping frontages

remains 'active' (that is, where customers can browse and enter the business, including shops, cafes, pubs, banks, professional offices and leisure facilities).

EC8 Secondary Shopping Frontages

To maintain town centres as a focal point for a balanced, complementary range of uses, defined secondary shopping frontages will be appropriate in principle for a wide range of uses including a significant presence of retail and other attractors.

Development proposals within these areas will be considered against the following targets:

a) at least 30% of ground floor units within a street are in A1 retail use;
b) at least 70% of ground floor units within a street are in active uses; and
c) no more than 6 adjoining ground floor properties are in non-active uses.

3.13 A number of streets in the town centres of Newton Abbot, Teignmouth, Dawlish, Bovey Tracey and Chudleigh are classified as secondary shopping frontages, based on the evidence contained in the Retail and Leisure Study 2010. A more flexible approach is proposed, to permit a vital and evolving mix of uses and activities in these less central town centre streets. The emphasis will be on active uses (as defined above), but with a continued core of retail provision. Elsewhere in town centres, no such controls are required to enable them to adapt and change flexibly to economic circumstances.

EC9 Developments in Town Centres

Development within town centres will capitalise on heritage assets to support regeneration, encourage visitors and improve the environment, vitality and interest of each centre. Developments will be required to:

a) where feasible, include a mix of uses including making maximum use of floors above ground level;
b) enhance the immediate physical environment, including taking advantage of heritage assets to promote an improved shopper and visitor experience;

c) support the vitality and viability of the town centre; and
d) take opportunities to improve the character and quality of shop fronts.

3.14 Town centre developments need to balance high level activity, the continued importance of heritage and their role as sustainable centres. The policy, which applies to all town centre developments, aims to promote an appropriate mix.

3.15 Shop fronts are an important component of a town's character and identity and can make a valuable contribution to a town's distinctive image. The Council has produced a Shop Front Planning Advice Note that gives more detail on improving design standards.

EC10 Local Shops

To provide residents' day-to-day shopping needs within walking distance, new shops with no more than 280 square metres sales floor area will be acceptable in principle within or adjoining defined settlements.

3.16 Local shops provide important access to day-to-day retailing for residents, but are small enough that they complement rather than compete with town centres. It is therefore appropriate to permit such units in locations within or adjoining a settlement. Policy S1 provides additional criteria. The 280 square metres referred to is based on the Competition Commission definition of convenience stores, which fall outside the Sunday Trading restrictions.

EC11 Tourist Accommodation

To support the sustainable expansion of the tourism industry additional tourist accommodation including self catering and serviced accommodation, campsites and caravans will be acceptable in principle within or adjoining settlement limits.

Elsewhere, tourism accommodation will be acceptable in principle where it is one of the following:

a) expand or improve existing tourist accommodation locations;
b) support expansion or improvement of an existing tourist attraction;
c) provide a new campsite or caravan site;
d) involve the appropriate conversion or change of use of a permanent and soundly constructed building which sensitively retain any historic interest and character;
e) part of a farm diversification scheme;
f) use a dwelling to provide bed and breakfast accommodation; or
g) provide innovative or unusual forms of accommodation which widen and enhance the tourist offer of the area.