Wiltshire Local
Development
Framework

Working towards a Core Strategy for Wiltshire

Topic paper 7: Economy

Wiltshire Core Strategy
Consultation January 2012

Cabinet - 17 January 2012

Wiltshire Council
Where everybody matters

This Topic Paper is one of 19 topic papers, listed below which form part of the evidence base in support of the emerging Wiltshire Core Strategy. These topic papers have been produced to present a coordinated view of some of the main evidence that has been considered in drafting the emerging core strategy. It is hoped that this will make it easier to understand how conclusions on the policies included in the core strategy have been reached. The papers that are all available from the council website are:

Topic Paper 1: Climate Change

Topic Paper 2: Housing

Topic Paper 3: Settlement Strategy

Topic Paper 4: Rural Signposting Tool

Topic Paper 5: Natural Environment

Topic Paper 6: Retail

Topic Paper 7: Economy

Topic Paper 8: Infrastructure and Planning Obligations

Topic Paper 9: Built and Historic Environment

Topic Paper 10: Transport

Topic Paper 11: Green Infrastructure

Topic Paper 12: Site Selection Process

Topic Paper 13: Military Issues

Topic Paper 14: Building Resilient Communities

Topic Paper 15: Housing Requirement Technical Paper

Topic Paper 16: Gypsy and Travellers

CONTENTS

Executive Summary

There are very different challenges affecting the different economic areas of Wiltshire. There is not just a distinction between rural and urban, but there are different priorities necessary in all Wiltshire's Cities, Towns and more local centres and villages as well as the rural areas.

This Topic Paper looks at the following aspects in order to determine reasonable options with respect to the economy that should be considered for the Wiltshire Core Strategy. Please note this topic paper predominantly deals with economic issues within North, West and East Wiltshire. South Wiltshire's (former Salisbury district area) evidence is summarised within the economy topic paper produced to inform the south Wiltshire Core Strategy (Topic Paper 9).

- International, National and regional regulations and policy
- Summarises available evidence
- Summarises collaborative working that has been undertaken
- Identifies any links to other strategies and plans produced from the local level to the more regional or international level
- Identifies any priorities at community level detailed in community and parish plans
- Identifies any challenges, opportunities and outcomes
- Benchmarks policy options that other local authorities have put forward to determine best practice
- Summarise the consultation on the Wiltshire 2026 document
- Identifies and tests options to address the challenges that should be subject to Sustainability Appraisal.

A summary of the key points raised is now provided.

Collation of Evidence

- Minimise the need to travel and maximise the potential to use sustainable transport
- Create the right environment to deliver economic growth
- Take a flexible and responsible approach to employment land delivery
- Re-balance the economy away from the over-heating in the south east
- Utilise Wiltshire's transport infrastructure links
- Important to bring forward employment land
- Bring forward 'oven ready sites
- Create 10,000 additional new private sector jobs by 2015
- Focus on sectors and strengths of advanced engineering, manufacturing, tourism, food and drink, life sciences, financial and other services, logistics and low carbon and renewable energy.
- Most jobs located in primary settlements by a significant amount in the rural areas and along strategic roads
- Economic activity rates of Wiltshire's residents are high
- There is a net outflow of around 21,000 workers a day
- Wiltshire has a well qualified workforce with a third educated to degree level or above.
- Recent take up of employment units has been for small units
- Vacancy rates appear to be relatively low
- Rental and freehold levels are generally below that required to encourage speculative development in the area – there is therefore a role
- Identifies the need to provide around the 84 ha of additional employment land (outside of south Wiltshire) including a frictional requirement of 45 ha.

- Wiltshire has not experienced the 25 ha employment land loss that was predicted through the calculations in the forecasts possibly due to existing workspace being utilised less intensively.
- The figures do not capture demand arising outside of pure statistical forecast.
- Identifies an employment land requirement for all community areas
- Identifies that beyond Salisbury, Trowbridge and Chippenhan, Amesbury, Calne, Devies, Melksham, Wootton Bassett and Warminster have more of an economic role that some of the smaller centres, although these small centres still support their rural areas.
- Lyneham, Porton Down and Ludgerhsall have their specific economic drives.
- Wiltshire Economic is showing resilience in the face of the UK recessions, although business confidence has fallen
- Wiltshire should promote potential economic growth sectors such as tourism and food and drink.
- Predict that Wiltshire's Workspace output declined by about £115 million in the year to June 2009
- Salisbury, Trowbridge and Chippenham saw most job losses during the recession followed by the rural areas of north Wiltshire
- Bring forward infrastructure investment to help to make Wiltshire more resilient
- Promote food and drink to boost tourism
- Tourism is worth £779 million a year to Wiltshire, south Wiltshire generates the majority of visitor spend and employment followed by west Wiltshire and mid Wiltshire. However all areas have a greater spend from day visitors, with south Wiltshire having a much small proportion spent by staying visitors
- South Wiltshire tourism strategy contains an action plan underpinned by evidence including increasing bedspaces and providing conference facilities.

Review of international, national and regional regulations

- Deliver sustainable development by planning for prosperity
- Committed to securing sustainable economic growth
- Need to restructure the economy
- Meet development needs of businesses
- Do not over-burden business, address potential barriers to investment.
- Set out a clear economic vision and strategy for the area that is positive
- Set criteria, or identify strategic sites, for local and inward investment to match the strategy and meet anticipated requirements
- Support existing business sectors
- Positively plan for the location, promotion and expansion of clusters or networks or knowledge driven, creative or high technology industries
- Identify priority areas for economic regeneration
- Facilitate new working practices such as live/ work
- Work with LEP and neighbouring authorities to prepare and maintain a robust evidence base
- Support the rural economy
- Confirms economic development as being B use classes, public and community ues and town centre uses and those that provide employment opportunities, generates wealth, produced or generates an economic output or products
- Manage the evening and night-time economy
- Strictly control economic development in the open countryside away from existing settlements
- Support sustainable rural tourism and leisure developments that benefit rural businesses
- Provide a positive framework for facilitating sustainable development that supports traditional land-based activities and makes the most of new leisure and recreational opportunities.

- Tousiam can generate significant revenues jobs and supports communities,
- Cs should support tourism as a key issue where relevant, to maximise the benefits fo tourism, identify optimal locations, avoid adverse impacts.
- A healthy, properly functioning natural environment is the foundation of sustained economic growth, prospering communities and personal wellbeing.
- Summarises economic policy area of abandoned Regional Spatial Strategy, Wiltshire Structure Plan and former district local plans
- Secure economic growth within the environmental limits

Links to other strategies

- Wiltshire is part of the A303 corridor , M4 corridor and the north east triangle of the south west
- Key sectors include High-tech manufacturing and ICT industries
- Trowbridge's economic is focussed on manufacturing, in particular food and drink, tourism, retail, education and health
- The number of jobs in Trowbridge has been falling whilst productivity increasing
- Chippenham is experiencing growth in hotels and catering, construction and business services
- Chippenham still has a high degree of specialism in manufacturing, ICT and tourism,
- Chippenham experiences a relatively high level of out-commuting.
- Potential growth in importance of the A350 north-south route is key to the economic development of western Wiltshire
- Key sectors along A303 corridor oar Advanced engineering, Food and drink, biotechnology and environmental technology, Advanced manufacturing and traditional manufacturing
- The MOD is clustered around the A303 corridor has strong links to research establishments
- Realise opportunities at Porton Done
- Trowbridge, Chippenahm and Salisbury all serve large rural hinterlands with employment provided in the smaller settlements.
- Goal with respect to tourism is to drive up quality, deliver sustainable tourism and provide effective destination management.
- Importance of camping and caravan parks is highlighted
- Consider development a rural pub development initiative to maintain pub viability
- Continued support and development for countryside pursuits, such as shooting, fishing, equestrian and walking
- Recognise the value of the landscape and impact of decision upon it
- Key sectors are identified as Advanced technologies, business services, food and drink, ICT and creative industries, agriculture and land based industries, tourism, leisure and hospitality
- Key geographic priority is identified as Salisbury Research Triangle.
- Wiltshire provides a key transition point between southern England and the south west.
- Primary corridors of enterprise along strategic transport routes of M4, A303, A350 and A419.
- Regeneration in Salisbury, Chippenham and Trowbridge
- Tourism growth by targeting improved access to attractions
- Encourage, not frustrate business growth
- Over 85% businesses in Wiltshire have fewer than 10 staff
- Exploit green technologies
- Military presence is significant and plays a key role in Wiltshire's economy
- Specialist organisations in the area of national importance include DE and S Copenacre, DSTL, HPA at Porton Down, RAF Lyneham, Qinetiq

- Provide a resilient sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs'.
- Broaden the employment base so that Wiltshire is less pendent on public sector employment, low value economic activity and neighbouring areas for trade and jobs
- Provide the infrastructure that will create a business location of choice
- Improve the skills and employability of Wiltshire based workers and unemployed residents
- Enable the transition to a low carbon economy
- Move away from traditionally declining manufacturing industries towards higher value added businesses
- Generate a greater proportion of high value-added businesses and green jobs
- Develop Visions for Salisbury, Chippenham and Trowbridge
- Encourage the restructuring of the economy so it Is less reliant on the public sectors and on financial services
- Reduce level and frequency of out-commuting.
- Support business star ups an expansion
- Provide adequate employment space and land
- Secure growth in higher skill/value employment sectors
- Encourage diversification of the rural economy
- Ensure appropriate provision and retention of sties, premises and industrial estates for employment use.
- Recognise Devizes, Melksham, Warminster and Westbury as larger market towns which need to consolidate their role
- Identifies Calne as one of the six main economic locations in North Wiltshire
- Work with MOD over future use of Corsham and RAF Lyneham

Priorities at the community level

- Identifies the regeneration of Trowbridge, through the Transforming Trowbridge project that includes the significant regeneration of Trowbridge town centre to include comparison retail, employment. Leisure, housing and higher education uses.
- Identifies the regeneration of Chippenham within 8 key opportunity areas including the public realm business and employment, transport leisure and tourism, retail and food, education and skills and the environment.
- Salisbury Vision identifies 24 key projects for the City two of which re a directly relevant to the provision of employment land being the transformation of the Churchfields Industrial Estate and the eastern gateway to Salisbury project
- Amesbury's link with Stonehenge needs to be improved
- Promote Amesbury as a great place to shop, work and visit.
- Capitalise upon Stonehenge and the economic opportunity presented by proposed new visitor centre.
- Cherhill and Yatesbury – provide shared office premises and employment land so people can live and work in the village
- Urchfont – Need a local business hub to help provide facilities
- Malmesbury – town centre needs to be improve by undergrounding the cables and wires
- Little Somerford – Land and premises for modest employment use
- Ogbourne St Andrew – provide works space for unobtrusive employment
- Ramsbury - provide business premises and site
- Pewsey – create more tourist accommodation and business premises.
- Great Bedwyn – provide a visitor centre new the canal, light industrial estate could be acceptable on outskirts.
- Upavon – provide local premises for low key industrial and employment
- Alderbury and Whaddon – Better transport is needed for local employment

- Tisbury – Tisbury High Street needs to be upgrade, new office space is needed in the town
- Wilton – High street is shabby and needs upgrading
- Donhead St Mary – Locations for local business of appropriate type needed
- Mere – provide adequate employment land
- Tidworth – Desire for more employment
- Trowbridge – ensure enough land is available
- Warminster – shabby employment buildings need restoration
- Westbury – Town centre is tatty and needs refurbishment
- Edington – premises and facilities needed to enable working in the village
- Royal Wootton Bassett and Cricklade – employment land / sites needed to encourage local jobs.

Provision of employment land
Identifies quantitative and qualitative measures in order to provide employment land and respect distribution across settlements.

Consultations responses from previous rounds of consultation
Provides summary of consultation response and identifies key issues as:
- Need to support small businesses
- Need to protect employment areas
- Recognise role of farm diversification
- Role of tourism in the economy should be promoted
- Need to plan for a buoyant economy
- Provide an accurate assessment of floorspace within Wiltshire
- Bring professional jobs to Wiltshire
- Employment should cover new and current skills
- Bulk of economic development should fall within the main settlements
- Phase employment land
- Provide small business units and starter units
- Recognise ICT and media
- Encourage renewable energy generation, social enterprises, building and construction, food incubator units and professional jobs
- Acknowledge role of construction sector
- Clarify site boundary of Langley Park, Chippenham
- Look at business opportunity at Abbeyfield School
- Make more reference to tourism including historic buildings
- Support aim to reduce out-commuting
- Support essential rural businesses
- Lack of reference to rural economy
- Railway should be used to encourage development in Trowbridge and Wesbury
- More clarity is needed on how economic development will have moved towards a low-carbon economy
- Link conservation of the natural and built environment to sustainable economic activity
- Consider the contribution that the Kennet and Avon Canal makes to the economy.
- Consider appropriate uses for former MOD sites.

Collaborative working
Summarises key meetings held with economic partners.

1.0 Collation of Evidence

1.1 This section summarises the key local evidence available to inform the Wiltshire Core Strategy / Local Plan, in addition Appendix 1: Additional Statistical Evidence provides a snapshot of our economy in Wiltshire. Much of this data is also covered in the Roger Tym Wiltshire Workspace and Employment Land Review study summarised below.

1.2 Wiltshire Workspace and Employment Land Review –Draft – Roger Tym and Partners, October 2011

1.3 Roger Tym & Partners were commissioned by Wiltshire Council to undertake a county-wide Workspace and Employment Land Review. The main purpose of the study is to provide a clear evidence base for the Wiltshire Core Strategy.

1.4 Two of the key challenges facing Wiltshire cited in Wiltshire's Draft Core Strategy are reducing levels of out-commuting and encouraging a buoyant and resilient urban economy. The study considers how the likely demands for space from different employment sectors can contribute to overcoming these challenges and what decisions with regard to the allocation or re-configuration of employment space can assist in this process.

1.5 Whilst this study is to inform the Wiltshire Core Strategy, it does not specifically re-address the South Wiltshire area as the South Wiltshire Core Strategy is in the final stages of development and evidence has already been produced for this part of the county.

1.6 The Policy Context

Wiltshire's employment policy seeks to encourage growth in the county and secure a greater number of jobs for its resident workforce.

1.7 The draft Wiltshire Core Strategy is focused on delivering stronger, more resilient communities, by managing future development to ensure that communities have an appropriate balance of jobs, services and facilities, and homes. Past employment growth in Wiltshire has not kept pace with housing, resulting in high levels of out-commuting. The forward strategy aims to redress this imbalance and to support a more sustainable pattern of development within Wiltshire.

1.8 Key principles set out in the Core Strategy to take this policy forward are:

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

1.9 In spatial terms, specific policies are set out to support the regeneration of the principal towns of Salisbury, Trowbridge and Chippenham through Vision programmes as well supporting the market towns and rural communities. In addition specific polices have also been framed to support the changing role of the military in Wiltshire.

1.10 The newly created Swindon and Wiltshire Local Enterprise Partnership (LEP) sees opportunities in re-balancing the economy away from the over-heating in the South East. It seeks to capitalise on its location as a gateway to/from other economic zones and utilise its transport infrastructure links to underpin its growth ambitions.

1.11 The LEP identifies the importance of bringing forward employment land and wants Wiltshire to bring forward a range of 'oven ready' development sites. The LEP has an ambitious aim of creating 10,000 new private sector jobs by 2015, with a focus on building sectoral and cluster strengths in advanced engineering and manufacturing, tourism, food and drink / land based industry, life sciences, financial and other services, logistics, and low carbon and renewable energy.

1.12 <u>The Wiltshire Economy</u>
There are around 195,000 jobs in Wiltshire. Most of these are located in primary settlements but a significant share is pepper-potted in rural areas and along strategic roads. Over the period 1998-2008, employment grew by 11% in Wiltshire which, whilst a strong rate of growth in a buoyant economic period, was well below the national growth of 15%. There were strong gains in employment in and around Chippenham; little change in and around Trowbridge; and a small gain in and around Salisbury.

1.13 Wiltshire as a whole has a sectoral structure that is broadly similar to both the regional and national average. It is under-represented in the jobs typically accommodated in offices which account for 19% of Wiltshire jobs compared with 21% regionally and 24% nationally. Most office jobs are located in primary settlements, but there are also small clusters in secondary settlements like Wootton Bassett and Devizes. Wiltshire is also underrepresented in knowledge-based sectors, but does have a significant cluster of activity in R&D.

1.14 Industrial jobs by contrast are over-represented, accounting for 16% of the total number of jobs compared with 13% nationally. Most of these are found in West Wiltshire.

1.15 The Warehousing and logistics sector account for 6% of Wiltshire's job, compared to 7% nationally. Most of these jobs are located in West Wiltshire or clustered along the A350 towards the M4.

1.16 Economic activity rates are high at 80% of all working age residents, giving a resident workforce of 222,700 people. Despite the number of workers exceeding the number of jobs in Wiltshire, the labour market is still fairly tight with an official unemployment rate of 3.6%; although the number of claimants seeking job seekers allowances has been increasing with the recession as elsewhere.

1.17 Recent data on travel to work patterns is not available, but at 2001 there was a net outflow of 21,300 workers. The gap between resident workers and workplace jobs suggests the level of outflow has remained at similar levels. The most significant export of workers is to Swindon especially from the former districts of North Wiltshire and to a lesser extent Kennet. In the former district of West Wiltshire there was a big outflow to Bath. The former district of Salisbury was more balanced but saw a significant outflow to Hampshire offset by inflows from Somerset and West Berkshire.

1.18 Wiltshire has a well qualified workforce with a third qualified to at least degree level or above, which is higher than the national average. Average earnings for Wiltshire residents are 8% higher than workplace earnings, or nearly £2,000 p.a. more. The workers who commute out of Wiltshire are in higher paid occupations and do so for better paid jobs. It is these workers that the policy seeks to retain in the county. The growth of homeworking may provide one solution as superfast Broadband is rolled out across Wiltshire. But the challenge is how to provide a more attractive offer to encourage firms to locate in Wiltshire.

1.19 Wiltshire's Property Market
A major component in improving the competitiveness of an area is to ensure it has the right property market offer. In 2008, Wiltshire had approximately 5,100 industrial units with some 2.7mn sq m of floorspace and 2,350 office units with 534,000 sq m of floorspace. Over half of recent take-up in industrial space has been in units of 200 sq m or less. For offices the modal size is even smaller with half of take-up in units of 100 sq m or less.

1.20 As shown in the table below, the period 1998-2008 saw a large increase in the stock of warehousing land, whilst office stock also increased by 30%. The quantity of factory floorspace by contrast remained fairly static.

Table 1: Employment space across Wiltshire

	1998	**2008**	**Change 1998-2008**	
000 Sq m	**Sq m**	**Sq m**	**Sq m**	**%**
Offices	824	1,069	245	30%
Factories	1,534	1,560	26	2%
Warehouses	727	1,136	409	56%
Total	3,085	3,765	680	22%

1.21 Vacancy rates appear relatively low despite the recent recession. Local stakeholders have commented that although there is a range of stock available in Wiltshire much of it is not fit for purpose for modern businesses. In particular, stakeholders identified that there is relatively little employment land, especially in mid- and north- Wiltshire that is readily available for design & build options.

1.22 One reason cited for this is that landowners are sitting on sites in the hope of securing permission for a change of use to guarantee greater returns. It is feared by certain stakeholders that if this continues, some of the key larger businesses will move out of the area in order to expand.

1.23 Rental and freehold levels are generally below that required to encourage development in the area at present. This suggests that given a normal employment site and current markets, a scheme would not progress on a speculative basis.

1.24 For industrial land only, Amesbury and Chippenham suggest real potential for any speculative development. New development elsewhere would be dependant upon occupational demand through either an owner occupier or pre-let to a significant covenant. For offices the viability gap is even worse due to the higher building costs. The poor viability of commercial development in Wiltshire will inevitably mean that only a limited supply of completed new build investment opportunities will be brought to the market over the next few years. This is particularly the case for office developments, although these may be achieved if developed as part of mixed use schemes.

1.25 New build development is therefore not likely to be a major source of properties coming to the market, except where institutional funding through forward sale agreements can be achieved. That said, consultation with stakeholders indicates that there is a requirement for parcels of land to be provided for businesses to purchase on a freehold basis. This will enable inward investment and, perhaps more importantly, the expansion of existing businesses that are currently located at constrained sites.

1.26 In the absence of private sector led speculative developments there is a role for the public sector to deliver commercial space to meet demand. This has been achieved to with the Wiltshire Council and SWRDA funded Castledown Business Park incubation space scheme in Ludgershall, which was completed in 2008 and already has 90% occupancy levels, although this is only for approximately 5,000 sq.ft of space. Similar schemes could be delivered by the public sector, funded through the sale of assets and other available sources, particularly providing for not only incubation and micro sized businesses, but also space for moving on and down-sizing large businesses for which the absence of supply is very noticeable given past take-up trends.

1.27 Future Requirements of Employment Space
In order to estimate the future demand for employment space we use calculations on forecast of employment by sector produced by Cambridge Econometrics for Wiltshire Council. These employment forecasts were translated into Business class employment uses by the Council, using a sector to land use transformation matrix. Employment by landuse type is translated into floorspace by the application of employment density ratios. Finally employment floorspace is converted to land through the application of plot ratios.

1.28 Some 29,000 new jobs are projected in Wiltshire over the plan period 2006 to 2026. Of these about 21,700 are identified to require some form of B-space accommodation, amounting to a net increase of 137,000 sq m of employment floorspace. The North and Mid Wiltshire area is identified to accommodate some 17,200 of these jobs, including 12,300 B-space jobs.

1.29 In total this produces a net demand for employment land growth in North and Mid Wiltshire equal to some 14 ha of employment land. In planning space going forward from 2011 to the end of the plan period in 2026, the requirement for land increases to 39 ha.

1.30 In addition to the net change in occupied stock over the plan period there will need to be an additional ‘frictional’ allowance for churn to enable news sites to be developed, or old ones redeveloped. We have calculated that the amount to be available at any point in time over the plan period is 45 ha in North and Mid Wiltshire, which is equivalent to three years of gross take-up.

1.31 The total required allocations in North and Mid Wiltshire is estimated to be 59 ha over the life of the plan (2006-2026), and 84 hectares going forward from 2011 to 2026; with some 56 ha planned sites which are deliverable in the next five years, and a further 28 ha needs identified as deliverable for the medium and longer term. The planning requirements are summarised in a five year rolling programme in the table below.

Table 2: Future Requirements of Employment Space

Term	Period	All B Space Employment	Frictional Requirement	Total B Space Required
Expired	**2006-2011**	-25	45	20
Short	**2011-2016**	11	45	56
Medium	**2016-2021**	17	45	62
Long	**2021-2026**	11	45	57
Total	**2006-2026**	14	45	59
	2011-2026	39	45	84

1.32 Roger Tym also conclude that Wiltshire has not experienced the 25ha employment land loss that was predicted through the forecasts and this is possibly due to existing workspace being utilised less intensively.

1.33 The employment forecasts are generated from an econometric model. As such they are determined by factors such as sectoral structure and past economic performance in Wiltshire relative to the national average. It will not capture demand arising from without these factors. For example there may well be demand for a regional distribution facility that wants to locate somewhere along the M4 Corridor but will locate wherever a suitable site is available. This strategic demand would only be picked up in part by the local forecasts.

1.34 Location of Requirements

Part of the brief was to provide advice on allocations of employment land by Community Area. There is no precise mechanism for doing this. It combines both quantitative projections of local demand and qualitative application of policy objectives; two factors which may pull in opposite directions. Furthermore the smaller the area the less reliable are economic forecasts as they depend more on the decisions of individual companies rather than broader structural trends. In order to produce guidance at the Community Area level we have therefore developed a weighting system to distribute the forecast allocations to the local level. The results are summarised in the table below, but we stress these only form guidance and the Council may wish to take into considerations other factors when determining its final allocations.

Table 3: Distribution of Future Employment Land Requirements in North and Mid Wiltshire Community Areas – 2011 -2026 ha

	Developable	Deliverable	Total
Bradford on Avon	2.9	1.4	4.3
Chippenham	6.7	3.3	10.0
Calne	4.8	2.4	7.2
Corsham	4.0	2.0	5.9
Devizes	4.1	2.1	6.2
Malmesbury	2.8	1.4	4.3
Marlborough	2.8	1.4	4.2
Melksham	5.7	2.7	8.1
Pewsey	2.5	1.3	3.8
Royal Wootton Bassett	3.5	1.8	5.3
Tidworth			
Trowbridge	7.1	3.6	10.7
Warminster	3.7	1.9	5.6
Westbury	5.5	2.8	8.3
Total	55.8	28.1	83.9

1.35 Site Assessment
The forecast demand allocations above are compared to the potential planned supply. Wiltshire Council identified a total of 73 sites for assessment. Of these 45 are existing employment sites, 16 are saved Local Plan allocations and the remainder are Draft Core Strategy allocations.

1.36 Based on the site assessments and known demand, we recommend that all of the existing sites should either be retained as employment sites or redeveloped wholly for new B space or for mixed use including B-space. Three sites in particular, Langley Park, Churchfields and Copen Acre, fall into the latter category.

1.37 There is little developable space remaining on the existing estates and limited availability of good quality built premises. Whilst there is potential to intensify uses at some existing estates, there is a requirement for new allocations, particularly around the larger settlements, to meet demand for leaseholds and also to provide space for larger design and build options.

1.38 A total of 16 Local Plan, and South Wiltshire Core Strategy, employment allocations were appraised. Of these, 14 sites totalling 70.5 ha, are considered to be deliverable in the short term. A further two sites, totalling 11.8 ha are considered to be developable during the Plan period. Only one site, Hunters Moon, is considered to be inappropriate for employment.

1.39 Of the draft allocations appraised, seven sites totalling 53.6 ha are considered to be deliverable in the short term, subject to market conditions. A further two sites providing up to 36 ha, are considered to be developable over the plan period.

1.40 During the course of the study, two additional sites, Land at Junction 17 and Land off A350, were also appraised for their potential. It has been concluded that both would be very attractive locations in terms of commercial attractiveness, predominantly due to their proximity to the M4. However, the Land off A350 site is more suitable with regard to achieving self containment aspirations for Chippenham. However it should be noted that Roger Tym assessed these on a purely commercial attractiveness and did not assess these sites for other factors such as sustainable development, landscape, transport etc.

1.41 Planning policy could benefit the local economy by being more flexible in its approach to allocating employment land. In an economy such as Wiltshire, much of the demand will come from local expansion. It is difficult to predict over a twenty year period which firms will expand and which will not and hence make specific allocations to allow for all eventualities. Therefore a positive policy permitting development for expansion purposes unless there are good reasons not to, would be a useful addition to supporting local economic development.

1.42 Wiltshire Workspace and Employment Land Strategy and Delivery Plan (2009)
http://www.wiltshire.gov.uk/council/howthecouncilworks/plansstrategiespolicies/workspacestrategy.htm

1.43 Provides background data with respect to the economy – this is now superseded by the Roger Tym Employment Land Review. However the WWELS did provide some important key messages.

1.43 Strengths

- High economic activity and employment rates, coupled with a growing population;
- High levels of school attainment, high levels of progression to Higher Education and a well qualified workforce;
- Move towards higher order occupational mix;
- High levels of Gross Household Disposable Income;
- Higher than average proportion of activity in sectors which trade outside Wiltshire;
- A relatively large manufacturing base which has achieved high levels of productivity growth and exhibits signs of moving up the value chain;
- Research and Development strength in the Salisbury Research Triangle; and
- High levels of business density, business start up and business survival rates.

1.44 Weaknesses

- Low levels of GVA per head and low levels of growth in GVA per head;
- Under represented in a number of higher value added RES priority sectors including: Environmental Technologies, Creative Industries, Business Services and High Technology/Advanced Manufacture;
- Out commuting to achieve higher wages available in neighbouring economies; and
- Smaller average business size which could limit economies of scale, levels of training, innovation and investment.

1.45 Opportunities

- Wiltshire is strategically located and has good transport links. It is likely to benefit from those businesses moving along the M4 from London for more space and relatively lower costs;
- Evidence of move towards higher value economy (productivity gains, occupational structure); and
- Designation of SSCT status for three principal towns in Wiltshire.

1.46 Threats

- Continued loss of manufacturing based employment;
- Relative weakening of school achievement may erode skills advantage; and
- Strength of neighbouring economies (Bristol, Swindon, Bournemouth, South East and London).

1.47 The WWELS then assesses each market town's potential for economic growth and considered, within each settlement, appropriate locations to accommodate that growth. The WWELS identified Amesbury, Calne, Devizes, Melksham, Westbury, Wootton Bassett and Warminster as appropriate ocations for employment growth, alongside Chippenham, Salisbury and Trowbridge. The benefits of proposing employment growth at each location was summarised in the report as:

1.48 *Amesbury* – Well located town eight miles to the north of Salisbury and easily accessed by a large population. Good access to the main road network and dual carriageway access to junction 8 of the M3. Significant emerging employment area at Solstice Park (potential 160 acres). Two large existing business parks, Boscombe and Mill Way are trading well and have the capacity to accommodate growth.

1.49 *Calne* – Well located in North Wiltshire with easy access to the M4 to the north and good links to the remainder of the county. The town has a number of large scale employment locations which have the benefit of expansion land adjoining existing developed areas. Calne has successfully attracted a number of large scale employers in the past and has capacity within the labour market to accommodate future growth.

1.50 *Devizes* – Although remote from the motorway network, the town can be accessed via main roads from the north, south, east and west. Located in the heart of Wiltshire, the town serves a large hinterland and has one of the larger populations of Wiltshire towns. Historically, the town has attracted a number of large scale employers and has specialist skills in engineering, the food industry and furniture manufacture. Modern accommodation has been provided in the town and there are a number of opportunities currently available on Hopton Park Industrial Estate. Further development opportunities are provided on Nursteed and London Road. The town will be able to accommodate growth in the short, medium and long term.

1.51 *Melksham* – The town is close to, and easily accessed from Trowbridge, Chippenham and Bath and is only eleven miles from the M4. Initial analysis of the population statistics indicates that there is capacity within the labour market to accommodate future growth. There are a number of brownfield sites in the town which provide good regeneration opportunities (Avon Tyres for example). There are also further future development opportunities on identified sites at Bowerhill Industrial Estate and at Hampton Park. Melksham will allow occupiers to benefit from being located in close proximity to Trowbridge and Chippenham without being subject to the higher rents charged for employment property in these other locations.

1.52 *Westbury* – In terms of population, Westbury is one of the larger towns in Wiltshire. The town has good access to both Trowbridge and Warminster and is an important railway town being located at the intersection of the London – Exeter and south Wales - Southampton line. Westbury is at the centre of a corridor of economic stretching from Trowbridge to Warminster. The town has a number of successful large scale employment sites which have the advantage of being able to provide new opportunities on adjoining expansion land.

1.53 *Wootton Bassett* – Although Wootton Bassett is only a small market town, it benefits from being within one mile of Junction 17 of the M4 and six miles from Swindon. Recent development activity has seen the completion of a number of new developments including Bowman Court, a new 15 unit development many of which are still vacant. There is also vacant accommodation on Whitehill Industrial Park which provides a mix of office, industrial and warehouse accommodation. There are also future opportunities at Templars Way, Interface Industrial Estate and at the former St Ives factory. The town will, therefore, be able to accommodate growth in the short, medium and long term and can be easily accessed by a large population.

1.54 *Warminster* – the town lies ten miles to the south of Trowbridge and 5 miles for Westbury. The town has a large population and accommodates a significant volume of jobs. The town has good access to the A36 (east and west) and the A350 (north – south) trunk roads and it also hosts a railway station. The town experienced high levels of demand for employment space with a range of key employment areas including Deverill Road Trading Estate, Woodcook Industrial Estate and Crusader Park & Furnax Lane Bath Road.

1.55 Remaining Market Towns
A key feature of the market towns is that they support their respective rural areas. Consequently the smaller market towns feature businesses that support agriculture and provide 'industrial and construction' type services to the local population. The larger market towns take a more administrative and to an extent commercial function that serves the wider area that might include some of the smaller market towns. This is driven by the level of demand and the establishment of a critical mass of services to operate effectively.

1.56 Other towns have an altogether different drive. Lyneham, Porton Down and Ludgershall are all dominated by Defence related activity. Whilst this generates economic activity and employment it is outside the commercial activity that can engender further activity through expansion, clustering within sectors and supply chains. Some of the towns for example Mere, Crickdale and Pewsey lack the critical mass in terms of population and existing employment to demonstrate the potential to accommodate significant amount of the forecast employment growth. This is very much in line with the RSS but does not preclude such locations as Bradford upon Avon for example continuing to have some employment role.

1.57 The WWELS was developed within the framework set by the draft South West RSS which required LPA's to deliver a high growth scenario. Using various assumptions detailed within the WWELS report DTZ concluded that the following employment land provision should be made:

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

1.59 The WWELS delivery plan then takes these assumptions forward and looks at employment land supply to make employment policy recommendations under the policy climate of the Regional Spatial Strategy that has now been abolished.

1.60 Future Employment Needs in Wiltshire – Employment Floorspace and Land Forecasts – April 2011
http://www.wiltshire.gov.uk/core-strategy-future-employment-needs-in-wiltshire-2011-april.pdf

1.61 Please note the same methodology, data and approach was used to inform the south Wiltshire Core Strategy Review and is available within the document 'Future Employment Needs in South Wiltshire'. This document is not summarised here.

1.62 On 6th July 2010 the Secretary of State for Communities and Local Government (CLG) revoked Regional Spatial Strategies by way of an order laid down by parliament. This would in effect revoke the employment land and housing targets set within the RSS. In order to update forecasted job increases and corresponding employment land requirements Wiltshire Council commissioned further forecasting works from Cambridge Econometrics. This would also provide more up to date evidence given the recent recession.

1.63 The paper therefore identifies the basic employment land that is required across Wiltshire during the period 2006 to 2026 for the forecasted increase in job numbers. This paper takes the forecast job increases and decreases by sector for east, west and north Wiltshire and translates this into a forecast net employment land requirement to the 20 year period (2006-2026) This is undertaken in five year increments for the 3 areas (north, west, east Wiltshire) in order to assist business support planning. This paper does not look at existing commitments (those sites with planning permission for employment use or built out for 2006) nor does it account for more qualitative factors that can increase demand for employment land. The findings of this paper are summarised below.

Table 4: Overall employment land requirement if north, west and east Wiltshire 2006-2026

Business Use Class	North Wiltshire	West Wiltshire		East Wiltshire	Total
B1 Business	13.53	7.47		7.07	28.1
B2 General industrial	-14.0	0.54	-	0.16	-13.6
B8 Storage and distribution	0.65	0.78	-	0.26	1.2
Total (all B use classes)	**0.19**	**8.79**		**6.65**	**15.6**

1.64 Overall north, west and east Wiltshire are forecast to need an additional 15.6 ha of employment land for the period 2006 – 2026 to meet the forecast growth in employment. In addition south Wiltshire is forecast to need an additional 20.4 ha[1] of new employment land resulting in a need across Wiltshire of an additional 36 ha of employment land for forecast job growth. This takes account of net gains and losses and is based on gross internal areas.

1.65 <u>North Wiltshire</u>

1.66 North Wiltshire is forecast to experience job growth within mainly the service sector activities, most significantly in hotels and catering, computing services, professional services and other services. construction, education and health and social work will also grow substantially. Fourteen sectors are forecast to experience a decline with the most significant losses likely to be experienced from agriculture, food textiles and wood, electronics and public admin and defence. Currently the sectors of education and health and other business services provide the most employment. By 2026 the dominance of other business services will have increased. Over the period 2006-2026 north Wiltshire is predicted to experience a large loss of B2 general industrial space (55,984 sq m) whilst needing a increase in B1 business space of 94,739 sq m and a very slight increased required in B8 floorspace of 2,600 sq m resulting in a net employment space need of 41,355 sq m. When translated into a land requirement this results in a slight increased land requirement of 0.2 ha. This is split into a need for additional B1 employment ha floorspace of 13.5 ha, additional B8 floorspace of 0.7 ha and a loss of B2 floorspace of 14 ha.

[1] See document entitled Future Employment Needs in south Wiltshire – Employment and Land forecasts/projections – January 2011.

1.67 During the period **2006 to 2011** there is expected to be a net loss of B use employment floorspace of 58,413 sqm and 1,985 B use jobs in north Wiltshire, with the only use class experiencing growth in this period being B8 storage and distribution which experiences an increase of 12 jobs and 780 sq m net floorspace. The specific sectors that experience growth during this period are predominantly construction and education and health. Those experiencing the most decline are food, textiles and wood, metals and engineering, electronics and public admin and defence. This translates into a net loss of employment land of around 13.9 ha during this period.

1.68 During the period **2011 to 2016** there is expected to be a net gain of employment floorspace of 21,666 sqm and 1,100 B use jobs in north Wiltshire. Other business services and hotels and catering experience a large increase in job numbers with construction and misc services also experiencing a notable increase. The sectors experiencing most decline are education and health, pubic admin and defence and agriculture. The use class during this period requiring the most floorspace is B1 business, B8 use only requires a small additional increase in floorspace of 390 sq m. This translates into a net gain of employment land of around 3.4 ha during this period.

1.69 During the period **2016 to 2021** there is expected to be a net gain of employment floorspace of 46,344 sqm and B use 2,441 jobs in north Wiltshire. Other business services, hotels and catering, construction and education and health experience a large increase in job numbers. Only 5 sectors are forecast to experience decline during this period including agriculture, metals and engineering and electronics. The sectors experiencing most decline are education and health, pubic admin and defence and agriculture. The use class during this period requiring the most floorspace is B1 business with an additional requirement for an additional 44,530 sq m. B2 and B8 uses only require a small additional increase in floorspace of 385 sq m and 1,430 sq m respectively. This translates into a net gain of employment land of around 6.8 ha during this period.

1.70 During the period **2021 to 2026** there is expected to be a net gain of employment floorspace of 31,758 sqm and 1,856 jobs in north Wiltshire. Other business services, hotels and catering and construction experience a large increase in job numbers. 10 sectors are forecast to experience decline during this period with most decline forecast to be experienced in agriculture, metals and engineering and electronics. The use class during this period requiring the most floorspace is B1 business with an additional requirement for an additional 37,870sq m. B2 uses experience a decline in required floorspace of 6,112 sq m. B8 uses experience no increase or decline. This translates into a net gain of employment land of around 3.9 ha during this period.

1.71 <u>West Wiltshire</u>

1.72 West Wiltshire is forecast to experience job growth within mainly service sector activities, most significantly in hotels and catering, other business services and education and health, the sector within ‘other business services’ expected to see the most growth are computing services and professional services. Nine sectors are forecast to experience a decline with the most significant losses likely to be experienced from agriculture, food, textiles and wood, construction and chemicals and minerals. Currently the sectors of education and health and other business services provide the most employment. By 2026 the dominance of other business services and education and health will have increased, with hotels and catering also experiencing an substantial percentage increase in its dominance from 9.4% to

12.8%. Over the period 2006-2026 west Wiltshire is predicted to experience a net increase in B1 business space of 52,281 sq m and a small net increase in both B2 and B8 floorspace of 2,176 sq m and 3,120 sq m respectively.

1.73 Due to the different development density of different employment uses this results in a net increase in employment land required in west Wiltshire of 8.8 ha, split into 7.5 ha of B1 land, 0.5 ha of B2 land and 0.8 ha of B8 land.

1.74 During the period **2006 to 2011** there is expected to be a net loss of B use employment floorspace of 50,135 sqm and 2,007 jobs in west Wiltshire. No use class experiences growth during this period. However some one specific sector does experience growth during this period namely education and health. Those experiencing the most decline are food, textiles and wood, other business services and construction. This translates into a net loss of employment land of around 10.3 ha during this period.

1.75 During the period **2011 to 2016** there is expected to be a net gain of employment floorspace of 28,850 sqm and 1,239 B use jobs in west Wiltshire. Other business services and hotels and catering experience a large increase in job numbers with chemicals and minerals, manufacturing nes and misc services also experience a notable increase. The sectors experiencing most decline are education and health and agriculture. The use class during this period requiring the most floorspace is B1 business requiring 15,522 sq m with B2 requiring 12,288 sq m. B8 use only requires a small additional increase in floorspace of 1,040 sq m. This translates into a net gain of employment land of around 5.5 ha during this period.

1.76 During the period **2016 to 2021** there is expected to be a net gain of employment floorspace of 47,953 sqm and 2,188 B use jobs in west Wiltshire. Other business services, hotels and catering, and education and health experience a large increase in job numbers. Only 7 sectors are forecast to experience decline with most of these losses expected in agriculture. The use class during this period requiring the most floorspace is B1 business with an additional requirement for an additional 32,745 sq m. B8 uses only require a small additional increase in floorspace of 3,640 sq m. There is an additional requirement of 11,568 sq m of B2 floorspace. This translates into a net gain of employment land of around 8.5 ha during this period.

1.77 During the period **2021 to 2026** there is expected to be a net gain of employment floorspace of 30,910 sqm and 1,522 B use jobs in west Wiltshire. Other business services and hotels and catering are forecast to experience the most growth. Nine sectors are forecast to experience decline during this period with most decline forecast to be experienced in agriculture. The use class during this period requiring the most floorspace is B1 business with an additional requirement for an additional 25,290 sq m. B2 and B8 uses only require an additional increase in floorspace of 4,320 sq m and 1,300 sq m respectively. This translates into a net gain of employment land of around 5.0 ha during this period.

1.78 <u>East Wiltshire</u>

1.79 East Wiltshire is forecast to experience job growth within mainly service sector activities, most significantly in hotels and catering, other business services, professional services and education and health. The sector of other business services is the main growth area and the sectors within this area expected to see the most growth are computing services and professional services. Ten sectors are forecast to experience a decline with the most significant losses likely to be experienced from agriculture and public admin and defence. Metals and engineering, electronics and construction will also experience a decline. Currently the sectors of education and health, public admin and defence and other business services provide the most employment. By 2026 the dominance of other business services and education and health will have increased, with hotels and catering also experiencing an substantial percentage increase in its dominance from 6.6% to 9.9%. Over the period 2006-2026 east Wiltshire is predicted to experience a net increase in B1 business space of 47,488 sq m and a small net decrease in both B2 and B8 floorspace of 640 sq m and 1,040 sq m respectively.

1.80 Due to the different development density of different employment uses this results in a net increase in employment land required in east Wiltshire of 6.7 ha.

1.81 During the period **2006 to 2011** there is expected to be a net gain of employment floorspace of 1,401 sqm and 258 B use jobs in east Wiltshire. This growth is forecast to be within the B1 use class. Other business services and education and health experience a large increase in job numbers. The sectors experiencing most decline are construction and public admin and defence. The use class during this period requiring the most floorspace is B1 business requiring 8,399 sq m with B2 and B8 experiencing a decline of 5,568 sq m and 1,430 sq me respectively. This translates into a net loss of employment land of around 0.5 ha during this period.

1.82 During the period **2011 to 2016** there is expected to be a net gain of employment floorspace of 9,596 sqm and 459 B use jobs in east Wiltshire. Other business services experiences the greatest increase with misc services and manufacturing nes also experience quite large increases. The sectors experiencing most decline are education and health, public admin and defence and agriculture. The use class during this period requiring the most floorspace is B1 business requiring 6,956 sq m with B2 requiring 2,640 sq m. B8 use experiences no net increase during this period. This translates into a net gain of employment land of around 1.7 ha during this period.

1.83 During the period **2016 to 2021** there is expected to be a net gain of employment floorspace of 20,822 sqm and 1,090 B use jobs in east Wiltshire. Other business services, hotels and catering, and misc services experience a large increase in job numbers. Only 7 sectors are forecast to experience decline with most of these losses expected in public admin and defence and agriculture. The use class during this period requiring the most floorspace is B1 business with an additional requirement for an additional 19,536 sq m. B8 uses only require a small additional increase in floorspace of 390 sq m. There is an additional requirement of 896 sq m of B2 floorspace. This translates into a net gain of employment land of around 3.1 ha during this period.

1.84 During the period **2021 to 2026** there is expected to be a net gain of employment floorspace of 15,989 sqm and 833 B use jobs in east Wiltshire. Other business services and hotels and catering are forecast to experience the most growth. Seven sectors are forecast to experience decline during this period with most decline forecast to be experienced in agriculture. The use class during this period requiring the most floorspace is B1 business with an additional requirement for an additional 14,597 sq m. B2 uses only require an additional increase in floorspace of 1,392 sq m. B8 uses experience no net increase. This translates into a net gain of employment land of around 2.4 ha during this period.

1.85 The Impact of the Credit Crunch in Wiltshire – Extracts from a Report to the Wiltshire Assembly – Executive summary – March 2009
www.wiltshire.gov.uk%2Fwilts-assembly-150309-credit-crunch-report-exec-summary-extracts.pdf

1.85 Identifies that:

- The Wiltshire economy is showing resilience in the face of the UK recession. Main increases in unemployment have been in Trowbridge, Salisbury and Chippenham but there have also been high percentages in areas with significant out-commuting such as Wootton Bassett, Tidworth, Tisbury, Mere and Pewsey.
- Business confidence has fallen.
- Wiltshire should promote potential economic growth sectors such as tourism and the food and drink industry. Identifies that tourism is worth £726 million of external money to the Wiltshire Economy (South West Tourism, 2006). The weakening of the pound against the euro supports UK tourism. Wiltshire must seek to increase its share of a potential growth market.

1.86 The Economic Impact of the 2008 Slowdown in Wiltshire
Wiltshire County Council – December 2008, GWE Business West Research
http://www.wiltshire.gov.uk/gwe-first-report-tables.pdf

- Predicts that Wiltshire workplaces will shed a total of 3,000 people by June 2009 if national trends which persisted in the Quarter of June 2008 to September 2008 persisted for a year (the 'Base' scenario).
- Wiltshire's workplace output will decline by around £115 million in the year to June 2009, a 2% fall from its level in June 2008.
- Within Wiltshire, West Wiltshire, Salisbury and North Wiltshire will each shed around 800 to 900 workplace jobs, whilst Kennet will lose around half their losses at around 450 workplace jobs.
- Of Wiltshire's 20 Community Areas, the hardest hit workplace economies (in terms of the volumes of losses) will be Salisbury, Trowbridge and Chippenham (each losing around 500, 400 and 300 jobs respectively). Similarly, of Wiltshire's Urban Industrial and Rural areas, the main volume losses will occur amongst the large and predominantly rural economies which lie outside the key towns, though obviously this impact will be spread over much larger physical areas than that represented by the Towns.
- It is the rural area of North Wiltshire (i.e. the area excluding Towns of Calne, Chippenham, Corsham, Malmesbury and Wootton Bassett) which will see the greatest overall loss of jobs. Of the more urban industrial areas, Salisbury City, Trowbridge Town and Chippenham Town will experience the largest losses. The patterns of workplace output losses within Wiltshire follow these job loss patterns almost identically.
- By industrial sector, the highest volumes of job losses will be felt in Distribution, hotels and restaurants (with around 900 losses). This sector is followed by Banking, finance and insurance etc. (often referred to simply as 'Business services') and Manufacturing. Each of these sectors is predicted to lose around 500 to 600 jobs.
- The analysis suggests that, of the job losses across Wiltshire as a result of the Slowdown, 39% will be in Blue Collar Industries and 61% will be in Services.
- Looking within Wiltshire, there are some significant differences worthy of note. For example, and of the Community Areas, those a larger share of losses in Blue Collar Industries and a commensurately smaller loss in Services are: Westbury, Melksham, Trowbridge, Calne, Devizes
- Those Community Areas with a larger share of losses in Services and a commensurately smaller loss in Blue Collar Industries are: Salisbury, Amesbury, Downton, Marlborough, Warminster, Bradford-on-Avon, Tidworth, Mere, Wootton Bassett

1.87 The Economic Impact of the 2008 Downturn in Wiltshire: Phase II: Further Analysis and Implications February 2009, GWE Business West Research
http://www.wiltshire.gov.uk/economic-impact-of-2008-downturn-in-wilts-part-ii.pdf

1.88 Identifies a series of economic development recommendations to assist in the recovery and specific to spatial planning includes:
- Use the economic intelligence provided in these reports to identify potential start-up clusters across Wiltshire.
- Bring forward / fast-track infrastructure investment (in business parks/workspace, transport and communications and major housing and regeneration schemes). This action will provide a much-needed economic stimulus and help reduce reliance and risk associated with private sector investment.
- Wiltshire's high priority employment locations have the greatest potential for driving forward and supporting Wiltshire's recovery in the longer-term.
- Ongoing promotion and support of local food and drink companies to help boost tourism and the local economy. With rising import prices, and cheaper exports, and the fact that food is a staple, Food and Drink should be a key growth and priority sector.
- Deal with business planning applications and pre-applications as swiftly as possible such that businesses can start up or expand without delay.
- Ensure active use of vacant retail space across Wiltshire. Consider community-owned markets. Consider re-designating for leisure or other use. Consider community group lets. Prevent decay and damage.

1.89 Value of Tourism in Wiltshire - South West Tourism
http://www.swtourismalliance.org.uk/files/download.php?m=documents&f=100419143804-8Wiltshiredistricts08.pdf

1.90 The tourism industry is worth over £779 million a year to the Wiltshire economy (South West Tourism 2008, NB: figures include Swindon). Over £474 million of this originates from visitors enjoying day trips to the county. The remainder is made up of visitors from both the UK (£186 million) and overseas (£77million) staying overnight in Wiltshire (over £263 million); people visiting their friends and relatives in the county (over £40 million); and spend on second homes and holiday accommodation (£842,000).

1.91 Compared to other counties in the south west of England, Wiltshire generates the lowest amount of spend from staying visitors - £263 million each year in Wiltshire, compared to £1,210 million in Cornwall. Wiltshire earns slightly more spend (£474 million) from visitors on day trips than Cornwall (about £452 million). However, this is a long way behind other counties in the south west, with Devon generating the most money from day trips at £918 million each year.

1.92 The majority of staying tourists predominantly stay in serviced accommodation (including hotels), accounting for £144 million with the area spend by those staying with friends (£81 million). Spend from overseas tourists are split equally between those visiting for holiday, business and visiting friends and relatives (around £22 million for each category), whilst for domestic tourists, the majority are on holiday (£94 million, followed by Business (£61 million) and visiting friends or relatives (£24.7million). Whilst visiting the majority of money is spent on food and drink (£250 million), followed by shopping (£210 million).

1.93 There are nearly 20,000 tourism related jobs in Wiltshire, which accounts for about 6% of all employment. This equates to about 14,459 full time equivalent (FTE) jobs. Of the actual jobs, about 14,306 are directly employed in tourism related businesses. The remainder are from indirect and induced employment related to the tourism industry. Nearly half of all actual direct jobs related to the Wiltshire tourism industry are in the catering trade (4063 jobs). Retail is the second largest employer of people (1901 jobs), followed by jobs related to accommodation (1452 jobs) and visitor attractions / entertainments (1344 jobs).

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

1.95 A summary of the data split into the former district areas is provided below:

Table 5: summary of tourist visitor data

	Kennet	**North Wiltshire**	**South Wiltshire**	**West Wiltshire**
Trips by staying visitor	179,000	345,000	347,000	289,000
Staying visitor nights	565,000	1,021,000	1,085,000	957,000
Spend by staying visitors	£26,545,000	£55,435,000	£59,279,000	£42,853,000
Day visits	1,839,000	2,218,000	2,862,000	2,024,000
Spend by day visitors	£75,470,000	£95,049,000	£120,840,000	£88,219,00
Other tourism related spend	£5,169,000	£8,490,000	£7,478,000	£8,228,000
Jobs related to tourism spending	2,460	3,666	4,208	3,057
Employment supported by tourism	6%	6%	7%	5%

1.96 The Value and volumes survey also identifies the amount of tourist accommodation within the former district areas of Wiltshire. This identifies that south Wiltshire has the most tourist accommodation closely followed by north Wiltshire. However North Wiltshire has many more hotel bedspaces whilst south Wiltshire has more touring / caravan / tent pitches. West Wiltshire has a more limited amount of traditional accommodation with a large proportion of its accommodation in holiday centre units accounting for the location of the Longleat Forest Center Parcs. In addition south Wiltshire has a much larger proportion of guesthouse accommodation and a limited amount of farm spaces. West Wiltshire appears to be the only area with tourist marina berths likely to be located at Hilperton.

Table 6: Tourist accommodation supply in Wiltshire

Accommodation supply	**South Wiltshire**	**Kennet**	**North Wiltshire**	**West Wiltshire**	
Hotels	1,263	587	1,958	708	bedspaces
Guesthouses	320	15	83	24	bedspaces
Inns	200	36	119	76	bedspaces
B&B	497	183	381	310	bedspaces
Farms	8	24	89	55	bedspaces
Self catering	85	47	61	78	units
Touring caravans/tents	744	270	325	355	pitches
Static vans	0	0	0	0	pitches
Holiday centres	0	0	0	800	units
Group accommodation	78	0	14	0	bedspaces
Campus	0	0	0	0	bedspaces
Second homes	277	246	183	190	units
Marinas	0	0	0	85	berths
Total	**3,472**	**1,408**	**3,213**	**2,681**	

1.97 A tourism Strategy for South Wiltshire
http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/southwiltshirecorestrategyevidencebase.htm#SouthWiltshireTourismStrategy

1.98 The tourism strategy has been underpinned by the following local evidence base:
- Economic impact of tourism in Salisbury - South West Tourism (2003)
- Salisbury destination benchmarking visitor survey - Tourism South East (2004)
- Accommodation facilities in Salisbury - Infrastructure evaluation Bournemouth University (2005)
- Leisure facilities in Salisbury – Infrastructure evaluation - Bournemouth University (2005)
- South Wiltshire economic assessment - Salisbury District Council (2005)
- South Wiltshire tourism SWOT analysis - Salisbury District Council (2005)
- Towards 2015 - Shaping tomorrow's tourism - South West Tourism (2005)
- All of the above documents can be found at the following web location:

1.99 The vision within the tourism strategy is:
- For Salisbury and South Wiltshire to be recognised as a premier UK tourism destination
- To develop and promote the local tourism industry in a sustainable way that takes full advantage of the natural and cultural assets and of our heritage, that visitors are provided with a quality experience which makes the want to return and recommend south Wiltshire to others
- For the benefits of tourism to be enjoyed by everyone in south Wiltshire

1.100 Key principles of the strategy are to:
- Be market led, to be aware of changing demands and evolving lifestyle patterns and of increased competition from overseas and the UK
- To ensure the expectations of visitors are exceeded
- To ensure that all tourism development is sustainable
- To make sure that the social, cultural and economic benefits of tourism are spread as widely throughout the local community as possible

1.101 In the South West the environment is a key part of the tourism product and the future success of the tourism industry is, in many ways, dependent on the long-term survival of the environment. All parts of the tourism industry should work in harmony with the natural environment and to ensure that we do not damage or destroy the very thing people come to south Wiltshire to enjoy.

1.102 There is a high degree of seasonality in Tourism, however city destinations such as Salisbury are less susceptible to the seasonal effect, particularly with the growth in short-break holidays, but it still occurs to a certain degree. Business tourism can help to lessen the impact of seasonabilty in the leisure holiday market on accommodation providers. The development of niche markets, such as walking, heritage and activity breaks will be important to help make salisbury district an all year round destination. Tourism is generally considered to be beneficial. A residents survey carried out in 2004 showed that 88% of local people considered tourism to be good for Salisbury.

1.103 Heritage attractions account for 50% of the total available in south wiltshire. Salisbury is primarily a short-break destination with the average length of stay being 3.99 nights.

1.104 An infrastructure evaluation of the accommodation and conference sector in south Wiltshire was carried out by Bournemouth University in 2005. This concluded that there was evidence to suggests a lack of supply in the budget and high quality leisure accommodation market relative to demand. Salisbury is also less successful in attracting business visitors than comparable destinations and that it does not have the conference infrastructure needed for large events.

1.105 The tourism strategy contains an action plan which suggests the need to:

- To improve the quality of hotel accommodation – at least 100 x 4 star bed spaces, at least one high quality boutique hotel
- To increase the number of hotel bedspaces – at least one 100 bed hotel to serve the group market
- To increase the number of B&B bedspaces
- To ensure that there is a supply of good quality low-cost accommodation
- To increase the number of self-catering bedspaces in Salisbury City
- To develop and improve the existing stock of visitor attractions
- To ensure a new visitor centre is provided for Stonehenge with much improved facilities for visitors, including a Tourist Information Centre
- Improve the number, variety and quality of restaurants and other eating places
- To have a professional high quality, flexible conference facility capable of attracting medium to large conferences.
- To develop the districts rural product through the greater promotion of walking, cycliing, food trails and other countryside related activities

http://www.salisbury.gov.uk/leisure/tourism/tourism-strategy.htm

1.106 Summary of key points

- Minimise the need to travel and maximise the potential to use sustainable transport
- Create the right environment to deliver economic growth
- Take a flexible and responsible approach to employment land delivery
- Re-balance the economy away from the over-heating in the south east
- Utilise Wiltshire's transport infrastructure links
- Important to bring forward employment land
- Bring forward 'oven ready sites
- Create 10,000 additional new private sector jobs by 2015
- Focus on sectors and strengths of advanced engineering, manufacturing, tourism, food and drink, life sciences, financial and other servies, logistics and low carbon and renewable energy.
- Most jobs located in primary settlements by a significant amount in the rural areas and along strategic roads
- Economic activity rates of Wiltshire's residents are high
- There is a net outflow of around 21,000 workers a day
- Wiltshire has a well qualified workforce with a third educated to degree level or above.
- Recent take up of employment units has been for small units
- Vacancy rates appear to be relatively low
- Rental and freehold levels are generally below that required to encourage speculative development in the area – there is therefore a role
- Identifies the need to provide around the 84 ha of additional employment land (outside of south Wiltshire) including a frictional requirement of 45 ha.

- Wiltshire has not experienced the 25 ha employment land loss that was predicted through the calculations in the forecasts possibly due to existing workspace being utilised less intensively.
- The figures do not capture demand arising outside of pure statistical forecast.
- Identifies an employment land requirement for all community areas
- Identifies that beyond Salisbury, Trowbridge and Chippenhan, Amesbury, Calne, Devies, Melksham, Wootton Bassett and Warminster have more of an economic role that some of the smaller centres, although these small centres still support their rural areas.
- Lyneham, Porton Down and Ludgerhsall have their specific economic drives.
- Wiltshire Economic is showing resilience in the face of the UK recessions, although business confidence has fallen
- Wiltshire should promote potential economic growth sectors such as tourism and food and drink.
- Predict that Wiltshire's Workspace output declined by about £115 million in the year to June 2009
- Salisbury, Trowbridge and Chippenham saw most job losses during the recession followed by the rural areas of north Wiltshire
- Bring forward infrastructure investment to help to make Wiltshire more resilient
- Promote food and drink to boost tourism
- Tourism is worth £779 million a year to Wiltshire, south Wiltshire generates the majority of visitor spend and employment followed by west Wiltshire and mid Wiltshire. However all areas have a greater spend from day visitors, with south Wiltshire having a much small proportion spent by staying visitors
- South Wiltshire tourism strategy contains an action plan underpinned by evidence including increasing bedspaces and providing conference facilities.

2.0 Review of international, national and regional regulations

2.1 The National Policy Context

2.2 National Planning Policy Framework – Draft for Consultation – July 25th 2011[2]
The National Planning Policy Framework (NPPF), just published, from the Department for Communities and Local Government (DCLG), is a radical streamlining of existing Planning Policy Statements, Planning Policy Guidance Notes and some circulars to form a single consolidated document. It sets out the Government's key economic, social and environmental objectives and the planning policies to deliver them.

2.3 The Draft NPPF is currently at the consultation stage with responses requested by 15 October 2011. Once in its final form previous Planning Policy Guidance (PPG) and Planning Policy Statements (PPS) will be cancelled. This includes the PPS1, PPS3, PPS4 and PPS12 which are considered below, as they are still operational at the time of this study.

2.4 The NPPF states that planning should be achieved through a system based on:

- National policies which set out the Government's requirements for the planning system and how these are expected to be addressed
- Local and neighbourhood plans, which empower local people to shape their surroundings
- Development management, which allows planning applications to be considered on their merits, within this national and local policy framework.

2.5 Other key aspects of the NPPF relevant to this study are set our below.

2.6 Delivering Sustainable Development
The purpose of the planning system is to contribute to the achievement of sustainable development, ie development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It is central to the economic, environmental and social success of the country and is the core principle underpinning planning.

2.7 The economic role of the planning system is to deliver sustainable development by planning for prosperity, using the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.

2.8 Planning also has a social role (planning for people) to promote strong vibrant and health communities and an environmental role (planning for places) to protect and enhance the natural, build and historic environment.

2.9 Planning for Prosperity - Business and Economic Development
The Government is committed to securing sustainable economic growth. In particular, there is an urgent need to restructure the economy, to build on the country's inherent strengths and to meet the twin challenges of global competition and of a low carbon future.

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2 http://www.communities.gov.uk/planningandbuilding/planningsystem/planningpolicy/planningpolicyframework/

2.10 To help achieve sustainable economic growth, the Government's objectives are to:
- Plan proactively to meet the development needs of business and support an economy fit for the 21st century
- Promote the vitality and viability of town centres, and meet the needs of consumers for high quality and accessible retail services; and
- Raise the quality of life and the environment in rural areas by promoting thriving, inclusive and locally distinctive rural economies.

2.11 Support economic development

Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including poor environment or any lack of infrastructure, services or housing. In drawing up Local Plans, local planning authorities should ensure that they:
- Set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth
- Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated requirements over the plan period
- Support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate requirements not anticipated in the plan and to allow a rapid response to changes in economic circumstances
- Positively plan for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries
- Identify priority areas for economic regeneration, infrastructure provision and environmental enhancement
- Facilitate new working practices such as live/work.

2.12 Planning policies should avoid the long term protection of employment land or floorspace, and applications for alternative uses of designated land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses.

2.13 NPPF Requirements

The Draft NPPF requires local planning authorities to plan positively for new development, and approve all individual proposals wherever possible. Local planning authorities should prepare Local Plans on the basis that objectively assessed development needs should be met, and with sufficient flexibility to respond to rapid shifts in demand or other economic changes.

2.14 In terms of business requirements, local planning authorities should have a clear understanding of business needs within the economic markets operating in and across their area. To achieve this, they should:
- Work together with county and neighbouring authorities and with local enterprise partnerships to prepare and maintain a robust evidence base to understand both existing business needs and likely changes in the market
- Work closely with the business community to understand their changing needs and identify and address barriers to investment, including a lack of housing, infrastructure or viability.

2.15 Local planning authorities should use this evidence-base to assess:
- The requirements for land or floorspace for economic development, including both the quantitative (how much) and qualitative (what type) requirements for all

foreseeable types of economic activity over the plan period, including for retail and leisure development

- The existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified requirements. Reviews of land available for economic development should be undertaken at the same time as, or combined with, strategic housing land availability assessments and should include a reappraisal of the suitability of previously allocated land
- The role and function of town centres and the relationship between them, including any trends in the performance of centres
- The capacity of existing centres to accommodate new town centre development
- Locations of deprivation which may benefit from planned remedial action
- The needs of the food production industry and any barriers to investment that planning can resolve.

2.16 The draft NPPF also requires us to support the rural economy Support the rural economy Planning policies should support sustainable economic growth in rural areas by taking a positive approach to new development. Planning strategies should maintain a prosperous rural economy including policies to:

- support the sustainable growth of rural businesses
- promote the development and diversification of agricultural businesses; and
- support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres.

2.17`The following table assesses whether the Core Strategy as written complies with the draft NPPF and if not, what changes would be needed in order to comply with it:

Draft National Planning Policy Framework	**Wiltshire Core Strategy / Local Plan**	**General Conformity / Change Required**
23. Local planning authorities should set out the **strategic priorities** for the area in the Local Plan. This should include strategic policies to deliver: • housing and economic development requirements • the provision of retail, leisure and other commercial development • the provision of infrastructure for transport, minerals, waste, energy, telecoms, water supply and water quality • the provision of health, security, community infrastructure and other local facilities; and • • climate change mitigation and adaptation, protection and enhancement of the natural and historic environment, including landscape, and where relevant coastal management.	Strategic Objective 1 sets out the economic objectives of the plan area.	Conforms to this part of the draft National Planning Policy Framework with respect to economic development.
Business requirements 29. Local planning authorities should have a clear understanding of business needs within the economic markets operating in and across their area. To achieve this, they should: • work together with county and neighbouring authorities and with local enterprise partnerships to prepare and maintain a robust evidence base to understand both existing business needs	The Council have a clear understanding of business needs summarised through the Wiltshire and Swindon Economic partnership proposal the draft economic strategy for Wiltshire and the Roger Tym Employment Land Review. As part of the preparation of the RT ELR a stakeholder consultation event was held that included the business community. A summary of the evidence including a series of meeting held with the Wiltshire Strategic Economic	Conforms to this part of the draft National Planning Policy Framework with respect to economic development.

Draft National Planning Policy Framework	Wiltshire Core Strategy / Local Plan	General Conformity / Change Required
and likely changes in the market; and • work closely with the business community to understand their changing needs and identify and address barriers to investment, including a lack of housing, infrastructure or viability.	Partnership through plan preparation is provided in the Economy Topic Paper.	
30. Local planning authorities should use this evidence-base to assess: • the requirements for land or floorspace for economic development, including both the quantitative (how much) and qualitative (what type) requirements for all foreseeable types of economic activity over the plan period, including for retail and leisure development • the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified requirements. Reviews of land available for economic development should be undertaken at the same time as, or combined with, strategic housing land availability assessments and should include a reappraisal of the suitability of previously allocated land • the role and function of town centres and the relationship between them, including any trends in the performance of centres • the capacity of existing centres to accommodate new town centre development • locations of deprivation which may benefit from planned remedial action;	Set out within the Wiltshire Core Strategy / Local Plan. Evidence is provided within the Roger Tym Employment Land Review and the GVA Grimley Retail and Leisure Needs Study and summarised within the relevant topic papers.	Conforms to this part of the draft National Planning Policy Framework with respect to economic development.

Draft National Planning Policy Framework	Wiltshire Core Strategy / Local Plan	General Conformity / Change Required
and • the needs of the food production industry and any barriers to investment that planning can resolve. •		
Support economic development 73. Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including poor environment or any lack of infrastructure, services or housing. In drawing up Local Plans, local planning authorities should ensure that they: • set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth • set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated requirements over the plan period • support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate requirements not anticipated in the plan and to allow a rapid response to changes in economic	Set out within the Wiltshire CS / LP within SO1, the community area policies and economic development policies in the plan. Positive policies are provide to tyy and enable less burden.	Conforms to this part of the draft National Planning Policy Framework with respect to economic development.

Draft National Planning Policy Framework	Wiltshire Core Strategy / Local Plan	General Conformity / Change Required
circumstances • positively plan for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and • facilitate new working practices such as live/work.		
75. Planning policies should avoid the long term protection of employment land or floorspace, and applications for alternative uses of designated land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses.	Wiltshire CS / LP protects employment land and buildings currently used for employment.	WCS / LP is not in accordance with this aspect of the NPPF. Community area sections would need to be amended to remove Principal Employment Areas and CP 23 Existing Employment Site would need amending or deleting.
Support the rural economy 81. Planning policies should support sustainable economic growth in rural areas by taking a positive approach to new development. Planning strategies should maintain a prosperous rural economy including policies to: • support the sustainable growth of rural businesses • promote the development and diversification of agricultural businesses; and • • support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which respect the character of the	Provided through CP27 tourist development, CP36 Supporting Rural Life, CP37 Rural Development Policy	Conforms to this part of the draft National Planning Policy Framework with respect to economic development.

Draft National Planning Policy Framework	Wiltshire Core Strategy / Local Plan	General Conformity / Change Required
countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres.		

2.17 Planning Policy Statement 1 (PPS1)– Delivering sustainable development

2.18 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.

2.18 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

2.19 Planning Policy Statement 4 – Planning for Sustainable Economic Growth

2.20 Confirms that economic development includes development within the B use classes, public and community uses and town centre uses and other development which achieves at least one of the following objectives whether in urban or rural areas

- Provides employment opportunities
- Generates wealth
- Produces or generates an economic output or products

2.21 Confirms main town centre policies as

- Retail (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 (theatres, museums, galleries and concert halls, hotels, and conference facilities)

2.22 Government's objectives are to achieve sustainable economic growth by:

- Building prosperous communities by improving the economic performance of cities, towns, regions, sub-regions and local areas, both urban and rural
- Reduce the gap in economic growth rates between regions, promoting regeneration and tackling deprivation
- Deliver more sustainable patterns of development, reduce the need to travel, especially by car and respond to climate change
- Promote the vitality and viability of town and other centres and as important places for communities.

2.23 Requires the evidence base to:

- Understand both existing business needs and the likely changes in the market
- Understand the economic markets operating across the area
- Assess the detailed need for employment land or floorspace over the plan period in 5 year periods for mall main town centre uses over the plan period
- Assess the existing and future supply of land available for economic development through land reviews, ideally undertaken at same time as SHLAA
- Assess the need for additional floorspace for all main town centre uses
- Assess the capacity of existing centres to accommodate new development. When assessment need for new office development, take account of forecast future

employment levels and assess the physical capacity of centres to accommodate regionally significant new office development.
- Identify any deficiencies in the network of higher level centres where a need for growth has been established
- Identify locations of deprivation to prioritize for remedial action and to address the derivers of decline within these areas.

2.24 PPS4 requires development plans to:
- A clear economic vision and strategy which positively and proactively encourages sustainable economic growth
- Support existing business sectors, taking account of whether they are expanding or contracting and identify plans for new or emerging sectors eg low carbon goods or services.
- Policies should be flexible enough to accommodate sectors not anticipated.
- Positively plan for the location, promotion and expansion of clusters or networks of knowledge driven or high tech industries.
- Seeks to make the most efficient and effective use of land prioritizing pdl which is suitable for re-use
- Identifies protects and promotes key distribution networks and locates or co-locates development which generate substantial transport movements in locations that are accessible.
- Plans for the delivery of the sustainable transport and other infrastructure needed to support planned economic development
- At the local level safeguard land from other uses, identifies a range of sites, to facilitate a broad range of economic development
- Existing site allocations should not be carried forward from one version of the development plan to the next without evidence of the need and reasonable prospect for their take up during the plan period. If there is no reasonable prospect of a site being used for the allocated economic use, the allocation should not be retained and wider economic uses or alternative uses should be considered.
- Encourage new uses for vacant or derelict buildings, including historic buildings.
- Facilitate new working practices such as live work
- Consider how sites for different business types can be delivered including DPO and other planning toosl such as action plans and SPZ’s.
- Set out strategy for management and growth of centres.
    - Set flexible policies for their centres which are able to respond to changing economic circumstances
- Define a network and hierarchy of centres that is resilient to anticipated future economic changes.
    - Make choices about which centres will accommodate any identified need for growth in town centre use, considering their expansion where necessary giving priority to deprived areas which are experiencing significant levels of multiple deprivation.
- Ensure any extensions to centres are carefully integrated with the existing
- If in decline consider consolidating and strengthening these centers.
- Where reversing decline in existing centres is not possible consider reclassifying the centre at a lower level.
- Encourage residential or office development above retail
- Identify sites or buildings within existing centres suitable for development conversion or change of use

2.25 Evening and night time economy - Local planning authorities should manage the evening and night-time economy in centres taking account off and complementing the local authorities Statement of Licensing Policy. Policies should encourage a diverse range of complementary event and nigh-time uses which appear to a wide range of age and social groups, making provision for leisure, cultural and tourism activities such as cinemas, theaters, restaurants, pubs, bars, nightclubs and cafes

2.26 Set out the number and scale of leisure developments they wish to encourage taking account of impact including cumulative impact on the character and function of the centre, anti-social behavior and crime including considering any security issues

2.27 Main town centre uses - LPAs should identify an appropriate range of sites to accommodate identified main town centre uses needs (office, retail, leisure, tourist). Ensuring that the scale of the sites and level of travel they generate are in keeping with the role and function of the centre. The sequential approach to site sections should be applied and the impact of th sties on existing centres as well as considering the role and function of the centre. Consider the degree to which other considerations such as any physical regeneration benefits of pld, increased investment or social inclusion may be material to the choice of appropriate locations for development.

2.28 Planning for economic development in rural areas – ensure the countryside is protected for the sake of intrinsic character and beauty, landscapes, heritage and wildlife. LPAs should:

- Strictly control economic development in open countryside away from existing settlements or areas allocated in the plan, identify local service centres and located most new development in or on the edge of existing settlements where employment, housing, services and other facilities can be located close together,
- Support the conversion and re-use of appropriately located and suitably constructed buildings for economic development
- Set out permissible scale of replacement buildings and where replacement would not be acceptable.
- Set out criteria to be applied to applications for farm diversification
- Support equine enterprises where appropriate.

2.29 Tourism – Support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilize and enrich, rather than harm the character of the countryside. LPA’s should through LDF’s:

- Support the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres weight the objective of providing adequate facilities or enhancing visitors enjoyment or improving the financial viability of the facility with the need to protect landscapes and environmentally sensitive sites.
- Wherever possible locate tourist and visitor facilities in existing or replacement buildings, particularly where they are located outside existing settlements.
- Support extensions to existing tourist accommodate where the scale is appropriate to its location or it may help to ensure future viability of such business. Ensure new or expanded holiday and touring caravan sites and chalet accommodation are not prominent on the landscape and any visual intrusion is minimized
- Recognise that in areas statutorily designated for their natural or cultural herigate qualities, there will be scope for tourist and leisure related developments, such to appropriate controls over their number, form and location to ensure qualities that justified designation are conserved.

2.30 Car parking – LPAs should set maximum parking standards for non-residential development in their area ensuring alignment with policy in LTP.

2.31 Planning Policy Statement 3 – Housing

PPS 3 is primarily concerned with delivering the Governments housing objectives and the provision of new land. However there is one area of PPS3 that is directly relevant for employment:.

- PPS3 requires Local Authorities to Consider whether sites that are currently allocated for industrial or commercial use could be more appropriately re-allocated for housing development.

2.32 Planning Policy Statement 7 – Sustainable Rural Development

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

2.33 Planning Policy Statement 7 is concerned with the Government's policies for the rural areas and regions in England. It details a number of key objectives and principles that are considered fundamental to achieving thriving and sustainable rural communities. Much of PPS7 has been replaced by PPS4 however, there are some areas that are still relevant to the economic development subject area.

2.34 Priority should be given to the re-use of previously-developed ('brownfield') sites in preference to the development of greenfield sites. Planning policies should provide a positive framework for facilitating sustainable development that supports traditional land-based activities and makes the most of new

2.35 leisure and recreational opportunities that require a countryside location. Farm diversification – Encourages farm diversification, including in Green Belts where the development preserves the openness of the Green Belt and does not conflict with the purposes of including land within it.. Encourages Local authorities to set a supportive approach but ensures that this approach should not result in excessive expansion and encroachment of building development into the countryside. Requires LPA's to:
(i) encourage the re-use or replacement of existing buildings where feasible, having regard to paragraphs 17-21 of PPS7 and
(ii) have regard to the amenity of any nearby residents or other rural businesses that may be adversely affected by new types of on-farm development.

2.36 Tourism in rural areas - ensure that any plan proposals for large-scale tourism and leisure developments in rural areas have been subject to close assessment to weigh-up their advantages and disadvantages to the locality in terms of sustainable development objectives. In particular, the policy in PPG13 should be followed in such cases where high volumes of traffic may be generated.

2.37 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.
- Sets parking standards for employment uses and rPPS4 annex A confirms that it reamaisn extant until individual LPA's prepares local maximum parking standards in lien with policy EC8 of PPS4.

http://www.communities.gov.uk/publications/planningandbuilding/ppg13

2.38 DCLG (2006) Good practice guide on Planning for tourism

http://www.communities.gov.uk/publications/planningandbuilding/goodpracticeguide

The GPG defines tourism as *'comprising the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive* *year for leisure, business and other purposes'* (WTO) The WTO further explains that "Tourism" refers to all activities of visitors including both "tourists (overnight visitors)" and "same-day visitors". The Government has adopted this definition and the WTO definition of tourism should therefore used for the purposes of the LDF.

2.40 It recognises that tourism generates significant revenues, jobs and supports communities and helps to maintain and improve important national assets. Most tourism employment is located in small and medium sized enterprises (SME'S).

2.41 Identifies that tourism can:
- Be the focus of regeneration
- Provide a catalyst for growth
- Provide opportunities for retaining for the resident workforce and help to diversify over-specialised economies
- Help maintain and expand underused sports and recreation facilities in urban areas

2.42 Acknowledges that revenue generated by tourism can support and enhance local services and facilities such as shops and pubs particularly in rural areas, secure the retention or upgrading of public services such as public transport, health centres and libraries, support a broader and more vibrant and active community by attracting arts, sports or cultural events, aid diversification within the rural economy and underpin the quality of the local environment.

2.43` The GPG takes a pro-active role in facilitating and promoting the implementation of good quality development to ensure that the tourism industry can develop and thrive, but ensuring these are achieved in the most sustainable manner.

2.44 The core strategy should cover tourism where tourism is a key issue together with other objectives key to tourism. Consider whether any tourist policies are needed beyond the core strategy. Any tourist site allocations should follow from the objectives set out in the core strategy.

2.45 Approach will need to be based upon a robust understanding of the characteristics of and trends within the tourism industry based on similar issues as set out in the RSS.

2.46 Specific tourism policies should:
- Maximise the benefits of tourism
- Identify optimal locations
- Integrate development with its surrounding in terms of both design, layout and function
- Avoid adverse impacts

2.47 The following important factors will need to be understood:
- Market demand
- Environmental impact
- Transport and accessibility
- Functional links
- Regeneration benefits
- Labour supply

2.48 The GPG further acknowledges that tourists visit different area for different reasons and to enjoy different experiences. The built infrastructure required for tourism will therefore vary from area to area. Different approaches may be needed in urban and rural areas.

2.49 The GPG suggests the following tourist and leisure activities lend themselves to urban locations: hotel, guest house and bed & breakfast accommodation, cinemas, theatres, and concert and bingo halls, museums, galleries and conference facilities, restaurants, bars, pubs, casinos and night clubs and indoor and ten-pin bowling and health and fitness centres.

2.50 Requires LPAs to assess the need for these facilities and to allocate an appropriate range of sites that provide choice.

2.51 Natural choice – securing the value of nature (HM Government, July 2011) http://www.official-documents.gov.uk/document/cm80/8082/8082.asp

2.52 Identifies that:

- A healthy, properly functioning natural environment is the foundation of sustained economic growth, prospering communities and personal wellbeing.
- Economic growth and the natural environment are mutually compatible.
- Sustainable economic growth relies on services provided by the natural environment, often referred to as 'ecosystem services'. Some of these are provided directly, such as food, timber and energy. Others are indirect, such as climate regulation, water purification and the productivity of soil.
- The Economics of Ecosystems and Biodiversity study shows that protected natural areas can yield returns many times higher than the cost of their protection. There are multi-million pound opportunities available from greener goods and services, and from markets that protect nature's services.
- Too many of the benefits we derive from nature are not properly valued. The value of natural capital is not fully captured in the prices customers pay, in the operations of our markets or in the accounts of government or business. When nature is undervalued, bad choices can be made.
- We will put natural capital at the centre of economic thinking economic thinking and at the heart of the way the way we measure economic progress nationally.

2.53 Regional policy context

2.54 Draft Revised Regional Spatial Strategy (RSS) for the South West, Incorporating the Secretary of State's Proposed Changes

2.55 The Draft Revised RSS for the South West was published in July 2008 and set out proposed requirements for the provision of jobs and employment land across Wiltshire. The government has since announced its intention to revoke Regional Strategies, including the draft RSS for the South West[3] and indication is now that the draft RSS for the south west and the secretary of state's proposed changes have been abandoned.

2.56 The draft Regional Spatial Strategy for the south West incorporating the Secretary of State's proposed changes required Wiltshire to deliver around 34,400 jobs on116 ha of employment land across the Salisbury (37ha), Chippenham (42 ha) and Trowbridge and Warminster (37 ha) Travel to Work Areas ('TTWA') (1991 TTWA's). This level of growth was determined by forecasting work undertaken by Cambridge Econometrics some 4 years ago in November 2006. The draft RSS also provided

[3] In May 2011 the Court of Appeal has indicated that local authorities still need to conform with regional strategies in their development plans. The implications of this announcement will be considered before the submission draft core strategy is prepared.

direction that wiltshire's main settlements should aim for split by Housing Market Area.

2.57 **West of England HMA** The West of England HMA is home to over a million people and includes the SSCTs of Bristol, Bath, Weston-super-Mare and Trowbridge, as well as many smaller towns and villages. The HMA exhibits many of the characteristics of a'city region', with Bristol at its centre and strong links to the other SSCTs and an extensive hinterland.

2.58 Between and around these SSCTs are a number of towns and villages which, historically, have accommodated significant housing growth for the sub-region and which, consequently, have strong commuting relationships with Bristol and Bath in particular. This is also a characteristic of the western part of Wiltshire, which is part of the HMA, and includes Trowbridge.

2.59 **Trowbridge SSCT** has a strong commuting relationship with Bristol and Bath but retains an important role as an employment, administration and service centre in its own right. Significant potential exists for town centre expansion including opportunities for comprehensive redevelopment. The key strategic development issue is to build critical mass, taking advantage of development opportunities to secure greater self containment and to provide an enhanced service centre role for the surrounding area including the towns of Bradford-on-Avon, Frome, Melksham, Warminster and Westbury with which Trowbridge already has functional links.

2.60 Policy HMA 1 states that 'Trowbridge will enhance its role as an employment and service centre to meet the needs of a growing population and increase its self-containment, including provision to expand the town centre. Planning for employment will provide for about 11,700 jobs in the Trowbridge & Warminster TTWA including the provision of about 37 ha of employment land.

2.61 **Swindon HMA**

The Swindon HMA covers the urban area of Swindon and extends to include North Wiltshire and Kennet districts. It has good accessibility to London and the South East and Bristol. Swindon itself (population 155,000) is important to the region's economy, with new businesses forming and the labour force increasing at a faster rate than nationally. The surrounding settlements play important roles in their own right - Chippenham (population 33,000) is the largest and provides local employment and services - but some settlements, such as Wootton Bassett, Wroughton, Highworth, Cricklade, Purton and Lyneham, have strong dormitory relationships with Swindon.

2.62 **Chippenham SSCT**

To a degree, Chippenham (population 33,000) has a dormitory function with Bath as well as Swindon, but it is well connected via national transport routes providing the potential for the town to attract investment in its own right. More balanced growth of homes and employment would assist in further enhancing the town's role and reducing commuting, which currently puts pressure on the strategic road network. To help achieve these aims, Chippenham needs to provide land and premises aimed at securing high technology and knowledge-based sectors including ICT. Some retail development to enhance the town centre would also augment the town's attractiveness. Together with new homes to provide for balanced growth, it would offer better prospects for the town to achieve its economic potential alongside greater self-containment.

2.63 HMA 2 provides for employment growth at Chippenham to reduce commuting; and expansion of the town centre for retail and other services. Planning for employment will provide for about 6,200 jobs in the Chippenham TTWA including the provision of about 42 ha of employment land.

2.64 Salisbury HMA

The proposed changes continue to identify Salisbury City as an SSCT. It identifies Salisbury as a key employment centre and also notes significant concentrations of jobs in Amesbury, Porton Down and associated with military activities on and around Salisbury Plain.

2.65 Salisbury City is identified as a large free standing employment centre performing a traditional service role for a wider hinterland of smaller towns and villages, and with a nationally important role as a tourism centre. The retail centre has a high quality image and good demand for retail units The outward expansion of Salisbury is affected by environmental issues, including flooding and important wildlife habitats.

2.66 The proposed changes also identify that while there are opportunities for some job growth at locations such as Amesbury, the key strategic aim is to extend and enhance Salisbury as an employment and retail centre so it can better serve the surrounding rural area and achieve greater levels of self-containment.

2.67 Policy HMA 11 identifies that the Salisbury HMA will provide for the growth of about 13,900 jobs. It continues to state that Planning for employment will provide for about 13,500 jobs in the Salisbury Travel to Work Area and the provision of about 37 ha of employment land.

2.68 HMA11 identifies that Salisbury will enhance its role as an employment and service centre by providing for:

- Improvements to retail, cultural, educational and tourism facilities in the city centre
- Higher skilled employment, particularly in the office sector
- A reduction in traffic in the city centre
- Improvements to the character and setting of the city

2.69 The proposed changes support the Regional Economic Strategies objectives:

- To deliver successful and competitive businesses
- To deliver strong and inclusive communities
- To help deliver an effective and confident region.

2.70 Other employment issues

Chapter 8 of the RSS proposed changes identifies that although the south west has many strong businesses across a variety of sectors, in general terms productivity lags. The economy has been traditionally driven more by increases in employment than productivity. Implicit within the economic projections that underpin the RSS is a significant uplift in productivity relative to the historic trend. Meeting this productivity challenge represents achieving a long-term structural change in the regional economy which should help to ensure that it remains competitive in an increasingly globalised economy. Achieving a switch from employment led to productivity led growth will require a greater appreciation of and response to the qualitative aspects of economic development.

2.71 Policy ES1 requires local authorities together with partners to include measure within their LDDs to promote a switch from employment-led to productivity led growth including:

- Guiding investment to locations where it will have maximum benefit and reduce the need to travel recognising:
  a) The role of the region's large urban areas as key drivers of productivity
  b) The need to support and diversify the rural economy and promote sustainable communities
  c) The need to achieve successful regeneration as well as ongoing economic development
- Ensuring a range and choice of appropriate sites and premises to meet business need, including a quota of smaller sites for micro, small and medium sized enterprises, to cater for both organic growth and inward investment;
- Promoting innovation and the development of knowledge driven economy by harnessing the potential of Higher and Further Education Institutions, hospitals and other knowledge intensive institutions.
- Supporting the development of science parks, innovation centres and incubator units through the identification and safeguarding of appropriate sites and premises and
- Supporting the development of priority business sectors (as identified in the RES) including clusters of related activity and other key sectors of importance sub-regionally.

2.72 Provision of Employment land
Policy ES2 requires local authorities working in partnership with SWRDA and other representatives to ensure that LDDs provide a range and choice of available employment land and premises to meet the needs of businesses in terms of organic growth and inward investment.

2.73 RSS requires a 20 year supply of employment land, including strategic sites, will be identified to support amongst other things:
a) the on-going development of the SSCTs including providing sufficient land to accommodate the employment numbers identified in the sub-regional policies, a better balance between the location of jobs and housing,
b) A better balance between the location of jobs and housing
c) the on-going restructuring and diversification of the economy, including the rural economy
d) The successful delivery of economic development and regeneration initiatives
e) The development of the knowledge driven economy by fostering linkages with knowledge intensive institutions including HEIs a, FEIs hospitals and research institutions through the development of science parks, innovation centres and incubator units
f) The development of more accommodation for smaller businesses, including smaller units for SME's and micro-businesses:
g) The role of non B use class sectors, including health, leisure, tourism and education as key employment generators; and
h) The contribution of mixed use development to employment supply

2.74 Policy ES3 requests a critical review of supply of employment land on a three year rolling basis to ensure that allocations continue to meet the needs of business and the longer term needs for economic development. Sites which no longer meet the needs of business or are poorly located for economic development purposes should be considered for redevelopment for alternative uses in the following sequence:
a) For non-B use class employment generating uses
b) For mixed use re-development including residential use taking account of the potential for higher employment densities and:
c) For residential use only.

2.75 Wiltshire policy context

2.76 Structure Plan 2006

2.77 Objectives of Structure Plan are:

- **Industry and Employment** To provide scope to existing employers and those moving into Wiltshire and Swindon to evolve and grow, to create sufficient jobs for the Plan Area's growing population. f) **Quality of Employment** To encourage choice and variety of high quality employment opportunities in towns throughout the Plan Area.
- **Regeneration of Small Towns** To encourage the regeneration of small towns through new investment and community improvements.

2.78 The Structure Plan identifies that in the towns of the western part of Wiltshire, the local authorities have pursued regeneration for some time. These towns have suffered major losses to their traditional employment base and much effort has been needed to encourage new employment. There remains a need for regeneration to address existing economic problems, and improvements to transport links, in particular the A350, are seen as vital to this process.

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

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

2.81 The Structure Plan identifies that during most of the post-war period, the Plan Area has fared relatively well in economic terms with job-growth significantly above rates at the national level. Data compiled by Cambridge Econometrics (Cambridge Econometrics, Regional Economic Prospects, February 2005) for the Structure Plan suggest that, over the period 1981-2003, the Plan Area was in ninth place in terms of employment growth out of the 64 former British county areas. Projections prepared for the Structure Plan anticipated that, over the Plan period (1996-2016), employment within the Plan Area would increase by around 61,000, while the Area's workforce was forecast to increase by around 49,000. Between 2003 and 2016, it was anticipated that both employment and the workforce would grow by around 27,500.

2.82 The Structure Plan continues to identify that given the strengths of the local economy, and the locational and quality-of-life advantages that the Plan Area presents for inward investment, a high level of job growth seems likely to continue. However, it is not assured, and, as events continue to demonstrate, the continued presence of existing employers or jobs cannot be taken for granted. Continuing promotion and other measures will be necessary, particularly away from the M4 Corridor, to ensure that adequate job opportunities exist throughout the County. The Structure Plan continues to identify that improvements to the A350 in the west of the county will contribute towards this. However, it is important to ensure that an adequate supply of employment land will be available throughout the Plan period and across the Plan Area.

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

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

2.84 Policy DP5 of the structure plan directs town centre uses of employment, shopping, leisure and other uses that attract large number so people to the existing centre's. Employment land proposed by the Structure Plan:

Table 7: Structure Plan: Proposed Employment land 1996-2016

Area	**Employment Land (ha)**				**Development rates per annum (ha)**	
	Total Proposed	Share of Plan Area total	Estimated area of sites built and committed (2003)	Estimated scale of new strategic sites required	Recorded, 1978 to 1996	Possible, 1996 to 2016
Kennet District	55	8%	45	10	1.3	2.8
North Wiltshire District	160	22%	145	15	5.5	8.0
Chippenham	45	6%	48	-3		2.3
Remainder	115	16%	97	18		5.8
Salisbury District	80	11%	57	23	1.0	4.0
Salisbury	35	5%	14	21		1.8
Remainder	45	6%	43	2		2.3
West Wiltshire District	150	21%	149	1	3.4	7.5
Trowbridge	35	5%	31	4		1.8
Remainder	115	16%	118	-3		5.8
Swindon Borough	280	39%	232	48	17.2	14.0
Swindon	280	39%	227	53		14.0
Remainder	0	0%	4	-4		0.0
Total	**725**	**100%**	**627**	**98**	**28.4**	**36.3**

3.13 In most areas, compared to past rates of development, a liberal scale of employment

2.85 The Wiltshire Structure Plan also covers tourism across the Wiltshire. This identifies that: Any recreational/tourism development should be compatible with the aims of AONB designation and should not be allowed if it would threaten the area's natural beauty.

2.86 Chapter 8 deals specifically with sport, recreation and tourism.

- RLT2 – provides for opportunities for informal countryside recreation.
- RLT3 requires provision to be made for recreation and tourism developments associated with the Kennet and Avon Canal to having regard to navigational interests and their environmental impact.
- RLT4, provides for the historic alignments of the Wilts and Berkshire Canal and safeguards the north Wiltshire and Thames and server canals with a view to their long-term re-establishment as navigable waterways.

- RLT5 requires provision to be made for water based sport, recreation and recreation and tourism in the Cotswold Water Park.
- RLT8 identifies that proposals for new or improved tourist attractions should be based on the natural or historic heritage, provided there is no adverse impact on the environment and they are well related to the public transport network.
- RLT9 Directs hotel, conference and other serviced accommodation towards towns and villages, with developments elsewhere being limited to conversion of existing buildings or be related in scale, character and style appropriate to existing buildings.
- RLT10 requires proposals for the development of additional camping and touring caravan or chalet / static holiday homes to have regard to their impact on the countryside. The policy also does not allow such development within the New forest Heritage area or the World heritage Site. In AONB's any proposal should be in line with the designation.

2.87 Kennet Local Plan 2011, Kennet District Council 2004
http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/kennetlocalplan.htm

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

2.89 The following 'strategic objectives' identified in the Kennet Local Plan are particularly relevant to this topic paper:

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

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

2.91 The amount of employment land allocated in the Kennet Local Plan is based on the requirement set out in the Wiltshire Structure Plan 2011 for about 50 hectares of employment land to be provided in Kennet over the period 1991 to 2011. The Local Plan notes that 37.14 ha of employment land were already committed at April 2001 (including completions since 1991).

2.92 The Local Plan also has a suite of Tourism policies. The former Kennet District Council considered tourism to be a key element in its strategy for economic development. Research showed that whilst Kennet is well provided with tourist attractions, these at present attract day visitors who may spend little or nothing. The research concludes that the full economic benefits of tourism are not being captured due to a lack of visitor accommodation. Policies were therefore prepared to encourage the provision of a wide range of accommodation to cater for a variety of visitor requirements. Policies aim to:

- Prevent development which would adversely affect the amenity value, historic fabric, environmental quality or landscape setting of the Kennet and Avon Canal.
- Restrict proposals for facilities for boat users to the redevelopment, improvement or modest extension of existing canalside infrastructure at Devizes Wharf, Devizes Marina, Horton Bridge, Honeystreet Wharf, Pewsey Wharf, Burbage Wharf and Great Bedwyn Wharf.
- Permit improvements to facilities for water-bourne users and land-based vistors to Caen Hill Flight
- Permit permanent off-channel boating facilities and parking, toilet and related facilities for toher canal visitors between Martinslade and Upper Foxhangers Bridge
- Allow a new canal cutting between Bowerhill and Seend Cleeve to enable the Wilts and Berks Canal to connect with the Kennet and Avon Canal.
- Only allow tourist facilities or improved within the Avebury World Heritage Site where they promote the enjoyment, understanding or interpretation of the historic sites and monument subject to various conditions.
- Permits conversion of existing buildings to provide hostel or hotel including budge accommodation and study facilities subject to various conditions.
- Permits car parks off the A4361 to the north side of the Henge or other small car parks which would disperse visitor pressure within the Avebury WHS. .
- Permits small scale recreational facilities for visitors to the countryside such as car parks, picnic areas, tilet facilities and interpretation boards subject to various conditions.
- Permits In the countryside small scale tourist attractions or small extensions of existing buildings or small, new structures to facilitate the modest expansion of an established small scale tourist attraction subject to various conditions.
- Within towns and villages defined by a Limits of Development proposals for the conversion of existing buildings to visitor accommodation will be permitted provided that the property is capable of conversion without affecting the amenity of adjoining properties and the character of the area.
- Allows the change of use of existing dwellings to bed and breakfast provided that the proposal
- Does not adversely affect the amenity of nearby residents.
- Outside the Avebury World Heritage permits the change of use or conversion of existing buildings to provide visitor accommodation where the development would not adversely affect the character of the countryside.
- Proposals for sites for mobile campers (touring caravans, motor caravans, and tents) will be acceptable subject to various conditions.

2.93 North Wiltshire Local Plan 2011, North Wiltshire District Council, 2006
http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/northwiltshirelocalplan.htm

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

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

2.96 The NWLP allocates employment land as detailed below:

Development shall be permitted for business development (Use Classes B1, B2 and B8) on the following allocated sites, and outstanding allocations (from Adopted 2001 Local Plan):

Proposed Local Plan Allocations

Site	Area (Ha)
East of Beversbrook Farm and Porte Marsh Industrial Estate, Calne	4.4
Hunter's Moon, Chippenham	5
East of Leafield Industrial Estate, Corsham	3.29
Former St Ivel Site, Wootton Bassett (as part of a mixed use scheme)	3
Cocklebury Road, Chippenham (as part of a mixed use scheme)	2.5
Garden Centre, Malmesbury	3.9

Outstanding Local Plan Allocations

Site	Area (Ha)
Littlefields (Bath Road), Chippenham	13.2
Braydon Lane, Cricklade	2.7
Land to the North of Tetbury Hill, Malmesbury	1
Brickworks, Purton	3.1
Templars Way, Wootton Bassett	3.44
Interface Business Park, Wootton Bassett	1.85

Total Amount of Land Allocated	47.38 hectares

2.97 The Local Plan also contains a section in order to encourage tourism within the area. Tourism policies include:

- Directing new tourist accommodation within or adjacent to existing towns and villages but allowing tourist development within the countryside that improves or extends the range of tourist facilities including tourist accommodation, subject to various conditions such as conversion of an existing building, farm diversification scheme or extension to an existing facility.

- Support for the restoration of the Wilts and Berks canals, including the North Wilts Branch, and Thames and Severn Canals along the routes defined will be supported and route protected, subject to conditions.
- Proposal to restore, for leisure purposes, the route of the former railway line form Tadpole Lane, Swindon to Cricklade subject to conditions.
- Not permit development where proposals are likely to result in a significant adverse effect on the amenities and open landscape along the river and footpath route of the proposed Thames long distance path.

2.98 Salisbury District Local Plan 2011, Salisbury District Council, 2003
http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/salisburydistrictlocalplan.htm

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

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

2.101 The SDLP contains a suite of tourism policies which aims to:

- Allows the development of new tourist attractions or facilities or improvement to existing facilities within the physical limits of settlements.
- Deals with development of new tourist attractions or facilities or improvements to existing ones in the countryside subject to certain criteria
- Allows a new visitor centre to be provided for the Stonehenge WHS
- Allows the construction of new hotels within and on the edge of settlements and requires proposals for sites on the edge of settlements to demonstrate more central sites have been investigated.
- Prevents the development of new hotels in the open countryside
- Allow the change of use of buildings to hotels or other tourist accommodation subject to the effects on the amenity of dwellings.
- Prevents proposals for static holiday caravans and permanent holiday accommodation in the open countryside unrelated to existing settlements but allows small scale proposals if no effect on landscape.
- Prevents the development of large-scale sites for touring caravans and tents in the AONB unless adequately screened and not have an impact on the AONB.
- Allows large-scale sites for touring caravans and tents within or adjacent to settlements or adjacent to main holiday routes subject to criteria.

2.102 There is no policy protecting accommodation stock where necessary or a sequential approach to the redevelopment / re use of redundant accommodation, securing the most appropriate re use within the local socio-economic context, as advocated in the emerging RSS..

2.103 West Wiltshire District Plan First Alteration, West Wiltshire District Council
http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/westwiltshirelocalplan.htm

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

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

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

2.106 The WWDP contains a suite of tourism policies that aim to:

- To encourage the development of tourism in a manner compatible with the principles of sustainable development and the character of the area.
- Allows new tourist attractions or extension to existing attractions subject to meeting certain criteria
- Allows provision of minor roadside tourist facilities, such as lay-bys, parking areas and information points at suitable locations and authorised signposting to tourist attractions provided features do not create significant highway problems and are not detrimental to the local environment.
- Allows new hotel, guest house or other serviced and self catering accommodation for visitors with in the built up areas of Bradford-on-Avon, Melksham, Trowbridge, Westbury and Warminster and within the Village Policy Limits subject to certain criteria.
- Permits proposals for new or extension to existing camping, static and touring caravan, and holiday chalet sites subject to certain criteria.

2.107 Wiltshire Council Statement of Licensing Policy, December 2009
http://www.wiltshire.gov.uk/wiltshire-council-licensing-policy-approved-01-12-09.pdf

2.108 The Licensing Authority has a duty under the Act to carry out its licensing functions with a view to promoting four licensing objectives, each licensing objective being of equal importance. These are:

- The Prevention of Crime and Disorder
- The Promotion of Public Safety
- The Prevention of Public Nuisance and,
- The Protection of Children from Harm.

2.109 It is recognised that licensable activities are important to the local economy as well as helping to satisfy cultural and leisure aspirations.

2.110 Summary of key issues

- Deliver sustainable development by planning for prosperity
- Committed to securing sustainable economic growth
- Need to restructure the economy
- Meet development needs of businesses
- Do not over-burden business, address potential barriers to investment.
- Set out a clear economic vision and strategy for the area that is positive
- Set criteria, or identify strategic sites, for local and inward investment to match the strategy and meet anticipated requirements
- Support existing business sectors
- Positively plan for the location, promotion and expansion of clusters or networks or knowledge driven, creative or high technology industries
- Identify priority areas for economic regeneration
- Facilitate new working practices such as live/ work
- Work with LEP and neighbouring authorities to prepare and maintain a robust evidence base
- Support the rural economy
- Confirms economic development as being B use classes, public and community ues and town centre uses and those that provide employment opportunities, generates wealth, produced or generates an economic output or products
- Manage the evening and night-time economy
- Strictly control economic development in the open countryside away from existing settlements
- Support sustainable rural tourism and leisure developments that benefit rural businesses
- Provide a positive framework for facilitating sustainable development that supports traditional land-based activities and makes the most of new leisure and recreational opportunities.
- Tourism can generate significant revenues jobs and supports communities,
- Cs should support tourism as a key issue where relevant, to maximise the benefits fo tourism, identify optimal locations, avoid adverse impacts.
- A healthy, properly functioning natural environment is the foundation of sustained economic growth, prospering communities and personal wellbeing.
- Summarises economic policy area of abandoned Regional Spatial Strategy, Wiltshire Structure Plan and former district local plans

3.0 Links to other strategies

3.1 Regional Economic Strategy for the South West – 2006-2015 – Strategy
http://download.southwestrda.org.uk/file.asp?File=/res/general/RES2006-2015.pdf

3.2 The final Regional Economic Strategy for the South West amends its aspirations slightly compared to the draft version and aspires that:

a) South West England will have an economy where the aspiration and skills of our people combine with the quality of our physical and cultural environment to provide a high quality of life and sustainable prosperity for everyone
b) South West England will demonstrate that economic growth can be secured within environmental limits to bring prosperity to the region

3.3 This should be achieved through

a) Supporting business productivity
b) Encouraging new enterprise
c) Deliver skills for the economy
d) Compete in the global economy
e) Promote innovation

3.4 Regional Economic Strategy for South West England 2006 – 2015 – Spatial Implications – Place Matters
http://www.swo.org.uk/EasysiteWeb/getresource.axd?AssetID=40296&type=Full&servicetype=Attachment

3.5 Identifies Wiltshire as being within part of the A303 corridor (south Wiltshire) and the north east triangle of the south west.

3.6 North East Triangle:

- The largest zone in the region, significant potential for further growth.
- It includes the major urban areas of Bristol, Bath, Swindon, Gloucester, Cheltenham and Weston-super-Mare, as well as towns such as Stroud, Cirencester, Chippenham, Trowbridge, Frome and Warminster. Three distinct sub-zones are evident within the North East Triangle, namely:
    - Bristol, Bath, Weston-super-Mare and its hinterland – the West of England
    - Swindon and the adjacent M4 corridor
    - Gloucester, Cheltenham and the adjacent M5 corridor
- The North East triangle is the most prosperous, economically diverse and accessible part of the region.
- The zone boasts the highest skills and income levels;
- Key sectors include High-Tech Manufacturing and ICT industries.
- Strong employment growth, higher than average wages and wage inequality

3.7 Trowbridge

- Trowbridge TTWA provides about 2.4% of regional employment and GVA.
- Identifies that the Trowbridge economy is focussed on Manufacturing (food and drink in particular) and therefore is likely to witness ongoing restructuring in the sector
- Trowbridge will need to ensure new skills are available within the labour force to help attract and retail new business
- Trowbridge needs it manage progressive restructuring of the economy to include skills development and business support.

3.8 Chippenham

- Chippenham is not expected to change significantly over the next 20 years. Growth has recently been diversified in Chippenham with sectors such as hotels and catering, construction and business services all experiencing high growth in employment.
- In Chippenham there remains a high degree of specialisation in manufacturing activity, which is set to decline. Chippenham has a high degree of specialism and growth potential in ICT, slightly less so in tourism.
- Chippenham needs to support business development towards innovative, high end manufacturing and ensure an appropriate range / number of courses to meet the needs of business, especially in high tech and knowledge –based sectors. Chippenham faces strong labour market competition from Bristol and Bath and therefore needs to sell itself as an attractive place to work and live.

3.9 A303 corridor

- Recognizes the A303 corridor as a functional zone within which identifies priority sectors as:
  a) Advanced Engineering
  b) Food and Drink
  c) Biotechnology and Environmental Technology
  d) Advanced Manufacturing
  e) Primary Industry Sector
  f) Traditional Manufacturing
- Further recognises the valuable Ministry of Defence presence with strong links to research establishments.
- Describes Salisbury as 'a large freestanding centre performing a traditional role serving a wider hinterland of smaller towns and villages. Its contribution to total regional employment and GVA is around 2.4%. It has good connections with London and the South East. It has seen relatively strong economic growth and has a high quality environment. It is relatively specialised in sectors which have high growth potential in the future, including tourism and biotechnology.
- There are further strengths in terms of the MOD (eg Defence Science Technology Centre), financial services and its retail function. It is also in close proximity of the Porton Down research establishment. Key issues for Salisbury include the tight market, lack of employment land and a lack of affordable housing. There are a number of challenges for Salisbury in achieving its full economic potential:
- Realising the opportunities presented by the presence of Porton Down, for example the establishment of knowledge-based companies in the Biotechnology sector and further links with Higher Education establishments in Bournemouth and Yeovil
- The high quality environment may limit opportunities for further expansion
- Contributing in partnership with other places, the development of a more coherent A303 corridor
- In Amesbury there is a need for targeting initiates to diversify the local economies and develop labour market potential in these settlements and recognize the significant economic connections the town has to Salisbury, Andover and Basingstoke.
- manufacturing productivity is rising, unemployment is low, educational and skills levels are high and employment in the knowledge economy is high
- It has a young, well-educated, enterprising population

3.10 South West of England Regional Development Agency – Spatial Implications of Economic Potential in the south west - Roger Tym and Partners Final Report - June 2006
http://www.swo.org.uk/EasysiteWeb/getresource.axd?AssetID=40294&type=Full&servicetype=Attachment

3.11 Identifies the following characteristics for Wiltshire's main towns.

3.12 Trowbridge
Identifies that:
- Trowbridge as being part of the West of England sub-region
- Tourism, healthcare and food, Drink & Tobacco are key specialist sectors
- Other major industries are similar to those found in most urban areas: Retailing, Education, Health and Hotels & Catering.
- Despite its role as a County town, the town has poor economic strength.
- The local economy is primarily based on manufacturing, food processing and services.
- Productivity has increased but the number of jobs has been falling.
- There have also been decreases in industrial & retail activity and there are some concerns regarding economic stability given the predominance of manufacturing jobs.
- The retail centre is designated as an 'average metropolitan town'. Whilst retail rents are fairly good, yields and vacancy rates are poor.
- The economy is unfavourably specialised towards manufacturing, in particular Food & Drink, and progressive restructuring is inevitable. This has implications on skills development and on the potential need for business support to attract new operations in Trowbridge;
- Although still an important sector, Food Drink & Tobacco is on the decline and likely to continue on this trend. This could be a sector requiring special attention because of the number of jobs it represents and the decline in other manufacturing sectors which could have offered replacement jobs;
- A number of West Wiltshire towns form a group of settlements which have relationships with Trowbridge, Frome, Bath and Swindon. These include Bradford-on Avon, Melksham, Warminster, Westbury and Devizes. All of these towns are important local service centres in themselves and may use the potential growth in Trowbridge and larger settlements to complements their own markets, particularly in niche independent trading

3.13 Chippenham
Identifies that:
- The town originally prospered due to the importance of its railway engineering works, in particular Westingbrake and Signal Co Ltd which was the main employer in Chippenham in the 20th Century and maintain a significant role.
- Chippenham falls into the Swindon and adjacent to M4 corridor sub region
- Chippenham urban area has 33,200 residents (0.7% of region) and 13,700 employee jobs (0.6% of region). This ratio of population to jobs suggests a reasonable overall balance of employment to labourforce, but there is evidence of relatively high levels of out-commuting.
- There are strong employment relationships with surrounding towns and cities including Bath and Bristol.
- Chippenham's economy remains biased towards manufacturing activities
- GVA per person in employment is 4% higher than the regional average, probably as a result of the manufacturing activity operating in the TTWA such as electrical engineering, electronics, transport equipment, rubber & plastics;

- ICT and tourism are also strong sectors.
- Chippenham is often identified as a settlement with a limited economic role and high out commuting rates.
- The potential growth in importance of the A350 north-south route, and its western bypass of the town, are seen by both County and District authorities as a key to economic development in western Wiltshire.
- Skills shortages are arising in the area, largely as a result of the zone's success.

3.14 Salisbury

Recognizes the A303 corridor as a functional zone within which identifies priority sectors as:

a) Advanced Engineering
b) Food and Drink
c) Biotechnology and Environmental Technology
d) Advanced Manufacturing
e) Primary Industry Sector
f) Traditional Manufacturing

3.15 Further recognises the valuable Ministry of Defence presence with strong links to research establishments.

3.16 Describes Salisbury as 'a large freestanding centre performing a traditional role serving a wider hinterland of smaller towns and villages. Its contribution to total regional employment and GVA is around 2.4%. It has good connections with London and the South East. It has seen relatively strong economic growth and has a high quality environment. It is relatively specialised in sectors which have high growth potential in the future, including tourism and biotechnology. There are further strengths in terms of the MOD (eg Defence Science Technology Centre), financial services and its retail function. It is also in close proximity of the Porton Down research establishment. Key issues for Salisbury include the tight market, lack of employment land and a lack of affordable housing. There are a number of challenges for Salisbury in achieving its full economic potential:

a) Realizing the opportunities presented by the presence of Porton Down, for example the establishment of knowledge-based companies in the Biotechnology sector and further links with Higher Education establishments in Bournemouth and Yeovil
b) The high quality environment may limit opportunities for further expansion
c) Contributing in partnership with other places, the the development of a more coherent A303 corridor

3.17 In Amesbury / Tidworth / Ludgershall there is a need for targeting initiates to diversify the local economies and develop labour market potential in these settlements and recognize the significant economic connections the town has to Salisbury, Andover and Basingstoke.

3.18 Rural areas

3.19 Identifies the **importance of the economy outside of the urban areas -** Salisbury, Trowbridge, Chippenham and Cirencester all have low rates of urban area employment as a proportion of the TTWA (less than 30%). These towns are all important local centres but have very large rural hinterlands throughout which employment provision is clearly provided in smaller towns and villages. Whilst out commuting rates in Trowbridge & Cirencester are high, Salisbury is one of the few settlements which requires high levels of in commuting to service its jobs. In Salisbury's case therefore, the very large rural hinterland is clearly the main determinant for its low proportion of jobs (as oppose to a low number of jobs within its own urban centre).

3.20 Towards 2015 - Shaping tomorrow's tourism (2005)
http://www.towards2015.co.uk/downloads/Strategy.pdf

3.21 The tourism strategy for the South West of England has the following vision: 'By 2015 the South West of England will be internationally recognised as a model tourism destination. This will be achieved by creating a unique balance between its environment, communities, industry and visitor satisfaction, while earning long-term economic, environment and social benefit for the whole region' Strategic aims are to:

- Drive up quality
- Deliver sustainable tourism
- Effective destination management
- Recognises the importance of local authorities and local private / public sector partnerships in delivering the vision for a 'successfully, quality led tourism industry'
- Strategy suggests that visitors to the South west are becoming as interested in the experience they expect to have, as they are in the destination they intend to visit.
- Wiltshire, Salisbury and Stonehenge are identified as a major destination area and suggests that a
- Destination Management Partnership (DMP) should be set up for the area.

3.22 Towards 2015 – The Rural Dimension
http://www.swtourism.co.uk/additional/docsys/SWTourismBrochure7.pdf

3.23 Once Towards 2015 – Shaping tomorrow's tourism was produce, it was identified that further sub strategies needed to be produced. This represents once such strategy.

- Important that camping and caravan parks are allowed to continue to develop with additional services.
- Consider developing a Rural Pub development initiative to help maintain the viability of pub businesses.
- No evidence for more attractions in the region as a whole. The only exception being the potential development of the wildlife / environmental market.
- Do not over supply the restaurant, bistro and café sectors
- Ensure wise tourism is supported by the rural areas
- Further increase the use of local food and drink
- Continued support and development for countryside pursuits and traditional activities such as shooting, fishing, equestrian and walking.
- Recognise the value of the landscape and the impact of their decisions upon it
- Use our AONB's, World Heritage Sites to demonstrate sustainable tourism in action

3.24 Wiltshire and Swindon Economic Partnership Strategy (2003-2008)
http://www.wsep.org/default.cfm/loadlevel.3/loadindex.47

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

3.26 Identifies sector priorities as:

a) Advanced Technologies
b) Business Services
c) Food and Drink
d) ICT and Creative Industries

e) Agriculture & Land Based Industries
f) Tourism, Leisure & Hospitality

3.27 Geographic priorities include:
Salisbury Research Triangle

3.28 Strategic priorities include:

a) 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.
b) To develop a skilled, motivated and adaptable workforce with the skills to meet current and future business needs.
c) To bring about additional benefits to Wiltshire and Swindon through partnership working.

3.29 The Swindon and Wiltshire local Enterprise Partnership Proposal - the Pivotal Place for Growth in Southern England, The Swindon and Wiltshire Strategic Economic Partnerships
http://www.wsep.org/news/local-enterprise-partnership/

- Identifies planning and regeneration, business investment and support as the priorities needed to create the conditions for enterprise to grow and create wealth, jobs and business.
- Identifies that Swindon and Wiltshire provide a strategic transition point for economic activity between southern England and the South West. Economies are outward facing with strong economic links to all points.
- Primary corridor of enterprise is the strategic transport routes of the M4. Also key North south links including the A303, A350 and A419.
- Mix of urban conurbation, market town and rural landscape will continue to be a strong attractor for business investment and people seeking a greater quality of life.
- Regeneration in, and improved connectivity between primary population centres – priorities are Swindon, Chippenham, Salisbury and Trowbridge town centres.
- Identification, allocation and preparation of strategic employment land sites.
- Tourism growth by targeted improved access to our attractions.
- Create an environment that will encourage, not frustrate, business growth.
- Increase wealth generation
- Investing in infrastructure and services underpinned by private investment.
- Work collaboratively to mitigate job losses in the private sector
- Over 85% of businesses employ fewer than 10 .
- Identify new ways of working together to address the issues of the rural economy.

3.30 Identifies economic challenges as:

- Globalisation and the increasing competitive pressure that brings business base.
- Impact of a smaller public sector – spending and job losses
- Need for infrastructure investment to support economic growth
- Broadband connectivity – coverage and speed
- Maintaining sustainable communities – urban and rural
- Driving up the skill levels of our workforce
- Access to higher education.
- Tackling youth unemployment

3.31 Opportunities are:

- Being part of the solution for re-balancing the economy away from the over-heating in the south east
- Capitalising on location as a gateway to / from other economic zones
- Utilising our excellent transport infrastructure links, strengths of our existing business base and workforce to underpin our desire to growth
- Ensuring the area is ‘open for business

3.32 Economic strengths:

- Particular strengths in: advanced engineering and manufacturing, food & drink / Land based industry, life sciences, finance and business services, tourism, ICT, logistics, low carbon and renewable energy.
- Exploit the ‘green’ technologies being development within our business base
- Military presences is significant in Wiltshire and plays a key role in local economies and communities.
- Outside of Chippenhan, Salisbury and Trowbridge the area is dominated by a a market town economy and reliance on private transport is significant
- Specialist organisations in the area that are nationally important: DE & S Copenacre, DSTL and HPA at Porton Down, RAF Lyneham, Qinetiq
- Identifies tourism as being key. The area has a compelling offer based on its heritage, physical and cultural assets and support infrastructure. Attractions include the Kennet and Avon Canal, Stonehenge, Salisbury and the Wiltshire Downs, access to other areas such as the Cotswolds.

3.33 Known threats:

- Closure of RAF Lyneham, D E and S Copenacre, loss of R&D capacity at HPA, public sector job losses, global economic recession, unemployment.
- A Planning system that will provide a user friendly service that is timely and give clarity around what can, and cannot be done.

3.34 Wiltshire Strategic Economic Partnership - Interim Strategy for the Development of the Economy in Wiltshire 2011 – 2015 – draft – June 2011 – draft

3.35 The key driver to the strategy is building economic recovery through the place shaping agenda whereby the right conditions are set in place for Wiltshire to become the business location of choice and that it’s settlements develop appropriately to their function and the needs of its residents. This will be achieved by:

- Supporting new and existing investors
- Moving towards a low carbon economy
- Creating the right conditions for social enterprise to deliver effectively

3.36 Strategy identifies that during the period of the strategy the economy will undergo a further period of restructuring. Further employment losses are expected in sectors that cannot effectively compete internationally. New opportunities however will open up as the result of ht heat having been taken out of the economy.

3.37 The Vision for strategy is to ‘A resilient sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs’.
Strategic objectives identified:

- SO1: Broaden the employment base so that Wiltshire is less pendent on public sector employment, low value economic activity and neighbouring areas for trade and jobs
- SO2: Provide the infrastructure that will create a business location of choice

- SO3: Improve the skills and employability of Wiltshire based workers and unemployed residents
- SO4: Enable the transition to a low carbon economy[4]
- SO5: Stimulate the appropriate development of social enterprises and employee led businesses.

3.38 Priority sectors are identified as: Advanced manufacturing, Bioscience, creative industries, environmental technologies, food and drink, financial and business services, ICT, Tourism

3.39 Wiltshire Strategic Economic Partnership – Wiltshire Innovation Strategy 2008 – 2014 (June 2008)
www.wsep.org/media/uploads/wsepinnstrat.pdf

- Strategy has been produced to encourage business competitiveness and raise productivity levels amongst local businesses. GVA in Wiltshire has been falling compared to the regional average. Focus of strategy is to establish the right soft and hard infrastructure to foster innovation.
- Identified some concentration of innovation activity along the A350 corridor
- Business suggested ways of promoting innovation including simplified regulations including relaxing planning regulations.

3.40 Objectives of strategy are:
- Raise Wiltshire's sustainable productivity levels through innovation
- Supporting the development of a suitable sustainable physical infrastructure to assist innovation in Wiltshire

3.41 Wiltshire Strategy Economic Partnership – Investment Strategy 2008 – 2014 (June 2008)
http://www.wsep.org/media/uploads/Investment_Strategy_-_June_25th_2008.pdf

- Identifies that there is a need to move away from the traditionally declining manufacturing industries and towards higher value added businesses. This will demand higher skills, provide higher wages and will reduce the high-levels of out-commuting which the county currently experiences.
- Identifies key sectors as Agriculture, food and drink, military, tourism, public sector, manufacturing, biotech, ICT and creative industries.
- Ensure provision of sufficient and appropriate employment land, premises and infrastructure through a strong influence on and engagement with LDF processes
- Vision is 'Wiltshire as a dynamic investment location – with a broad employment base that supports higher value, higher skilled businesses.

3.42 Has following objectives
- SO1 – 'to develop and maintain a clear strategic approach and a positive environment for sustainable investment'. Activities include – ensure strategic provision of appropriate land and premises for employment use.
- SO2 – Develop and enhance a co-ordinated and comprehensive investment service to attract new investment

3.43 People Places and Promises, Wiltshire Community Plan 2011 – 2026, Wiltshire Assembly and Wiltshire Family of Partnerships, June 2010 (Consultation draft)

[4] This will be achieved by encouraging the reduction of commercial waste and the introduction of energy efficiency measures within new developments such as promoting sustainable transport, renewable energy production and encouraging sustainable practices within existing businesses and services and developing business networks.

http://www.wiltshire.gov.uk/communityandliving/communityplan.htm

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

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

- to generate a greater proportion of high value-added businesses and green jobs
- developing a vision for Salisbury, Trowbridge and Chippenham and agreeing their future scale and role
- Encourage the **restructure of the economy** so that it is less reliant on the public sector and on financial services, and generates a greater proportion of high value-added businesses and green jobs.

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

3.47 Growth is often used as a key measure of the strength of the economy. Wiltshire is a rural county. This is our principle asset, but something that can also limit growth. Making the most of what Wiltshire has to offer through encouraging the right kinds of businesses here, improving skills to meet demand and supporting existing businesses are all priorities to ensure we have an economy that is strong, appropriate and competitive.

3.48 Wiltshire Corporate Plan 2010 -2014
www.wiltshire.gov.uk/corporate-plan-summary.pdf

3.49 One of the main aims is to support the economy. The plan identifies that despite the recent recession, Wiltshire has a comparatively strong economy. However, there are some areas that are more vulnerable which must be dealt with. Issues that we intend tackling include the number of people travelling out of the county for work; the decline of some of our town centres; the lower levels of business growth and confidence and skills gaps in our workforce. This will be achieved through:

- Support business start-ups and expansion and help create 6,000 new jobs and safeguard 8,000 existing jobs
- Secure the growth of particular types of employment that create higher paid and higher skilled jobs Retain and support the growth of Wiltshire's top employers

3.50 Local Agreement for Wiltshire, Wiltshire Council 2009
http://www.wiltshire.gov.uk/council/wiltshirefamilyofpartnershipsworkingtogether/localagreementforwiltshire.htm

3.51 Headline ambitions are to build resilient communities, improve affordable housing, provide for lives not services, support economic growth, provide safer communities and protect protecting the environment Key objectives relating to the economy are:

- Assess the significance of planned military changes on Wiltshire's communities
- Tackle unemployment hotspots
- Broaden the employment base of Wiltshire
- provide adequate workspace and employment land provision
- Understand how towns and villages can become vibrant economic centres

- Use planning policies to make new developments environmentally friendly and better manage the use of land and space

3.52 Wiltshire Corporate Plan 2010 – 2014, Wiltshire Council, June 2010
www.wiltshire.gov.uk/corporate-plan-summary.pdf

3.53 The vision is to create stronger more resilient communities. Supporting the local economy is identified as one of the 9 priorities for the next 4 years. Key outcomes to achieve in relation to the economy are:

- to support business start-ups, expansion and secure inward investment
- to secure growth in higher skill/value employment sectors.
- to retain and support the growth of Wiltshire's top employers

3.54 South Wiltshire Economic Partnership Strategy – September 2009 (Salisbury, Amesbury, Wilton, Tisbury, Mere, Downton)
http://www.southwiltshire.com/about-swep/

3.55 The following 3 aims are the key priorities for south Wiltshire:

- To ensure Salisbury and south Wiltshire is perceived as a centre of excellence for world class business, technology and tourism in order to develop a strong and sustainable economy.
- To work in partnership with key organisations to drive forward the growth of the south Wiltshire economy by supporting existing businesses and new organisations, whilst attracting inward investment.
- To provide the local business community with a unified voice on economic development issues, working to influence all levels of government to ensure the delivery of strategic change.

3.56 Objectives are:

- Business Development - Promote what makes south Wiltshire unique and ideally placed as a business location and place to work
- Technology & Innovation - Inspire others to adapt with the changing appetite for new technologies
- Employment Opportunities - Encourage the creation of employment opportunities across the local economy
- Rural Issues - Address issues affecting local areas
- Tourism & Leisure -Support the development of the value, quality, sustainability and profitability of the visitor economy in south Wiltshire
- Infrastructure - Ensuring that the infrastructure is in place (or is planned to be in place) to support the progressive growth of the local economy
- Community & Education - Create a stronger, more sustainable community in south Wiltshire
- Regeneration - Building sustainable communities for this and future generations
- Horizon Scanning - Proactively addressing issues and opportunities affecting south Wiltshire

3.57 Mid Wiltshire Economic Strategy 2009-2014 (Bradford on Avon, Devizes, Melksham, Pewsey, Trowbridge, Warminster and Westbury), Mid Wiltshire Economic Partnership 2009
http://www.midwiltshire.com

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

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

3.59 North Wiltshire Economic Strategy 2009-2014 (Calne, Chippenham, Corsham, Cricklade, Marlborough, Malmesbury, Wootton Bassett), North Wiltshire Economic Partnership, 2009
http://www.northwiltshire.com/strategy/

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

3.61 Strategic objectives include:

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

3.62 Visit Wiltshire website
http://www.visitwiltshire.co.uk/

3.63 The visit Wiltshire website identifies Wiltshire as the following:

3.64 With 6,000 years of history Wiltshire has attractions galore. Visit the mighty standing stones of Avebury and Stonehenge; explore the medieval city of Salisbury with its magnificent Cathedral, or the vibrant urban centre of Swindon. Take a trip to Longleat Safari and Adventure Park, Stourhead or the Kennet & Avon Canal. Browse interesting independent shops in our market towns; stroll around quintessential English hamlets such as Lacock and Castle Combe; or discover our outstanding collection of stately homes and gardens. And as you travel around, be sure to keep an eye out for Wiltshire's White Horses carved into the hillsides.

3.65 The appeal of Wiltshire doesn't end there: with almost half of the county designated an Area of Outstanding Natural Beauty we've over 8,200 paths for walkers and cyclists. You'll also find plenty of tea rooms, pubs and restaurants, as well as interestingly different festivals and events throughout the year.

3.66 At the end of a busy day you can relax at one of our quality hotels, B&Bs, guesthouses and inns, comfortable farmhouses, well-equipped self-catering properties, or friendly camping and caravanning sites.

3.67 Summary of key points

- Secure economic growth within the environmental limits
- Wiltshire is part of the A303 corridor , M4 corridor and the north east triangle of the south west
- Key sectors include High-tech manufacturing and ICT industries
- Trowbridge's economic is focussed on manufacturing, in particular food and drink, tourism, retail, education and health
- The number of jobs in Trowbridge has been falling whilst productivity increasing
- Chippenham is experiencing growth in hotels and catering, construction and business services
- Chippenham still has a high degree of specialism in manufacturing, ICT and tourism,
- Chippenham experiences a relatively high level of out-commuting.
- Potential growth in importance of the A350 north-south route is key to the economic development of western Wiltshire
- Key sectors along A303 corridor oar Advanced engineering, Food and drink, biotechnology and environmental technology, Advanced manufacturing and traditional manufacturing
- The MOD is clustered around the A303 corridor has strong links to research establishments
- Realise opportunities at Porton Down
- Trowbridge, Chippenahm and Salisbury all serve large rural hinterlands with employment provided in the smaller settlements.
- Goal with respect to tourism is to drive up quality, deliver sustainable tourism and provide effective destination management.
- Importance of camping and caravan parks is highlighted
- Consider development a rural pub development initiative to maintain pub viability
- Continued support and development for countryside pursuits, such as shooting, fishing, equestrian and walking
- Recognise the value of the landscape and impact of decision upon it
- Key sectors are identified as Advanced technologies, business services, food and drink, ICT and creative industries, agriculture and land based industries, tourism, leisure and hopsitalilty
- Key geographic priority is identified as Salisbury Research Triange.

- Wiltshire provides a key transition point between southern England and the south west.
- Primary corridors of enterprise along strategic transport routes of M4, A303, A350 and A419.
- Regeneration in Salisbury, Chippenham and Trowbridge
- Tourism growth by targeting improved access to attractions
- Encourage, not frustrate business growth
- Over 85% businesses in Wiltshire have fewer than 10 staff
- Exploit green technologies
- Military presence is significant and plays a key role in Wiltshire's economy
- Specialist organisations in the area of national importance include DE and S Copenacre, DSTL, HPA at Porton Down, RAF Lyneham, Qinetiq
- Provide a resilient sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs'.
- Broaden the employment base so that Wiltshire is less pendent on public sector employment, low value economic activity and neighbouring areas for trade and jobs
- Provide the infrastructure that will create a business location of choice
- Improve the skills and employability of Wiltshire based workers and unemployed residents
- Enable the transition to a low carbon economy
- Move away from traditionally declining manufacturing industries towards higher value added businesses
- Generate a greater proportion of high value-added businesses and green jobs
- Develop Visions for Salisbury, Chippenham and Trowbridge
- Encourage the restructuring of the economy so it Is less reliant on the public sectors and on financial services
- Reduce level and frequency of out-commuting.
- Support business star ups an expansion
- Provide adequate employment space and land
- Secure growth in higher skill/value employment sectors
- Encourage diversification of the rural economy
- Ensure appropriate provision and retention of sties, premises and industrial estates for employment use.
- Recognise Devizes, Melksham, Warminster and Westbury as larger market towns which need to consolidate their role
- Identifies Calne as one of the six main economic locations in North Wiltshire
- Work with MOD over future use of Corsham and RAF Lyneham

4.0 Identifying priorities at the community level

4.1 Transforming Trowbridge (Trowbridge Vision), Wiltshire Council, 2010
http://www.transformingtrowbridge.org.uk/

4.2 Transforming Trowbridge focuses on the regeneration of Trowbridge Town Centre and consists of 11 main projects. These projects are detailed and scoped within the document 'Trowbridge Scoping and Vision study' (Stage 1 report) available from: http://cms.wiltshire.gov.uk/mgIssueHistoryHome.aspx?IId=14266&Opt=0

4.3 With respect to this topic area it identifies that:

Trowbridge will be the focal point for significant new development including comparison retail, employment, leisure, housing and higher education. New leisure facilities including a new cinema in the centre of Trowbridge will attract visitors to Trowbridge throughout the day and evening, and will be complemented by new restaurants and cafés which will encourage visitors to spend longer in the town centre.

Trowbridge will have a thriving town centre and well performing out-of-town business parks with strong links to the town centre. Small and medium sized businesses will be supported and opportunities for local skills and training realised. New development should be flexibly designed to allow for a quick and sustainable response to a changing local economy.

4.4 The study further identifies that Trowbridge:

- Currently has a number of large vacant sites around the town centre, many of which have lain vacant for some time and detract from the appearance of the town centre.
- Trowbridge is relatively self contained in terms of commuting patterns (68% of residents work in Trowbridge).
- There is a need for these employment uses to be maintained and further employment opportunities secured through the masterplan process;
- The national decline of manufacturing and changing economy has resulted in the closure of many of the town's largest businesses, that has has weakened the role and identity of Trowbridge in the sub-region and left large swathes of vacant former industrial land around and within the town centre.
- The town does has a strong and characterful historic core including an impressive array of listed buildings and a superb park.
- Trowbridge is an important administrative centre,
- Office stock in the town centre is poor, and coupled with the often low quality of the environment in the town centre (including lack of evening and leisure uses, cafes, restaurants and bars) the centre is not attracting new office occupiers; and
- In perception terms, Trowbridge is a "blue collar" town which lacks the cachet of Bath or Salisbury.
- Also, while Trowbridge is reasonably accessible, there are other locations closer to the A303 and M4.
- As there is a weak town centre office market, new development is unlikely to be viable, unless there is a strong pre-let to a development.
- Large town centre sites are opportunities for employment provision;
- The conversion of older properties for start up businesses could be promoted;
- Links with Bath University could be strengthened to promote creative industries;

- There is a shortage of creative industries, ICT and environmental technology industries in the area;
- The development sites represent opportunities for niche and artisan businesses;
- There is a needs to attract and retain larger businesses;
- Accommodate different uses in flexible buildings;
- Secure infrastructure to meet growing needs and capitalise on existing infrastructural advantages; and Improve links from outlying businesses.
- Trowbridge already has several large businesses located in the town, although major business such as Vodafone and Apetito are located on the outskirts of town in business parks.
- Within the town centre there are a number of smaller businesses operating out of flexible workspace that set precedents for the areas they are in, such as the cluster of businesses around Court Street. Retaining and expanding these businesses will be important in ensuring the future sustainability of the town, and will help to support town centre retailing and housing
- There is potential for the former Bowyers site to accommodate new housing with employment uses focused in the existing historic buildings fronting Stallard Street.
- Identifies the following sites to include an element of employment:
    - **Town centre** – retail and service core
    - **Stallard Street/Wicker Hill/Fore Street** – professional/service/higher density housing (northern part)
    - **Ashton Mill** – mixed industrial/ Service
    - **Cradle Bridge** – Riverside opportunity site
    - **Castle Street/Court Street** – mixed use enterprise/evening economy/residential
    - **Bryer Ash business park** – Business

4.5 Chippenham Vision, Chippenham Vision Board September 2008
http://www.thechippenhamvision.co.uk/
http://www.thechippenhamvision.co.uk/uploads/ChippenhamVision.pdf

4.6 Identifies that:

- Chippenham CA has 47% of total employment in the district (22,600 jobs) and the town along accounting for 29% of north Wiltshire.
- RSs identifies 6,200 new jobs for the TTWA
- Chippenham CA accounts for 37% of all businesses (some 2193 in North Wiltshire, of which some 1172 (20%) are in Chippenham itself.
- 47% of all businesses in Chippenham CA are located outside the town itself which reflects on the importance of fringe business parks and rural based enterprises.
- Major employers are Herman Miller (Ficce furniture, Wincanton (logistics), Westinghouse (signallying and control systems), Wavin (pipe systems and solutions), SunGard (ICT networks), Scisys (ICT services_, Stronghold (workwear) and IP wireless (ICT technologies).
- Without a Vision Chippenham is in danger of becoming just a dormitory town for Swindon, Bath and Bristol
- Current Local Plan employment allocations are not considered to offer deliverability.
- Work undertaken in 2007 by Kings Sturge identified that as a minimum Chippenham are will need a minimum of 20.4 ha of employment land.

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

4.8 Relating to business and employment the vision wants to

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

4.9 Some specific opportunities identified are:

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

4.10 In addition the Chippenham Vision identified:

- a severe threat of shortage of employment land in the 2008 Vision strategy document.
- Consultation with local residents identified that a key priority for the future was the creation of local jobs for young people, making sure that good jobs are available within the town for local people and identifying more employment land to retain and attract employers.
- Recent evidence from economic development officers has indicated a strong demand for employment land in Chippenham. Failure to respond to this demand may lead to businesses moving elsewhere with the resultant loss of local employment at a time when job losses are universally anticipated. Furthermore Chippenham is in danger of being completely overlooked as a potential business location in the future.
- A major part of the work of the Vision is to help create local job opportunities. That means helping to ensure that an adequate supply of land is planned for, understanding the needs and demands of business located or wanting to locate in Chippenham, providing support for business start ups (including provision of business incubation units linked to local business support), and creating strong links between education and business to foster a culture of entrepreneurship and innovation.

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4.11 Chippenham Vision Employment Land Paper for Area Board
http://www.thechippenhamvision.co.uk/uploads/Chippenham%20Vision%20Employment%20Land.doc

- There is a perception that there are a large number of vacant premises in the town and therefore there is no real need. Unfortunately this is not the case. Instead there is frequently a mismatch between available land and property and the needs of businesses.
- Wiltshire Workspace strategy 209 identified only 3 suitable opportunities for employment land in Chippenham. All of which have issues to overcome. Also identified land requirement for Chippenham for 42 ha.
- There are indications of strong demand and shortage of supply. If this is allowed to continue employers will move elsewhere.

- There are at least 2 businesses in Chippenham which have an immediate requirement for over 20 acres of employment land between them.
- Several businesses in Chippenham are looking to expand in the near future.
- A fair proportion of the existing employment estate is in poor repair. In some cases the cost of remediating the land and or buildings outweighs the financial return from redevelopment the land.
- Land designated for mixed use often results in land owners holding out for opportunities to develop the land for retail and or residential with higher financial returns.
- Much of the land currently available and property is too small to accommodate businesses wishing to grow.

4.12 Salisbury Vision
http://www.salisburyvision.co.uk/

4.13 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.

4.14 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.

4.15 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.

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

5.0 Local Community Plans (Parish, Ward, Market Town Plans and Village Design Statements)

5.1 Amesbury Community Area

5.2 Stonehenge Community Plan 2004-2009
http://www.wiltshire.gov.uk/stonehenge_community_plan_2004-09.pdf
Improved visitor facilities built outside of the World Heritage Site.

5.3 Amesbury Community Strategic Plan 2006 -2016
http://www.wiltshire.gov.uk/area-board-amesbury-community-strategic-plan-2006-2016.pdf

- Link with Stonehenge needs to be improved. Need to derive some benefit from the town, perhaps by a Henge visitor centre near Amesbury.
- Promote Amesbury as a great place to shop, work and visit. Local residents would like more visitors to come to Amesbury to see the historical elements of the town.
- Stonehenge and the proposed enhanced visitor centre could being economic opportunity for the town. Proposes that the town could display artifacts as a museum etc or other cultural or educational centre. Develop a robust tourism promotional
- Strategy that helps to draw visitors into the town**.**

5.4 Durrington
http://towncouncil.durringtonwilts.co.uk/pdfs/DURRINGTON_PARISH_PLAN_V3.pdf
Nothing relevant to this topic area.

5.5 Idmiston, Porton, and Gomeldon Parish plan
http://cms.wiltshire.gov.uk/mgConvert2PDF.aspx?ID=6238
Nothing relevant to this topic area.

5.6 Figheldean
http://www.figheldean.org/parishplan/Parish%20Plan.pdf
Nothing relevant to this topic area.

5.7 Newton Toney Parish Plan
http://www.newton-toney.org.uk/pdfs/NTPP.pdf
Nothing relevant to this topic area.

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5.8 Pitton and Farley
http://www.pittonandfarley.co.uk/uploads/Pitton%20and%20Farley%20Final%20Plan.pdf
Nothing relevant to this topic area.

5.9 Winterbourne
http://www.southwilts.com/site/Winterbourne-Parish-Council/WinterbourneParishPlan%2009.pdf
Nothing relevant to this topic area.

5.10 Winterslow
http://winterslow.org.uk/uploads/images/Parish%20Plan/Parish%20Plan%20Presentation%20Copy%20-%20FINAL%20WEBSITE.pdf
Nothing relevant for this topic area.

5.11 Bradford on Avon Community Area

5.12 Bradford on Avon Community Strategic Plan 2005 and beyond
http://www.wiltshire.gov.uk/boa_community_plan_2005_and_beyond.pdf
Nothing relevant for this topic area.

5.13 Limpley Stoke
Nothing relevant to this topic area.

5.14 Calne Community Area

5.15 Calne Community Area Plan 2004-2014
http://www.wiltshire.gov.uk/calne_community_area_plan.pdf
Nothing relevant for this community area.

5.16 Calne Without Parish Plan(2009)
http://www.calnewithout.org/wp-content/uploads/cwpp-plan.pdf
Nothing relevant for this subject area**.**

5.17 Hilmarton Parish Plan 2005
http://www.communityfirst.org.uk/forms/Parish-plans/hilmarton%20PP.pdf
Nothing relevant to this topic area.

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5.18 Cherhill with Yatesbury Parish Plan
http://www.cherhill.org/CouncilDocs/Cherhill%20and%20Yatesbury%20Parish%20Plan.pdf
Shared office premises and employment land to allow people to live and work in the village

5.19 Chippenham Community Area

5.20 Chippenham and Villages Community Plan 2005-2015
http://www.wiltshire.gov.uk/chippenham_and_villages_community_plan_2005_-2015.pdf
Nothing relevant for this topic area.

5.21 Christian Malford Parish Plan -2005
http://www.christianmalford.org.uk/Core/ChristianMalfordParishCouncil/Pages/Village_Plan_1.aspx
Nothing relevant for this subject area.

5.22 Biddestone and Slaughterford
http://www.biddestonevillage.co.uk/uploads/images/ABSOLUTELYFINALPLAN1stJune09%20AW.pdf
Nothing relevant to this topic area.

5.23 Kington St Michael Parish Plan 2007
http://www.kingtonstmichael.com/Uploads/Site126/Files/KSMParishPlan2007.pdf
Nothing relevant for this subject area.

5.24 Corsham Community Area

5.25 Corsham Community Area Plan
http://www.wiltshire.gov.uk/corsham_community_plan.pdf
Nothing relevant for this subject area.

2.26 Devizes Community Area

5.27 Devizes Community Area Plan 2003-2015
Nothing relevant for this topic area.
http://www.wiltshire.gov.uk/devizes_area_community_plan_pdf.pdf

5.28 Devizes Community Area Strategic Action Plan 2007-2012
Nothing relevant to this topic area.
http://www.wiltshire.gov.uk/devizes-community-area-strategic-action-plan.pdf

5.29 Easterton and Eastcott Village Design Statement
http://www.wiltshire.gov.uk/easterton_and_eastcott_village_design_statement.pdf
Employment units to be built

5.30 Great Cheverell Parish Plan - 2006
http://www.communityfirst.org.uk/forms/Parish-plans/Great%20Cheverell%20Parish%20Plan%20pp%201-26.pdf
Nothing relevant for this subject area.

5.31 Market Lavington Parish Plan - 2006
http://www.communityfirst.org.uk/forms/Parish-plans/Market%20Lavington%20PP.pdf
Nothing relevant to this topic area.

5.32 Rowde's Future Plan (2009)
http://www.rowdevillage.co.uk/pdf/rowdes%20future%20plan%201_9.pdf
Nothing relevant to this topic area.

5.33 Urchfont Parish Plan
http://www.kennet-communityweb.com/site/Urchfont-Parish-Council/PPSummary.pdf
Need a local business hub to help provide facilities

5.34 Malmesbury Community Area

5.35 Malmesbury and the Villages Community Plan 2009-2013
Malmesbury town centre needs to be improved by undergrounding cables and wires
http://www.malmesburyandthevillages.net/downloader%20files/MVCAP%20PLAN%202.pdf

5.36 Ashton Keynes Parish Plan 2005
http://www.communityfirst.org.uk/forms/Parish-plans/AK%20Plan%20HPH%20version%204%20FINAL%20with%20front%20cover.pdf
Nothing relevant for this subject area.

5.37 Dauntsey Parish Plan 2007-2012
http://www.communityfirst.org.uk/forms/Parish-plans/Dauntsey_Parish_Plan.pdf
Provide local places to work

5.38 Minety 2004, updated 2008
Nothing relevant to this topic area.

5.39 Little Somerford Village Design Statement
http://www.wiltshire.gov.uk/little_somerford_village_design_statement_and_conservation_area_statement.pdf
Land and premises for modest employment use

5.40 **Marlborough Community Area**

5.41 **Marlborough Community Plan 2004-2014**
Nothing relevant for this topic area.
http://www.wiltshire.gov.uk/marlboroughcommunityplan.pdf

5.42 **Baydon Parish Plan 2009**
http://www.communityfirst.org.uk/forms/Parish-plans/Baydon.pdf
Nothing relevant to this topic area.

5.43 **Ogbourne St. Andrew Village Design Statement**
http://www.wiltshire.gov.uk/ogbourne_st_andrew__maizey___rockley_village_design_statement.pdf
Work space for unobtrusive employment

5.44 **Ramsbury Village Design Statement**
http://www.wiltshire.gov.uk/ramsbury_village_design_statement.pdf
Premises and sites

5.45 **Melksham Community Area**

5.46 **Melksham Community Strategy**
Nothing relevant for this topic area
http://www.wiltshire.gov.uk/communityandliving/areaboards/melkshamareaboard.htm

5.47 **Atworth Parish Plan 2010**
http://www.atworth.org.uk/
Nothing relevant for this subject area.

5.48 **Pewsey Community Area**

5.49 **Pewsey Community Area Plan**
Create more tourist accommodation.
http://www.wiltshire.gov.uk/communityandliving/areaboards/pewseyareaboard.htm

5.50 **Pewsey Village Design Statement**
http://www.wiltshire.gov.uk/pewsey_village_design_statement.pdf
Business premises

5.51 **Great Bedwyn Village Design Statement**
http://www.wiltshire.gov.uk/great_bedwyn_village_design_statement.pdf
Visitor centre near canal, light industrial estate acceptable on outskirts

5.52 **Upavon Village Design Statement**
http://www.wiltshire.gov.uk/upavon_village_design_statement.pdf
Local premises for low key industries and employment

5.53 **Salisbury Community Area**

5.54 **Salisbury City Plan**
http://www.salisburycitycouncil.gov.uk/images/stories/City_Plan_2010-2011.pdf
Nothing relevant for this subject area.

5.55 **Bemerton Ward - A Ward Plan for Bemerton 2007-2010**
http://www.salisbury.gov.uk/bemerton-ward-plan.pdf

Nothing relevant to this topic area.

5.56 Southern Wiltshire Community Area (Downton)

5.57 Southern Wiltshire Community Plan 2004-2009
Nothing relevant for this topic area
http://www.wiltshire.gov.uk/communityandliving/areaboards/southernwiltshireareaboard.htm

5.58 Alderbury and Whaddon Parish Plan
http://www.communityfirst.org.uk/forms/Parish-plans/Alderbury%20and%20Whadden.pdf
Better transport needed to local employment

5.59 Landford Parish Plan 2008-2013
http://www.communityfirst.org.uk/forms/Parish-plans/Landford%20PP.pdf
Nothing relevant to this topic area.

5.60 Laverstock and Ford Parish Plan (2009)
http://www.laverstock-ford.co.uk/files/parish_plan_.pdf
Nothing relevant to this topic area.

5.61 South West Wiltshire Community Area

5.62 Mere Community Area:
Mere and District Community Plan 2004-2009
Nothing specific to this topic area
http://www.wiltshire.gov.uk/http___www.salisbury.gov.uk_mere.pdf

5.63 Nadder Valley Community Area Plan2004-2009
Tisbury High Street needs to be upgraded
http://www.wiltshire.gov.uk/httpwww.salisbury.gov.uk_nadder_valley.pdf

5.64 Wilton Community Area:
Four Rivers – Ebble, Nadder, Wylye, 2004-2009
Wilton High Street is shabby and needs upgrading
http://www.wiltshire.gov.uk/http___www2.wiltshire.gov.uk_wilton-community-plan.pdf

5.65 Barford St Martin Parish Business Plan
http://www.barpc.ndo.co.uk/docs/business_plan_0708.pdf
Nothing relevant for this subject area.

5.66 Dinton
http://www.southwilts.com/site/Dinton-Parish-Council/
Nothing relevant for this subject area.

5.67 Donhead St Mary Parish Plan - 2008
http://www.communityfirst.org.uk/forms/Parish-plans/Donhead%20St%20Mary%20Parish%20Plan%202008.pdf
Locations for local business of appropriate type needed.

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5.68 East Knoyle
http://www.eastknoyle.org.uk/24653_Parish_Plan_WEB_final.pdf
Nothing relevant for this subject area.

5.69 Maiden Bradley Parish Plan 2005
http://www.communityfirst.org.uk/forms/Parish-plans/Maiden%20Bradley%20Parish%20Plan%20final%20v1.pdf
Nothing relevant for this topic area.

5.70 Mere Parish Plan 2005
http://www.merewilts.org/Mere_parish_plan/Mere_Parish_Plan_2005.pdf
Adequate employment land

5.71 Wilton Town Plan
http://www.wiltontowncouncil.gov.uk/Core/Wilton-TC/Pages/Town_Plan_3.aspx
Nothing relevant to this topic area.

5.72 Tisbury
http://www.salisbury.gov.uk/tisbury-parish-plan.pdf
New office space needed in the town.

5.73 <u>Tidworth Community Area</u>

5.74 Tidworth Community Plan 2003-2013
Desire for more employment land – e.g. at Castledown Business Park
http://www.wiltshire.gov.uk/tidworth_community_plan_final_web_version_pdf.pdf

5.75 <u>Trowbridge Community Area</u>

5.76 Trowbridge Community Area Plan 2004-2014
Nothing relevant for this topic area
http://www.trowbridge.gov.uk/trowfuture.asp?id=164

5.77 Trowbridge Town Council Strategy 2008
http://www.trowbridge.gov.uk/minutes/AGENDA/Strategy%202008-2011_revisedOct09.doc
Ensure enough land is available.

5.78 <u>Warminster Community Area</u>

5.79 Warminster and Villages Community Plan 2005-2015
Shabby buildings need restoration.
http://www.wiltshire.gov.uk/warminster_and_villages_community_plan_2005_-_2015.pdf

5.80 <u>Westbury Community Area</u>

5.81 Westbury Area Community Plan 2005-2010
Town centre is tatty and needs refurbishment in Westbury. Better signage needed. Also improvements to pavements and lighting.
http://www.wiltshire.gov.uk/communityandliving/areaboards/westburyareaboard.htm

5.82 Edington
Premises and facilities to enable working in the village

5.83 <u>Wootton Bassett Community Area</u>

5.84 Wootton Bassett and Cricklade: Northern Community Area, Our Community Plan 2005-2015

Employment land / sites needed to encourage local jobs
http://www.wiltshire.gov.uk/wootton-bassett-cricklade-community-plan.pdf

5.85 Lydiard Millicent -2005

http://www.communityfirst.org.uk/forms/Parish-plans/Lydiard%20Millicent.pdf
Nothing relevant to this topic area.

5.86 Summary of key issues

- Identifies the regeneration of Trowbridge, through the Transforming Trowbridge project that includes the significant regeneration of Trowbridge town centre to include comparison retail, employment. Leisure, housing and higher education uses.
- Identifies the regeneration of Chippenham within 8 key opportunity areas including the public realm business and employment, transport leisure and tourism, retail and food, education and skills and the environment.
- Salisbury Vision identifies 24 key projects for the City two of which re a directly relevant to the provision of employment land being the transformation of the Churchfields Industrial Estate and the eastern gateway to Salisbury project
- Amesbury's link with Stonehenge needs to be improved
- Promote Amesbury as a great place to shop, work and visit.
- Capitalise upon Stonehenge and the economic opportunity presented by proposed new visitor centre.
- Cherhill and Yatesbury – provide shared office premises and employment land so people can live and work in the village
- Urchfont – Need a local business hub to help provide facilities
- Malemesbury – town centre needs to be improve by undergrounding the cables and wires
- Little Somerford – Land and premises for modest employment use
- Ogbourne St Andrew – provide works space for unobtrusive employment
- Ramsbury - provide business premises and site
- Pewsey – create more tourist accommodation and business premises.
- Great Bedwyn – provide a visitor centre new the canal, light industrial estate could be acceptable on outskirts.
- Upavon – provide local premises for low key industrial and employment
- Alderbury and Whaddon – Better transport is needed for local employment
- Tisbury – Tisbury High Street needs to be upgrade, new office space is needed in the town
- Wilton – High street is shabby and needs upgrading
- Donhead St Mary – Locations for local business of appropriate type needed
- Mere – provide adequate employment land
- Tidworth – Desire for more employment
- Trowbridge – ensure enough land is available
- Warminster – shabby employment buildings need restoration
- Westbury – Town centre is tatty and needs refurbishment
- Edington – premises and facilities needed to enable working in the village
- Royal Wootton Bassett and Cricklade – employment land / sites needed to encourage local jobs

6.0 How Should the Employment land be distributed across West, East and North Wiltshire?

6.1 The suggested employment land and respective land distribution within the Roger Tym study (detailed in section 1 of this TP) is provided to the council in the form of guidance only and Roger Tym advise that ‘the Council may wish to take into considerations other factors when determining its final allocations’ [5]. The distribution provided and total employment land that Roger Tym propose to the council to allocate within the Wiltshire Core Strategy /Local Plan is based on a quantitative assessment of needs. This has been identified through the following process.

- A target of 39 ha as a result of job forecasts identified from 2011-2026[6]
- A frictional employment land requirement of 45 ha of readily available land kept as a rolling reservoir to provide investment choice, identified through analysing pass completion rates

6.2 This has then been translated into employment land requirement by Roger Tym taking into account:

- Share of existing employment in 2009 (jobs)
- Share of existing employment sites
- Job Density (2011)
- Unemployment Claimant count

6.3 This therefore identifies a requirement of 83 ha of employment land across North, West and East Wiltshire based purely on quantitative factors. The results in a quantitative distribution identified by Roger Tym detailed below.

Community Area	**Total employment land required**
Bradford on Avon	4.3
Calne	7.2
Chippenham	10
Corsham	5.9
Devizes	6.2
Malmesbury	4.3
Marlborough	4.2
Melksham	8.1
Pewsey	3.8
Royal Wootton Bassett	5.3
Tidworth	
Trowbridge	10.7
Warminster	5.6
Westbury	8.3
Total	**83.9**

6.4 The distribution and total employment land identified above shows a purely quantitative element of employment land required. In effect Roger Tym’s distribution is based on where land and jobs are at the moment. In effect it does not look at the more spatial elements of individual towns and community areas nor does it take into account more local strategic goals of the Swindon and Wiltshire Economic

[5] Para 5.80 of Wiltshire Workspace and Employment Land Review – 2011, Roger Tym and Partner’s

[6] Roger Tym advised that due the impact of the recession it would be sensible to plan from 2011 to 2026 rather than from 2006 to 2026. This is because although the Cambridge Econometrics job forecasts show a loss of 3,148 jobs (supported by ABI evidence) and a loss of 25 ha of employment, monitoring data in fact shows an net increase of employment space from 2007 to 2010 of 30.7 ha). this is maybe due to the underutilisation of employment space rather than actual loss and therefore it would be incorrect to plan for a total loss in employment land that in fact has not occurred.

Partnership or the aims of the more local economic partnerships nor the Trowbridge and Chippenham Visions. In addition more local evidence has been gathered through various means within the Roger Tym study such as stakeholder workshops and a business survey. Furthermore the economic forecasts from Cambridge Econometrics were also provided at the former district level of Wiltshire and this provides more local derived quantitative evidence. All of this qualitative evidence should together with the quantitative evidence inform the employment land requirement and spatial distribution of employment land and has not yet done so. Key qualitative elements not yet incorporated in the employment land distribution identified are now summarised below.

6.5 The Swindon and Wiltshire Economic Partnership Proposal – the pivotal Place for growth in southern England

6.6 The Swindon and Wiltshire Economic Partnership proposal has some very specific strategic goals that should be provided for within the Wiltshire Core Strategy:

- Create 10,000 new private sector jobs by 2015[7]
- Regeneration in and improved connectivity between the primary population centres with priority being Swindon, Chippenham, Salisbury and Trowbridge Town Centres.
- Wiltshire currently has a distortion of travel to work patterns with a significant number of high earning individuals out-commuting.
- The primary urban conurbation is Swindon with significant centres of population at Chippenham, Salisbury and Trowbridge
- Identifies that a key sector is tourism as the area has a compelling offer based on its heritage, physical and cultural assets and support infrastructure with attractions including the Kennet and Avon Canal, Stonehenge, Salisbury and the Wiltshire Downs and providing a base from which you can access other areas such as the Cotswolds.
- Prioritising availability of employment land in areas in which businesses want to invest.
- Capitalise of Wiltshire's position as a pivotal gateway to the south west, south east and Wales

6.7 Wiltshire Workspace and Employment Land Review (Roger Tym, 2011)

6.8 The Roger Tym Workspace and Employment Land Review does identify more local demand side evidence that should be planned for specifically with respect to how much employment land and where it identifies that:

- Stop out-commuting need more balanced communities
- Figure A2.2 looks at where most employment is in Wiltshire and illustrates the importance and concentrations of employment land at the main strategic transport routes particularly the M4, A350 and the A303 – the settlements of Salisbury, Amesbury, Warminster, Westbury, Trowbridge, Melksham, Chippenham, Corsham, Malmesbury, Wootton Basset. Employment also exists around the main military bases – Tidworth and Lyneham as well as the main settlements in east Wiltshire – Devizes and Marlborough.
- The majority of office premises employment is within the Amesbury, Tidworth and Salisbury (A2.7) community are whilst the most industrial jobs is within the Chippenham community area(A2.8)

[7] This figure includes Swindon which is not covered by the Wiltshire Core Strategy and Salisbury whose land distribution is determined by the South Wiltshire Core Strategy

- Most warehousing employment exists in the Westbury and Corsham community areas (A2.11)
- Chippenham, Trowbridge and Salisbury community area have the greatest number of people of working age population (A2.13)
- Salisbury has a similar amount of jobs to working residents, resulting in an almost zero net flows of workers, but east, west and north Wiltshire all experienced net outflows of workers, particular to Swindon, and Bath and North East Somerset (page 43. Appendix 2)
- The highest self containment rates[8] are recorded in Salisbury (60%), Devizes (61%) and Warminster (62%), with other community areas in Wiltshire not being so self contained.
- Para 4.13 identifies that from 2005 and 2011 the main locations where business premises (Industrial and warehousing space) were let were at Westbury, Warminster, Trowbridge, Salisbury, Devizes and Corsham, totally 65.1% of all space let. The most popular locations for office take up between 2005 and 2011 (para 4.27) is Devizes, Trowbridge, Salisbury, Chippenham and Westbury accounting for 50% of total take up.
- There is a shortage of existing employment commitments at Salisbury, Chippenham and Trowbridge and as these will provide for a significant proportion of the county's new housing to 2026 it is important that new employment allocations are made in order to protect and import their self containment (para 4.39)
- Most demand is likely to be generated in Chippenham and Torwbridge and they account for about a third of employment and a quarter of existing employment land (para 5.44) and should therefore have the highest allocations of employment land (para 5.47)
- Market towns of Bradford on Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Woottton Basssett that already support employment are likely to attract demand for new space but demand is less likely from inward investment (para 5.49)

6.9 Future Employment Needs in Wiltshire Employment Floorspace and Land forecasts (2011)

6.10 The Future Employment Needs in Wiltshire Employment Floorspace and Land forecasts study identifies that based on removing the employment land loss between 2006 and 2011, as in Roger Tym's recommendation, there is a need for the following land distribution as a result of forecasts that gives us an indication of where employment land is needed:

- 7.2 ha in East Wiltshire
- 14.8ha in North Wiltshire
- 19 ha in West Wiltshire.

6.11 Chippenham Vision

6.12 Work to support the Chippenham vision identifies that other uses apart from employment may be more suitable on the Langley Park site and therefore land may be required to relocate businesses from this site.

6.13 Summary of more qualitative analysis of employment demand

[8] Table A2.19

6.14 Overall this analysis identifies that beyond the quantitative assessment of employment land identified in the Roger Tym employment land review, there are other economic drivers present in Wiltshire that should direct the employment land requirement. The key strategic goals of the LEP and economic partners is to deliver 10,000 additional private sector jobs by 2015 and increase self containment of Wiltshire's settlements. These two strategic goals in themselves will require the delivery of more employment land than suggested in the Roger Tym study as more jobs may be delivered upfront as the 'frictional' requirement will be tapped into earlier and used up during a shorter timeframe than envisaged within the RT study. In addition the policy of reducing out-commuting will also increase employment land need as if jobs are in effect clawed back to match workers demand will increase. Furthermore Chippenham and Trowbridge are the two locations where the majority of new housing will be delivered and the majority of employment should also be directed in a similar manor with respect to these two main settlements. In addition the consultation responses to the Wiltshire Core Strategy detailed in the Topic Paper Addenda to this paper has also informed this area.

6.15 Each community area in east, north and west Wiltshire will now be considered to identify a more locally based employment land target.

6.16 Bradford on Avon Community Area

The Roger Tym Employment land review identifies that 4.3 ha of employment land should be identified at Bradford on Avon. However Bradford-on-Avon is tightly constrained in terms of landscape and almost entirely surrounded by green belt. Therefore there is not a large opportunity for development. In addition Bradford on Avon is not located on one of the main strategic road transport routes and does not appear to be a location where business naturally locates. It is also in close proximity by train to Trowbridge which should be the main focus of employment given the focus of population at this centre. Employment land provision should therefore be maintained as in the draft Wiltshire Core Strategy (June 2011) at 3 ha.

6.17 Calne

The Roger Tym Employment land review identifies that 7.2 ha of employment land should be identified at Calne. It also identifies that Calne is likely to attract demand for new space but less likely to attract Inward investment. However consultation responses identified that the town would like to see a consolidation and improvement of existing facilities and infrastructure before seeing more development but were supportive of more employment, otherwise responses question if any additional employment land should be identified. In addition Calne is not located on one of the Strategic road network corridors and is in close proximity to Chippenham which should be the main focus of employment given the focus of population at this centre. Employment land target proposed by Roger Tym should therefore be reduced slightly to 6 ha.

6.18 Chippenham

The Roger Tym Employment land review identifies that 10 ha of employment land should be identified at Chippenham. The study also identifies that Chippenham is on the Strategic road network close to the M4 and on the A350 and that the majority of industrial jobs are in the Chippenham Community area. Chippenham is also one of the 3 Wiltshire towns with the greatest number of people of working age population but is currently is not as self contained as some other settlements in Wiltshire with many residents commuting to nearby Bath or Swindon. However, Chippenham has benefitted from a higher take up of offices between 2005 and 2011 whilst suffers from having little employment land available suggesting that demand is present. The Roger Tym study continues to identify that most demand for employment space in the future is likely to be in Chippenham (along with Trowbridge). The Wiltshire Core Strategy / Local Plan directs a good proportion of total housing requirement towards Chippenham and it follows that jobs should ensue. The Swindon and Wiltshire Economic partnership proposal identifies a priority regeneration location at Chippenham and that the town is a primary urban conurbation with significant population. The Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that North Wiltshire should provide a little bit less employment land than the west Wiltshire area. Whilst the Chippenham Vision identifies that the Langley Park site may be suitable for alternative uses meaning that some land may need to be found elsewhere in Chippenham to decant this. Consultation response on the Wiltshire Core Strategy (June 2011) consultation was mixed – with support for more land and suggestion that there is no demand for business in Chippenham. Given Chippenham's strategic importance, evidence of demand for employment in Chippenham, proposed location for housing and aspirations of the Vision more employment land than 10 ha should be provided but slightly less than that identified in the Wiltshire Core Strategy June 2011 consultation document and therefore a target of for 27 ha is proposed.

6.19 Corsham

The Roger Tym Employment land review identifies that 5.9 ha of employment land should be identified at Corsham. It also identifies that Corsham is close to the A350 and therefore is close to the key strategic road network. Corsham is also home to a large amount of warehousing employment and has been a main location where industrial and warehousing space has been let from 2005-2011. The study also identifies that Corsham is likely to attract demand for new space but this demand is less likely to come from inward investment compared to Wiltshire's larger settlements. Consultation on the Wiltshire Core Strategy (June 2011) identifies that some parties felt that more employment land should be provided in Corsham compared to the target in the draft of 3 ha and limiting Corsham to 3 ha was inadequate. The Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that North Wiltshire should provide a little bit less land than the west Wiltshire area. Looking at all of these aspects it is considered that Corsham should have a target of 6 ha of employment land over the plan period in line with the Roger Tym Employment Land Review study.

6.20 Devizes

The Roger Tym Employment land review identifies that 6.2 ha of employment land should be identified at Devizes. The study also identifies that Devizes has a relatively strong employment base and is also relatively well contained. Between 2005 and 2011 Devizes was a main location where both offices and industrial and warehousing space was let suggesting strong demand for business location at Devizes. The Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that a smaller amount of employment land should be identified in the east Wiltshire area compared to west and north Wiltshire. It is therefore proposed that Devizes should accommodate more than 6ha of employment land as proposed in the Roger Tym study and should in fact deliver around 10 ha of employment land.

6.21 Malmesbury

The Roger Tym Employment land review identifies that 4.3 ha of employment land should be identified at Malmesbury. The study also identifies that Malmesbury is situated on the strategic road network being close to the A350 / A429 which employers look for when locating. However although Malmesbury is close to the A350 and is identified as a market town and there could be demand for employment space, Malmesbury has not seen high demand over more recent years as existing local plan employment land allocations have not come forward. However, the landowner on the Garden Centre site is now taking forward this site (4 ha). In addition, Malmesbury is in close proximity to the AONB and landscape considerations need to be taken into account. Consultation responses on Wiltshire Core Strategy (June 2011) identified that some parties would like to see more local industry rather than just the 1 ha save local plan allocation site at Tetbury Hill, Malmesbury and there should be some flexibility for the rural area surrounding Malmesbury to provide employment. Consequently it is considered that Malmesbury should provide more employment than consulted upon within the Wiltshire Core Strategy draft (June 2011) – 1 ha and it is considered that the other existing local plan allocation should also be saved as this site as it is clearly deliverable. A target of around 5 hectares of employment land should therefore be taken forward, just slightly higher than that advised by the Roger Tym study.

6.22 Marlborough

The Roger Tym Employment land review identifies that 4.2 ha of employment land should be identified at Marlborough. The study also identifies that Marlborourgh already has a strong employment base and that there is likely to be demand for new space. However, Marlborough is situated entirely within the AONB and is not located on the main economic corridors identified along the road network. Consultation responses questioned why there was not any employment land target identified for the Marlborough area within the Wiltshire Core Strategy draft (June 2011). It is therefore considered that 3 ha should be taken forward in Marlborough within the WCS which is less than that identified in the RT study mainly due to Marlborough's location within the AONB and not being identified along the economic corridor of the A350 / A303 / M4.

6.23 Melksham

The Roger Tym Employment land review identifies that 8.1 ha of employment land should be identified at Melksham. The study also identifies that Melksham is situated on the main strategic transport route of the A350 and as a market town is likely to attract demand for new employment space but less likely from inward investment. In addition Melksham is not identified in the study as a location where there is the most demand for employment space. Melksham is situated within the West Wiltshire area and the Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that west Wiltshire should provide more employment land than north or east Wiltshire over the period 2011-2026. However, Melksham is situated in close proximity to Trowbridge which is identified in the SWEP proposal as a primary population centre and where regeneration should take place. Consultation responses on the Wiltshire Core Strategy draft (June 2011) identified that more land should be directed towards Melksham. It is considered that due to Melksham's proximity to Trowbridge that is considered to have greater employment demand Melksham should provide for around 6 ha of employment land over the forthcoming core strategy period.

6.24 Pewsey

The Roger Tym Employment land review identifies that 3.8 ha of employment land should be identified at Pewsey. However Pewsey is not located on the main economic corridors identified along the road network nor is it identified as having strong employment demand, in addition it is not identified as a market town that is likely to attract demand for new space. Consultation responses to the Wiltshire Core Strategy draft (2011) suggested that Pewsey should have an allocation of employment and would benefit from this. However, Pewsey is also located entirely within the AONB and has a smaller employment base than other community areas.

It is therefore considered therefore although some employment should be directed towards the community area this should be a target of 2 ha rather than 3.8 ha.

6.25 Royal Wootton Bassett

The Roger Tym Employment land review identifies that 5.3 ha of employment land should be identified at Royal Wootton Bassett. Royal Wootton Bassett is situated on the main strategic transport route of the M4. Royal Wootton Bassett in not as self contained as other settlements in Wiltshire and this is likely to be due to its proximity to Swindon. Although the Roger Tym study identifies that Royal Wootton Basset is likely to attract demand for new space this is less likely to be for inward investment. Consultation on the Wiltshire Core strategy draft (June 2011) identified that there was an aspiration for more employment space than that within the draft (3.7 ha) and that jobs ought to come before housing. It is therefore considered that 5 ha of employment land is appropriate for Royal Wootton Bassett.

6.26 Tidworth

The Roger Tym Employment land review identifies that employment land should be identified at Tidworth. The study also identified that the Tidworth area currently has a large number of office premises compared to many areas of Wiltshire and that employment is situated around the Tidworth area. Consultation on the draft Wiltshire Core Strategy (June 2011) identified that the Castledown Business park[9] must be developed to accommodate labour intensive businesses although help may be needed to deliver future phases. Tidworth is a predominantly military area and the first 11 acres of the Castledown Business Park has been completed and occupied. It is a strategic goal of Wiltshire Council to ensure the continuing success and expansion of the business park to try and diversify the military employment base of the community area and as such the existing local plan allocation should be saved so that the successful park can continue to be developed. Therefore it is proposed that 12 ha is located within the Tidworth community area.

6.27 Trowbridge

The Roger Tym Employment land review identifies that 10.7 ha of employment land should be identified at Trowbridge. However, it also identifies that Trowbridge is situated on one of the main strategic network route of the A350 and that the community area has a large number of residents of working age population, that Trowbridge is not quite as self contained as other settlements within Wiltshire, that Trowbridge has been a main location where office and warehousing / industrial space has been let between 2005 – 2011 suggesting a demand for such space, a shortage of existing employment land commitments and that most demand for employment is likely to be at Trowbridge (along with Chippenham) as they account for a third of employment and a quarter of existing employment land. In addition, Trowbridge is identified as a strategic location for housing and jobs should also be provided. The SWEP proposal identifies that Trowbridge is one of the primary urban conurbations (alongside Chippenham and Salisbury), and that it should be a key regeneration priority. The Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that the largest amount of employment land should be identified in the west Wiltshire area (compared to north and east Wiltshire). As such is identified that more than 10.7 ha of employment land should be identified at Trowbridge and that around 24 ha is more appropriate.

6.28 Warminster

[9] Castledown Business park is a successful park that provides predominantly small scale and 'start-up' business units and was delivered initially through SWRDA funding.

The Roger Tym Employment land review identifies that 5.6 ha of employment land should be identified at Warminster. Warminster is also identified in the Roger Tym study as being strategically located on the A350 that forms part of the main strategic transport route in terms of employment. The study also identifies that Warminster already has a high level of self containment and demand for industrial and warehousing space appears to be good as it is a main location where business premises has been let. The Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that the largest amount of employment land should be identified in the west Wiltshire area (compared to north and east Wiltshire). It is therefore identified that around 6 ha employment land is appropriate for Warminster in line with the RT study and the Wiltshire Core strategy draft (June 2011).

6.29 Westbury

The Roger Tym Employment land review identifies that 8.3 ha of employment land should be identified at Westbury. The study also identifies that Westbury is located on the main strategic transport route of the A350. It also identifies that most warehousing employment currently exists at Westbury (and Corsham) and that self containment of Westbury is not as great as at other settlements in Wiltshire. Between 2005 and 2011 Westbury was a main location where business premises (industrial, warehousing and office space) has been let outside of Salisbury, Devizes and Trowbridge and is the only other settlement that has let both industrial, warehousing and office space over that period. The study also identifies that Westbury is likely to attract demand for new space. The Future Employment Needs in Wiltshire study that looks specifically at job forecasts on a former district basis identifies that the largest amount of employment land should be identified in the west Wiltshire area (compared to north and east Wiltshire). Consultation responses to the Wiltshire Core Strategy Draft (June 2011) identified that Westbury could accommodate more land than that identified in the draft (around 18 ha). It is therefore considered that Westbury should accommodate around 18 of employment land due to its position on the A350, that demand exists for employment land in Westbury, greater self containment should be achieved. However some of this may need to be phased depending on the outcome of further landscaping work.

6.30 This assessment of employment demand evidence, strategic aims of key stakeholders, such as the Swindon and Wiltshire Economic Partnership and other factors such as Green Belt and AONB on top of Roger Tym's quantitative employment land work identify that the following employment distribution for Wiltshire is appropriate (excluding South Wiltshire).

Community Area	**Total employment land required**
Bradford on Avon	3
Calne	6
Chippenham	23-26.5
Corsham	6
Devizes	9.9
Malmesbury	5
Marlborough	3
Melksham	6
Pewsey	2
Royal Wootton Bassett	5
Tidworth	12
Trowbridge	24
Warminster	5

Westbury	18.5
Total	**128.7 – 131.9**

6.31 This will be provided through the following sites / targets:

Table 8: Wiltshire Core Strategy – proposed submission draft – draft employment land allocations (ex – SW)					
Settlement	***Draft WCS***	**Total amount community area target.**	**Submission draft allocations proposed**	**Site to be allocated / saved in WCS**	**Remaining to be found**
Bradford-on-Avon	*2-3*	3	2-3	Land at Kingston Farm – 2 – 3 ha (mixed use)	Up to 1
Calne	*3.2*	6	3.2	Lane east of Beaversbrook Farm and Portemarsh Industrial Estate 3.2 ha (saved local plan allocation)	2.8
Chippenham	*31.5 – 37.5*	26.5	26.5	Land North East Chippenham 2.5 ha Land at Showell Farm 18 ha Land SW of Abbeyfield School 1 ha Land East of Chippenham 2.5 – 6 ha	0
Corsham	*3.3*	6	0	No allocation in WCS	6
Devizes	*9.9*	9.9	9.9	Land between A361 and Horton Road 8.4 ha Nursteed Road Allocation 1.5 ha (saved local plan allocation)	0
Malmesbury	*0.9*	5	5	Land north of Tetbury Hill 1 ha (saved local plan allocation) Land at Garden Centre, Malmesbury 5 ha (saved local plan allocation)	0
Marlborough	*0*	3	0	No allocation in WCS	3
Melksham	*4*	6	6	Land at Hampton Park 4 ha (saved local plan allocation)	0
Pewsey	*0*	2	0	No allocation in WCS	2
Trowbridge	*30*	24	24	South Eastern Expansion, including saved Local Plan Allocation – Land at West Ashton total area is 24 ha	0
Warminster	*6*	6	6	Land west of Bath Road / South of Cold Harbour 6 ha	0
Westbury	*18.5*	18.5	18.5	Land at Mill Lane Hawkeridge 14ha (possibility to phase this) Northacre / Brock Lane Trading Estate 3.8 ha (saved local plan allocation)	0
Royal Wootton Bassett	*3.7*	5	3.7	Land to the west of Templars Way 3.7 ha (saved local plan allocation)	1.3
Tidworth	*12*	12	12	North of Tidworth Road, Lugershall 12 ha (saved local plan allocation)	0
Total	***126-132***	**131.9**	**119**		**16.1**

6.32 Wiltshire's employment land commitments and completions since 2006

Table 9: Completions and commitments by community area, April 2006 to April 2010

Community Area	Employment land developed 06-10 (ha)	Employment land with planning permission and undeveloped (ha)
Bradford on Avon Community Area	0.03	3.6
Calne Community Area	2.5	9.4
Chippenham Community Area	7.5	6.2
Corsham Community Area	3.7	16.7
Devizes Community Area	2.7	0
Malmesbury Community Area	1.1	7.5
Marlborough Community Area	2.1	6.7
Melksham Community Area	12.6	9.0
Pewsey Community Area	1.0	0.32
Tidworth community Area	0.4	0
Trowbridge Community Area	0.7	2.7
Warminster Community Area	2.0	8.8
Westbury Community Area	1.9	20.4
Wootton Bassett and Cricklade Community Area	0.1	17.6
	38.1	109

6.33 Please note some land with planning permission includes local plan allocations that are to be saved through the Wiltshire Core Strategy.

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

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

6.36 Another potential source of employment land supply already identified is adopted local plan allocations that have yet to receive planning permission. Some of these are to be saved within the Wiltshire Core Strategy as evidence identifies that although they have not yet come forward the sties are still deliverable. Other Local Plan allocations that have not yet come forward and are deemed undeliverable will be deleted. The site at West Ashton in Trowbridge (12.1 ha) has received planning permission in the past but the permission lapsed during 2010 and the site, and an extension of this has recently been refused by the council at Tidworth (6.5 ha) is the first phase of a larger site (Castledonw) 13ha part of which has planning permission. 1 ha of the Castledown site has already been delivered and forms a the beginning of a thriving business park. These outstanding allocations are summarised inthe table below..

Table 10: Undeveloped employment land allocated in Local Plans (West, North and Kennet)– April 2010

Community Area	Undeveloped Employment land allocated in local plans (ha)	LP site
Bradford on Avon	0	N/A
Calne	4.4	BD1 of NWLP - East of Beversbrook Farm and Porte Marsh Industrial Estate – 3.2 ha in WCS draft[10]
Chippenham	5	BD1 of NWLP – Hunters Moon Chippenham – 5 ha
Corsham	3.3	BD1 of NWLP - East of Leafield Industrial Estate, Corsham – 3.3 ha in WCS draft
Devizes	1.5	ED3 of KLP – Land at Nursteed Road, Devizes
Malmesbury	4.9	BD1 of NWLP - Land to the North of Tetbury Hill, Malmesbury – 1 ha BD 1 of NWLP - Garden Centre, Malmesbury 3.9 ha
Marlborough	0	N/A
Melksham	4.0	E1 B of WWLP - Melksham - south and west of the existing Bowerhill industrial estate – Now Land at Hampton Park – 4 ha remaining
Pewsey	0	N/A
Tidworth	6.5	Policy ED 6 of KLP Land North of Tidworth Road (Castledown Business Park) – 12 ha in total remaining 6.5 with planning permission.
Trowbridge	12.1	E1A of WWLP Trowbridge - 12.1 hectares (30 acres) north of West Ashton Road
Warminster	0	N/A
Westbury	7.8	E1 D of WWLP - Westbury - 13 hectares (32.1 acres) adjacent to Northacre/Brook Lane Trading Estate – 7.8 ha is now remaining.
Wootton Bassett and Cricklade	3.7	BD1 of NWLP - Templars Way, Wootton Bassett 3.44[11]
	54.8	

6.37 The following allocations are proposed to be **saved** in the WCS / WLP:

- Calne - BD1 of NWLP - East of Beversbrook Farm and Porte Marsh Industrial Estate, – 3.2 ha
- Devizes - ED3 of KLP – Land at Nursteed Road, Devizes
- Malmesbury - BD1 of NWLP - Land to the North of Tetbury Hill, Malmesbury – 1 ha
- Malmesbury - BD 1 of NWLP - Garden Centre, Malmesbury 3.9 ha
- Melksham - E1 B of WWLP - south and west of the existing Bowerhill industrial estate – Now Land at Hampton Park – 4 ha
- Tidworth - Policy ED 6 of KLP Land North of Tidworth Road (Castledown Business Park) – 12 ha in total remaining, 6.5 with planning permission
- Trowbridge - E1A of WWLP Trowbridge - 12.1 hectares (30 acres) north of West Ashton Road
- Westbury E1 D of WWLP - Westbury - 13 hectares (32.1 acres) adjacent to Northacre/Brook Lane Trading Estate – 3.7 ha are now remaining

[10] Further work identifies that only 3.2 ha is in fact available at this allocation
[11] Further work identifies that only 3.44 ha is in fact available at this allocation

- Wootton Bassett - BD1 of NWLP - Templars Way3.4

6.38 This leaves the following allocations that will **not be saved** due to them either being not developable or deliverable:

- Chippenham - BD1 of NWLP – Hunters Moon Chippenham – 5 ha
- Corsham - BD1 of NWLP - East of Leafield Industrial Estate, Corsham – 3.3 ha
- Pewsey –ED5 of KLP - Land south of Marlborough Road, between Pewsey Hospital and the
- railway line – 1.66 ha[12]
- Westbury – E1C of WWLP - 4 hectares (9.9 acres) off Station Road

6.39 The following allocations will **not be saved** as they are already built out:

- Chippenham – BD1 of NWLP - Cocklebury Road, Chippenham (mixed use scheme) 2.5 ha
- Chippenham - BD1 of NWLP - Littlefields (Bath Road), Chippenham – 13.2 ha
- Cricklade - BD1 of NWLP - Braydon Lane, Cricklade – 2.7 ha
- Devizes – ED2 of KLP - land at Hopton Park, to the North of Gort Road, Devizes – 3 ha
- Devizes – ED4 of KLP – Hambleton Avenue, Devizes– 1.2 ha[13]
- Purton - BD1 of NWLP - Brickworks, Purton – 3.1 ha
- Wootton Bassett - BD1 of NWLP - Interface Business Park, Wootton Bassett – 1.85 ha
- Wootton Bassett – BD1 of NWLP - Former St Ivel Site, Wootton Bassett (as part of a mixed use scheme) – 3 ha

6.40 Summary of employment supply in community areas

- Bradford on Avon – has a limited supply of new employment land possibly exacerbated by the recent loss of employment sites - an issue raised several times during consultation.
- Calne – although only small amount of employment land over the last four years, several sites have the benefit of planning permission
- Chippenham –There is a very limited supply of new employment land available through outstanding permissions and local plan allocations..
- Corsham – has a significant amount of land relative to the size of the town with planning permission for employment development.
- Devizes –there is a very limited supply of employment land in Devizes with only a small allocation available that has yet to receive planning permission
- Malmesbury –there is an adequate supply of employment land in Malmesbury if outstanding local plan allocations are delivered.
- Marlborough – in 2010 there was a supply of employment land through planning permissions
- Melksham – there has seen substantial employment development in Melksham over the last 4 years and there remains 9ha of land undeveloped with either planning permission or in local plan allocations.
- Royal Wootton Bassett – There is a significant amount of employment land with planning permission as of 2010.

[12] Site has been allocated for some time and there is little to suggests the site will be delivered.
[13] Partly developed and partly constrained by important group of trees, therefore residual area deemed not to be viable / appropriate as an employment site.

- Tidworth and Ludgershall – there has been little employment development in Tidworth or Ludgershall since 2006, however the Castledown Business Park has now commenced and should continue.
- Trowbridge –Trowbridge is under provided for in term of employment land. The undeveloped Local Plan allocation at West Ashton has recently lapse, although this has been resubmitted it has been refused by the council..
- Warminster – In 2010 Warmsinter had a good supply of employment land with planning permission, although no outstanding local plan allocations.
- Westbury – there is a significant supply of employment land in Westbury.

7.0 Consultation Feedback on District Issues and Options and Wiltshire 2026

7.1 West Wiltshire District Council issues and options consultation feedback

Consultation responses to the West Wiltshire issues and options consultation in 2008 provided:

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

7.2 North Wiltshire District Council Issues and options consultation feedback

7.3 The North Wiltshire issues and options consultation took place in 2007. Some of the main points to emerge in relation to the economy were:

- Support for a need for additional employment land as well as acceptance that non-viable uneconomic sites should be released for other uses
- Support for distributing employment development across the district
- Support for providing the infrastructure, premises and land to promote the process of moving North Wiltshire from its low skilled manufacturing employment base to one based on high value service industries, modern research activities and high growth manufacturing.
- The need to protect employment areas that are the nurseries for those new businesses that require economical premises.
- A need to protect employment areas and to identify new land to allow already established small to medium sized firms to grow into larger premises without the need to move outside the District,
- Support for the council to attract substantial inward investment if it provides sufficient amounts of high quality and highly accessible employment sites. This was subject to concerms that there is a risk that this will lead to increased sustainability problems.
- Support for the council and other public authorities to be flexible and to act rapidly to take advantage of new opportunities for appropriate employment growth and new industries.
- Acceptance that there are particular sectors of employment generation that should have specific assistance due to their reliance upon local unique features. This includes those sectors that support the tourist industry; canal restoration and what might be described as the 'environmental' industries connected with energy conservation and generation.
- Support for policies to identify criteria to create employment protection areas
- support for allocating sufficient quantities of land suitable for small and medium sized forms to use (in places where they wish to go, at a price they can afford and with co-operation of land owners willing to bring the forward)
- Support for job creation figures set out in RSS
- Support for implementation of the North Wiltshire Economic Regeneration Strategy 2005-2008

- Clear support for policies to maximise opportunities taking into account site specific issues. Policy should develop criteria to judge if new development generating uses and facilities would be appropriate

7.4 Kennet District Council issues and options consultation feedback

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

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

7.6 Consultation on Wiltshire 2026 - Planning for Wiltshire's Future

7.7 In October 2009, the consultation document 'Wiltshire 2026 – Planning for Wiltshire's Future' (www.wiltshire.gov.uk/wiltshire2026) was published. This document was the first stage in developing the Wiltshire Core Strategy. Wiltshire 2026 included a series of strategic objectives for the core strategy to develop and introduced key challenges and opportunities in each community area in Wiltshire. It established the principle that the core strategy should be place led. Providing for economic growth was a principle objective.

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

7.9 In general there was more support than opposition to the strategic objective relating to the economy presented in Wiltshire 2026, as demonstrated by the breakdown of responses in the table below.

7.10 Strategic Objective 2: To provide for long term economic growth

7.11 Wiltshire needs to encourage a buoyant and resilient local economy. The core strategy has an important role in enabling development to take place which will encourage economic vitality and the development of tourism, whilst ensuring that sustainable development objectives have been met.

7.12 Key outcomes

- The adequate supply of employment and retail land for future development will have been ensured.
- The economic potential of individual settlements in Wiltshire will have been realised
- Existing employment sites will have been protected
- Where appropriate, the suitable intensification and regeneration of established employment sites will have taken place
- The rural economy will have diversified where appropriate
- Smaller business premises will have been provided within areas of need
- Out-commuting from Wiltshire will have dramatically decreased
- Wiltshire will have achieved a low-carbon economy
- High quality education services will have assisted in providing the trained employees necessary to deliver economic growth
- Redundant MoD land will, as far as possible, have been brought within the overall pattern of development
- Wiltshire will have secured sustainable growth of established and emerging employment sectors building on existing strengths including defence-related employment, bio-science, advanced manufacturing and business services.
- Wiltshire's tourism sector will have grown in a sustainable way, ensuring the protection and where possible enhancement of Wiltshire's natural and built environment assets
- Wiltshire's cultural assets will have been harnessed in a sustainable manner

Table 11: Number of responses to Strategic Objective 2: To provide for long term economic growth

Comment type	Number of comments

Supporting	10
Supporting, with conditions	22
Objecting	12
General comments	17
Total number of comments	**61**

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

7.14 Comments received on the Wiltshire Core Strategy regarding the economy include:

7.15 General

- Support for promoting distribution of housing that supports existing employment uses and reduces out-commuting.
- There is a need for Wiltshire to plan for a buoyant economy and the expected population growth
- Further reference on how the Wiltshire Workspace and Employment Land Strategy relates to the Wiltshire 2026 document would be useful.
- Some of the outcomes in objective 2 are simplistic. There should be outcomes. Many ofthe outcomes are too vague to be meaningful
- Realism is needed.
- Measurable outcomes are preferable.
- Investment needs to be made in development which will result in and encourage a buoyant and resilient local economy over the long term. This can be achieved through an accurate assessment of the existing employment stock and floor space requirements as many of the existing stock are not appropriate for modern business requirements.
- There should be an accurate assessment of the floor space within Wiltshire in order to ensure that the quality and type of employment floor space coming forward is appropriate for the modern and future market and redundant sites such as the older parts of Langley Park are redeveloped for more appropriate uses to match their location.

The reasons underpinning the relatively good performance of one settlement or the weaknesses of another do not yet seem to be fully understood or explained.

- Continued economic growth and consumption is incompatible with living sustainably.
- Wiltshire Wildlife Trust suggests the following alternative: "To ensure a resilient economy that meets the needs of all of Wiltshire's residents and ensures their economic security and economic well being".
- The core strategy is essential to provide business with greater certainty for investment decisions. The spatial strategy should include measures to support economic recovery in the short-term as well as longer-term outcomes around the role and function of each settlement.

7.16 Types of jobs

- West Wiltshire Workspace Analysis shows the area to have relatively few professional jobs. Bringing such jobs into town centres by providing offices and a quality built environment will stimulate the economy. Cafes and shops etc.. benefit

from the presence of business. The core strategy should push for town centres to be the places to do business.
- Employment should cover new and current skills.

7.17 Employment land / sites / location
- All existing employment sites should not be automatically protected
- Emphasis should be placed on regenerating established employment sites before new development takes place
- Loss of manufacturing industries will means more brownfield land will come forward.
- Too much employment is allocated to the SSCTs
- The bulk of economic development should fall within the main settlements as most resources are already located there, for example, fire services
- There needs to be more information on the type of employment that is planned.
- Support for the aim to provide an adequate supply of employment land.
- Consideration should be given to the phasing of employment land.
- Should be an emphasis on the regeneration of existing employment sites,
- Emphasis should be added on the use of previously developed land.

7.18 Type of business premises
- It can be difficult to find small premises, for example, the starter units on Bumpers Farm are poor quality and high rental
- In the past west Wiltshire has been a dumping ground for warehousing and sprawling industrial estates. The areas on the periphery covey an impression of 'laissez-faire' town planning and disregard for landscape and character.
- Food incubator units should be provided. These could be combined with other types of incubator units.
- Support for providing smaller business premises in areas of need,
- Sprawling warehousing and industrial estates should be avoided,
- More information is needed on the type of employment required

7.19 Specific sectors
- ICT and media should be recognised as a strength in Wiltshire,
- Renewable energy generation, social enterprises, building and construction, food incubator units, and professional jobs should be encouraged.
- role of the construction sector as an employer should be acknowledged ICT and media should be added to Wiltshire's strengths
- Renewable and energy generation and social enterprises should be encouraged

7.20 Chippenham
- AIFLP would welcome clarification on the site boundary of Langley Park site as maps only refer to the part of the site occupied by WRSL. Doesn't include part allocated under H2 of the existing adopted North Wiltshire Local Plan. Doesn't include all land within our clients ownership. The DTZ report and conclusions appear contradictory in relation to Langley Park's role in delivering employment land in Chippenham. On the basis of the land supply evidence it appears that the optimum redevelopment solution for Langley Park continues to be mixed use development comprising of housing, employment, retail and leisure uses.
- There is potential for joined up thinking in Chippenham. In Abbeyfield School there is a business culture with young entrepreneurs and Wiltshire College has lots of young people looking for apprenticeships. These opportunities should be taken

7.20 Tourism

- More reference should be made to tourism
- The importance of historic buildings should be reflected. The objective should state that there will be adequate accommodation to take advantage of tourism opportunities locally.
- Major funding is needed to develop tourism in Wiltshire but there is no evidence that such funding is available.
- There is a lack of 'joined up' thinking. If tourism is to be encouraged tourist attractions must be both preserved and enhanced.
- Is tourism local or global? It would be good if we spent more time on local visits.
- Tourist centre should be developed at top of Caen Hill Locks with links to wharf and town centre. Closure of public toilets at Wharf has reduced the number of coach trips to Devizes

7.21 Out-commuting

- Support aim to reduce out-commuting.
- An increase in jobs will lead in an increase in in-commuters.
- The wording for the outcome related to out-commuting should also refer to in-commuting
- and the necessary balance of homes and jobs to reduce commuting.
- There should be reference to directing employment related development to the most accessible locations with clear links to local housing.
- Significant change to outward commuting may not be realistic.
- Too much emphasis is placed on the theory that people will work next to where they live. There are many factors that influence this.
- Opposition to more tourism and development in rural areas. Tourism encourages travel, and destroys peace and tranquillity.

7.22 Rural Economy

- Support for rural diversification.
- More priority should be attached to supporting essential rural businesses such as village shops, retail outlets, post offices and pubs. A comprehensive procurement strategy should be implemented where financially viable.
- Local schemes should be set up to support rural enterprises such as 'Store is the Core' and 'Enterprise for Inclusion'.
- Cost effective skills initiatives for land based and environmental businesses should also be set up.
- There is a lack of reference to the rural economy.
- Support for providing smaller business premises in areas of need. There are such opportunities in redundant or underused buildings in rural areas in Chippenham and Malmesbury community areas. Small settlements that are identified as not suitable for development should have their definition altered to reflect these economic opportunities. For example, Sopworth, Alderton, Nettleton
- and Littleton Drew.
- A wide range of economic activity should be supported in rural areas.
- It is vital that ICT infrastructure is improved in rural areas as high speed broadband connection could impact on the potential growth of the rural economy.

7.23 A350 / Transport

- There has been a traditional emphasis on the A350 and building new housing and employment side by side whilst improving the A350. The two recently built A350 bypasses are now at capacity. A by-product has been that the town centres of Trowbridge, Melksham and Westbury are less visited. The idea of A350 bypasses

- seems to be alluded to in a number of sections. Major road schemes need to be made explicit.
- The railway has been neglected and should be used to encourage economic development in Trowbridge and Westbury.
- Strategic importance of railway station in Trowbridge should be recognised. Area near Trowbridge train station should be a priority for regeneration. Town should be sold on its excellent services to Bath, Bristol and London. Potential services to Melksham, Chippenham and Swindon. Increase potential for Trowbridge train station to become transport hub.
- Westbury train station should be a strategic feature.

7.24 Low Carbon Economy

- More clarity is needed on how economic development will have moved towards a low carbon economy. The current bullet point is too general (2 comments).
- Adopting measures to cut carbon emissions by 40% by 2020 will influence the outcomes of the objective.
- Consideration should be given to whether this objective is compatible with climate change and sustainability requirements.

7.25 Natural and Built environment

- A key outcome should be added that links the conservation of the natural and built environment to sustainable economic activity.
- Consideration should be given to the contribution that the Kennet and Avon canal makes to the economy. Waterways can act as a focus for urban renaissance and regeneration. The waterway is a non-footloose asset and flexibility is necessary to allow rural development.
- The outcome on Wiltshire's cultural assets should also refer to conserving those assets.
- It is important to ensure an adequate supply of employment / retail land – without delay.

7.26 Redundant MOD sites

- There are a number of sites that have been redundant for some time and where any prospect of it being used for economic use is slim. This includes redundant MoD land. There are also relatively new employment sites such as Castledown Business Park, which have been slow to take off and where there is scope for growth. A managed approach to the retention and release of existing employment land should be used. This should protect those sites that are viable and in use, focus new development at sites with capacity for further growth and release sites that are vacant/redundant with no prospect for re-use.
- Defence Estates supports that reference is made to making use of redundant MoD land. They call for further clarification on the role that regeneration and reuse of previously developed land will play in providing for major development options. There is no measurement of the type and size of redundant MoD land.
- Allocating MoD land in unsustainable locations will not meet strategic objective 2.
- Need more innovative ways of managing new employment sites.
- MoD land in Corsham could be put to more appropriate use.

Community area specific comments received on Wiltshire 2026 (2009) consultation document

7.27 Chippenham

- There are no jobs in Chippenham. All new residents will have to travel, meaning there will be no reduction in travel.

- There is a need to get businesses to relocate to Chippenham using incentives.
- The argument that extra houses will lead to business is wrong. Unless there is an attractive business environment, no businesses are going to locate to Chippenham.
- What evidence is there that employers are not attracted to Chippenham now due to the lack of housing, services retail and community facilities?
- It needs more employment. The list of businesses leaving Chippenham vastly outstrips those coming to the town.
- Chippenham should only be regarded as strategically significant if employment opportunities are enhanced and if this is so it must be a priority for regeneration.
- The land at Showell Farm has already been turned down by an inspector, on the basis of non-compatibility with PPG13. Its inclusion again is developer-driven rather than policy driven.
- Showell Farm should be opposed as it has already been opposed by local residents. .Much of the land is high quality agricultural land. Development would be damaging to the countryside and the setting of Chippenham.
- I would like to see more employment for Chippenham to stop the commuting to Bristol and Swindon.
- Land at Chippenham Business Park, adjacent to Saltersford Lane, is available for residential use.
- Land to the North of Barrow Farm should be within the preferred option.
- Hunters Moon is available for residential development and not for employment
- Opportunities for employment and home working should be welcomed to encourage increased sustainability for those, and other, settlements to provide for long term economic growth
- Increased employment may not solve out-commuting problem.
- Expand the employment options on land between Methuen Park roundabout and Lackham School roundabout. Then Open up smaller sites for small businesses.
- Better quality jobs to make Chippenham more sustainable.
- Great workforce live in Chippenham but work elsewhere
- Vision = Attractive working town on M4 and railway
- Encourage workers back into Chippenahm to break the cycle
- Lack of good hotels

7.28 Trowbridge

- Many responses highlighted the need for balanced development including appropriate employment
- provision alongside housing and the particular need for improved provision of services and facilities in the town
- The River Biss corridor is an opportunity for regeneration in the town centre.
- The renovation and upgrading of small and medium sized business/industrial premises is very important
- Employment needs are not adequately addressed. A good employment base is needed in Trowbridge to reduce out-commuting.
- It is suggested that too much employment land has been proposed associated with the allocated housing.
- Support for the principle of increasing employment as a means to enhance self-containment.
- Employment should be directed towards the most accessible locations and linked with existing and future housing provision.
- It is questioned if the balance between housing and employment is sufficient. It is suggested that people living in the new houses in Trowbridge will have to work outside of the town.

7.29 Bradford on Avon

- Agreement that existing employment sites should be retained,
- New development should incorporate a mix of uses.
- Agreement with the objective of reducing out-commuting and increasing self-containment.
- Land and buildings are needed for industrial use
- Provision of additional employment space may not be necessary if transport links are enhanced.
- The importance of understanding skills in order to improve the economy was highlighted.
- Development should not include warehousing.
- Opportunities exist to promote Bradford on Avon as a sustainable tourist destination.
- Community area vision should be based on sustainable economic regeneration.
- Retention and expansion of current employment sites will be important.
- Opportunity for investment in eco-tourism.
- Town council and others are working to regenerate the economy of the town.
- Bradford on Avon is not a dormitory town.

7.30 Calne

- Calne could attract larger employers and should provide more economic opportunities. Others considered Calne to have a dormitory role for Chippenham and was unlikely to be able to attract significant employers.
- Mixed response to employment provision in the town, reflecting the different perceptions identified in the issues and opportunities section.
- Call for more variation in the type of employment opportunities that are available in
- Calne.
- There is a mixed response towards economic development in Calne. Some responses suggested that Calne could attract larger employers and should provide more economic opportunities. Others considered Calne to have a dormitory role for Chippenham and that it is unlikely to attract significant employers.
- Some call for more employment land to be allocated in Calne and for there to be more variety in the type of employer.

7.31 Corsham

- There was general agreement with the idea of improving self-containment, reducing
- out-commuting and tackling congestion in Corsham.
- A proposal for a new railway station was supported, as was employment and retail growth.
- Broadly, growth in Corsham is supported, both for housing and employment uses.
- However, the strategy is not felt to be ambitious enough in terms of the level of
- growth envisaged.
- Respondents felt that the town was just below the critical mass needed to become a really sustainable place in which to live and work. However, sufficient housing development, linked with expanded employment possibilities and better facilities, could realistically bring this about within the plan period.
- Does the strategy go far enough to secure this, for example is enough growth planned?

7.32 Devizes

- The opportunity to plan for the future of the Wharf and the Assize Courts is supported with particular reference to the need for tourism and a leisure-based scheme rather than housing.
- There are concerns about the continuing loss of employment land and the risk of damaging the character of Devizes through new town centre retail development and the continuing erosion of green spaces throughout the town.
- Views are expressed that there is an insufficient amount of employment land being allocated,
- Additional employment space would be detrimental to the appearance of the town when approaching from the north.
- A question was asked about how to deliver more tourist accommodation and
- Housing growth should be matched to job growth.
- Existing employment sites should be retained to sustain and enhance opportunities for self containment.
- Resist loss of employment sites to housing.
- Appropriate release of new land for employment where demand exists
- Protect and promote a diverse employment base.
- Support for tourism and leisure based regeneration of Devizes Wharf and Assize Courts
- Capture future potential for tourism development
- Do not allow additional employment land to be detrimental to the appearance of the town when approach from the north
- No opposition expressed to potential employment site at Cannings HIll.
- Capture future potential for tourism development.
- Undertake additional research on the demand for employment land and take-up of employment land to support a new allocation and protect the loss of existing employment space

7.33 Malmesbury

- Recognise fact that whilst Malmesbury has a relatively strong economic base, it is over-reliant on one employer, Dyson, and needs to diversify its economic base.
- Diversifying the economic base would create more job opportunities and reduce the need to travel, creating a more balanced community in Malmesbury.
- Call for increased employment opportunities to encourage a reduction in out-commuting.
- Consideration needs to be given to broadening the employment base and
- Identifying potential employment sites in Malmesbury.

7.34 Marlborough

- Supporting for 'the area's potential for tourism has arguably not been fully taken advantage of'
- There is a need to address out-commuting and reinforce the high level of self-containment
- Marlborough has a limited employment offer, exhibiting less self containment than Devizes
- Marlborough provides less potential for employment growth, but maintains a strong service and retail function which requires protection
- Marlborough's location within an AONB and within easy reach of Avebury has the potential to benefit the town economically if sufficient accommodation is available and walking and cycling links are improved
- The need for 'proportionate' growth was also seen as being essential to ensure the retention of local services and employment opportunities

- The North Wessex Downs AONB should not be overly constrained at the expense of equally important social and economic objectives.
- Proportionate level of growth is needed which supports local employment and seeks to retain local services.
- The area's potential for tourism has arguably not been fully taken advantage of.
- Consider the need for 'proportionate' growth of employment and housing opportunities.

7.35 Melksham

- Support for opportunities for future employment growth and regeneration in Melksham
- Support for objective of reducing out commuting
- Shouldn't become to over reliant on a single employer eg consequences if Cooper Tyre and
- Rubber were to close
- Employment identified by town council as a key issue in Melksham
- Need to provide variety of quality jobs for local people and a portfolio of different types of
- businesses
- Space should be provided to enable employers to grow
- Concern over the type of employment development planned, particularly large units and the
- HGV traffic generated
- Need to provide employment development before new housing
- Opportunities for tourism should be explored
- Different opinions on potential employment sites identified.
- There is support in Melksham for economic growth, as opposed to stagnation. Responses to the
- Business and industry should be encouraged to come to Melksham.
- Concern over the type of employment development planned, particularly over large units which may generate HGV traffic.
- Care must be taken to plan the Cooper Tire and Rubber site if the company is expected to leave Melksham
- Need to provide employment development before new housing.
- Melksham Without Parish Council stated that existing companies should be encouraged to remain in the Melksham area and to expand existing sites as necessary
- With regard to the potential future employment sites there were objections to the
- potential development to the west of Semington Road.
- The Upside site should be mixed use.
- Some support for the potential employment sites amongst respondents to the Melksham CAP survey,
- Extra industry would have a positive effect on the local area.
- Melksham Town Council supported employment development to the south of Melksham, adjoining the A350.
- Melksham Without Parish Council stated that industrial development should take place between the existing Bowerhill Industrial Park and the A350 and between the A350 Diversion and Semington Road, although the parish council wishes to protect the golf course.
- Melksham Without Parish Council supports employment development northwards along the railway line.

- There was concern over the type of employment development to be provided (large buildings with a small workforce would not be suitable). Preference was expressed for commercial use along A350 /A365 frontage rather than housing.

7.36 Pewsey
- Pewsey should provide a modest amount of
- growth appropriate to its local needs, while a number of respondents considered that
- Pewsey should change by delivering growth beyond its own requirements
- Investigate how the tourism potential of Pewsey can be improved and supported
- through the core strategy.
- Explore the level of employment provision required within the community area.

7.37 Tidworth
- Long term economic growth
- Development is needed in Tidworth and Ludgershall – a balance between housing and
- employment – sufficient of both would be complimentary.
- Enhancing the vitality and viability of town centres
- Development could enhance vitality and viability of Tidworth and Ludgershall

7.38 Warminster
- Sufficient employment provision should be made in the town to ensure that any future development is balanced.
- Residential development on its own does not guarantee employment.
- There are few incentives for companies to locate in Warminster.
- It is suggested that the Bath Road area is an excellent location for additional employment provision being located close to an existing employment site with good public transport connectivity and the A36 Trunk Road
- Importance of Warminster being located close to the A36 trunk road acknowledged
- Increased employment provision is a means of improving self-containment and reducing outcommuting.
- It is suggested that Crusader Business Park is substantially developed.
- Additional employment is encouraged particularly as part of a comprehensive urban extension.
- The reliance on employment provided by the MOD is a key issue for Warminster but provides opportunity for defence related jobs
- Encourage employment diversification and raising skills levels.
- Low occupancy of the Woodcock Trading Estate is due to the poor condition of the site.
- A high level of demand for employment space in Warminster overall, especially quality employment space
- Significant employers include Centre Parcs, Lyons Seafood"s and Warminster School.
- The town should consider what type of employment it is looking for. Much of the new businesses locating in the town are at the lower skills level. Highly skilled individuals from the town are generally out-commuting.
- Heritage related tourism presents a real opportunity for Warminster.
- Knowledge of existing employment space should be improved.
- Accept further employment land is needed.

7.39 Westbury

- Ensure an appropriate balance between housing and employment opportunities in Westbury
- Safeguard existing employment land in Westbury
- Ensure necessary transport infrastructure, such as rail crossings and lifting weight
- restrictionson bridges where appropriate, is in place to bring forward employment growth.
- Address concern over the number of vacant units on the West Wilts Trading Estate.

7.40 Wootton Bassett and Cricklade

- Wootton Bassett performs a dormitory function to Swindon, but there is no consensus on how this can be managed.
- The focus on employment is accepted and is sited as a reason for the town's dormitory role. Responses are critical of the core strategy failing to identify the vacant employment units as an issue.
- Criticism of the council's approach to promote Brynard's Hill as employment land, leading to accusations that the council is simply trying to soften the blow. This is the cause of particular frustration as many respondents have identified the current vacancy rates on existing employment sites and the contradiction in the council's approach to J16 of the M4. This recognises that J16 is at capacity, yet the council continues to promote employment development at Wootton Bassett because of its proximity to the M4.
- The granting of planning permission, by appeal, at Brynard's Hill now makes much of the discussion academic.
- The need for more employment is accepted and sited as a reason for the town's dormitory role
- Vacant employment units are an issue.
- The key message from the Wootton Bassett workshop was that there should be a solid economic base on which future economic policies can formulated.
- Criticism of Brynard's Hill as a new employment location
- Emphasis on encouraging start-up businesses whilst still seeking to attract medium to large scale businesses.
- Economic growth should not be restricted to the larger settlements, rural and local employment is important and there should be greater detail on this.
- Economic growth should be linked to education opportunities.
- Need to consider the impact of disposal of MoD sites, particularly Lyneham.
- Proposals at Wootton Bassett seem to contradict concerns expressed about the capacity of J16 of the M4

7.41 Summary of key issues:

7.42 Provides summary of consultation response and identifies key issues as:

- Need to support small businesses
- Need to protect employment areas
- Recognise role of farm diversification
- Role of tourism in the economy should be promoted
- Need to plan for a buoyant economy
- Provide an accurate assessment of floorspace within Wiltshire
- Bring professional jobs to Wiltshire
- Employment should cover new and current skills
- Bulk of economic development should fall within the main settlements
- Phase employment land

- Provide small business units and starter units
- Recognise ICT and media
- Encourage renewable energy generation, social enterprises, building and construction, food incubator units and professional jobs
- Acknowledge role of construction sector
- Clarify site boundary of Langley Park, Chippenham
- Look at business opportunity at Abbeyfield School
- Make more reference to tourism including historic buildings
- Support aim to reduce out-commuting
- Support essential rural businesses
- Lack of reference to rural economy
- Railway should be used to encourage development in Trowbridge and Wesbury
- More clarity is needed on how economic development will have moved towards a low-carbon economy
- Link conservation of the natural and built environment to sustainable economic activity
- Consider the contribution that the Kennet and Avon Canal makes to the economy.
- Consider appropriate uses for former MOD sites.

8.0 Collaborative working

8.1 Further informal consultation was undertake during a series of 'Localism' meetings held during March and April 2011 to discuss how the government's Localism Agenda would affect local areas in Wiltshire. One meeting was held in each community area in Wiltshire. Issues raised with respect to economic development included:

- Employment land in Bradford on Avon to redress the continuing loss of employment sites in the town and reinforce the towns identify as not only a dormitory to Bath.
- Some call for more employment land in Calne to help introduce more variety in the job market.
- Reinforced the need to make sure employment is brought forward before any more housing in Devizes
- Changing ways of working needs to be recognised so that policies encourage more live/work units
- especially in the rural areas where broadband speeds are high enough.
- Reduction of MoD employment is a significant issue.
- Increased employment opportunities needed in Malmesbury to reduce out-commuting.
- In Malmesbury there is a need for new employment to increase economic activity in the town.
- In Marlborough there is a strong education sector and the area's tourism potential hasn't been realised.
- In Melksham employment should be provided before housing and there was support for more employment development in the town.
- In Trowbridge the need to deliver more jobs alongside house was again highlighted and that infrastructure and business growth should be delivered first.
- At Tidworth there should be a balance between new homes and jobs. There is also a lack of variety in the employment land available and a need to diversity the employment base. There is a need to attract non-military residents and businesses.
- There was a discussion about the 'pulling power' of Warminster and how it could become more attractive to businesses.
- At Westbury it was felt that financial support to attract businesses into the area should be investigated. There was interest in encouraging employment led growth. The need for a greater mix of jobs was highlighted eg live/work units in rural areas. The station area in Westbury should be business focussed.

8.2 Chippenham workshops

8.3 Consultation responses throughout the plan preparation period have suggested differing views across the Chippenham area and therefore two workshops with key stakeholders such as the business community as well as local residents, were held in late 2010 and 2011. With regard to employment the key messages arising were:

8.4 2010 workshop

- there is not sufficient employment land in Chippenham so business goes elsewhere
- Town centre needs regeneration – it is more than the High Street.
- Open up smaller sites for small businesses.
- Better quality jobs to make Chippenham more sustainable.
- Great workforce live in Chippenham but work elsewhere

- Vision = Attractive working town on M4 and railway
- Encourage workers back into Chippenahm to break the cycle
- Retail should be specialist and distinctive to Chippenham
- 3 key regeneration sites
- Centre for high technology and creative industries accessible from the M4 and railway
- Lack of good hotels

8.5 2011 workshop

- A key priority for the future is the creation of local jobs for young people and identifying more employment land to retain and attract employers.
- Any development must firstly take advantage of brownfield opportunities and only then look to appropriate Greenfield sites. Employment delivery must come forward in the short-term to help improve the self-containment of the town and to reduce out-commuting levels. Longer-term development should then be balanced to ensure there is a better balance between residents and job opportunities.

8.6 Collaborative working with economic partnerships

8.7 During the plan preparation process of the Wiltshire Core Strategy spatial planning have met with the economic partnerships across Wiltshire in order to benefit from their expertise and more in depth knowledge of the business community. A summary of meetings held and information gathered is provided below.

8.8 7th January 2010, Wiltshire Strategic Economic Partnership Board

- An overview presentation about the core strategy and a discussion on the issues that should be addressed in it.

8.9 28th January 2010, Local Economic Partnership Managers

- Meeting too discuss progress in relation to Wiltshire Economic Strategy and Wiltshire Core Strategy, the relationship with the economic partnerships as theses strategies develop and existing evidence and need for additional work.
- During the meeting is was identified that additional research on linkages and specialism/ sectors was needed to supplement existing evidence.

8.10 1st February 2010, Economic Development Strategy Working Group

- The purpose of the meeting was to discuss the development of the Wiltshire Economic
- Strategy and to develop the role and purpose of the working group. Discussion held around what can policies in the core strategy realistically achieve to support the economic strategy
- beyond the release of land and protection of sites eg provide flexibility on what is appropriate
- on an „employment site‟.

8.11 7th July 2010, Wiltshire Council officers and North Wilts Economic Partnership manager

- Purpose of the meeting was to highlight the two main issues that need to address in North and Mid Wilts; lack of employment land and retention of existing employment sites and how work on the core strategy can assist in responding to these issues. The discuss resulted in the development of a shared data base of known employment sites in the north and mid Wiltshire areas.

8.12 30th September 2010, Wiltshire Strategic Economic Partnership Executive

- Officers presented an update on the Wiltshire core strategy and ongoing work to prepare an Economy Topic Paper which will contain a summary of the evidence to support core strategy policies on the economy. The presentation provided:
  - of An overview of the Wiltshire 2026 strategic objective for the economy and the responses to this from the Wiltshire 2026 consultation.
  - An overview the process of developing policy options.
- The discussion that followed considered three different ways to protect existing sites concluding that a policy that provided protection to the larger significant employment areas and allowed some movement to other uses in smaller sites would be the best way forward.
- The discussion identified a lack of information on demand for new employment land. This can lead to not only not releasing sufficient new employment land but also the loss of sites to alternative uses.
- It was also suggested that a few questions should be asked of property agents to help fill the gaps on demand information.
- It was agreed by the group that the core strategy needed to recognise the different economic zones that operate within Wiltshire.
- There was also a discussion about mixed use schemes and how the right balance can be created between homes and jobs (in particular the nature of jobs on such sites).

8.13 1st October 2010, Wiltshire Strategic Economic Partnership Executive Single Topic Meeting – Economic Policies for the Wiltshire Core Strategy

- A discussion of emerging policy areas for the core strategy, developing the evidence to support the release of new employment land and protecting existing employment sites. It was agreed that the core strategy needed to:
  - Support key target sectors,
  - Include policies that state quite clearly that Wiltshire is here to do business,
  - Reflect the key economic transport corridors
  - Over allocate land to make sure there is a choice of location and type and allow regeneration of certain sectors. This was particularly important in those market towns with the greatest capacity for economic growth.
  - Help businesses that are already in Wiltshire to grow and rejuvenate
  - Be specific in mixed use schemes about the mix of uses required
  - Reflect the outcomes of the WWELS but also acknowledge specific needs in some of the lower tier market towns eg military/civilian integration in Tidworth

8.14 4th November 2010, North and Mid Wilts Economic Partnership Managers

- A discussion of each of the existing employment sites in each market town to establish their role within the town and which sites needed to be specifically protected through policy.

8.15 16th November 2010, Canal Road Trading Estate Business Event

- Meeting with operators on the Canal Road trading estate where the review of existing planning policies for the economy through the core strategy process was discussed.
- Businesses were concerned about the lack of space for expansion on the trading estate and the planning barriers that often existed to finding new sites.

Appendix – 1
Additional Statistical Evidence

A1.0 Labour Market Overview

A1.1 Introduction

A1.2 This section looks at the characteristics of the labour market in Wiltshire and draws on data from the Annual Population Survey undertaken by the ONS, the latest issue presents data between Jul 2009 and June 2010. By exploring economic activity rates and occupation data, it is possible to get a greater understanding of the local labour market. Data are also available by workplace which represents the demand for different types of labour by businesses and organisations based in Wiltshire. Taking the two data sets together it is possible to illustrate where there is an over or under supply of labour amongst the resident population. This analysis compares data from 2007/08 when the economy fell into recession and 2009/10 when it moved into recovery.

A1.3 Economic activity and economic inactivity rates

A1.4 Wiltshire has a resident population of 279,500 people aged between 16 and 64, a base which has remained stable over recent years. The county has always demonstrated higher than national rates of economic activity and this stood at 81.5% (227,700) of the working age population for the year July 2009 to June 2010. The effects of the recession have led to economic activity rates fluctuating on an annual basis from 79.8 % for the year 2007-08 rising to 83.0% for 2008-09 and dropping again to 81.5%.

A1.5 Economic inactivity comprises people who want to work and those who for a range of reasons, are not looking for a job. Economic inactivity amongst those not looking for work fell over the period by some 5,600 people and the economically active rose by some 4,600 with the remaining 1,000 now actively wanting work. This move into economic activity may have been driven by the need to bolster household incomes impacted by rising inflation and low or static pay deals.

A1.6 Unemployment over the period (as opposed to those claiming Job Seekers Allowance 'Claimant Count') rose from 8,800 in 2007/08 to 10,000 by 2009/10. This rise was particularly acute amongst the male population which rose from 4.2% (4,900) to 5.7% (7,100) of the working age population over the period. In contrast unemployment levels amongst the female population actually fell from 3.6% (3,800) to 2.8% (2,900) over the corresponding period. Employment in the retail trade locally and nationally actually increased during the recession, traditionally characterised by a higher proportion of female employees and this may account for this fall in unemployment.

A1.7 Despite unemployment having risen, the rate in Wiltshire is significantly lower than that for England (7.9%), the South West (6.4%) and local authorities within the region at 4.4% with only South Gloucestershire recording a lower level (3.8%) for the year July 2009 to June 2010. Urban areas experienced the highest levels of employment but even compared to other predominantly rural areas, Wiltshire has fared particularly well (Dorset 4.9%, Gloucestershire, 5.3%, Devon 6.6% and Somerset 7.7%). The highest levels were recorded in Torbay (10%), Bristol (8.1%), Somerset (7.7%), Bournemouth (7.5%) and Plymouth (7.2%).

A1.8 Occupation structure of residents

A1.9 Data are also available on the occupation structure of Wiltshire residents and the Annual Population Survey highlights some interesting fluctuations over the time period across different groups. Occupations are split into nine categories ranging from managers and senior officials to elementary occupations which are generally low and unskilled work (Table 1).

A1.10 Over the period 2007/08 to 2009/10 employment in professional occupations and associated professional and technical occupations rose significantly (by 5,700 and 5,200 respectively). These occupations are characterised as skilled jobs in science and technology, healthcare, teaching, business services and protective service industries (fire, police, military and prison services). A detailed analysis of this data revealed that there were 4,000 more residents in a teaching and research occupations over the period, an additional 1,700 working as health and social care associates and a further 1600 in the protective services. One hypothesis is that the increase in these occupations over the period may have been the result of people moving into jobs in, or associated with, the public sector at a time when the private sector was being most hit by the recession. From the beginning of 2011, the public sector entered a period of radical restructuring and it is uncertain whether the private sector will be able to reabsorb people made redundant over the short to medium term going forward

A1.11 In contrast, the number of people in personal service and elementary occupations fell in particular (by 4,500 and 5,100 jobs respectively). Personal services occupations include lower skilled health and childcare providers, hairdressers, teaching assistant, sport and leisure assistants and travel agents. Elementary occupations cover low and unskilled occupations such as farm and construction workers and labourers, hospital porters, attendants and cleaners. These losses may be the result in cutting back on luxuries e.g. travel, hair and beauty treatments by individuals and as well as reductions in basic services by businesses and organisations looking to save money whilst limiting the impact on goods and service delivery. A detailed look a the data revealed that there were 4500 fewer residents working as carers, 3,500 fewer labourers and low skilled manufacturing operatives and 1000 fewer part time basic administrative posts such as office juniors and couriers.

Resident occupation structure in Wiltshire 2007/08 to 2009/10

Occupation Category	2007/08	%	2008/09	%	2009/10	%	Change 2007/08 2009/10	% Change 2007/08 2009/10
Managers and senior officials	37,800	17.0	36,100	16.0	39,800	17.6	2,000	5.3
Professional occupations	25,200	11.4	28,500	12.6	30,900	13.6	5,700	22.6
Associate professional & technical occupations	37,200	16.8	42,900	19.0	42,400	18.7	5,200	14.0
Administrative and secretarial occupations	22,700	10.2	26,000	11.5	22,900	10.1	200	0.9
Skilled trades occupations	26,600	11.9	27,300	12.1	27,500	12.1	900	3.4
Personal service occupations	19,900	8.9	15,700	6.9	15,400	6.8	-4,500	-22.6
Sales and customer service occupations	12,800	5.8	14,000	6.2	13,600	6.0	800	6.3
Process, plant and machine operatives	14,000	6.3	13,700	6.0	12,600	5.6	-1,400	-10.0
Elementary occupations	25,800	11.6	21,400	9.5	20,700	9.2	-5,100	-19.8
Total	**222,000**	**99.9**	**225,600**	**99.8**	**225,800**	**99.7**	**3,800**	**1.7**

Source; Annual Population Survey, NOMIS

A1.12 Occupation structure by workplace

A1.13 Taking the occupation structure of Wiltshire by workplace, over the period 2007-2010 there were 3,600 fewer people on the nine major standard occupation code groups. There were 3 occupation groups which shrank in size over the period by a combined total of 10,600 jobs (Table 2), these were in elementary trades, personal services and sales and customer services and corresponds closely with the number of residents in these occupations (11,000) suggesting that the people affected were largely living and working in Wiltshire.

A1.14 The largest increases were in professional and technical, associated professional and technical and skilled trades with an additional 5,000 people in these occupations over the period. This is significantly less than the increase in residents in these occupations (6,800) who will have had to look outside the county for work. In addition, the number of managerial posts by workplace rose by 500 over the period but the number of residents in managerial occupations rose by 2000.

Occupation by workplace 2007/08, 2008/09, 2009/10

Occupation Category	2007/08	%	2008/09	%	2009/10	%	Change 2007/08 2009/10	% Change 2007/08 2009/10
Managers and senior officials	33,100	16.8	32,700	16.3	33,600	17.4	500	1.5
Professional occupations	21,600	11.0	25,300	12.6	23,500	12.2	1,900	8.8
Associate professional & technical occupations	30,400	15.4	36,300	18.1	31,900	16.5	1,500	4.9
Administrative and secretarial occupations	20,700	10.5	22,400	11.2	21,100	10.9	400	1.9
Skilled trades occupations	24,900	12.6	27,100	13.5	26,500	13.7	1,600	6.4
Personal service occupations	18,900	9.6	14,500	7.2	15,300	7.9	-3,600	-19.0
Sales and customer service occupations	11,100	5.6	11,700	5.8	12,200	6.3	1,100	9.9
Process, plant and machine operatives	12,500	6.4	11,300	5.6	9,900	5.1	-2,600	-20.8
Elementary occupations	23,700	12.0	19,700	9.8	19,300	10.0	-4,400	-18.6
Total	**196,900**	**99.9**	**201,000**	**100.1**	**193,300**	**100.0**	**-3,600**	**-1.8**

Source; Annual Population Survey, NOMIS

A1.15 Labour Market In-balance

A1.16 At first sight, the occupation structure of the County by workplace is broadly similar to that of its resident working age population in terms of the percentage of the total by each occupation group. However, in absolute terms, for the year 2009/10, there are some 32,500 more residents of working age in these occupations compared to the workplace analysis (Table 3). This in-balance demonstrates that there is therefore significant capacity within the Wiltshire economy to grow if the re-numeration on offer is competitive with surrounding areas. However, average workplace based earnings historically have not been competitive and this will be a major hurdle to overcome to realise the ambition of the Wiltshire Strategic Economic Partnership to attract new higher value, higher skilled jobs into the county and offer more residents with the appropriate skills the opportunity to both live and work in the county.

A1.17 It has long been known that there are strong commuter flows out of the county by residents for managerial, professional jobs and associated professional jobs. These account for 49.9% of all residents' occupations but only 46.1% of workplace occupations, a difference of some 21,700 jobs. This is particularly evident amongst associate professional and technical occupations. The imbalance for other occupations are less marked and can be explained by the fact that given average earnings in these groups are generally lower, people tend to live closer to their workplace. and the in-flow of people to meet the demand for labour tends to be less than for higher paid occupations.

Comparison of occupation by resident and by workplace 2009/10

	Residents		**Workplace**		**Residents - Workplace**	
Occupation Category	**2009/10**	**%**	**2009/10**	**%**	**Difference**	**% Differen-ce**
Managers and senior officials	39,800	17.6	33,600	17.4	6,200	18.5
Professional occupations	30,900	13.6	23,500	12.2	7,400	31.5
Associate professional & technical occupations	42,400	18.7	31,900	16.5	10,500	32.9
Administrative and secretarial occupations	22,900	10.1	21,100	10.9	1,800	8.5
Skilled trades occupations	27,500	12.1	26,500	13.7	1,000	3.8
Personal service occupations	15,400	6.8	15,300	7.9	100	0.7
Sales and customer service occupations	13,600	6	12,200	6.3	1,400	11.5
Process, plant and machine operatives	12,600	5.6	9,900	5.1	2,700	27.3
Elementary occupations	20,700	9.2	19,300	10	1,400	7.3
Total	**225,800**	**99.7**	**193,300**	**17.4**	**32,500**	**16.8**

Source; Annual Population Survey, NOMIS

A1.18 Employment by Sector

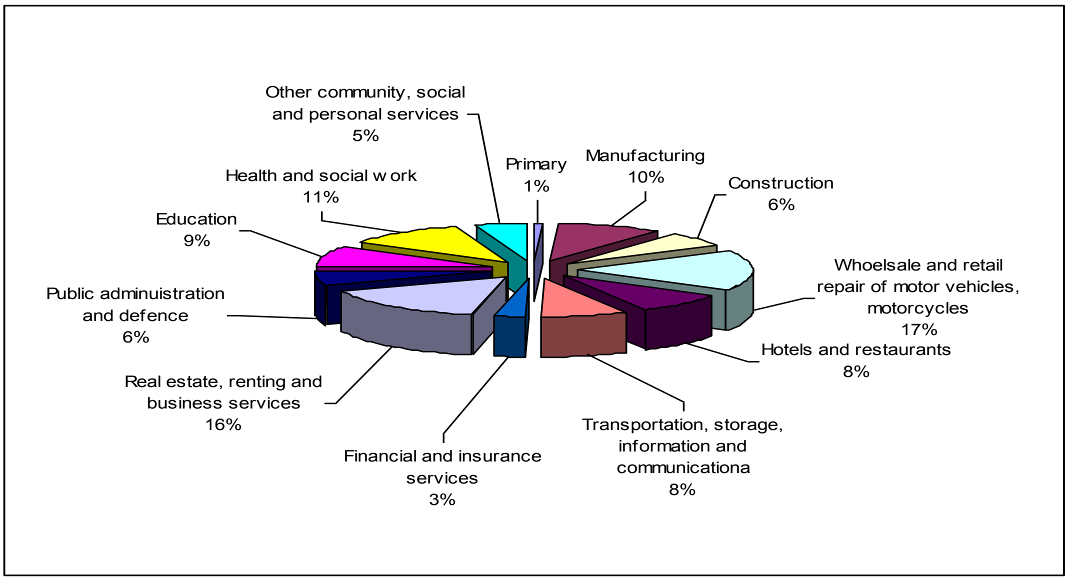
A1.19 Introduction

A1.20 This section looks at employment distribution by industry in Wiltshire. It draws on the new Business Register and Employment Survey dataset which was released by the ONS for the first time in December 2010 and presents employment estimates for 2008 and 2009. The dataset holds information on the number of employees in Wiltshire and total employment, including business owners and the self employed who are registered for PAYE schemes. This section presents data which looks at total employment for this date range. This dataset replaced the Annual Business Inquiry which did not account for the self employed within its estimates and as a result, longer trend analysis is not possible. Data presented here therefore covers the onset (2008) and deepening of the recession (2009). Analysis is only available using the 2007 Standard Industrial Classification Codes.

A1.21 Total Employment

A1.22 Between 2008 and 2009 employment in Wiltshire increased by 1,300 to just over 195,000. This represents a growth of 0.7% over the year which although very modest, remains a positive trend. The industrial structure of Wiltshire has been gradually restructuring over the last decade and as the proportion of manufacturing employment has declined, the economy has become more broadly based. This characteristic has acted to protect the overall economy during the recent recession and places Wiltshire in a good position for economic recovery and beyond. Chart 1 presents the employment breakdown by industry.

Chart 1: % Employment by Industry 2009



Source: ONS Business Register and Employment Survey 2009 (released December 2010)
Note: 2007 SIC Industry categories have been combined to reflect 2003 SIC codes for comparative purposes to produce this chart.

A1.23 The largest industry by employment was the wholesale and retail trade employing some 34,000 people in 2009 and which experienced 5% growth on the previous years figure. During the recession, as people cut back on leisure and luxury expenditure, the retai and especially the food retail sector did experience growth as people switched from eating meals out to cooking at home. The knock on effect was a greater demand for retail and supermarket staff to accommodate this increased demand.

A1.24 Employment in the health and social work sector was the second largest source of employment with 22,000 people, presenting 5.8% growth since 2008. This industry is expected to remain an important and growing source of employment in the future as the local population ages and the demand for care and medical support increases. This is a national trend and the provision and resourcing of sufficient services and care places is an area of concern given that the working population base and associated tax revenues will shrink.

A1.25 Manufacturing has always been an important source of employment in Wiltshire and it remains the third largest source of employment in the county with some 19,100 people in 2009. That said, employment in the sector fell by 2,300 jobs over the year, an overall loss of 10.5%, and for the first time, it now accounts for less than 10% of total employment in Wiltshire.

A1.26 The education industry is the fourth largest source of employment in the County with 17,500 people employed in it, however between 2008 and 2009, it fell by 11.3%. Combined, these four sectors (out of a total of 19 represented in Wiltshire) account for 47.5% of total employment in Wiltshire.

A1.27 Significant changes in employment

The most notable changes in employment were experienced by transport and storage (31% growth, 1900 jobs), financial and insurance services (23% growth, 1000 jobs), construction (10% growth, 1000 jobs) and public administration (9.5% growth, 1000 jobs). The construction industry is generally regarded as the first to enter recession and the last to come out of it. The fact that employment in this sector grew over the period does suggest that the Wiltshire economy was entering the recovery phase even in 2009.

A1.28 Although employment in public administration grew between 2008 and 2009, future employment will fall significantly as cuts in spending are realised and redundancies made. The extent to which these cuts will impact upon the local economy is not yet known but it is expected to extend over a number of years and is expected to impact on the pace at which remaining sectors recover as money is taken out of the local and national system.

A1.29 In contrast, the most notable losses in employment were experienced in manufacturing, education, real estate and professional and scientific industries. The manufacturing base of Wiltshire has been shrinking for many years as it has done nationally, but a 10.1% loss in a single year is of particular significance and is a reflection not only of the recession but also the impact of new manufacturing giants such as China affecting the global competitiveness of the UK for manufacturing activity. That said, the fall in the value of sterling against a number of global currencies has led to the UK as a whole being viewed as a more attractive location for overseas investment. During 2010, the Wiltshire Investment Service experienced an increasing number of european and overseas manufacturing investment enquiries, some of which were substantial in size.

A1.30 Unsurprisingly, employment in the real estate industry shrank by 800 jobs (17.6%) during the period and this was a reflection of the decrease in demand for both domestic and commercial properties. Finally, overall employment in the professional and scientific industry fell by some 500 jobs however this only represented a decrease of 3.3% of total employment in the industry which employed 15,500 people in 2009 and is Wiltshire’s 6th largest sector for employment.

A1.31 Businesses by industry

A1.32 The Wiltshire economy is dominated by small and micro businesses. Looking at business unit data (a proxy for business operations liable for VAT) available from the Annual Business Inquiry in 2008 (latest available), there were 21,258 operations in Wiltshire (Table 1), of which 97.4% employed fewer than 50 people. The majority of these, 87.2%, were micro businesses i.e. employing up to 10 people. An additional 220 units in this size band were reported in 2008 compared to 2007 and this figure is expected to rise again for 2009.

Business Units by Industry

Industry	2007	2008	Change 2007 2008
Primary	304	315	11
Manufacturing	1277	1245	-32
Construction	2664	2735	71
Wholesale and retail trade; repair of motor vehicles and motorcycles	3747	3712	-35
Transportation and storage	637	664	27
Accommodation and food service activities	1434	1512	78
Information and communication	1499	1562	63
Financial and insurance activities	382	429	47
Real estate activities	648	710	62
Professional, scientific and technical activities	2933	3148	215
Administrative and support service activities	1841	1608	-233
Public administration and defence; compulsory social security	201	173	-28
Education	644	648	4
Human health and social work activities	1089	1104	15
Arts, entertainment and recreation	808	759	-49
Other service activities	954	934	-20
Total	**21062**	**21258**	**196**

Source: Annual Business Inquiry, 2007, 2008, NOMIS

A1.33 Medium sized firms (50-199 employees) account for just 2% of the business base and large firms (200 + employees) represent 0.5%. These proportions remained steady between 2007 and 2008. Taking a sector breakdown of this data, the largest number of business operations are in the wholesale and retail sector (3,712) followed by professional, scientific and technical sector (3,148 units) which comprises head offices and management consultants (1,432 units), architects (585 units), and miscellaneous activities (505) all of which grew in number appreciably, as well as advertising agents and vets.

A1.34 As to be expected, the Wholesale and Retail sector, as the largest source of employment is also the largest in terms of VAT registered businesses, although it did shrink over the period by 35 businesses. It is closely followed by the professional scientific and technical activities sector which covers business services such as legal and accounting, architects, engineers, head offices and management consultancies (accounting for 46% of businesses in this category), advertising, research and development. The number of businesses in this sector grew over the period and may be accounted for by people looking to smaller operations and the self employed for services in a bid to source cheaper services.

A1.35 The third largest section was the Construction industry with 2,735 businesses, followed by Administration and Support Services, Information and Communication, Accommodation and Food and Manufacturing. Together, these 6 sectors account for 66% of all VAT registered business units in Wiltshire in 2008.

A1.36 Summary

A1.37 The impact of the recession has resulted in the UK being regarded as an attractive investment location again which offers Wiltshire the opportunity to broaden its portfolio of business operations. The recession has also acted to further reduce the importance of employment in the manufacturing sector as well as impacting on the real estate sector, although the latter is expected to recover over the medium to long term. The largest source of employment and businesses in the county rests with the Wholesale and Retail sector which should remain stable going forward as it is a mix of national and smaller independent outlets. The county continues to be dominated by small firms which also cushion the effects of any shocks to the economy, however certain sections such as ‘lifestyle’ businesses, can be resistant to growth and may close rather than be sold when owners reach retirement which may impact on the ability of the Wiltshire economy to compete.

A1.38 Average Earnings and Gross Disposable Household Income

A1.39 Introduction

Earnings statistics provide indicators of labour costs relating to both labour supply and labour demand. The earnings of the resident population of the area is a characteristic of the labour supply provided by people living in that area, whereas the earnings of people working in the area is an indicator of the nature of the labour demand arising from of the mix of employers in the area. Earnings data generally reflect the industrial and occupational mix of the areas and commuting patterns. Earnings data can also be calculated to give a mean or a median value. A median value is the middle value within a dataset where as a mean value is an average across the whole dataset (e.g. the median value of £350, £500 and £800 is £500 whereas the mean value is £550). The ONS' preferred method is to take the median value as it is less affected by a relatively small number of high earners.

A1.40 Another useful indicator to explore is Gross Domestic Household Income which can be used to illustrate the economic living standards in an area. It represents the amount of money that households have to spend or save once expenditure on taxes, pension contributions, mortgage interest payments and other outgoings have been taken account of.

A1.41 Earnings

A1.42 The average (median) weekly workplace based earnings in Wiltshire for 2010 were £462.80, slightly higher than the South West (£460) but significantly lower than the England and UK averages (Table 1). Indeed looking at the period 2008-2010, the table illustrates that average earnings in the county fell over the period by 0.4% overall, whereas they have increased across the other areas listed.

Median Earnings 2008-2010

Indicator/Location	2008	2009	2010	Change 08-10
Workplace Gross weekly pay £				
United Kingdom	£479.1	£488.5	£498.8	4.1%
England	£483.9	£495.0	£504.5	4.3%
South West	£446.9	£454.0	£460.0	2.9%
Wiltshire	£464.6	£459.3	£462.8	-0.4%
Residence Gross weekly pay £				
United Kingdom	£479.1	£488.5	£498.8	4.1%
England	£484.5	£495.9	£506.0	4.4%
South West	£451.9	£460.0	£468.3	3.6%
Wiltshire	£494.5	£498.1	£500.5	1.2%

Source: Annual Survey of Hours and Earnings, NOMIS

A1.43 In contrast, average residence based earnings increased across all areas however at a significantly lower rate in Wiltshire than the other areas presented. Residence based earnings (£500.50 per week in 2010) in Wiltshire have always been appreciably higher than workplace based earnings and this reflects the number of high earners which out-commute to neighbouring areas (approximately 65% of the net in-commuting losses in Wiltshire stem from the higher level occupations comprising managers & senior officials, professionals, and associate professional & technical).

A1.44 Gross Disposable Household Income

In 2010, Gross Disposable Household Income per head in Wiltshire stood at £15,776 in 2008, the third highest in the South West after Gloucestershire and Dorset and appreciably higher than both the average for the South West, the UK and England

(Table 2). What must be remembered is that higher than average residence earnings act to increase the GDHI per head figures for the county. Clearly the amount of disposable income available for those people who both live and work in the county will be less and there will be appreciable levels of individuals and families experiencing income deprivation across all areas.

Gross Disposable Household Income per head at current basic prices

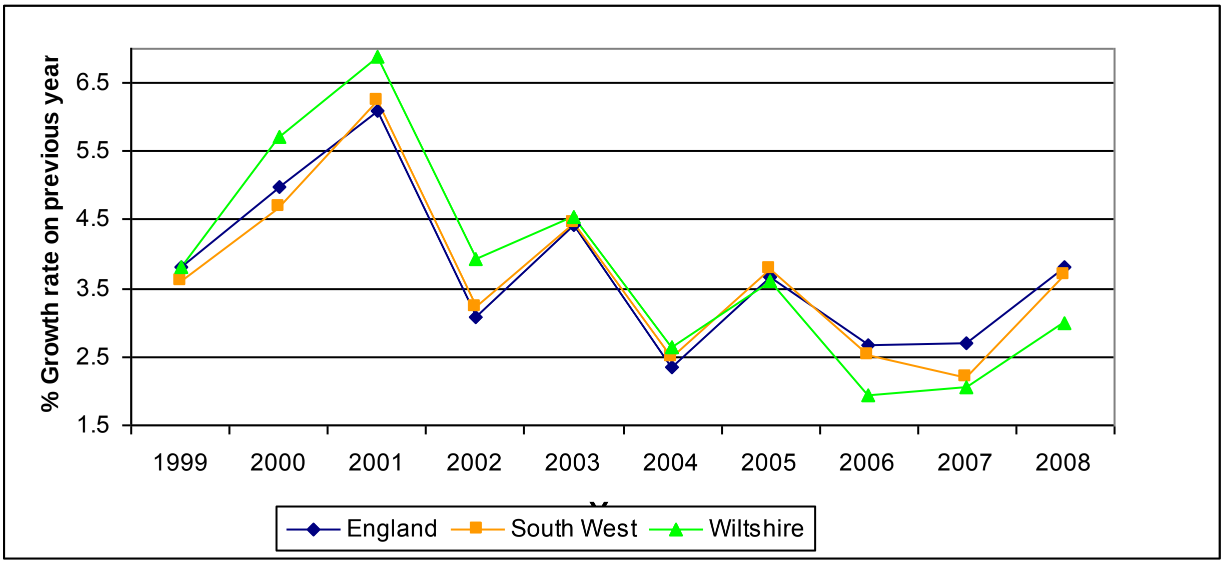
Area	2006	2007	2008	% change 06/07	% change 07/08
UK	13,951	14,332	14,889	2.7	3.9
England	14,155	14,536	15,090	2.7	3.8
South West	13,850	14,156	14,680	2.2	3.7
City of Bristol	12,808	13,143	13,568	2.6	3.2
BANES, North Somerset & South Gloucestershire	14,459	14,822	15,322	2.5	3.4
Gloucestershire	14,878	15,309	15,924	2.9	4.0
Swindon	14,494	14,834	15,116	2.3	1.9
Wiltshire	15,006	15,316	15,776	2.1	3.0
Bournemouth and Poole	14,858	15,160	15,761	2.0	4.0
Dorset	14,851	15,164	15,858	2.1	4.6
Somerset	13,913	14,275	14,820	2.6	3.8
Cornwall and the Isles of Scilly	12,261	12,477	13,010	1.8	4.3
Plymouth	11,592	11,744	12,119	1.3	3.2
Torbay	12,212	12,365	12,935	1.3	4.6

Source: Gross Disposable Household Income NUTS 3.2, ONS

A1.45 What is interesting to note here is that the percentage increase in GDHI was significantly lower between 2006 and 2007 than between 2007 and 2008. The figures for 2008 will represent the peak of economic prosperity before the onset of the recession in late 2007. Consequently, the figures between 2009 and 2010 are expected to fall back.

A1.46 Although Wiltshire has one of the highest GDHI figures in 2008, the increases over the 2006-2008 period were the second lowest in the region with only those in Swindon growing less and appreciably below the South West, England and UK figures. This is in contrast with the trend since 2000. Figure 1 presents the % change year on year in GDHI which peaked for the year 2000/2001 with above average figures for Wiltshire compared to the South West and England. Percentage increases hit their lowest for the year 2004/05 and have shown some recovery subsequently, however, at a rate below the average for Wiltshire compared to the other two areas.

A1.47 % Change in GDHI year on year 1998/99 to 2007/08



Source: Gross Disposable Household Income NUTS 3.2, ONS

A1.48 Business Start Up and Closure Rates

A1.49 Introduction

A1.50 This section looks at the number of businesses that started (births) and closed (deaths) in Wiltshire. Historically, taking VAT registration and de-registration information, Wiltshire has demonstrated a relatively high rate of business births and a relatively low rate of business deathsi.e. it has been a good location for business to survive. New data from the Office for National Statistics. 'Business Demography', became available for the first time in December 2010 and included figures for start-ups and closures amongst businesses operating beneath the VAT threshold and registered for PAYE (i.e. the self employed) and as a result total start-up and closure rates are higher than those available historically (which only accounted those over the VAT threshold (Table 1)).

A1.51 Data were available for 2009 which represented the worst period of the recession and business start up and closure rates will, in part, demonstrate how resilient the Wiltshire economy has been. Higher than average start-up and closure rates were also expected across the country as individuals were more likely to invest redundancy money into starting their own businesses.

A1.52 Business start-up

A1.53 In 2009, 1,715 business start-ups were recorded in Wiltshire against a total business base of 19,915. This is a start-up rate of 8.6% for the county and is broadly in line with that recorded for the whole South West region (8.7%). In contrast, business start-up rates across the UK were higher at 10.1%. Wiltshire exhibited the fourth largest number of start-up businesses in the region after Devon, Gloucestershire and Somerset. Start-up rates for urban authorities in the region were higher, with Bristol, Plymouth and Swindon all recording rates in excess of 10%. However, in comparison with rural authorities, the start-up rate for Wiltshire was the highest. Taking the former district areas of Wiltshire, variations have been relatively modest, however North Wiltshire experienced the highest start-up rate at 9% with the lowest being Salisbury (8.2%).

A1.54 Business closure

Taking business closures, 'deaths', exceeded births in 2009 by 290 and this overall loss can be accounted for by the impact on the recession on the economy. Indeed only one district in the whole of the South West, Cotswold, experienced a net gain for this year (5 businesses). In total, 2005 businesses closed in Wiltshire, a rate of 10.1%, which is lower than that experienced regionally (10.9%) and nationally (UK, 11.92%). Only Dorset, Bath and North East Somerset and the Isles of Scilly experienced lower closure rates. In terms of the former districts, again the variation was modest with North Wiltshire experiencing the highest death rate (10.5%) and West Wiltshire and Kennet experiencing the joint lowest rates (9.8%).

A1.56 Net losses and economic resilience

A1.57 Although Wiltshire experienced a net loss of businesses during 2009, its closure rates have been modest when compared to other parts of the South West region and the national average. The net loss between start-ups and closures was only 1.5% compared to 2.2% for the region with only Dorset recording a lower figure (1.45%). This demonstrates that Wiltshire remains a good location to support business survival and demonstrates a healthy level of economic resilience through the recession. Although Wiltshire did not experience the highest rates of business start-up, employment losses in the county have not been as high as other parts of the region and nationally. More importantly, business losses were modest and this minimised the overall net loss to the business base.

A1.58 The former district of Salisbury experienced the greatest net loss of businesses in the county with an overall loss of 1.8% of the business base which equated to an overall loss of 90 businesses compared to North Wiltshire (95 businesses and 1.5% loss), West Wiltshire (60 businesses and 1.3% loss) and Kennet 45 businesses and 1.2% loss).

Business start-up (births) and closures (deaths) ranked in the South West (2009)

Upper Tier Authority	**Births**	**Deaths**	**Balance births over deaths**	**Active enterprises**	**% Birth rate**	**% death rate**	**Net % deaths over births**
Isles of Scilly UA	*5*	*15*	*-10*	*160*	*3.13*	*9.38*	*-6.25*
Poole UA	*545*	*880*	*-335*	*6,250*	*8.72*	*14.08*	*-5.36*
Torbay UA	375	565	-190	4,435	8.46	12.74	-4.28
Bournemouth UA	*635*	*895*	*-260*	*6,530*	*9.72*	*13.71*	*-3.98*
Cornwall UA	1,655	2,190	-535	20,240	8.18	10.82	-2.64
Devon County	2,440	3,245	-805	31,360	7.78	10.35	-2.57
Somerset County	1,760	2,290	-530	21,765	8.09	10.52	-2.44
Plymouth UA	605	745	-140	5,945	10.18	12.53	-2.35
North Somerset UA	730	910	-180	7,895	9.25	11.53	-2.28
SOUTH WEST	**17,945**	**22,530**	**-4,585**	**207,060**	**8.67**	**10.88**	-2.21
Bristol City of UA	1,605	1,915	-310	15,650	10.26	12.24	-1.98
Swindon UA	610	710	-100	6,050	10.08	11.74	-1.65
Bath & North East Somerset UA	635	755	-120	7,745	8.20	9.75	-1.55
South Gloucestershire UA	865	1,000	-135	9,050	9.56	11.05	-1.49
Gloucestershire	2,245	2,630	-385	25,960	8.65	10.13	-1.48
Wiltshire UA	**1,715**	**2,005**	**-290**	**19,915**	**8.61**	**10.07**	**-1.46**
Dorset	1,520	1,780	-260	18,110	8.39	9.83	-1.44

Source: ONS Business Demography 2009

A1.59 Gross Value Added

A1.60 Introduction

Gross Value Added (GVA) is the most commonly recognised method for measuring the economic output of an area i.e. the value of goods and services produced by its business base. GVA output levels by workplace are influenced by the number of people working in those workplaces, and their relative productivity. Relative improvements in competitive performance can be achieved by improving an area's workplace productivity growth and this is primarily achieved by increasing the proportion of workers who are working in higher value added jobs. This requires creating the right conditions for investment and employment growth in order to attract and support these jobs i.e. appropriate skills; a culture of entrepreneurship; innovation; and suitable infrastructure provision.

A1.61 Regional and sub-regional GVA

GVA figures at a regional level reveal that in 2008, the South West region generated the fifth highest level of GVA in the UK at £97,342 million. Combined the five economic areas to the north of the region (Gloucestershire, Wiltshire, Swindon, Bristol, BANES, North Somerset and South Gloucestershire) generated nearly 53% of this regional figure. Other key GVA generators in the region were Somerset and Devon.

A1.62 Gross Value Added (GVA) estimates released in December 2010, show that Wiltshire's workplace based economic output was worth £8,128 million in 2008, which represents 8.3% of the regional output and the sixth highest area in the South West region (Table 1). This is a position has been maintained both in absolute and relative terms since 2006, however since 2003, Wiltshire's relative position has been slowly falling from 8.6%

A1.63 A more significant figure to consider is GVA per head because businesses densities vary from location to location, which impacts on the overall headline figure. In 2008, the South West generated the fifth highest level of GVA (£18,682) in the UK after London, the South East and East of England and Scotland. Within the region, Wiltshire generated £17,900 per head and ranked 6th within the South West. Key wealth generating areas are Swindon and Bristol in particular (Table 2) and these urban areas will act to increase the regional average to which the rural counties aspire.

A1.64 Between 2004 and 2008, GVA per head across the South West grew by 15.2%, however the corresponding figure for Wiltshire stood at 13.9% and this below average performance is a concern. In 2000, the Wiltshire and regional figures were almost on par with one another but subsequently, the county has increasingly lagged behind year on year. The extent to which this disparity grew between 2006 and 2008 was much less and hopefully has bottomed out. Both Wiltshire and the South West have also failed to grow at the same rate as the UK and the disparity here has been widening (Figure 1). It is, however, important to note that figures for London and the South East skew any UK per head averages and if comparisons are made between Wiltshire and other regional averages, its GVA per head is highly competitive and encouraging.

A1.65 Figures of GVA by sector that correspond to the GVA figures presented here are not yet available at a county level, however figures at a regional level demonstrates that the key wealth generators in 2008 were the real estate sector, renting and business activities (£21,733 million) manufacturing (£11,961 million) and the wholesale and retail trades (£11,522 million).

Headline GVA at current basic prices (workplace)

Area	GVA 2008 £m	Rank in the South West
City of Bristol	£11,583	4
BANES	£13,995	1
North Somerset & South Gloucestershire	£11,771	3
Swindon	£5,927	10
Wiltshire	£8,187	6
Bournemouth & Poole	£6,329	8
Dorset	£6,080	9
Somerset	£8,817	5
Cornwall & Isles of Scilly	£7,045	7
Plymouth	£4,211	11
Torbay	£1,687	12
Devon	£11,809	2
Total for South West	£181,435	- -

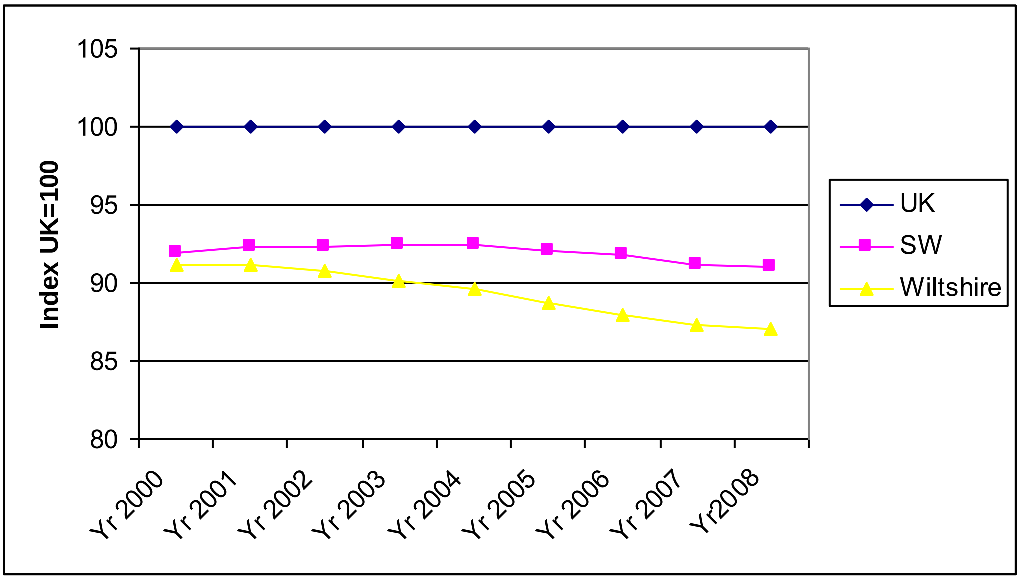
Source: Regional, sub-regional and local gross value added 2009, Table NUTS 3.1, ONS Statistical Bulletin, 8th December 2010.

Headline GVA per head at current basic prices (workplace)

Region	GVA 2008	Regional Rank
UK	£21,103	- -
England	£21,049	- -
Wales	£15,222	11
Scotland	£20,031	3
Northern Ireland	£16,240	10
North East	£15,945	12
North West	£17,604	7
Yorkshire and The Humber	£17,149	9
East Midlands	£17,914	6
West Midlands	£17,335	8
East of England	£19,375	4
London	£35,100	1
South East	£21,681	2
South West of which	£18,682	5
Sub-region		**Sub-regional ranking**
City of Bristol	£27,182	2
BANES, North Somerset and South Gloucestershire	£21,640	3
Gloucestershire	£20,082	4
Swindon	£30,233	1
Wiltshire	**£17,900**	**6**
Bournemouth and Poole	£20,732	5
Dorset	£14,983	10
Somerset	£16,819	7
Cornwall and Isles of Scilly	£13,256	11
Plymouth	£16,479	8
Torbay	£12,589	12
Devon	£15,819	9

Source: Regional, sub-regional and local gross value added 2009, Table NUTS 3.2, ONS Statistical Bulletin, 8th December 2010.

Figure 1: Headline GVA per head indices at current basic prices



Source: Regional, sub-regional and local gross value added 2009, ONS Statistical Bulletin 8th December 2010.

A1.66 Qualifications and School Attainment.

A1.67 Introduction

A1.68 This section looks at the skills and qualification characteristics of residents in Wiltshire. This data is derived from the Annual Population Survey undertaken by the Office for National statistics. This data is collated annually and covers the period Jan-Dec. The latest available data are therefore related to January to December 2009. Data related to the percentage of the working age population with an NVQ qualification at various levels. There is some debate regarding the equivalency of the NVQ system to academic qualifications but for the purposes of this analysis, NVQ1 is equivalent to a GNVQ or 3-4 GCSE grade D-E; NVQ2 is equivalent to 4/5 GCSE grades A-C; NVQ 3 is equivalent to 2 A Levels grades A-C; NVQ 4 is broadly equivalent to an HNC/HND/Degree and NVQ 5 is equivalent to a higher degree (Source Newcastle City Council).

A1.69 Qualifications of working age population

A1.70 Wiltshire has higher proportion of its working age population with qualifications at NVQ levels 3 and 4+ than nationally and regionally; 55.6% of residents are qualified to these higher levels compared to 51.3% across the South West and 49.38% across the UK (Table 1). In addition, the County has a relatively low share of its working age population with lower level or no qualifications (i.e. No qualifications or NVQ level 1); 14.5% compared with the regional figure of 15.9% and UK figure of 21.3%.

Qualifications of working age residents, Jan-Dec 2009

Qualification	Wiltshire	South West	England	UK
% with NVQ4+ - aged 16-64	33.1	29.1	29.6	29.8
% with NVQ3+ - aged 16-64	55.6	51.3	48.9	49.3
% with NVQ2+ - aged 16-64	71.1	68.8	65.0	65.3
% with NVQ1+ - aged 16-64	85.5	84.1	79.0	78.7
% with other qualifications - aged 16-64	7.5	7.2	9.0	8.7
% with no qualifications - aged 16-64	7.0	8.7	12.1	12.6

Source: Annual Population Survey Jan-Dec 2009, NOMIS

A1.71 What is important is that this competitive advantage is at least maintained in order for County to be an attractive location for future investment. Taking a view of recent years, this does appear to be happening. Between 2007 and 2009, the proportion of people qualified to NVQ4 and above rose by some 4.3%, by 5.3% for those qualified to NVQ3 or above and by 4.8% for those qualified to NVQ 2 or above (Table 2).

A1.72 There could be a variety of reasons to explain this significant increase which is far beyond that experienced across the UK and the South West. These include the strengthening of the College network in the County to deliver increasing numbers of higher level NVQ qualifications as well as degrees in association with neighbouring Universities; the impact of the recession in encouraging young people to remain in education and larger numbers of graduates returning to the parental home whilst they look for work as well as the general attractiveness of the county as a place to live.

Qualifications by % of working age residents in Wilshire, Jan-Dec 2007, 2008 and 2009

Qualification	Wiltshire			Change 2007-2009		
	2009	2008	2007	Wilshire	South West	England
% with NVQ4+ - aged 16-64	33.1	28.8	28.8	4.3	0.1	1.4
% with NVQ3+ - aged 16-64	55.6	50.8	50.3	5.3	0.0	0.9
% with NVQ2+ - aged 16-64	71.1	69.7	66.3	4.8	0.9	1.1
% with NVQ1+ - aged 16-64	85.5	86.5	81.8	3.7	1.6	1.2
% with other qualifications - aged 16-64	7.5	5.7	8.8	-1.3	-0.8	-0.1
% with no qualifications - aged 16-64	7.0	7.8	9.4	-2.4	-0.8	-1.0

Source: Annual Population Survey Jan-Dec 2009, NOMIS

A1.73 In addition, over the period and arguably as a consequence, there were fewer residents with 'other' or no qualifications as a percentage of the working age population as well as in absolute terms suggesting that there has also been progression within this cohort of the population into higher qualifications. This has also been achieved to a much greater extent than experienced across the UK as a whole. Appropriate basic skills are a fundamental building block of personal development and economic prosperity. Low literacy and numeracy skills have not only been linked to social exclusion and low incomes, but they have also been cited as being contributory factors of low productivity and slow economic growth (South West Observatory Skills & Learning Module). In addition, changing occupational structures are likely to intensify the demand for many generic skills, including numeracy and literacy and the future global, knowledge-based economy will require the workforce to have higher level skills in order to produce higher value added services.

A1.74 School attainment

A1.75 This section examines the extent to which Wiltshire's future workforce is achieving the official standards in numeracy and literacy at age 11 and 16 (i.e. Key Stage 2 and GCSE). The 2010 Key Stage 2 (age 11) results for Wiltshire show that attainment levels in the county are better or on a par with England and regional averages in key subject areas. Wiltshire is therefore performing well and equipping its future workforce with the basic skills although there is still room for improvement (Table 3).

% of pupils achieving Level 4 or above in Key Stage 2 (Maintained schools).

Location	English	Reading	Writing	Mathematics	Science
England	81	84	71	80	85
South West	81	85	71	80	86
Wiltshire	82	86	73	80	86

Source: National Curriculum Assessments at Key Stage 2 in England 2009/10 (Revised 14 December 2011), Department for Education

A1.76 The 2010 GCSE or equivalent results reveal (Table 4) that Wiltshire performed below the national and regional average with 70.8% of pupils in their last year of compulsory education (15/16 year olds) achieving 5+ GCSEs at grades A* to C. In contrast, the proportion of Wiltshire pupils achieving 5+ GCSEs at grades A*-C including English and Mathematics was 55.8%, marginally above both the national and regional averages. Girls continue to out-perform boys in both categories with 75.4% of girls attaining a minimum of 5 GSCEs or equivalent compared to 66.5% for boys and 60.1% of girls attain this level including maths and English as opposed to 51.6% of boys.

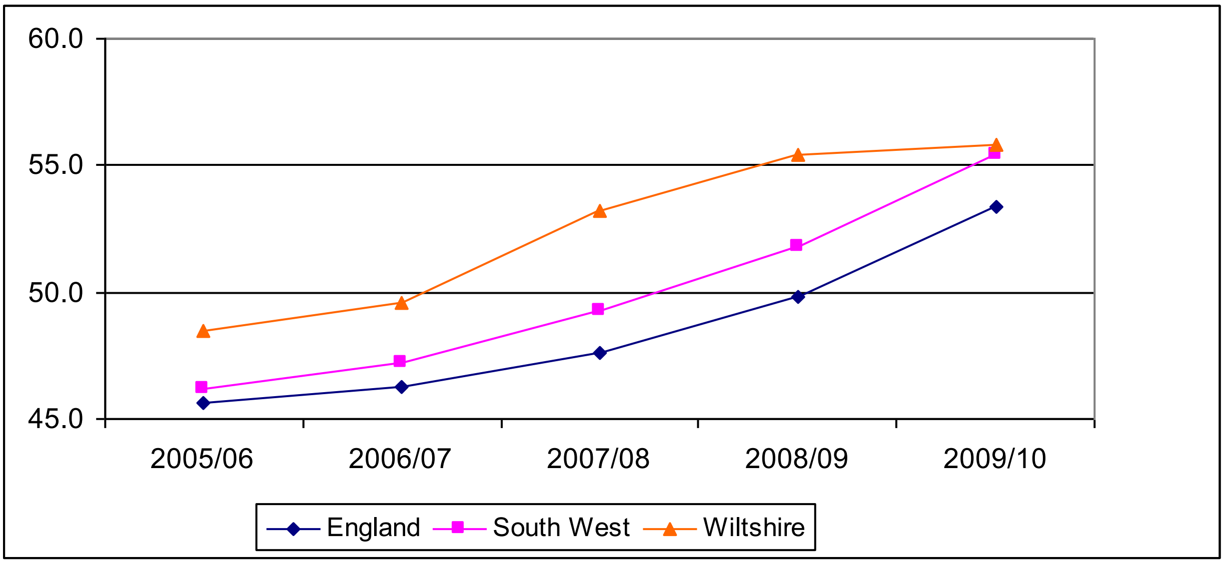
% of pupils achieving GCSE or equivalent grades A*-C, 2007/2008

	% of Pupils achieving 5+ GCSE or equivalent at	
Area	**Grades A*-C***	**Grades A*-C including English and Mathematics**
England	75.4*	55.3
South West	72.7	55.4
Wiltshire	70.8	55.8
Former Kennet area	71.0	52.0
Former North Wiltshire area	73.2	57.5
Former Salisbury District	73.9	57.8
Former West Wiltshire District	65.2	53.9

*England figure includes overseas pupils and independent schools
Source: GCSE and Equivalent Results in England 2009/10 (Revised 31 March 2011) Department for Education

A1.77 Over recent years an increasing proportion of pupils in Wiltshire and regionally and nationally have achieved these grades (including maths and English) which is very important in terms of future employment opportunities for these individuals as well as on-going competitiveness of the local economy through a well educated workforce. There is still great capacity for improvement in these educational standards locally and the rate of increase actually flattened off between 2008/09 and 2009/10 (Figure 2) and it is vital that Wiltshire keeps pace with any national performance improvements in the future.

% of Pupils achieving 5+ GCSE or equivalent at grades A*-C including English & mathematics 2006-2010



A1.78 Table 5 contains the 2009 education and training participation rates for 16 and 17 year olds in Wiltshire. Wiltshire has much lower participation in full time education and in work based learning than found nationally and regionally. This may imply relatively similar progression rate towards high level education. However, in terms of total participation (the total of education and work based learning) it performs well below both the region and nation. This is in part due to a lower percentage going into Work Based Learning. There is evidence, therefore, that the provision for Work Based learning in Wiltshire for 16 year olds an 17 year olds can be improved.

Participation in education and training (16 year and 17 year olds), 2007 (latest available data).

	% of all 16 year & 17 olds in:			
	Full Time Education*	**Work Based Learning**	**Part Time Education**	**Total (Education and WBL#)**
Wiltshire	71	5	3	79
South West	71	7	4	82
England	72	7	4	83

Source: DfES, 2009
** includes maintained, maintained special schools, independent schools, non-maintained special schools, city technology colleges, academies and pupil referral units*
#Work based learning

Appendix 2 - Summary of evidence gathered about each community area to inform draft Wiltshire Core Strategy.

A2.1 A summary of evidence gathered about each community area to inform draft Wiltshire Core Strategy is detailed below:

A2.2 Bradford-on-Avon

A2.3 Bradford-on-Avon (BoA) is not identified as a strategic location for employment in the Wiltshire Workspace Strategy (DTZ, 2008). Indeed BoA faces a particular issue of the loss of employment land for housing. However, the current mix of small employers should ensure that BoA is resistant to mass job losses resulting from a single business closure. The high levels of out commuting indicate that development of business and employment should be encouraged to meet local needs.

A2.4 Consultation events in 2009 and 2011 reinforced the view that employment land is needed in BoA to redress the continuing loss of employment sites in the town and reinforce the towns identity as not only a dormitory to Bath. Although not identified as a strategic location for employment growth a specific site to respond to these specific local employment needs was identified in the draft Wiltshire Core Strategy (June 2011) at Kingston Farm.

A2.5 The draft WCS also identifies the principle employment areas of Treenwood Industrial estate and Elm Cross Trading estate as they have been able to retain a consistent occupancy level. The development at Kingston Mill will provide some additional employment provision. New employment provision will also be provided at Kingston Farm (Moulton Estate) through a mixed use site. This additional provision will help improve the balance between housing and employment growth in the town, and offers the opportunity to improve self containment. Further loss of employment should be strongly resisted.

A2.6 Calne

A2.7 Calne has been identified as a location for new strategic employment growth in the draft Wiltshire Core Strategy. This recognises that Calne already has a number of large scale employment locations which have the benefit of potential expansion land and has successfully attracted a number of large employers in the past. Although transport in and around Calne suffers from some ongoing problems, easy access to the M4 should help the town attract new employers and address relatively high levels of out commuting and low population to job ratio. There is no dominant employer in Calne,

A2.8 Consultation events in 2009 and 2011 revealed a mixed response towards economic development in Calne. Some considered it to have a dormitory role to Chippenham, whilst others consider it can attract larger employers. However, there was some call for more employment land to be allocated in Calne to help introduce more variety in the type of employer in the town.

A2.9 To support Calne’s existing economic role and encourage new types of employment to the town new employment land will be supplied at land east of Beaversbrook Farm, close to the Portemarsh Industrial Estate (3.2 ha), and on Portemarsh itself, which has some further expansion land to the north and opportunities to intensify. This former North Wiltshire Local Plan allocation is carried forward as it is seen as a logical extension of existing employment areas with good road frontage that is considered to be attractive to developers.

A2.10 Station Road Industrial Estate forms the other principal employment area alongside Portemarsh in the draft Wiltshire Core Strategy. Further opportunities available at greenfield sites should only be brought forward once the current sites have been fully developed. Employment growth at Calne should help develop the town's role alongside the main employment zones in Wiltshire and address the resident job ratio.

A2.11 **Chippenham**

A2.12 Chippenham is one of the largest towns in Wiltshire, and is identified as a strategic employment location. The town has been successful in retaining international employers in the manufacturing and service sector, including ICT services, rail systems and logistics. Chippenham has excellent transport links, being in close proximity to the M4 and on the main Bristol to London railway route and, as such, it is an attractive location to employers, but this also leads to significant levels of out-commuting. However, there is currently a shortfall in suitable land for employment growth and a failure to respond to this issue would result in existing and prospective employers moving elsewhere.

A2.13 Given its locational strength and potential to attract inward investment into Wiltshire, the strategy is to develop the strategic employment role of Chippenham. Significant job growth will help to improve the self containment of the town and therefore Wiltshire. Job growth should take place on existing sites within the urban area as well as edge of town sites due to limited brownfield sites. To enable the delivery of job growth, new attractive employment sites should form part of mixed use urban extensions incorporating housing that are well integrated with the town.

A2.14 Recent evidence from economic development officers has indicated a strong demand for employment land in Chippenham. Failure to respond to this demand may lead to businesses moving elsewhere with the resultant loss of local employment at a time when job losses are universally anticipated. Furthermore, Chippenham is in danger of being completely overlooked as a potential business location in the future. The Chippenham Vision identified a severe threat of shortage of employment land in the 2008 Vision strategy document. The current consultation on the Core Strategy is seeking to identify appropriate land for this purpose. However this process will not be concluded in time to satisfy the immediate demand. The draft Vision sets out a primary objective to make the town an attractive location for businesses. .

A2.15 Recent consultation with local residents identified that a key priority for the future was the creation of local jobs for young people, making sure that good jobs are available within the town for local people and identifying more employment land to retain and attract employers.

A2.16 Two options were presented in the proposed consultation document for the provision of new employment land as part of mixed-use urban extensions at Chippenham. Option 1 comprises mixed-use strategic site allocations at North East Chippenham (to include 2.5 ha employment land and 750 dwellings) and at the South West Chippenham Area of Search (to include 28ha employment land at the Showell Farm strategic employment site and up to 1500 dwellings). Option 2 comprises mixed-use strategic site allocations at North East Chippenham (to include 2.5 ha employment land and 750 dwellings), at the South West Chippenham Area of Search (to include 28ha employment land at the Showell Farm strategic employment site and up to 800 dwellings), and at East Chippenham (to include 2.5 ha employment land and up to 700 dwellings).

A2.17 A non-strategic site has was also identified on Land South West of Abbeyfield School (also known as Lander's Field'). This site will incorporate a small business enterprise zone, providing 1ha of employment land. There may also be opportunities to improve existing employment provision in the town centre through regeneration initiatives.

A2.18 In terms of existing employment provision, principal employment areas in the draft WCS (June 2011) Chippenham have been identified at Bumpers Farm Industrial Estate, Langley Park, Methuen Park and Parsonage Way Industrial Estate.

A2.19 Corsham

A2.20 Corsham has not been identified as a location for new strategic employment growth in Wilthsire Workspace Strategy (DTZ, 2008). Corsham has a large existing employment base for a town of its size predominantly based on the presence of the MOD. A rationalisation of MOD operations has seen the construction of Basil Hill Barracks which will help develop a specialist cluster of new technologies with opportunities identified at Spring Park for specialist employment development. The town continues to be a net importer of workers (more jobs available than total resident workers) yet sees relatively high levels of out commuting. Employment development should seek to improve the retention of workers, with the redevelopment of Basil Hill ensuring that Corsham will remain a significant employment location in Wiltshire.

A2.21 Consultation events in 2009 and 2011 revealed an appetite for ambitious employment growth in the town capitalising on the future potential to use redundant MoD sites. The reduction in MoD employment has also been highlighted by the community as a significant issue and this has also lent weight to the support for new employment. However, significant levels of development have been delivered in Corsham without supporting facilities and this should be addressed by any new development.

A2.22 Leafield Industrial Estate and Fiveways Trading Estate have been identified as the principle employment areas in the draft Wiltshire Core Strategy (Juen 2011). Both these estates have adjacent land for further expansion, with the land at Leafield an existing local plan allocation for 3.3ha that will be retained. A number of existing redundant MoD sites will provide further opportunities for employment growth on previously developed land which should be explored through the neighbourhood planning process. Although no new employment land is identified in the Core Strategy where demand for new land materialises enhancement of the employment in Corsham should look to continue to maintain the strong employment offer in the town.

A2.23 Devizes

A2.24 Devizes is identified as a location for strategic employment growth in the Wiltshire Workspace Strategy (DTZ, 2008). The town retains a large and varied employment base and should be resistant to job losses from a single business closures. Devizes has a good record of attracting employers, although given its location and transport access these have tended to be small to medium business catering for local networks. The success of Devizes as an employment location and the status of the town should enable it to continue to be a strategic location for new employment growth outside the principle employment growth areas of Wiltshire.

A2.25 Consultation events in 2009 and 2011 revealed a desire to see employment development lead any future housing provision. There was also a desire to ensure existing employment sites are retained to sustain and enhance opportunities for self containment and promote a more diverse employment base through the release of new land.

A2.26 The varied employment base is highlighted by a large number of principal employment areas identified in the draft Wiltshire Core Strategy (June 2011) including Hopton Industrial Estate, Folly Road, Garden Trading Centre, Banda

Trading Estate, Hopton Park, Le Marchant Barracks, Mill Road, Police Headquarters and Nursteed Industrial Estate.

A2.27 The proposed core strategy consultation document proposes new employment land on land between the A361 and Horton Road, where opportunities exist to integrate new development with the existing employment sites along the London Road, and the existing Nursteed Road allocation on the A342 to the south which again will provide opportunities for new employment growth to integrate with existing and established employment sites. Both sites were recommended for allocation within the Wiltshire Workspace Strategy (DTZ, 2008) report. Employment growth at Devizes should provide scope to further diverse the employment offer in the town and ensure that it remains an area of key employment growth in Wiltshire in the future. It should also bring forward jobs to support the recent rapid expansion of the town.

A2.28 Malmesbury

A2.29 Malmesbury is not identified as a location for new strategic employment growth in the draft Wiltshire Core Strategy (June 2011). However, it is clear that retention of the town's existing employment base is critically important to the success of the town. In the recent past Malmesbury has had a significant level of self containment. However, this has been based on a single large local employer and indications show that a reduced workforce may have seen some restructuring of employment provision. Malmesbury has a relatively small employment base and provision of employment should look to small to medium employers to increase variation of the town's employment base.

A2.30 Responses to the Wiltshire 2026 consultation in 2009 included a call for increased employment opportunities to encourage a reduction in out-commuting. Several comments called for recognition of the fact that whilst Malmesbury has a relatively strong economic base there is over-reliance on one employer (Dyson), and the town needs to diversify its economic base. Attendees at a localism meeting in 2011 also highlighted the importance of new employment opportunities and increasing economic activity. There was a concern that Dyson needs more graduate employees, but that these graduates will want to live in Bath and Bristol.

A2.31 The following principle employment areas were identified in the dWCS (June 2011) in Malmesbury: Malmesbury Business Park, the Dyson site and land north of Tetbury Hill. Tetbury Hill is a local plan allocation that retains room for expansion. Another local plan allocation, the Garden Centre allocation, should either be brought through the development control process or reconsidered through the emerging neighbourhood plan process. The allocation on land north of Tetbury Hill will be carried forward to seek to diversify the economic base of the town in response to local concerns, but this can be reviewed through the neighbourhood planning process.

A2.32 Marlborough

A2.33 Marlborough is not identified as a location for new strategic employment growth in the draft Wiltshire Core Strategy (June 2011). Marlborough has a relatively small but varied employment base with a reasonable level of self containment. The Marlborough Business Park has provided an important new location for employment growth and new business in Marlborough. Marlborough has some unusual employment patterns with a strong representation by the education sector. There is no indication that this sector will weaken in the planning period. Employment development in Marlborough should look to consolidate the existing employment base by encouraging small to medium sized businesses to fulfil a localised role.

A2.34 Consultation events in 2009 and 2011 highlighted that Marlborough has a narrow economic base, catering for predominately local needs. However, it was highlighted that the area's economic potential, relating to tourism, has arguably not been fully taken advantage of. The need for 'proportionate' growth was also seen as being essential to ensure the retention of local services and employment opportunities. The delivery of high speed internet was seen as being very important to encourage modern business opportunities to develop at the town.

A2.35 Marlborough Business Park is defined as a principal employment area in the draft Wiltshire Core Strategy (June 2011) and is supported by the smaller locations of Pelham Court and the Wagon Yard, which have a more niche employment provision. Marlborough Business Park retains some room for expansion and further opportunities should exist for expansion of employment land, possibly at other locations on Salisbury Road. Loss of employment land should be strongly resisted at Marlborough.

A2.36 Melksham

A2.37 Melksham is identified as a location for new strategic employment growth in Wiltshire Workspace Strategy (DTZ, 2008). It is located on the A350 and forms part of the key A350 employment growth area. The number of jobs in Melksham is relatively low considering the size of the population. This may be due to some restructuring of the employment mix in Melksham. Historically, Melksham has been able to attract large employers but over reliance on a single employer leaves the town vulnerable to mass job losses. Nevertheless, there are good opportunities to expand the employment base within Melksham and allocations of new employment land in the town will help deliver economic growth across Wiltshire.

A2.38 Responses to the Wiltshire 2026 consultation indicated support for the objective of reducing out-commuting and for opportunities for future employment growth and regeneration in Melksham. It was stated that business and industry should be encouraged to come to Melksham, and the town council identified employment as one of the key issues in the town. There was concern that a variety of quality, permanent jobs should be provided for local people and it was suggested that a portfolio of different types of businesses should be encouraged, especially to avoid the town remaining reliant on a single employer (Cooper Tyre and Rubber). There was concern over the type of employment development planned, particularly over large units which may generate HGV traffic. There was a suggestion that existing companies should be encouraged to remain in the Melksham area and to expand existing sites as necessary. It was also suggested that employment development should be provided before new housing. Objections were raised relating to potential future employment land identified in Wiltshire 2026, and alternative sites were suggested.

A2.39 Proposals for the Wiltshire Core Strategy relating to Melksham were also discussed at a localism meeting in 2011. It was again suggested that employment should be provided before housing development. It was also suggested that the proposed route for the Wilts and Berks Canal link could sever some employment sites identified in the Wiltshire 2026 document. It was concluded that those who attended the meeting were in support of employment development in Melksham.

A2.40 A number of principal employment areas have been identified in the draft Wiltshire Core Strategy (June 2011) including Bowerhill Industrial Estate, Hampton Business Park (including allocated land at Hampton Park), Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challeymead Business Park and the Bradford Road employment area. New employment land will be provided (in draft

WCS, June 2011) at Hampton Park where the existing allocation has capacity for a further 4ha of land. This provision should help consolidate the existing employment base and assist in refurbishment/improvement of the estate. Employment land at Melksham should continue to act as a key location for economic growth in Wiltshire having regard to the key location of the town in-between the larger centres of Chippenham and Trowbridge. New employment development in Melksham supports the overall strategy of concentrating on accessible locations within the A350 corridor. It may be appropriate to identify further employment land in Melksham through the neighbourhood planning process.

A2.41 Royal Wootton Bassett

A2.42 Wootton Bassett has been identified as a location for new strategic employment growth in Wiltshire Workspace Strategy (DTZ, 2008). The town has a smaller employment base than might be expected for a town of its size and it clearly acts as a dormitory settlement to Swindon. A large number of MOD personnel live in Wootton Bassett, and the issue of RAF Lyneham and other MOD sites closing must be considered. However, the town has a varied employment base beyond the MOD and should be relatively resilient to mass job losses. The strategic location of Wootton Bassett and low number of jobs compared to the population provides an opportunity to expand the employment base significantly. Wootton Bassett should therefore be considered a key employment location for the long term economic growth of Wiltshire.

A2.43 Responses to the Wiltshire 2026 consultation in 2009 indicated that the need for employment is accepted and this was cited as a reason for the town’s dormitory role. The key message from the Wootton Bassett workshop was that there should be a solid economic base on which future economic policies can formulated. It was noted that vacant employment units are an issue. It was proposed that there should be an emphasis on encouraging start-up businesses, whilst still seeking to attract medium to large-scale enterprises. It was suggested that economic growth should not be restricted to the larger settlements; rural and local employment is important and there should be greater detail on this. It was also suggested that economic growth should be linked to educational opportunities, and that there is a need to consider the impact of the disposal of MOD sites, particularly at Lyneham.

A2.44 Proposals for the draft Wiltshire Core Strategy relating to Wootton Bassett were also discussed at a localism meeting in 2011. There was a suggestion that even villages should be allowed modest rural employment growth of appropriate type. The need to ensure that housing growth is strongly linked to planned employment growth was highlighted, in order to strengthen Wiltshire’s towns as functioning places, and reduce dependency and out-commuting to Swindon. A question was raised over how businesses and industry will be attracted to these areas.

A2.45 A number of principal employment areas have been identified in Wootton Bassett within the draft WCS (June 2011), which will be retained for employment purposes. These are the Whitehill Industrial Estate, Interface Industrial Estate, and Coped Hall Business Park. New employment land will be provided at an extension to the Interface Industrial Park (which already has permission), and at an existing local plan allocation on land to the west of Templars Way to begin to seek to redress the dormitory nature of the town.

A2.46 Tidworth

A2.47 Tidworth/Ludgershall is not identified as a location new strategic employment growth in Wiltshire Workspace Strategy (DTZ, 2008). The employment mix in the town is dominated by the Army and this causes there to be a number of unusual commuting patterns with a high percentage of people walking to work and relatively good level of self containment. Nevertheless, there remains significant out-commuting with limited employment beyond jobs associate with the MoD. New employment at Tidworth and Ludgershall should concentrate on providing alternative employment opportunities to vary the job market.

A2.48 Consultation events in 2009 and 2011 highlighted a need for development in Tidworth and Ludgershall, but that this should include a balance between housing and employment. There is recognition that the employment base is dominated by the military and a serious need to diversify to retain and attract non-military residents is a priority. There were a number of comments about the lack of variety in the employment land available and land should be indentified for 'heavier' industries.

A2.49 Although not a strategic location for employment growth, Castledown Business Park is an important allocation that will fulfil the employment requirements of Tidworth/Ludgershall in the short and medium term, and this site forms the principle employment area in these towns. The site is fundamental to the objectives in the area to create a better balance between civilian and military jobs and is supported to help achieve this goal. Future employment needs should be able to be accommodated on a number of sites including potential previously developed land that may come forward in the area, particularly at the Corunna Barracks and Vehicle Depot.

A2.50 Trowbridge

A2.51 Trowbridge has been identified as a location for new strategic employment growth (in draft WCS, June 2011). The town has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It has good road links to many nearby settlements including Bath and Bristol and is only 30 minutes from the M4. The town has good rail connectivity to the west, via Bath and Bristol and the south, via Westbury and Southampton. The strategically important A350 links Trowbridge with the M4 and the south coast. Trowbridge plays an important role as an employment, administration and service centre for Wiltshire.

A2.52 The regeneration of the central area of Trowbridge is a priority for the Council, the Town Council and local businesses. It is important that Trowbridge grows to strengthen its principal service centre role and deliver improved infrastructure and facilities in the town. Sustainable growth with employment development alongside new housing is needed both within the central area of the town and in the form of an urban extension, which is fully integrated with the town centre. New employment land will be allocated to create new jobs and strengthen the town's role as a strategic employment centre for the wider west Wiltshire area. Housing and employment growth will help improve town centre vitality and deliver improved infrastructure that will enhance the attractiveness of Trowbridge for employers to locate to.

A2.53 Strategic growth in Trowbridge will create the environment to attract investment in skilled jobs including office development and supporting infrastructure, including hotel accommodation. Additional employment provision will also facilitate improvements of existing low quality trading estates. Strategic growth in Trowbridge can also strengthen the employment role of Trowbridge for the wider area. A range of new jobs will be created including office based employment opportunities.

A2.54 Responses to the Wiltshire 2026 consultation in 2009 highlighted the need for balanced development, including appropriate employment provision alongside housing. It was noted that the renovation and upgrading of small and medium sized business industrial premises in the town is very important, and that there is a need to build a good employment base in Trowbridge to reduce out-commuting. There were mixed opinions about the amount of employment land proposed in Wiltshire 2026, with a suggestion that this was too much, but also a question over whether the balance between employment and housing was sufficient. A consultation event in 2011 highlighted the need for industrial development to be properly planned, the need for new industrial units, and a concern over how to stop the stagnation of the market. There was a suggestion that employment development should be mixed-use and a question over where the jobs will come from. The need to deliver more jobs alongside housing was again highlighted at the 2011 event. There was also a suggestion that infrastructure and business growth should be delivered first, before housing.

A2.55 New employment provision in Trowbridge will consist of both town centre and edge of centre development. The Ashton Park Urban Extension proposed within the draft WCS (June 2011) will provide 30 ha of employment land and 2650 dwellings. There may also be opportunities to improve existing employment provision in the town centre through regeneration initiatives. In terms of existing employment provision, principal employment areas in Trowbridge have been identified (in the draftWCS) at Platinum Motor Park, Canal Road Industrial Estate, White Horse Business Park, Bryer Ash Business Park and Bradford Road.

A2.56 Warminster

A2.57 Warminster has been identified as a location for new strategic employment growth in Wiltshire Workspace Strategy (DTZ, 2008). It is one of the larger market towns but has few jobs and this together with its location on the A36/A350 and rail link offer scope for future employment provision. The MOD continues to be the largest employer in the town. The West Wiltshire Employment Land Assessment (published in 2007) states that Warminster has seen high volumes of empty units over the last few years, but that the redevelopment of the town has stimulated more demand in the town centre. There is a large amount of existing employment land around Warminster with a good potential for medium and long term growth given high levels of demand. Warminster therefore has the capacity to enhance its contribution to the employment base within Wiltshire

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A2.56 Responses to the Wiltshire 2026 consultation in 2009 indicated that sufficient employment provision should be made in the town to ensure that any future development is balanced. Concerns were raised that residential development on its own does not guarantee employment, and that there are few incentives for companies to locate in Warminster. It was suggested that the Bath Road area is an excellent location for additional employment provision, and that the Crusader Business Park should be substantially developed. The reliance on employment provided by the MOD was highlighted as a key issue for Warminster, but it was noted that this provides an opportunity for defence related jobs. It was suggested that employment diversification and raising skill levels should be encouraged. Additional employment development was encouraged, particularly as part of a comprehensive urban extension.

A2.57 Proposals for the Wiltshire Core Strategy relating to Warminster were also discussed at a localism meeting in 2011. A question was raised at the meeting about how the council would encourage businesses to locate in the Warminster area. Particular attention was given during discussion to the ‘pulling power’ of employment on Warminster, and particular issues identified included the closure of the existing employment centre, that Warminster business rates/rents are higher than surrounding areas, and that a mix of jobs is needed in the area. It was suggested that infrastructure and employment should come first, to stop developers from front loading housing without the infrastructure in place to support them.

A2.58 A number of principal employment areas have been identified in Warminster in the draft Wiltshire Core Strategy (June 2011), which will be retained for employment purposes. These are Crusader Park, Warminster Business Park, Woodcock Road Industrial Estate and Northlands Industrial Estate. Warminster Business Park and Crusader Business Park provide a cluster of aerospace businesses, Tthis site should continue to be promoted to help respond to concerns about the range of jobs in Warminster and to capitalise on the towns location on the A36. Additional new employment land will be supplied at land west of Bath Road / south of Cold Harbour, as part of a mixed use strategic allocation.

A2.59 New employment development in Warminster supports the overall strategy of concentrating on accessible locations within the A350 corridor.

A2.60 Westbury

A2.61 Westbury has been identified as a location for new strategic employment growth. The town's location between Warminster and Trowbridge allied with its position as a junction for rail travel makes it an accessible location and enhances its catchment. The employment base in Westbury should be relatively resistant to changes, but the recent growth in housing has not as yet been matched by employment growth and there are large existing employment allocations that need to be retained and developed to create a better balance in the town. There is a large existing and potential future supply of employment land in the short, medium and long term in Westbury, and the town should be considered as a key location for delivering economic development in Wiltshire.

A2.62 Responses to the Wiltshire 2026 consultation in 2009 indicated that there is a need to ensure an appropriate balance between housing and employment opportunities in Westbury. The need to safeguard existing employment land in Wiltshire was also highlighted. It was suggested that the necessary transport infrastructure needs to be in place to bring forward employment growth. There were concerns over the number of vacant units on the West Wiltshire Trading Estate.

A2.63 Proposals for the Wiltshire Core Strategy relating to Westbury were also discussed at a localism meeting in 2011. It was suggested that there should be more emphasis and financial support to attract business and jobs into the town, and that housing growth should be linked to employment. There was considerable interest in looking at employment led growth. A need for a greater mix of jobs was identified, and it was suggested that the possibility of more live/work units (both in villages and towns) should be examined. It was suggested that locals agree that the employment land at Station Road should be developed to fund a new bridge crossing of the railway, and that the station area should be a business focus.

A2.64 A number of principal employment areas have been identified in Westbury (in the draft Wiltshire Core Strategy (June 2011), which will be retained for employment purposes. These are the West Wiltshire Trading Estate, Brook Lane Trading Estate, and North Acre Industrial Park. There is a local plan allocation at land at Northacre/Brook Lane Trading Estate which retains some room for expansion, and this allocation will be carried forward. The local plan employment allocation at Station Road will be combined with the local plan housing allocation (also at Station Road) to provide a single mixed use site. New employment land will be supplied on land at Mill Lane, Hawkeridge which is seen as an attractive business location in the WWELS report.

A2.65 New employment development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Appendix 3: Summary of relevant saved Local Plan policies

Table A3.1: Summary of 'saved' policies of the Kennet Local Plan which are relevant to the economy topic paper

Policy	Brief overview of relevant content
Policy ED1: Strategic Employment Allocations	10.86 ha of land is allocated for new employment development, comprising sites on land to the north of Nursteed Road, Devizes, Hambleton Ave, Devizes, on land to the north of Tidworth Road, Ludgershall and at Marlborough Road, Pewsey.
Policy ED3: Nursteed Road, Devizes	Allocates approximately 1.5 ha of land for general employment uses to the north of Nursteed Road. Land is appropriate for uses within the B Classes: applications for other employment generating uses will be permitted subject to strict compliance with Policy PD1 (Development and Design) and ED17 (Town Centre Development).
Policy ED4: Hambleton Avenue, Devizes	Allocates approximately 1.2 ha of land for employment uses at Hambleton Avenue, Devizes. Land is appropriate for uses within Class B1: applications for other business or employment generating uses will be permitted subject to strict compliance with Policy PD1 (Development and Design) and ED17 (Town Centre Development).
Policy ED5: Marlborough Road, Pewsey	Allocates 1.66 ha of land for employment purposes in Pewsey to the south of Marlborough Road. Land is appropriate for the accommodation of a bus depot or uses falling within Class B.
Policy ED7: Protected Strategic Employment Sites	Sites that contribute to the strategic supply of employment land within the District are identified on the Inset Maps and will be protected for employment uses. Applications of B use classes will be permitted: criteria are set out for proposals for other employment generating uses. Within certain defined town centres and service centres applications for non employment generating uses on existing employment sites will be subject to special scrutiny to ensure that the proposed use contributes to the vitality and viability of those centres. Policy ED7 also sets out factors which will be taken into consideration when determining applications for non-employment uses elsewhere within the Limits of Development of certain named settlements.
Policy ED8: Employment	Small scale employment development (B Classes) on unallocated

Development on Unallocated Sites	sites will be permitted subject to fulfilment of certain criteria.
Policy ED9: Rural Employment Locations	Sites that make a significant contribution to the supply of employment land with the rural areas are identified on the Inset Maps and will be protected for employment uses. At certain named sites the council will permit proposals for conversion/change of use/replacement (were unsuitable for conversion) of existing buildings and erection of limited ancillary buildings for B use classes, subject to fulfilment of certain criteria. Proposals for B2 (general industry) and B8 (storage and distribution) uses will be subject to special scrutiny in regard to there being no material harm to residential amenity.
Policy ED10: Employment Development within or on the edge of Villages	Development to provide opportunities for small scale businesses (use Classes B1 and B2) will be permitted within or on the edge of certain named villages. Class B2 uses will not be permitted in locations that are predominantly residential in nature. The Council may seek to retail control over the type of operation undertaken and the times of working.
Policy ED11: Employment Development in Avebury	Sets specific criteria for proposals for Class B1 and B2 uses within the defined Limits of Development for Avebury and Avebury Trusloe.
Policy ED12: Protecting Employment and Tourism uses within Vilages	Within named villages, buildings and land within their curtilage greater than 0.1 hectare in total extent currently in use, or last used for employment (B Class Uses) or tourism purposes will be retained for this range of uses wherever possible. Criteria are set out for proposals for other uses on these sites. (This policy does not apply to employment sites protected by Policy ED9).
Policy ED13: Protecting Employment and Tourism uses on the edge of Villages	This is similar to policy ED12, but applies to sites adjacent to named villages. The approach to proposals for other uses on these sites is different to that for sites within villages. It is also noted that all proposals for development in accordance with this policy will be subject to particular scrutiny against policies PD1 (Development and Design) and NR7 (Protection of the Lanscape).
Policy ED16: Farm Shops	States that the introduction of retail use on a farm will be permitted, subject to fulfilment of certain criteria.
Policy ED21: The North Gate, the Wharf and Devizes Hospital	Identifies an area for mixed use development, including housing, leisure and recreation, retail and employment.

Table A3.2: Summary of 'saved' policies of the North Wiltshire Local Plan

Policy	Brief summary of relevant content
C1: Sustainability Core Policy	Sets out sustainable development principles against which development proposals will be examined, including "promotes or maintains the long term economic health of the local economy".
C4: Business Development Core Policy	States that new business development, which promotes a diverse and robust economy, whilst having regard to the environmental impact, will be granted planning permission subject to certain criteria. The criteria indicate that such development should be concentrated at the larger settlements, that development in other areas should be of a scale which will maintain and improve local services, and that proposals in the open countryside will only be allowed if they are in keeping with the surroundings and exhibit potential to sustain the local rural economy.
NE20: Re-use of Military Establishments in the Countryside	States that the redevelopment, conversion and/or change of use of existing or former ministry of defence establishments to business, industrial or storage use, hotel, non-residential institution, or assembly and leisure uses will be permitted subject to certain criteria. It is noted that proposals for the development of open areas will not be permitted.
BD1: Employment Land	About 150 ha of land is made available for business development (Use classes B1, B2 and B8) within the period 1991 to 2011. Allocates sites which will be permitted for business development, and also identifies outstanding allocations to be carried forward (from the 2001 Local Plan). This leads to a total allocation of 47.38 ha. It is also noted that the District Council would support further employment opportunities as part of mixed use development schemes at the Foundary Lane and Flowers Yard sites in Chippenham.
BD2: Safeguarding Existing Business Uses	States that land and buildings in existing business use (B1, B2 or B8), or, if vacant, last used for business purposes, or committed for such uses, will be safeguarded for these uses, unless certain circumstances apply.
BD3: Business Development on Unallocated Sites	Proposals to provide business development within the framework boundaries of certain named settlements will be permitted subject to the proposed use being of appropriate size and form for the location, and the proposed use being accessible by a range of transport modes.
BD4: Business Development Within, or on the	New small scale or expanded business uses will be permitted within, or adjoining villages with framework boundaries, providing that certain

edge of Villages	criteria are met.
BD5: Rural Business Development	Sets criteria to be met by proposals for business uses in the countryside.
BD6: Re-use of Rural Buildings	States that in the countryside the re-use of buildings will be permitted provided that certain criteria are met.
BD7: Farm Diversification	Proposals for farm diversification will be permitted providing that certain criteria are met.
R7: Upper Floors in Town Centres	Use of upper floors of new and existing premises within town and local shopping centres for residential use, or in some cases community or employment uses, will be permitted, provided the use does not jeopardise the retail use of the ground floor.

A3.3: Summary of ‘saved’ policies of the West Wiltshire District Plan which are relevant to the economy topic paper

Policy	Brief summary of relevant content
C1: Countryside Protection	States that development proposals in the open countryside will not be permitted, other than those which encourage diversification of the rural economy and rural recreation, unless there is an agricultural, forestry or other overriding justification.
C41: Areas of Opportunity	In seeking to improve the local environment, proposals for the redevelopment and/or rehabilitation of certain defined ‘areas of opportunity’ to specified uses will be permitted provided that design, access, traffic and parking issues are satisfactorily resolved. Specific proposed uses (including employment related uses) are identified for each area of opportunity.
H4: Urban Mixed Use Brownfield Allocations	Identifies sites for mixed use development, and includes details of the mix of development to be provided at each site. Also lists certain criteria which must be fulfilled in order for development to be permitted.
H21: Conversion of Rural Buildings	States that the conversion of rural buildings in the countryside and in settlements without Village Policy Limits to residential use will only be permitted in certain circumstances. One of the criteria to be met is that the applicant has made every reasonable attempt to secure business, tourism or sport and recreation re-use, and the application is supported by a statement of the efforts which have been made.
E1: New Employment Land Allocations	Allocates specific sites for employment purposes, and sets out requirements for each site. The sites identified are as follows: • 12.1 ha north of West Ashton Road, Trowbridge • 34.5 ha gross south and west of the existing Bowerhill industrial estate, Melksham • 4 ha off Station Road, Westbury • 13 ha adjacent to Northacre/Brook Lane Trading Estate, Westbury
E2: Employment Policy Areas	This policy identifies ‘employment policy areas’ where proposals for employment development including extensions and changes of use will be permitted, provided that certain criteria are met.
E4: Premises Outside Employment Policy Areas	States that proposals for new employment sites on previously developed land, and for the extension of existing employment premises, within urban areas but outside the defined employment policy areas will be permitted provided that certain criteria are met.
E5: Loss of Employment Floorspace	States that applications involving the loss of existing employment floorspace, including proposals for retail development, will only be permitted where certain criteria are satisfied.
E6: Rural Employment	Indicates that proposals for the establishment or expansion of small scale employment enterprises in existing premises or on new sites in rural areas, outside the Green Belt, will be permitted provided that certain criteria are met.
E7: Farm Diversification	States that farm diversification proposals will be permitted outside the Green Belt, provided that certain criteria are met.

E8: Rural Conversions	States that the conversion of rural buildings in villages or the open countryside to business, tourism or sport and recreational uses will be permitted where certain criteria are met.
TC1: Upper Floor Uses in Town Centres	States that the council will permit schemes which make greater use of the upper floors of premises within the town centre commercial areas for office, small business or residential uses, subject to environmental and highway considerations.

Appendix 4: Key policy messages identified in first draft of Topic Paper 8 Economy – June 2011 for the Wiltshire Core Strategy draft (June 2011)

A4.1 Developing economic policies

A4.2 The original Topic Paper for the economy reviewed and summarised the evidence to support the development of economic policies for the Wiltshire Core Strategy. The table below, summarises the policy areas that have emerged to be applied county wide. An initial outline of the policy areas was discussed at a single topic meeting of the Wiltshire Strategic Economic Partnership on 21st Oct 2010 to refine and enhance the issues raised.

A4.3 In the long term it is intended that the policies and proposals within the emerging South Wiltshire Core Strategy will be integrated within the Wiltshire Core Strategy. Evidence associated with South Wiltshire can be found within the separate Topic Papers produced to inform the South Wiltshire Core Strategy process. Policy development is therefore divided into county wide policies (which will apply to the whole county including the South Wiltshire area) and community area specific policies (which will apply in areas outside South Wiltshire). At the pre-submission stage of developing the Wiltshire Core Strategy, the existing policies for community areas in South Wiltshire will be incorporated.

A4.4 Although the review of the evidence has identified the policy areas to be addressed in the core strategy it has not identified the different ways in which the issue could be addressed through policy. For example, it is recognised that there is a need to support existing employment sites as they contribute to the role and function of individual places but should all sites be protected or only those that are significant to the local economy? In this chapter the individual policy areas are developed to consider:

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

A4.5 The table below, the policy areas that have emerged that need to be addressed directly through economic policies are highlighted in grey. Other areas are more closely aligned to wider polices for example the role of market towns will be addressed in work undertaken to define a settlement hierarchy in Wiltshire that incorporates an understanding of the economic function of that town (Settlement Strategy Topic Paper) while policies in relation to developing a low carbon economy are considered in the Climate Change Topic Paper.

Table A4.1 Emerging Policy Areas – Generic to the whole plan area

Source → / Policy area ↓	Initial topic group discussion	National advice eg PPS4	Collated data	Existing plan policy	Other strategies	Community comments through consultation	Developing the policy
Vision A vision and strategy that supports existing employment sectors, identifies new sectors, prioritises areas of deprivation for regeneration and focuses on low carbon goods.		x					The vision is clearly heavily influenced by National Advice. The vision has been consulted on as part of the 2026 consultation. Responses to that paper will shape the vision.
Market towns Set out the economic role and function of market towns compared to the economic role of villages and the rural areas and derive a policy suited to each tier in the hierarchy	x		x		x		Joint strategy with teams developing housing and settlement strategies (see those Topic Papers). Discussions with WSEP and LEP managers. Wiltshire Workspace and Employment Land Strategy.
New employment land Identify sufficient new employment land to attract new jobs that is suitable for a range of business types, especially target sectors to help diversify the employment base.	x	x		X	x	X	Commission latest job growth forecasts. Refine locations with WSEP and LEP managers. Understand contribution of employment sectors to the economy of Wiltshire.
Existing employment sites Protect key employment areas to support existing businesses.	X			X	X	X	Work with WSEP & LEP managers. Contact major employment areas to understand demand.
Existing employment sites Locate, promote and expand clusters or networks of knowledge driven or high technology industries.		X				X	Understand contribution of employment sectors to the economy of Wiltshire. Work with WSEP & LEP managers to define clusters, if and where they exist.
Regeneration General town centre regeneration policy for market towns supported by detailed policies to support specific proposals	X				X	X	Discussion with Vision Boards and LEP managers. Develop knowledge in market towns through consultations.

Source → Policy area ↓	Initial topic group discussion	National advice eg PPS4	Collated data	Existing plan policy	Other strategies	Community comments through consultation	Developing the policy
Regeneration Appropriate conversion of historic buildings for employment development		X		X			Addressed by design topic paper and discussion with town council's
Regeneration Promote re-use of brownfield land, although this should still use a town centre first approach only locating out-of-centre sites where requirements such as size, quality access to markets and workforce take priority		X		X	X		Site selection process. Plan policy not restricted to just re-use of brownfield sites for employment
Low carbon economy Promote non-car based transport to new employment locations. Key distribution networks should be co-located and transport generating businesses should be easily accessible.		X			X	X	Discussions with transport officers. Site selection process. Supported by climate change policies developed in Climate Change Topic Paper
Car parking standards		X					To be addressed by Transport topic paper
Retail policy Retail hierarchy which protects core service areas and releases land for new retail development where appropriate.	X	X			X	X	Commission new research on retail hierarchy in market towns. Discussions with individual town councils. To be developed in Retail Topic Paper
Retail policy Quantitative and qualitative requirements for new retail development		X					To be provided by retail study and included in Retail Topic Paper
Retail policy Define any locally important impacts which should be tested to stop adverse impacts of town centres		X					To be provided by retail study and included in the Retail Topic Paper
Rural policy Develop a rural diversification policy which		X		X	X	X	Establish rural forum for discussions with parish councils.

Source → / Policy area ↓	Initial topic group discussion	National advice eg PPS4	Collated data	Existing plan policy	Other strategies	Community comments through consultation	Developing the policy
recognises local need for employment. Include appropriate conversion of rural buildings							Partly developed through the design topic paper
Rural policy Recognises specific requirements of rural enterprise eg farm and equine developments		X					
Tourism Support for appropriate tourism development (linked to leisure & heritage?).	X				X	X	Discussion with Visit Wiltshire. Understanding needs to be developed.

A4.6 Policy area: New employment land

A4.7 Purpose of the policy would be to:

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

A4.8 Policy options – Scale

A4.9 The review of existing evidence suggested the need for new employment land ranged from 35ha to 188ha.

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

A4.10 Option not considered – releasing less than 35 ha of new employment land because an objective of the plan is to provide for economic growth which cannot be achieved if land is provided at a scale below that anticipated by job projections.

A4.11 Summary of sustainability appraisal of these options (para 5.23 of SA)

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

A4.12 Policy options - location

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

A4.13 Option not considered – releasing land in rural areas – to be pursued as part of rural enterprise policy

A4.14 Summary of sustainability appraisal of these options (para 5.23 of SA)

A4.15 Significant adverse effects are most likely to arise through Option 1. All options offer significant benefits for local economies and employment, although Option 1 would restrict such opportunities to Salisbury, Trowbridge and Chippenham. Option 3 is likely to lead to significant benefits in terms of skills retention, training, apprenticeships etc to allow local businesses to prosper and expand across all communities in Wiltshire.

A4.16 Conclusion: new employment land

A4.17 The balance of evidence suggests that the policy within the core strategy should plan for a scale of growth of at least 123 ha of new land in those settlements identified as a having economic potential within the DTZ study whilst allowing for additional sites to come forward in other market towns on a site by site basis in response to local needs. This provides choice and certainty to the market and residents in those settlements with economic potential where pressure to release land is greatest and allows flexibility to respond to local needs elsewhere supporting jobs and skills in all communities. It also allows sites to be identified which have the least environmental impact to respond to issues raised in the sustainability appraisal in the larger market towns. The policy should also identify the environmental criteria that should be applied to unforeseen sites to minimise their environmental impact.

A4.18 Policy area: existing employment sites

A4.19 Existing employment sites

A4.20 The analysis of existing guidance and plans and policies identified a need to protect existing employment sites which support the economic role and function of a place. The assessment of options on how to deliver this policy area in Chapter 7 concluded that that the core strategy should name and protect those large employment locations within the named market towns and principal settlements that are fundamental to their role and the wider Wiltshire economy whilst providing some protection to other sites using a criteria based approach to policy.

A4.21 This was an approach also advocated during a discussion with the Wiltshire Strategic Economic Partnership to ensure those sites which were fundamental to the economic role of a settlements to be protected whilst recognising that some older, underused and no longer fit for purpose sites to be redeveloped. (See Appendix 1)

A4.22 Essential to this assessment was the sites data base developed from the plethora of information already available through economic land reviews, occupancy rates, the WWELS study and local knowledge. Indeed the final element was a discussion with local economic partnership managers to ensure the data that had been collected was correct and add their local knowledge to the analysis. (See Appendix 1).

A4.23 All the sites considered are listed in appendix 8 with the places to be identified in the plan listed in Chapter 8

A4.24 Purpose of the policy will be to:

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

Policy options – existing employment sites	**Advantages**	**Disadvantages**
Option 1: Protect ‘strategic’ employment sites which are fundamental to the economic role of named towns.	• Key economic locations protected and supported by evidence that sets out their value to the local economy. • Supports the economic role of named towns. • Robust position to defend against applications for change of use out of employment. • Can specify protection for existing clusters	• Would not protect smaller individual sites and could lead to greater pressure to release such sites for other uses. • Does not protect rural employment sites
Option 2: Protect ‘strategic’ employment sites which are fundamental to the economic role of named settlements supported by criteria to determine when smaller sites should be protected.	• Key economic locations protected and supported by evidence that sets out their value to the local economy. • Supports the economic role of named towns. • Protects smaller individual sites where they provide a specific function within the local economy. • Opportunity for function of smaller sites to be defined in lower tier document eg town	• Evidence to support the retention of smaller sites would need to be provided on a case by case basis. • Does not protect rural employment sites.

	plan • Can specify protection of existing clusters	
Option 3: Protect all employment sites with criteria to assess their value to the local economy.	• Possible to retain all employment sites on a case by case basis.	• Blanket policies are difficult to defend in appeal situations. • Does not differentiate between those sites critical to the local economy and those where some change may be appropriate.

A4.25 Summary of sustainability appraisal of these options (para 5.24 of SA)

A4.26 Significant adverse effects in relation to skills, transport and supporting the local economy are only considered likely through Option 1. The most favourable options are 2 and 3 which have very similar scores within the sustainability appraisal. These two options are not considered likely to lead to significant adverse effects and in fact may have significant benefits in terms of opportunities to retain skills. Option 1 does not allow enough flexibility and will lead to significant impacts that will damage the economic health of local communities. It is acknowledged in the assessment that it will not always be desirable to protect every employment site in every community.

A4.27 Conclusion: existing employment sites

A4.28 The balance of evidence suggests that the core strategy should name and protect those large employment locations within the named market towns and principle settlements that are fundamental to their role and the wider Wiltshire economy whilst providing some protection to other sites using a criteria based approach to policy. This approach will lead to some under used and outdated employment sites converting to other uses. For these sites, the neighbourhood planning process could determine what alternative uses are appropriate. Employment sites in rural areas should be addressed in a separate rural employment policy.

A4.29 Policy area: regeneration

A4.30 Purpose of the policy is to:

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

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

A4.31 Option not considered – regeneration sites in rural areas ie outside market towns – pursued through rural diversification policy

A4.32 Summary of sustainability appraisal of these options (para 5.25 in SA)

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

A4.33 Conclusion: regeneration

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

A4.34 Policy area: rural diversification and rural enterprise

A4.35 Purpose of the policy is to:

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

Policy options rural diversification	**Advantages**	**Disadvantages**
Option1: Encourage appropriate tourism and employment opportunities in rural areas, each assessed on its individual merits and value to the rural economy. New sites permitted where well related to a settlement	• Allows each site to be considered individually given the range of opportunities in rural areas. • Positive message about supporting the rural economy • Allows neighbourhood plans to potentially define what is of value to the local rural economy	• Relies on other plan policies to define 'appropriate' • Sites could come forward in remote locations • Difficult to use to defend the retention of existing employment sites if alternative use proposed.
Option 2: Encourage only tourism and employment uses that consolidate existing sites or re-use existing buildings that are well related to named villages in core strategy	• Promotes the most sustainable rural locations for new activity. • Specifically supports existing rural employment sites which have developed over time. Specific sites could be named in community area sections of core strategy	• Could be seen to restrict opportunities, especially for tourism

A4.36 Summary of sustainability appraisal of these options (para 5.27 in SA)

A4.37 No significant adverse effects envisaged with either option. The options are promoting some development in rural areas and this is likely to have some adverse effects on objectives relating to air quality and environmental pollution, climatic factors, heritage and landscapes. However, the extent of any impacts will depend on the location of the site, employment uses and design standards. Mitigation measures possible for all potential effects.

A4.38 Option 1 does not restrict future employment development just to existing sites and buildings but would allow appropriate new development if well related to a settlement. This is likely to have significant long term benefits for local businesses wishing to expand but not wanting to move away from the area. There will also be indirect, secondary benefits for other local businesses such as retail outlets and pubs and other essential services and facilities. Of the two options considered, Option 1 is the most favourable because it recognises that not all new employment opportunities can be located on existing sites or in existing buildings, and it will allow some flexibility that will significantly increase social and economic benefits for rural communities.

A4.39 Conclusions: rural diversification and rural enterprise

A4.40 Planning for rural diversification, supporting the rural economy and developing tourism in the rural areas covers a large area of policy. The balance of evidence suggests that the core strategy should include policies which provide clear support for businesses that support the rural economy in locations well related to the named villages and market towns in the county. This allows investment in the rural areas without promoting isolated activities and promotes locations that have better access to broadband.

A4.41 It is also suggested that the options considered above do not go far enough to protect existing business locations which should be named in the plan.