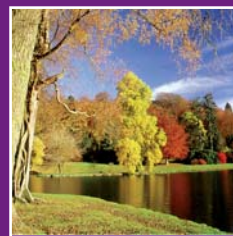


# Topic Paper 9



The economy and employment



# LDF Topic Paper

## Employment Land, the Economy, agriculture, Farm Diversification and Forestry

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### Executive Summary

**A prosperous local economy** – Salisbury district has very low levels of unemployment but does have lower than average wage levels. We would like the economy to be strong, stable, productive, innovative, competitive and sustainable which is appropriate to the nature of the District whilst minimising environmental impact. The maintenance and promotion of a vibrant economy, both urban and rural, including the agricultural sector, in South Wiltshire, is central to the Council's objectives and is important to the well being of our residents today and into the future. This should be facilitated by the correct infrastructure to support business. The aim is to develop the district's economy by encouraging new investment and supporting existing business, especially smaller ones.

**National context** - The need for a strong, stable, productive, innovative and competitive economy is initially promoted in PPS1 (delivering sustainable development). This also supports the need to provide the infrastructure to support economic development. The main government guidance regarding the economy is found in Planning Policy Guidance 4 (PPG4) Industrial, Commercial Development and Small Firms and Planning Policy Statement 7 (PPS7) Sustainable Development in Rural Areas.

PPG4 encourages continued economic development that is compatible with environmental objectives in locations that minimise the length and number of trips especially by cars. It seeks to not unreasonably restrict commercial and industrial activities of an appropriate scale that would not adversely affect residential amenity. PPG4 further seeks to support the needs of small businesses and to provide clear land use policies for different types of industrial and commercial development that can be aimed at channelling particular types of business development into particular locations.

PPS7 encourages planning authorities to support a wide range of economic activity in rural areas at an appropriate scale in sustainable locations through identifying suitable sites for future economic development and through identifying criteria by which economic development would be permitted together with extensions to premises.

PPS7 also identifies the need to promote a competitive, sustainable, diverse and adaptable agricultural sector which achieves high environmental standards, minimising impact on natural resources, managers valued landscapes and biodiversity and contributes directly and indirectly to rural economic diversity. The best and most versatile agricultural land should also be protected. PPS7 also encourages both farm and non-farm diversification for farmers. Commercial equestrian activity is also encouraged, together with the sustainable management of existing woods and forestry and the re-use or replacement of existing buildings.

**Regional context** – the draft Regional Spatial Strategy identifies the City of Salisbury as a Strategically Significant City or Town (SSCT). The RSS expects employment to grow between 10,800 (central view) and 13,600 (growth view) jobs to 2026 in Salisbury's Travel to Work Area

(TTWA), although it acknowledges that significant outward expansion of Salisbury City itself is limited due to the AONB and Flood Risk factors. The RSS requires local authorities to assess the supply and demand for employment land on a three year rolling basis and to maintain a ready supply of employment sites required for business expansion, inward investment and specific sectors of Salisbury's economy. The RSS further encourages the development of small businesses in the smaller settlements and in rural areas in sustainable locations that meet organic growth and rural investment. The RSS also recognises that changes to the Common Agricultural Policy (CAP) will encourage greater diversification away from agricultural activities.

**County context** – until the RSS for the South West is adopted, the LDF will need to take account of the Wiltshire and Swindon Structure Plan. The Structure plan seeks to provide scope to existing employers moving into Wiltshire to create sufficient high quality jobs for the growing population. A strong and diverse rural economy should also be maintained.

The Structure Plan identifies that beyond the employment land requirements detailed in the Adopted Salisbury District Local Plan 2003 which runs to 2011 that a further 30 hectares of employment land will be needed in the district to meet needs.

**Local context** – The main source of employment in the area in the service sector and includes distribution, hotels and restaurants, transport and communications, finance, IT, public administration, education and health (88.7%). Only 9% work in the tourism sector. There are nearly 6000 businesses in Salisbury district, approximately 25% are located at identified employment sites, and a further 25% are located in local centres including Salisbury city. The remainder are based at other locations away from employment sites and local centres, these businesses tend to employ less than 4 people (over 90%), it is important that their contribution to the overall economic activity of the community is recognised and supported. A small number of large companies within Salisbury city employ about 2,000 people.

Currently the majority of employment outside of Salisbury city is in the Amesbury, Downton and Wilton Community Areas with Mere and Tisbury community areas having much less activity.

The council would like to maintain a health economy in the district. Land is needed to provide modern buildings for industry and offices. Existing businesses may want to expand or modernise and space has to be made available for new firms that want to move into the district.

## **QUESTIONS?**

Should the council support the small businesses in the district?

Should the council support the small number of large employers in the district?

## **Employment land and location strategy –**

The draft RSS identifies that it is for SSCT's to provide sufficient sites to accommodate the needs of individual sectors of the economy, which suggests that employment should be predominantly based around Salisbury city.

The existing local plan adopted in 2003 provides employment land to 2011, the updated Structure plan that now runs until 2016 highlights that an additional 30 hectares (ha) of employment land beyond the 50ha provided up to 2011 will need to be provided in the district. 57 ha have already been built or committed to in the district, which leaves a residual requirement of 23 ha. However, the draft RSS requires Salisbury district to provide for an additional 10,800 and 13,600 jobs in the Salisbury Travel to Work Area. Through the employment land review that has been undertaken, this requirement has been translated into an additional requirement of

between 25ha and 30ha of additionally employment land between 2006 and 2026. As the RSS will supersede the Structure Plan when adopted, this issues and options paper only identifies this requirement.

The council therefore need to find enough employment land to deliver the requirements of the RSS (25 – 30 ha). Beyond this the Salisbury Vision proposes the redevelopment of Churchfields Industrial Estate into a new mixed use development. This requires the relocation of inappropriately sited businesses and results in a further 22 hectares of employment land to be found. Increasing the total employment land that the council needs to find to between 47 ha and 52ha. The vision also identifies the redevelopment of the Southampton road area of Salisbury city in order to create an attractive eastern gateway, resulting in a further need to accommodate 7 ha of employment land. Increasing the employment land requirement to between 54 ha and 59 ha.

The employment land review considers that any new land allocations need to be in or around the city of Salisbury and Amesbury. Downton may be able to sustain further employment development. The review considers that it is unlikely that any of the other settlements or rural areas could feasibly take new allocations. Furthermore the existing local plan identifies that there is potential for the allocation at Boscombe Down and Porton Down (Amesbury community area) to be extended to the east.

However, due to the amount of employment land needed, it is also recognised that outside of Salisbury city and Amesbury we will need to focus some new employment development near to other major population centres, and near to public transport nodes such as railway stations or along transport routes such as the A303 and A338, so it could be possible that a proportion of employment will need to be in Downton, Mere, Tisbury and Wilton. This should ensure that new employment is generated in these towns and villages rather than going to other places outside of the district. It should also help to keep car journeys down by ensuring that workers have the opportunity to live and work in a similar location or have the opportunity to get to work by a transport mode other than the car.

With regard to size of unit that should be encouraged the employment land review identifies that in Salisbury city over 50% of demand is for units of less than 3,000sq ft with nearly half of demand being for industrial property rather than offices. In the Salisbury community area a further 25% require premises of under 5,000 sq ft with 50% of this demand being for offices. In the Amesbury community area demand is units of 5,000sq ft where the demand is more for industrial space rather than offices.

Small-scale businesses also need to be supported in more urban areas. There is currently no dedicated 'start –up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may be the next step that many small businesses are seeking to support their development.

Parish plans produced for the district identify that in Mere more support for trade, employment and business is needed as well as the need to sustain the employment land capacity to provide employment opportunities. Whilst in Amesbury the parish wishes to encourage new businesses to start up.

## **QUESTION?**

- Should most employment land allocations be made in the following settlements?

- Predominantly based in Salisbury city
  - Amesbury
  - Extend the allocation at Boscombe Down and Porton Down
  - Downton
  - Extend the employment at Old Sarum
  - Tisbury
  - Wilton
  - Mere
  - Other.....
- Should the core strategy identify the type and size of units that should be encouraged in the district and community areas?
- Are there any existing employment sites that are inappropriately located or should all the existing employment sites be maintained?

**Types of employment** - The types of jobs people do are changing. In the past, many more people worked in manufacturing industries than they do now. Even in Salisbury district, which never had a particularly high amount of manufacturing jobs, this sector is reducing. The way the planning system has worked in the past means that we have probably over emphasised the protection given to manufacturing employment sites, when we need more innovative research industries and offices. These businesses also tend to pay higher salaries.

The employment land review has identified that the majority of employment floorspace needed in the future is for office use (B1), with 35% needed for storage and distribution and 12% for B2 general industrial. There is currently no dedicated 'start –up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may be the next step that many small businesses are seeking to support their development.

If these needs are not provided for in the Salisbury district, the businesses may move elsewhere, which will harm the local economy and increase unemployment.

## QUESTIONS

- Is the floorspace split between office use, storage and distribution and general industrial the correct split that the council should be aiming towards?
- Should specific employment sites be allocated for specific kinds of employment use, e.g. office parks, industrial parks?
- Should the council require employment sites to deliver a certain percentage of business units that are small scale, affordable and flexible workspace to encourage new business and support the small scale nature of the businesses in the district?

**Protection of existing floorspace** - The district council have strongly protected employment sites in the past, whether these are sites on which businesses are located, or sites that are allocated for new business. This is because business uses often have a lower land value than housing land, so developers often want to redevelop these sites for housing.

The council have historically had a policy with regard to change of use from employment, where developers are required to show that the property has been adequately marketed for continued employment use without success, to justify such a change. However the council feel that this is an informal and subjective process that is open to various outside influences and is in reality outside of the control of the council and inconsistently applied. The employment land review

proposes that of better use could be the independent application of criteria to assess the ability of the building to meet modern business space needs which would allow the building to be assessed for its long term potential to economic development rather than short term developer desires. The requirement for employment land need could also be factored in.

### **QUESTIONS**

- Should the council change the policy to assess the ability of the building to meet modern business space?
- Should the council also base such a policy on employment space need?
- Are there any other policies that could be implemented to safeguard employment space?

### **Maintaining the rural economy**

Salisbury district is pre-dominantly rural, and a large proportion of the population lives and works in the rural parts of the district. Maintaining an employment base within the rural area is important because the farming industry is changing and because we need to reduce the amount of rural to urban community to work. At the same time the best and most versatile agricultural land should be protected to ensure it is available for food production. The council will ensure this is achieved.

By supporting existing and creating small-scale businesses in the countryside, people who live in the countryside would have a greater range of opportunities to work near to home and should result in a more competitive, thriving, diverse rural enterprises. A fine balance needs to be struck between reducing rural to urban commuting, whilst also not encouraging the urban population to commute to new employers in the countryside. For this reason, the size of businesses in the countryside generally needs to be small scale.

In some situations, it may be appropriate to allow farmers to diversify by developing small scale businesses on their land that are either related to farming or unrelated to agriculture such as holiday cottages or small scale offices and the conversion of redundant buildings to commercial re-use. Local food producers should also be supported.

Rural businesses as well as urban ones need to become more environmentally friendly. Therefore farmers in the process of food production should ensure that water is used to best effect. Farmers should also be encouraged to develop renewable energy on their land whether this is for example bio mass production or food to waste energy solutions, although this could have a landscape implication.

Being predominantly rural equestrian activity also can make an important contribution to the local economy, especially with the presence of Salisbury Racecourse in the district. Support should therefore be provided towards the needs of horse training, breeding and livery businesses and other commercial equine enterprises in the countryside.

### **QUESTIONS**

- Should the council promote positively farm diversification to enable farmers to diversify to increase their incomes, should this be related to their farming business or unrelated?
- Should farmers be able to re-use redundant farm buildings for commercial enterprise / farm diversification schemes.
- Should small-scale business development in the countryside be supported?
- Should the small-scale business development in rural areas be focussed in or near local service centres?

- Should the council encourage farmers to develop renewable energy on their land?
- Should the importance that commercial equestrian activity makes to the rural economy be recognised? Which aspects need to be supported?
- Should local food production companies also be supported?
- Should farmers be encouraged to use water to best effect?

# LDF Topic Paper

## Employment Land and the Economy

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### **CONTENTS**

1. Issues facing Salisbury District
2. The National and Regional Policy Background
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  - b. Regional Spatial Strategy
3. Linking it Together – what do existing Local Strategies say?
4. Priorities at community level.
5. Learning from Experience
  - a. How do our existing policies perform ?
  - b. What are others doing to tackle similar problems ?
6. Key Issues and Spatial Patterns
7. Options
8. Initial Consultation
9. Bibliography

## **Introduction**

Policies within the Local Development Framework (LDF) will need to be developed in order to make the best use of existing sites and buildings to meet the current and future employment needs in the district whilst also designating new sites to meet the employment land and economic development purposes. This is to enable the local economy to flourish, providing a sufficient range of opportunities for local residents and contributing to the future sustainable growth of the regional and local economy whilst conserving Greenfield land and respecting other environmental considerations. Please see topic paper on agriculture and farm diversification for more detail on the rural economy.

## **Snapshot of the local economy**

The 2005 Nomis data showed that there were 51,800 employee jobs in the District. 64.4% were full time jobs. 88.7% of the jobs in the District are in the service sector. This sector which includes distribution, hotels and restaurants (25.8%), transport and communications (3.1%), Finance, IT and other business activities (23.8%), public admin, education and health (30.7%) and other services (5.2%). A further 9% work in tourism and related sectors, 7.2% work in manufacturing and 2.2% working in construction.

A factor contributing to competitiveness is the economic participation rate. 2005 NOMIS official labour market statistics showed that the number of people of working age population (16-59/64) in Salisbury district was 68,000 of whom 80.4% were economically active and 19.6% were economically inactive. Of the inactive 4% or 2,700 people wanted a job. Figures from Nomis also showed that the District had a very low unemployment rate with only 0.9% or 640 people claiming Jobseekers allowance (February 2007).

Average earnings in the District compare favourably with the south west but compare poorly within Great Britain. For example full time employees in the district earn a weekly median of £431.20. This compares to a South West region average figure of just over £423.5 and a Great Britain median of £449.6. House prices in the area are particularly high when compared to average wage levels with a wage to house price ration of 1:11 in 2005 (average house price - £241,316, average full time earnings pa - £22,505, source Land Registry and Nomis).

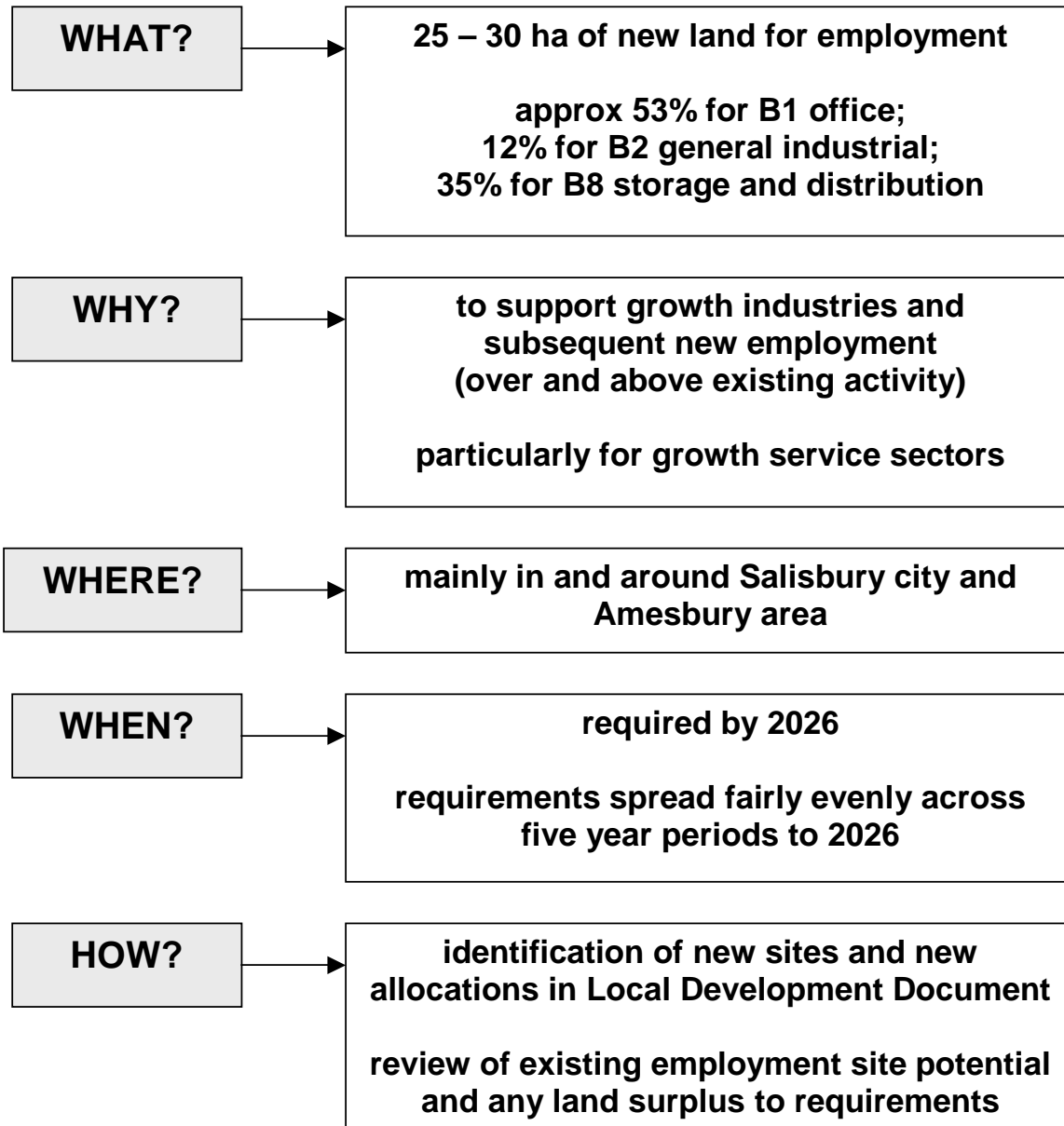
The number of large firms in a local economy is often a key factor contributing to an area's competitiveness. Salisbury district has very few companies with over 250 employees and about 90% have less than 4 employees, which highlights the significance for looking after smaller companies. This is also highlighted through the statistic showing that in 2004 the District had approximately 5,100 firms employing approximately 52,100 (South Wiltshire Economic Assessment 2006: ABI 2006) workers.

Job density statistics show the number of filled jobs in an area divided by the number of people of working age resident in that area and is a good indicator of productivity. The figure for Salisbury district in 2004 is 0.99 that is above both the Great Britain and south west density of 0.83 and 0.87 respectively.

## **1. ISSUES FACING SALISBURY DISTRICT**

### **Employment Land Study 2006 (Salisbury District Council Economic Development)**

#### **Summary of requirements**



#### **Justification**

The Employment Land Review was undertaken in 2006/07. In Salisbury District 41 employment sites were identified and assessed which included:

- Existing occupied employment sites and clusters
- Employment land allocations in the adopted Salisbury District Local Plan (2003)
- The town centres of Amesbury, Downton, Mere, Tisbury and Wilton
- Salisbury City

Eight sites have been identified as being strategically important for the district economy:

- Churchfields Industrial estate, Salisbury
- Old Sarum, Salisbury
- Southampton Road, Salisbury
- Boscombe Down (Qinetiq site)
- Porton Down (DSTL, HPA etc site, Porton)
- Solstice Park, Amesbury
- Downton Business Centre, Downton
- HQ Land Command, Wilton

There are nearly 6000 businesses in the Salisbury district (2006). Approximately 25% are located at identified employment sites, and a further 25% located in local centres including Salisbury City. However, nearly 3000 businesses are based at other locations away from employment sites and local centres. Analysis of these businesses shows that they tend to be very small (mostly less than 4 employees). Whilst these businesses are not located at visible employment sites or in the city centre, it is vital that their important contribution to the overall economic activity of the community is recognised and supported. These businesses could be described as a 'hidden economy' in terms of economic activity in terms of reviewing employment land demand and supply. Due to their importance in terms of economic activity, it must therefore not be assumed that provision of dedicated 'employment land' is the only key to sustaining and developing Salisbury district's economy.

### **Salisbury City Community Area**

Salisbury city is the largest community area in the district, with the highest population and greatest number of businesses. Two thirds of businesses in this area are located at identified employment sites or in the city centre.

Over a period of about 10 years, Salisbury has become home to a small number of large companies together employing about 2000 people. Salisbury is the location for these businesses as a result of fast growth, rather than as a result of a business decision. It may be that if one of the businesses has to choose a location today based on current size and needs, Salisbury may not necessarily be first choice. There is therefore an argument to actively help sustain these businesses and the employment they provide, in the Salisbury community area.

### **Other community areas**

There are five other community areas in Salisbury District – Amesbury, Downton, Mere, Tisbury and Wilton. The majority of businesses are located in the Amesbury, Downton and Wilton Community areas. Mere and Tisbury have a much smaller proportion of business activity.

Amesbury has been identified as an area for major new employment growth in the Salisbury district. It is home to the Salisbury Research Triangle and Solstice Park, which together provide the largest employment and business investment opportunities in the district.

There are a number of employment sites in the Downton community area. Downton local centre is located on the main A338 Salisbury to Bournemouth /Poole road, and its easy access is likely to influence the popularity of the employment site there. In addition, whilst the Salisbury District Hospital is not a 'B class' employment site, it is one of the districts largest employers with over 3500 staff.

Mere and Tisbury are comparatively unremarkable in terms of employment land supply. The vast majority of businesses in these areas are not found in the local centres or dedicated employment sites. They are mostly very small businesses, with less than four employees.

### **Future employment needs in South Wiltshire**

The Employment Land Review considers that any new land allocations need to be in or around Salisbury City and Amesbury. Downton may be able to sustain further employment development, and the most recent premises are mostly all let. It is also considered that Old Sarum may be suitable for further expansion of employment space. It is unlikely that any of the other settlements or rural areas could feasibly take new allocations.

With regard to change of use from employment, currently developers are required to show that the property has been adequately marketed for continued employment use without success, to justify such a change. However, this is an informal and subjective process, which is open to various outside influences and in reality, is outside of the control of the council, as a statutory authority. It is also considered to be inconsistently applied. Of better use could potentially be the independent application of criteria to assess the ability of the building to meet modern business space needs. This would allow the building to be assessed for its long term potential to economic development, rather than the short-term developer desires.

From the business satisfaction survey undertaken to inform the Employment Land Review, there were lower levels of satisfaction with premises at the Churchfields Industrial Estate and the Harnham Trading Estate. Satisfaction in Amesbury was generally good. Elsewhere there were high levels of satisfaction.

With respect to future property needs, over half of respondents to the business satisfaction survey would prefer to remain in their existing location. For those looking for alternative locations, Salisbury city appears to be the more popular location than the wider south Wiltshire location.

In terms of property size in Salisbury city, there is a clear demand (over 50%) for smaller premises of less than 3,000 sq ft that reflects the smaller nature of businesses in Salisbury district. Nearly half of all demand is for industrial property, rather than offices or land.

In Salisbury community area, future requirements are mainly for premises in the same location or in the city. Nearly half of all respondents will require office space. Nearly 75% of all future requirements are for premises of under 5,000 sq ft.

There is currently no dedicated 'start-up' or 'incubator' office or workshop facilities for small businesses in the Salisbury district. Provision of such flexible premises may be the next step that many small businesses are seeking to support their development.

Nearly, all respondents from Amesbury community area wish to remain in their location. Demand is more for industrial space rather than offices. Again premises of up to 5,000 sq ft are preferred.

In the Downton community Area, most businesses seeking new space wish to remain in the area, there is more demand for industrial space, rather than office space although there is an indication of a demand for mixed spaces (mix of office and industrial).

In Mere and Tisbury the demand is mainly for small-scale industrial space and three quarters of respondents are keen to remain in the area. Demand is both for office and industrial space, particularly for very small premises of under 1,499 sq ft. In Wilton most respondents are keen to stay in the area with demand mainly being of industrial space.

### **Future employment needs**

Employment numbers have been predicted for Salisbury district up until 2026, based on industry sector projections (source: Cambridge Econometrics). This work was done by Cambridge Econometrics as evidence for preparation of the Regional Economic Strategy and the Regional Spatial Strategy in the south west.

Two sets of forecast data was prepared for 'central view' and 'growth view' for the Salisbury Travel to Work Area. The central view forecasts an employment growth by 10,800 jobs by 2026 and the growth view forecasts an additional 13,800 jobs over the same period. Both scenarios have been used within the Employment Land Review to provide a range of forecast data.

There are only very slight differences in the central and growth view scenarios, with each showing overall steady growth over each five year period to 2026.

### **Forecast employment floorspace requirements, 2006 – 2026**

Using the employment forecasts to 2026, assumptions have been made about the type of property required for each industry sector. This should provide an indication of whether each particular industry will have an additional requirement or if there will be a surplus. It should be noted that this is floorspace requirement not land requirement.

Employment density ratios have been used, based on work undertaken by the South West of England Regional Development Agency and DTZ in preparation of the RSS.

The central view scenario shows that over 158,795 sqm of floorspace will be required for B use industries by 2026 (B1 – office), B2 (industrial), B8 (warehouse / storage / distribution). Over half of the additional floorspace required is for B1 office.

The growth view scenario suggests that over 184,910 sq m of additional B use floorspace will be required by 2026, with the difference between scenarios being a prediction of growth in the public administration and defence industry. The overall type of floorspace required is similar.

Estimations have also been undertaken to determine the employment floorspace that will be surplus to requirements, based on the forecast loss of employment. The central view suggests a surplus of 20,500 sq m with the growth view predicting 16,530 sq m surplus to requirements. The majority of floorspace becoming surplus to requirements will be in the B2 industrial sectors.

Therefore the net floorspace requirement to 2026 for the central and growth view scenarios are 138,430 sq m and 168,380 sq m respectively.

### **Employment land forecasts**

Employment floorspace predications represent built floorspace and these can now be taken forward, using development density assumptions to forecast the actual amount of employment land that is required for the future.

The development density is an assumption of site coverage that differing types of land use require. The average site coverage also provides for a mix of development styles and a number

of building storeys. Standard development density assumptions have been used again, based on work undertaken by the South West of England Regional Development Agency and DTZ in preparation for the RSS

The central view suggests that an additional 25 hectares of employment land will be required (over and above that already in use and allocated) by the year 2026. The growth view makes a slightly higher predication of nearly 30 hectares. In both cases, over half of the new employment land required is for B1 use.

**Table 71: Summary of recommendations for existing identified employment sites in the Salisbury district**

Community area	Site location / known as	Recommendation		
		Retain whole or part of site for employment use	Release whole or part of site for non-employment uses	Potential for development / intensification of employment uses
Salisbury	Ashfield Trading Estate, Salisbury	X		
	Churchfields Industrial Estate, Salisbury	X	X	X
	Harnham Business Park, Harnham	X		
	Harnham Trading Estate, Harnham	X	X	X
	Hilltop Business Park, Salisbury	X		
	London Road, Salisbury	X		
	Malverns and Cherry Orchard Lane, Salisbury		X	
	Netherhampton Road, Harnham	X		
	Old Sarum* (established site)	X		
	Old Sarum (E1 local plan allocation)	X		
Southampton Road**	X	X	X	
Amesbury	Boscombe Down Business Park, Amesbury	X		
	Boscombe Down (Qinetiq established site), Amesbury	X	X	X
	Porton Down, Porton (DSTL/HPA site)	X		X
	Solstice Park, Amesbury	X		
	Stockport Road, Amesbury	X	X	X
	Boscombe Down (E8B local plan allocation)	X		
	Porton Down (E8B local plan allocation)	X		
Downton	Bridge Farm, Britford	X		
	Downton Business Centre, Downton	X		X
	Lode Hill, Downton	X	X	X
	Whaddon Business Park, Whaddon	X		
	Oakridge Office Park, Whaddon	X		
Mere	Quarryfield Industrial Estate, Mere	X		
	Semley Industrial Estate, Semley	X	X	
	Mere (E12 local plan allocation)	X		
Tisbury	Old Dairy, Fonthill Bishop	X		X
	Manor Farm, Chilmark	X		X
	Station Works, Tisbury	X		X
	Station Yard, Tisbury	X		
	Tisbury (E14A local plan allocation)	X		
Wilton	Barnack Industrial Estate, Wilton	X		
	Dinton Business Park, Dinton	X		X
	Netherhampton Business Centre, Netherhampton	X		
	South Newton Trading Estate, South Newton	X		X
	Westfield Park, Dinton	X		X
	British Army, HQ Land Command, Wilton	X		X

## **2. THE NATIONAL AND REGIONAL POLICY FRAMEWORK**

### **National Policy Guidance**

#### **Planning Policy Statement 1 (PPS1)– Delivering sustainable development**

This requires local authorities to promote a strong, stable, productive, innovative and competitive economy and sees the planning system as having an important role in delivering this. It also requires Local Planning Authorities (LPAs) to identify opportunities for future investment to deliver economic objectives and to contribute to sustainable economic development including social and environmental benefits. Improved productivity and competition should also be provided.

The infrastructure and services required to support new and existing economic development and housing should also be provided. PPS1 also requires the encouragement of small businesses.

<http://www.communities.gov.uk/index.asp?id=1143805>

#### **Planning Policy Guidance 4 – Industrial, commercial development and small firms**

Requires the encouragement of continued economic development in a way which is compatible with its stated environmental objectives. PPG4 further seeks to not unreasonably restrict commercial and industrial activities of an appropriate scale that would not adversely affect residential amenity.

PPG4 supports positive policies to provide for the needs of small businesses, and to provide clear land use policies for different types of industrial and commercial development. Further more the guidance suggests that polices can be aimed at channeling particular types of business development into particular locations.

<http://www.communities.gov.uk/index.asp?id=1143958>

#### **Planning Policy Statement 6 (PPS6) – Planning for Town Centres**

Emphasizes the sequential approach for selecting sites for development, for retail, employment, leisure and other key town centre uses. As well as promoting the need for such proposals applicants will need to show that the development will not have an impact on the vitality and viability of nearby centers. More detail is provided under the sections to this topic paper on retail and tourism.

<http://www.communities.gov.uk/index.asp?id=1501955>

#### **Planning Policy Statement 7 – Sustainable Development in Rural Areas**

Applies to country towns and villages and the wider, largely undeveloped countryside up to the fringes of larger urban areas and is concerned with the sustainable economic growth and diversification of such areas. It states that polices should facilitate and promote sustainable patterns of development in rural areas and focus development in or nearer to local service centers where employment, housing, services and other facilities can be provided close together. Suitable sites for future economic development needs to be identified, especially in areas where there is a need for job creation and regeneration.

Planning authorities should support a wide range of economic activity in rural areas. Taking account of regional priorities expressed in the Regional Spatial Strategy (RSS), local planning authorities should:

- Identify in Local Development Documents (LDDs) suitable sites for future economic development, particularly in those rural areas where there is a need for employment creation and economic regeneration.
- Set out in LDDs criteria for permitting economic development in different locations, including the future expansion of business premises, to facilitate healthy and diverse economic activity in rural areas.

LPA's should therefore support a wide range of economic activity in rural areas. Identify suitable sites for future economic development, particularly in those rural areas where there is a need for employment creation and economic regeneration. LDD's should also set out criteria for permitted economic development in different locations, including the future expansions of business premises, to facilitate health and diverse economic activity in rural areas. Further detail is also provided in the section on farming and farm diversification.

<http://www.communities.gov.uk/index.asp?id=1143823>

### **Planning Policy Guidance 13 – Transport**

Promotes sustainable transport through the development of accessibility by public transport, walking and cycling to reduce the need to travel, particularly by car. It goes further to state that 'development comprising jobs, shopping, leisure and services should not be designed and located on the assumption that the car will represent the only realistic means of access for the vast majority of people'.

<http://www.communities.gov.uk/index.asp?id=1144014>

### **Regional Policy Guidance**

#### **Regional Planning Guidance for the South West (RPG10)**

Sets out the broad development strategy for the region for the period 2016 and beyond. One of the four key aims of the RPG is to improve the prosperity of the South West through improving the region's competitiveness, economic strengths and opportunities.

Local authorities should support the sustainable development of the regional economy through encouraging new economic activity in the areas where it can bring the greatest economic benefits and by accommodating continued economic development in sustainable locations.

Development plans should provide for a sufficient choice and range of employment land to meet the varying demands for different types of economic activity in the region.

Encourage developments of an appropriate scale in market towns and larger settlements elsewhere in the region in keeping with their size and function, while ensuring the vitality and viability of existing centres.

[http://www.gos.gov.uk/497666/docs/166217/regional\\_planning\\_guidance](http://www.gos.gov.uk/497666/docs/166217/regional_planning_guidance)

#### **Draft Regional Spatial Strategy for the South West**

This will supersede RPG10 and will cover the period from 2006-2026.

Salisbury is identified as a 'strategically significant city and town (SSCT) within the draft RSS and makes the following statement about Salisbury 'The Cathedral city of Salisbury (population

43,000) is a large free standing employment centre performing a traditional service role for a wider hinterland of smaller towns and villages, with a nationally important role as a tourism centre. The retail centre is designated as a 'quality regional town, with a high quality image and good demand for retail units'. Employment is expected to grow by between 10,800 and 13,600 jobs over the plan period in the Travel To Work Area (TTWA), given Salisbury's location on the A36 route to Southampton and its role as an important rail junction, with links to Waterloo. Potential for significant outward expansion of Salisbury is limited due to the Area of Outstanding Natural Beauty and Flood Risk factors. This will require Salisbury to grow and prosper within the context of maintaining the integrity of environmental assets and avoiding flood risk areas.

The draft RSS requires local authorities to provide for the following employment land provision:

- Requires local authorities to assess the supply and demand for employment land and maintain a ready supply of sites to meet local requirements for business expansion and inward investment.
- Requires LDDs for SSCTs to provide sufficient sites to accommodate the needs of individual sectors of the economy.
- Requires local authorities to review the supply of sites on a three year rolling basis to ensure that those allocated continue to meet the requirements of business, and will meet current or longer term needs for economic development
- Requires that sites that are no longer meeting the needs of businesses, or are poorly located for economic development purposes should be considered for the redevelopment for alternative uses in the following sequence:
  1. Non-B use class employment
  2. Missed use development including residential use taking account of the potential for higher employment densities
  3. For residential use

The draft RSS further encourages the development of small businesses in the 'market towns' and smaller settlements throughout the region. Small businesses in rural areas should be based in sustainable and accessible locations to avoid pressures on local environments and roads.

The RSS further supports the economy in rural areas. It recognizes that

- Businesses in rural areas now and in the foreseeable future are likely to have little connection with the land based industries but should be supported where they secure jobs for local people and improve the viability of rural communities. Therefore it is necessary to provide a larger number of smaller sites to meet organic growth and rural investment. Need to regularly and robustly review those sites and take greater account of the role of non-B class uses as generators of employment
- LDDs to facilitate the provision of alternative accommodation at better connected locations.
- Ensure the continued access to broadband and future information communication technologies will continue to play an important part in helping to reduce issues of remoteness for rural firms and businesses
- Local authorities should ensure that they maintain an up-to-date robust evidence base of supply and likely demand for employment land and sizes and types of unit for their area.

[http://www.southwest-ra.gov.uk/nqcontent.cfm?a\\_id=836](http://www.southwest-ra.gov.uk/nqcontent.cfm?a_id=836)

### **Wiltshire and Swindon Structure Plan 2016 - Adopted 2006**

The structure plan identifies that beyond the employment land requirements detailed in the Adopted Salisbury District Local Plan 2003 which runs to 2011, a further 30 ha of employment land will be required in the district beyond that already provided for 2016. By 2003 57 hectares had already been built or committed which leaves a further strategic site requirement of 23 hectares (21 ha in Salisbury and 2 ha in the remainder of the district). However, as the Structure Plan will be superseded by the RSS employment land provision has focused on the figures provided within the Regional Spatial Strategy. A strong and diverse rural economy should also be maintained.

The Structure plan also seeks to provide scope to existing employers moving into Wiltshire to create sufficient high quality jobs for the growing population

<http://www.wiltshire.gov.uk/environment-and-planning/planning-home/planning-saved-local-plans/planning-structure-plan.htm>

### **Regional Economic Strategy for the South West**

The Regional Economic Strategy (RES) aspires to have an economy where the aspirations and skills of the people combine with the quality of the physical environment to provide a high quality of life and sustainable prosperity for everyone and to have a dynamic growth economy to continue into the future, thereby managing the economy with environmental limits and to enhance the quality of employment opportunity.

The key priorities for the strategy is to support business activity, to encourage new enterprise, to compete in a global market, to promote innovation and to improve participation in the economy.

<http://www.southwestrda.org.uk/what-we-do/policy/res-review2005/draft-res.shtm>

### **Regional Economic Strategy for the South West – Action Plan**

The RES for the South West is supported by an action plan which provides further detail. It aims to:

Encourage creation of new businesses

- Promote enterprise in disadvantaged and rural areas
- Improve access to enterprise and business support for economically
- Under-represented groups
- Deliver sustainable and affordable workspace for new businesses
- Deliver a supply of sustainable and flexible land and premises for innovative businesses

<http://download.southwestrda.org.uk/res/general/05-09-16%20ActionplanWITHcover.pdf>

### **Wiltshire and Swindon Economic Partnership Strategy**

A vibrant, sustainable economy delivering high quality opportunities for all communities in Wiltshire and Swindon.

Identifies sector priorities as:

- Advanced Technologies
- Business Services
- Food and Drink
- ICT and Creative Industries
- Agriculture & Land Based Industries
- Tourism, Leisure & Hospitality

Geographic priorities include:

- Salisbury Research Triangle

Strategic priorities include:

- To ensure the right conditions prevail to raise productivity through innovative and sustainable development enabling increased investment in jobs and services to improve quality of life.
- To develop a skilled, motivated and adaptable workforce with the skills to meet current and future business needs.
- To bring about additional benefits to Wiltshire and Swindon through partnership working.

<http://www.wsep.org/default.cfm/loadlevel.3/loadindex.47>

### **3. LINKING IT TOGETHER – WHAT DO OTHER LOCAL STRATEGIES SAY?**

#### **Salisbury District Council Economic Development Strategy (2003)**

The vision for the strategy is 'to ensure the support and development of a prosperous and sustainable economy in Salisbury and South Wiltshire, and thus to enhance the quality of life for all our residents'.

Relevant objectives are:

- The creation of an action plan for the future development and/or improvement of the Churchfields Industrial Estate
- The provision of sufficient employment space, of the right type, size and location to meet current and anticipated future needs
- The support of traditional rural based industries including agriculture

The strategy is proposed to be updated in 2007/2008.

[http://www.salisbury.gov.uk/council/policies/downloads/Econ\\_Dev\\_Strat.pdf](http://www.salisbury.gov.uk/council/policies/downloads/Econ_Dev_Strat.pdf)

#### **South Wiltshire Economic Partnership Vision**

For Salisbury to be 'making Salisbury and south Wiltshire a centre of excellence for world class business, technology and tourism'. Aims are:

- A world class Salisbury Research Triangle and Science Park
- Provision of a broad based and wide range of university education opportunities in Salisbury
- Salisbury as a centre for high quality retail, leisure and culture
- Salisbury and Stonehenge as a major South West tourist destination (incorporating a world class Stonehenge visitor attraction)
- An innovative and effective Salisbury transport system
- Churchfields as a high quality, large scale purpose build business park
- Salisbury as a thriving sub-regional centre for business.

<http://www.salisbury.gov.uk/business/swep/>

#### **Salisbury Vision**

In 2005, Salisbury District Council, the South West of England Regional Development Agency (SWRDA) and Wiltshire County Council established a partnership and appointed consultants to undertake the Salisbury Vision exercise. The Salisbury vision should set out how the city will be in another 10, 20, 30 plus years. The project will form the basis of an Area Action Plan for Salisbury and Wilton and will proposed potential land use changes.

The vision has resulted in 24 options, of which two are directly relevant to the provision of employment land. The first proposes the 'transformation of the Churchfields Industrial Estate into a new mixed use quarter based around the rail station'. This would involve the relocation of inappropriately sited businesses and associated HGV traffic to provide a new quarter that meets housing demand and provides the opportunity to meet the requirements of employers of growing economic sectors. The spin off from this is that further employment land may need to be identified in order to re-locate those businesses currently inappropriate to the Churchfields location. The vision area development framework identifies that a further 22 hectares of employment land will need to be identified as a result of the Salisbury Vision.

The second is the 'to improve the gateway to Salisbury from the east and encourage people to use Southampton Road by alternative modes of transport other than the private car' as well as the 'the comprehensive redevelopment of Southampton Road with the creation of a major new mixed use quarter for Salisbury and its eastern gateway'. This involves the relocation away from Southampton Road of 7 hectares of employment uses, again this space would need to be found in other locations.

This additional employment land need resulting from the vision is because the vision is focused towards residential and mixed use development.

<http://www.salisbury.gov.uk/council/major-projects/vision/vision-progress.htm>

## **4. PRIORITIES AT COMMUNITY LEVEL**

### **2005-2009 Community Strategy**

There is no mention of the economy or employment land in the South Wiltshire Community Strategy.

### **Local Community Plans (Parish, Ward and Market Town Plans)**

The following community plans identify economic issues that could be incorporated into the LDF.

**Four Rivers community plan** with respect to Wilton the plan would like there to be Link between the Wilton Shopping centre and village to be provided.

**Mere and community plan** – would like to see support for trade and business in Mere and in the village in order to aid sustainability. The plan would also like assistance for young people to get too and from employment through, improvements to public transport to and from the community area.

The community plan would also like to see more trade, commercial activity and employment.

**Nadder Valley community plan** would like Tisbury High Street to be protected and enhanced, the use of farmers markets to be promoted, schemes to encourage access to employment together with support for local employment and the agricultural economy. The plan would also like to see support for other types of rural employment.

**Southern Area community plan** is concerned with the negative environmental effects with regard to employment sites especially with regard to the net loss of biodiversity.

**The Stonehenge community plan** identifies that the 160 acre (65 hectares), Solstice Park will be located within the area. It will be one of the largest high-quality mixed-use business parks in the south of England, and already has the benefit of planning permission. Solstice Park will be a fundamental driver in the planned expansion of the local economy, whose population is expected to grow by nearly 10% in the next 10 years. Solstice Park lies between the A303 and Amesbury. The Salisbury Research Triangle (SRT) is also situated within the area and is focused on research and development establishments at QinetiQ Boscombe Down. However it does not specify any desires towards the future development.

Several parish plans have also been produced for the villages of Alderbury, Amesbury, Dinton, Donhead St Mary, Durrington, Maiden Bradley, Mere and Pitton and Farley which identify the following relevant issues:

Alderbury	<ul style="list-style-type: none"><li>• Oppose commercial development</li><li>• Maintain level of shops.</li></ul>
Amesbury	<ul style="list-style-type: none"><li>• Encourage new businesses to start up on town.</li><li>• Develop regular market for quality produce</li></ul>
Donhead St Mary	<ul style="list-style-type: none"><li>• Promote local business and employment</li><li>• Encourage new business developments within the parish which are small scale and sympathetic to the surrounding area</li><li>• Support appropriate employment opportunities, especially for young people.</li></ul>
Mere	<ul style="list-style-type: none"><li>• Balanced employment opportunities for local residents, Sustained employment land capacity</li><li>• Prosperous local enterprises</li></ul>
Pitton and Farley	<ul style="list-style-type: none"><li>• Enable farmers to diversify</li></ul>

## **5. LEARNING FROM EXPERIENCE**

### **a) How do our existing policies perform ?**

The existing local plan contains several employment allocations:

Employment land developed (1991 – 1999)	21.16 hectares	
E1	Old Sarum, Salisbury	6 hectares
E8A	Porton Road, Amesbury	18.0 hectares
E8B	Boscombe Down, Amesbury	7.00 hectares
E8B	Porton Down	5.0 hectares
E11	Downton (Remainder)	2.5 hectares
E12	Mere	3.0 hectares
Total	62.66 hectares	
Employment requirement set out in WCC Structure Plan	50 hectares	
Surplus of land provided	12.66 hectares	

All of these sites, apart from the Mere allocation are identified within the Employment Land Review as key strategic sites) and should be retained, however although the Mere site has not been developed this should be retained due to the strength of feeling to encourage employment in Mere in the Community and Parish Plan. The following additional policies from within the existing adopted Local Plan address a wide range of issues related to the economy and employment. While many have proved effective, they will need to be thoroughly reviewed as part of the LDF process.

<b>Policy</b>	<b>Purpose</b>	<b>Comment</b>
E3	Permits office development, within Salisbury Central Areas	It has been identified that Salisbury has a relatively weak office market (GVA Grimley study) although the Employment Land Review also identified that 50% of demand for employment land will be for office space and therefore a positive policy, not necessarily just in the Salisbury Central Area should be promoted.
E4	Addresses the design of small and medium size offices in the Salisbury Chequers	This is associated with the design of new office buildings, and should be looked at within the Design aspects of the Core Strategy. All development should have to adhere to certain standards. The current policy is felt to be too complex and if needed should be addressed through SPD.
E5	Permits office development on Brown Street Car Park	This should be promoted through the Salisbury and Wilton Area Action Plan as available land.
E6	Permits office development on the Old Manor Hospital	This should be promoted through the Salisbury and Wilton Area Action Plan as available land.
E7	Restricts the extension of employment activity on land to the south of Southampton Road	Although a spatial policy to protect the River Avon SAC, protection through European legislation and PPS9 should protect the area, however we may need to wait for SFRA to see whether that will provide further the evidence to protect this area of land from development pressure.
E8B	Porton Down and Boscombe down allocation.	beyond the allocation identifies that there is potential for the allocation at Boscombe Down and Porton Down to be extended to the east for future development. This needs looking at in connection with infrastructure improvements.
E9	Allocated 0.7 hectares of land in Alderbury	This is a site-specific allocation. This site has already been built and the policy is therefore proposed to be deleted.
E10	Permits employment redevelopment of the former RAF Baverstock site,	The site is currently used for storage. The employment allocation has not come forward. The allocation should

Policy	Purpose	Comment
	Dinton	only be carried forward within a Site Specific Allocations DPD if there is some indication that the site will come forward and need is identified.
E13	Permits proposals to enlarge exiting buildings or erect new buildings within the South Newton industrial estate as long as Highways improvements are undertaken or no further traffic is generated.	The site is identified within the employment land review as an employment site, a similar policy should be carried forward to ensure highway improvements if necessary.
E14A	Allocates 1.4 hectares of employment land at Hindon Lane, Tisbury	This is a site-specific allocation, this policy should be carried through into the new site-specific allocations DPD unless at the time of production the site has planning permission and is built.
E14B	Encourages conversion of residential properties to small scale employment uses in the centre of Tisbury	Tisbury is a key rural centre; continued employment opportunities should be encouraged, along with protecting the shopping facilities that currently exist. The Tisbury community plan further identifies the need to protect and enhance the High Street. This existing policy should therefore be developed further.
E15	Only allows development for employment purposes based on proposals merits due to lack of sewage infrastructure in Wilton.	This issue would need to be bottomed out if any major development was proposed in Wilton and should be addressed in the Salisbury and Wilton Area Action Plan.
E16	Protects land allocated or currently used for employment purposes	With regard to change of use from employment the Employment Land Review identifies that currently developers are required to show that the property has been adequately marketed for continued employment use without success, to justify such a change. However the Employment Land Review identify that this is an informal and subjective process, which is open to various outside influences and in reality is outside of the control of the council, as a statutory authority. It is also considered to be inconsistently applied. It is suggested that of better use could potentially be the independent application of criteria to assess the ability of the building to meet modern business space needs and employment land needs. This would allow the building to be assessed for its long term potential to the city or district, rather than the short-term developer desires as well as the identification of employment land need in the district.
E17	allows the construction of new buildings or conversion in settlements subject to certain criteria	Any future proposal needs to tie in the any future settlement strategy. This should be tied in with the settlement strategy to ensure employment is in the correct location.
E18	Restrict new employment building in several villages to conversion of existing buildings due to exceptional environmental quality	Depends on settlement strategy, these villages – Ablington, Ansty, Bodenham, Fisherton de la Mere, Stourton and Teffont Evias may well have limited development anyhow once that has been bottomed out.
E19	Allows redevelopment or development in the countryside within exiting boundaries of site, subject to certain criteria	Based on PPS7 a similar criteria based policy should be provided. PPS7 states 'Set out criteria for permitted economic development in different locations, including the future expansions of business premises, to facilitate health and diverse economic activity in rural areas'.
E20	Allows the change of use of buildings in the countryside to employment purposes subject to certain criteria	PPS7 requires a similar policy to be incorporated within the LDF, however this should be strengthened on Sustainability grounds.
E21	Except for those allowed in policy E19 restricts the development of new sites for employment purposes in the countryside	This again is required to be addressed within the LDF, however needs to be updated on the basis of para 16 of PPS7, could be amalgamated with something similar to E19 and it should be ensured that a positive policy is created.
C2	Limits development to that which would benefit the local economy or the environment	this is a good catch all policies which redeem several other of the policies unnecessary.

Policy	Purpose	Comment
C22	promotes change of use of buildings to employment first	a version of this could be re-defined with policy E20 to also incorporate the requirements of PPS7 and the draft RSS. Allows the change of use of large sheds in the countryside. This also needs to address the replacement of such buildings as well as their re-use, to try and get better development.

**b) What are others doing to tackle similar problems?**

Sheffield identify the strengths and weaknesses of each option identified, options include say just office development in city centre or office development anywhere.

Maldon have suggested a range of options from continuing their current policies of restricting diversification to encouraging rural farm scale business clusters to allow clusters subject to criteria, or the ability to suggest another option. This appears in generic development issues and options. Within the same paper the first section is 'Strategic Issues and Options' which is preceded by a spatial portrait of the area. This section deals with issues such as restricting out-commuting, increasing skills of the workforce, increasing access to the wider community, making public transport more attractive, and establishing the retail hierarchy.

Suffolk coastal have proposed a 'preferred' option and then proposed other alternative options. They have further asked if there are any further options that should be pursued.

East Cambridgeshire have put together a three page summary for economic development which explains the background to the district and the policy requirements, It then has three policy options which are associated with employment sites and whether they should be sustained, the protection of employment sites and the degree that farmers should be able to diversify to.

Bradford metropolitan have used the Topic paper approach. This goes through the economic trends, the policy guidance, the employment land supply, the location of employment, protection of existing employment sites, and rural diversification. There are then questions throughout the topic paper asking consultees to comment.....

## **6. KEY ISSUES AND SPATIAL PATTERNS**

### Key issues arising

- Promote a strong, stable, productive, innovative and competitive economy
- Net floorspace requirement, taking into account surplus requirements results in requirement being between 138,295 sq m and 168,010 sq m respectively. This translates into employment land requirements of between 25 and 30 hectares (approximately 50% for B1 office, 10% for B2 general industrial and 40% of B8 storage and distribution) by 2026.
- To support growth of industries and subsequent new employment
- Recognise and support the important contribution that small businesses make to the overall economic activity (generally not provided on employment sites)
- Actively help to sustain the small number of larger companies
- Amesbury community areas consists of the Salisbury Research Triangle and Solstice Park, which provide the largest employment and business investment opportunities in the district.
- Any new land allocations need to be predominantly in or around Salisbury city and Amesbury
- Downton may be able to sustain further employment development.
- Old Sarum may be suitable for further expansion of employment space.
- Unlikely that other settlements or rural areas could feasibly take new allocations.
- Current policy on retention of employment sites is out of the control of the council and inconsistently applied.
- Instead could use criteria to assess the ability of the building to meet modern business space needs as well as employment land needs.
- Demand for premises of less than 3,000 sq ft
- Salisbury community area 75% of demand is for premises under 5,000 sq ft
- Amesbury demand is more for industrial space for premises under 5,000 sq ft
- Downton community area has a higher demand for industrial space and for mixed office and industrial space.
- In Mere and Tisbury demand is for small scale industrial space. Demand is for both office and industrial space, particularly very small premises of under 1,499 sq ft.
- In Wilton demand is mainly for industrial space.
- Small scale, affordable and flexible workspace should be provided to encourage new business and support the small scale nature of the businesses in the district.
- Encouragement of continued economic development
- Provide infrastructure to support new and existing economic development
- Provide clear land policies for different types of industrial and commercial development.
- Channel particular types of business into particular locations
- Support wide range of economic activity in rural areas
- In rural areas focus development in or nearer to local service centers
- Sites no longer meeting needs of businesses or poorly located for economic development purposes should be considered for redevelopment for Non B use class employment first followed by mixed use development and finally for residential use
- Encourage innovation
- Improve participation in the economy
- Provide a world-class Salisbury Research Triangle and Science Park
- With respect to Churchfields Industrial estate, re-locate inappropriately sited businesses to new employment sites. This requires a further 22 hectares of employment land to be identified.
- With respect to Southampton road re-locate inappropriately sited employment businesses to new employment sites. This requires a further 7 ha of employment land to be identified.
- Support for trade, employment, local employment and business in Mere
- Encourage new business to start up in Amesbury.
- Sustained balanced employment land capacity in Mere

## 7. OPTIONS

Based on the issues identified and the policy framework in place, this section draws together options. The tables below represent a long list of options from which the most realistic are identified in the final row. The impacts identified are compared against the sustainability criteria in the Appendix of this topic paper

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
1	Provide for the central or the growth scenario of employment growth.	RSS	Prosperous economy in the district.	More land will need to be used.	Good	Delivery of additional jobs.	Core Strategy
2	Should the council support the small businesses in the district (less than 4 employees)?	Employment Land Review.	Small businesses are encouraged and supported.	Medium and larger businesses could be neglected.	Fair	Continued success of small businesses.	Core Strategy.
3	Should the council support the small number of large employers in the district (more than 250 employees)?	Employment Land Review.	Large businesses are encouraged and supported.	Medium and small businesses are neglected.	Fair.	Continued success of small businesses.	Core Strategy.
4	Do not support small or large businesses?	None.	Relies on the market to deliver businesses.	May see a reduction in either type of business.	Poor.	N/A	Do not pursue.
5	Provide 25-30 hectares of new employment land by 2026 (50% for B1 office, 10% for B2 general industrial and 40% for B8 storage and distribution)	RSS and Employment Land Review	More prosperous economy, and provision of correct type of employment space	Some of the employment land may need to be on Greenfield sites.	Good / Fair, the employment land needs to be provided to be in conformity with the RSS.	Allocation and take up of employment land.	LDF core Strategy with allocation in SSA and SWAAP DPDs
6	Relocate inappropriate employment uses on Churchfields industrial estate to new employment sites, and as a result allocate a further 22 ha of employment land.	Salisbury Vision	Release brownfield land in a central location of a comprehensive mixed-use development and remove lorries and pollution from central areas of Salisbury.	Large amount of additional employment land will need to be found.	Fair	Relocation of Churchfields	LDF Core Strategy and SSA and SWAAP DPDs
7	Relocate within the district part of the employment on Southampton Road, Salisbury, and as a result allocate a further 7 ha of employment land	Salisbury Vision	Release brownfield land in a central location for a mixed use development and to improve the eastern gateway to Salisbury.	Further employment land will need to be found.	Difficult to implement highway changes.	Redevelopment of Southampton road area.	LDF Core Strategy and SSA and SWAAP DPDs
8	Carry through existing employment allocations in	RSS and Employment Land Review	Sites that are already allocated are maintained.		Good	Continued inclusion as allocation sites	LDF SSA AND SWAAP DPD.

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
	Amesbury, Tisbury, Mere, and Downton where they have not been constructed.						
9	New employment land allocations should be in and around Salisbury City.	RSS and Employment Land Review	New employment land is situated in a sustainable settlement close to all services, facilities and housing.	The rest of the district may be limited economically.	Fair – a balance should also be struck to ensure the continued prosperity of more rural areas.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
10	New employment land allocations should be in and around Amesbury?	RSS and employment land review	New employment land is situated in a sustainable settlement close to all services, facilities and housing.	The rest of the district may be limited economically.	Fair – a balance should also be struck to ensure the continued prosperity of more rural and other urban areas.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA DPD.
11	Should additional employment be added to Downton?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
12	Should additional employment land be added to Old Sarum?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
13	Should small areas of additional employment land allocations be made in Tisbury?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA DPD.
14	Should small areas of additional employment land allocations be made in Wilton?	Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is provided.	Land allocations in LDF.	LDF core Strategy with allocation sin SSA and SWAAP DPDs
15	Should small areas of additional employment land allocations be made in Mere?	Need to ensure other settlements in the district can provide a range of facilities to encourage	Other settlements become more sustainable.		Fair – A balance should also be struck to ensure employment land in Salisbury is	Land allocations in LDF.	LDF core Strategy with allocation sin SSA DPD.

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
		sustainability.			provided.		
16	Should the employment allocation at Boscombe Down and Porton Down be extended to the east for future development?	RSS and Employment Land Review and to Need to ensure other settlements in the district can provide a range of facilities to encourage sustainability.	To ensure employment land is situated in sustainable settlements,		Good / Fair	Land allocations in LDF.	LDF core Strategy with allocations in SSA and SWAAP DPDs
17	Should the core strategy identify the type and size of units that should be encourage in the district and community areas.	Employment Land Review.	To ensure that the correct type of business unit is provided.		Good.		Core Strategy
18	Do not identify the type and size of employment unit.	None	Unknown.	The wrong kind of business space may be delivered.	Poor	N/A	Do no pursue.
19	Support the important contribution that smaller business make to economic activity (less than 4 employees)	Recognition of the importance that small businesses make to the economy of the district.	More prosperous economy.		Good	Positive policy to encourage small businesses and to encourage the correct kind of floorspace to be delivered.	LDF Core Strategy
20	Support larger companies (more than 250 employees)	Need to ensure that the larger companies / employers remain in Salisbury District and to encourage other larger companies to the area.	More prosperous economy.		Good/Fair		LDF Core Strategy
21	Should the council keep their existing policy to protect employment land or should they change the policy to assess the ability of the building to meet modern business space	Employment Land Review.	Consistency of policy approach.	The existing policy is felt to be subjective, difficult to apply.	Good	Employment sites are retained.	Core Strategy and General Development DPD.
22	Use criteria to assess the ability of the building to meet modern business space needs.	Employment Land Review.	Enables buildings that are suitable for today's economy to be retained and those that are not to be replaced.	If the current buildings in the district are not suitable for modern business needs large amount s of	Good	Employment land of the correct type is maintained. there is not a large loss in employment land.	Core Strategy and General Development DPD.

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
				employment land may be lost.			
23	Should the council also base such a policy on employment space need?	Employment Land Review	Enables land that is needed to provide for jobs to be maintained for such uses.	This would additionally ensure that	Good	Employment land is maintained.	Core Strategy.
24	Do not have a policy protecting employment land.	None	Unknown.	Most employment land would probably be redeveloped for higher value uses such as housing and retail.	Poor	N/A	Do not pursue.
25	Should the core strategy identify the type and size of units that should be encouraged in the district and community areas?	Southern Area Community Plan, Nadder Valley community plan and Mere and Community Plan, Employment Land Review. Need requirements of different business users.	Enables the provision of the correct type and size of workspace. Different types of employment are segregated. A transition of uses could be provided to limit impact of some industry on housing.		Fair.	Successful policy and through land allocations.	LDF core Strategy with allocations in SSA and SWAAP DPDs
26	Is the floorspace split between office use, storage and distribution and general industrial the correct split that the council should be aiming towards.	Employment land review.	Correct floorspace is provided to meet local business needs.		Good	Correct floorspace is provided.	Core Strategy.
27	Should specific employment sites be allocated for specific kinds of employment use eg office parks, industrial parks?	Employment land review.	Some unsociable employment uses are segregated.		Fair	Sites allocated for certain land uses dependent on needs.	LDF Core Strategy and SSA and SWAAP DPDs
28	In rural areas focus development in or near to local service centres. (Please see Topic Paper 3 – Settlement Strategy)	PPS1, PPS7	Ensures sustainable development.		Fair	Proportion of development in or near local service centres.	LDF Core Strategy.
29	Should further support for trade, businesses and balanced employment	Mere and community pl, Mere Parish Plan	Enables Mere to become more sustainable and self-sufficient?.		Fair	Take up of employment sites in Mere	Core Strategy and SSA DPD/

Option No.	Nature of the Option	Key Drivers	Positive Impacts	Negative Impacts	Viability of proceeding with the option?	How will success be measured	Where is the option best pursued?
	opportunities in Mere be provided?						
30	Should business start up be encouraged in Amesbury?	Amesbury Parish Plan.	Encourages small scale employment opportunities		Fair	More small businesses in the Amesbury community area.	Core Strategy
31	Should the council require employment sites to deliver a certain percentage of business units that are small scale, affordable and flexible workspace to encourage new business and support the small scale nature of the businesses in the district?	Regional Economic Strategy for the South West, Employment Land review	Affordable units are provided for start up's and small businesses		Good.	No of affordable units	Core Strategy, General development

Please see topic paper on agriculture and farm diversification for more detail on the rural economy.

## **8. INITIAL CONSULTATION**

Comments received back from Salisbury Economic development team by e-mail. All changes have been incorporated.

Copies of the topic paper were also sent to the following on 1<sup>st</sup> June 2007. No comments or responses have been received:

- South Wiltshire Economic Partnership
- Wiltshire and Swindon Economic Partnership
- Wiltshire Rural Regeneration Partnership
- Wiltshire Market Towns Partnership

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