

**PLANNING FOR JOB GROWTH IN WILTSHIRE 2006 TO 2026 –
THE EMPLOYMENT LAND STRATEGY**

1.0 Summary

- 1.1 The Employment Land Strategy sets out an appropriate requirement and distribution of employment land for Wiltshire from 2006 to 2026 to inform the draft Wiltshire Core Strategy. This has been produced by considering the requirement of employment land to deliver the growth in jobs that the Wiltshire economy is predicted to provide up to 2026 and then considering the distribution of that employment land across the Principal Settlements and Market Towns. This provision is in addition to the potential for the smaller settlements and rural areas to support local job creation.
- 1.2 The Strategy identifies **growth of 27,570` jobs** across Wiltshire over the plan period (of which 10,900 will be delivered in South Wiltshire). **A total of 178 hectares of new employment land** is proposed across Wiltshire (including approximately 50 hectares within South Wiltshire). This is in addition to that already committed (built out or planned for) since 2006 and will provide a range of sites and choice of locations across Wiltshire. The Strategy seeks to balance the geographical benefits that attract employment development to Wiltshire and the economic potential of individual places within Wiltshire
- 1.3 The Strategy identifies existing accessible locations that are attractive to developers (at **Salisbury** and **Amesbury** in the south of the county, and along the A350 corridor at **Chippenham, Melksham, Trowbridge, Westbury** and **Warminster**) and other market towns with the potential to support both their own local economy and the wider Wiltshire economy (**Calne, Devizes** and **Wootton Bassett**). The Strategy recognises that the remaining market towns are centres of employment that have the potential to grow to support their own local economy. In addition, it identifies that specific locational opportunities exist across Wiltshire, such as in the case of Bradford on Avon, where there is a specific opportunity to deliver employment land as part of a mixed-use strategic site. However, the Strategy allows for potential opportunity sites at these locations to be brought forward through the Neighbourhood Planning process or a site allocation Development Plan Document.
- 1.4 The Strategy emphasises the need to allow for choice, flexibility and competition, taking into account the locational demands of business in planning for economic growth. The Strategy ensures that there is sufficient land available which is readily capable of development and well served by infrastructure. Mixed use development and the reuse of under-used or vacant urban land are also encouraged.
- 1.5 Although Planning Policy Statement 4 (PPS 4) has widened the remit of employment beyond the traditional 'B' Use Classes (B1 Business; B2 General Industrial; B8, Storage or Distribution). it acknowledges the economic role of development and confirms that 'economic development' covers a wide range of developments including extra care housing, retail, leisure, waste facilities as well as traditional employment uses. However, for the purposes of this Employment Land Strategy and the resultant proposals for new strategic employment land, consideration is only given to the promotion of 'B' uses.
- 1.6 Intelligence gathered about the Principal Settlements and Market Towns, as defined in the proposed Settlement Strategy, that has been used to inform the proposed core policies relating to the economy is summarised at Annexe 1.

2.0 Distribution and scale of growth

2.1 To inform the distribution and scale of growth within the Strategy the following sources of information were considered:

- Evidence from the Wiltshire Workspace and Employment Land Strategy (undertaken by DTZ in 2009) particularly in relation to new locations for growth (sites) and condition of the existing stock of land and buildings in employment use.
- Additional evidence regarding job projections (Cambridge Econometrics 2010). This identified a need for 27,500 additional jobs over the period 2006 to 2026 and provided information about the sectors that are projected to grow.
- Discussions with Wiltshire Strategic Economic Partnership regarding key sector support required to improve the quality of employment opportunities in Wiltshire and with the three Local Economic Partnerships and Wiltshire 100 companies to gain an understanding of the levels of interest and demand at certain locations in the north and mid Wiltshire partnership areas (south already determined through the South Wiltshire Core Strategy process).
- Community aspirations for employment led development expressed through ongoing consultation (e.g. Wiltshire 2026 in 2009 and Localism meetings in 2011).

2.2 Additional research is being commissioned to further develop the evidence base, in particular pertaining to the requirement to support sector growth in particular locations.

3.0 Wiltshire Workspace and Employment Land Strategy (2009/10)

3.1 Commissioned by the Wiltshire Strategic Economic Partnership and undertaken by DTZ, the Wiltshire Workspace and Employment land Strategy (WWELS) provides a market facing assessment of the demand for and supply of employment land, sites and premises in the Wiltshire sub-region. The WWELS quantifies the level and type of employment land and sites and premises required in Wiltshire to support the continuation of strong economic growth over the period to 2026.

3.2 The Strategy focuses on understanding the role of the Principal Settlements, namely: Chippenham, Salisbury and Trowbridge and of market towns and a wider range of economic activity in rural areas; it considers the role of town centres in accommodating employment uses, including exploration of more innovative options.

3.3 In addition, the Strategy provides an assessment of future demand, particularly the:

- Needs of key sectors, strategic companies, growth businesses and SMEs;
- Diversification of existing economic structures;
- Need to support a more productive economy including the knowledge-driven economy to ensure growth within environmental limits, and
- Needs of inward investment, both domestic and foreign.

3.4 Given the above, the WWELS provides the substantive evidence to support the proposal that across Wiltshire 178 ha of employment land should be allocated to support the creation, retention and relocation of the jobs required to better balance Wiltshire's communities. The WWELS identifies the requirement to provide land for net additional requirement for forecast increase in job numbers, including that for non-B use jobs, replacement of ageing employment land, and provision of a range and choice of sites.

- 3.5 Although the WWELS was developed within the framework provided by the draft South West Regional Spatial Strategy, the analysis about individual places remains relevant, as the focus of the Draft RSS on Strategically Significant Cities and Towns (SSCTs) identified **Chippenham, Salisbury and Trowbridge** as locations with an existing concentration of businesses where there is a realistic ambition to deliver new strategic opportunities for employment.
- 3.6 The overall scale of new development which the document considered appropriate at these settlements was:
- Chippenham between 30.5 and 39 ha
 - Salisbury between 30.5 and 39 ha
 - Trowbridge between 29.0 and 37 ha
- 3.7 WWELS also identified those market towns with the potential to accommodate employment land based on their location, access, existing level of employment provision and levels of vacancy in the existing stock. These were **Amesbury, Calne, Devizes, Melksham, Warminster, Westbury and Wootton Bassett**. Within these towns it was considered between 73 and 98ha of additional employment land should be provided. The scale of employment land provision that is proposed at those settlements aligns with the Core Strategy objective to seek to balance jobs and homes to promote more sustainable settlements.
- 3.8 In relation to the Principal Settlements, and the market towns listed above, the study identified specific sites that were considered to be appropriate to allocate in a future core strategy and looked at the condition of existing main employment areas within these towns to understand their suitability to continue to provide the economic base of the county.
- 3.9 The WWELS study identified that other market towns had an important local employment role and supported their surrounding rural areas. These included **Bradford on Avon, Corsham, Cricklade, Downton, Malmesbury, Marlborough, Mere, Pewsey, Tidworth, Tisbury, and Wilton***. These were not considered appropriate for large scale employment growth. **Lyneham, Porton Down and Ludgershall** were also considered by the WWELS study, and were identified as being dominated by Defence related activity and therefore required separate consideration.
- 3.10 The WWELS assessed the theoretical demand for employment land in Wiltshire. This comprised an allowance for future job growth (94.6 ha), an allowance for change in the existing employment stock (76.1 ha), and an extra allowance to offer choice (17.1 ha). The total employment land recommended in the WWELS was therefore 188 ha.
- 3.11 The approach taken to identify employment land proposed for inclusion in the draft Core Strategy has followed the overall strategy set out in the WWELS, but with recognition that the job growth scenarios were based on figures in the Draft Revised RSS for the South West. Additional work has therefore been undertaken including detailed forecasting work by Cambridge Econometrics to further develop the WWELS recommendations, as outlined below.

4.0 Job growth projection - Cambridge Econometrics 2010

- 4.1 The projections for future job growth in the WWELS report were based on figures from the draft RSS for the South West. Further forecasting has therefore been undertaken by Cambridge Econometrics as evidence in preparation of the draft Wiltshire Core Strategy and the review of the South Wiltshire Core Strategy proposed submission draft.
- 4.2 Cambridge Econometrics projected job growth with their Multi-Local Area Local Economy Forecasting Model (LEFM) model. The modelling was undertaken in September 2010 on the former district basis across Wiltshire to aid directing employment to the correct geographical locations.

Employment numbers have been projected for Wiltshire for the inclusive years 2006-2026 based on industry sector projections. The latest projections from Cambridge Econometrics imply a growth of 27,570 jobs between 2006 and 2026 in Wiltshire.

4.3 The new employment land needed across Wiltshire to accommodate this projected job growth would be 36 ha. It is considered that an allowance for change in the existing employment stock should be made and that this should be 76 ha, as recommended in the Wiltshire Workspace and Employment Land Strategy. It is also considered that an additional allowance should be made to allow for choice. The WWELS provided an allowance for a 10% uplift in the total requirement to allow for choice. The updated total requirement, based on the latest job growth projections, is 112 ha. Using a 10% uplift would result in an additional 11.2 ha of employment land being required, giving a total of 123.2 ha.

4.4 The minimum amount of employment land needed across Wiltshire over the plan period (2006-2026) is therefore considered to be 123.2 ha.

5.0 Principal settlements and market towns suitable for strategic economic growth

5.1 The Wiltshire Workspace and Employment Land Strategy assessed 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 strategic locations for employment growth, alongside **Chippenham, Salisbury** and **Trowbridge**. The proposed economic strategy for the draft Wiltshire Core Strategy follows the WWELS identification of settlements suitable for strategic economic growth.

5.2 WWELS also identified specific sites which should be allocated or retained for employment uses. These sites formed the basis for consultations with Wiltshire Strategic economic partnership, the three Local Economic Partnerships, the three Vision Boards and the consultations undertaken during winter 2009/10 and spring 2011. By incorporating reactions to proposed sites during consultation and local knowledge relating to the sites proposed and their capacity to deliver economic led regeneration and range of sites were developed to be tested during the summer 2011 consultation.

5.3 The sites identified (see Table 1 below) will provide a total of 154 ha of employment land at the Principal Settlements and those market towns which have been identified as being suitable for strategic economic growth. This 154 ha is in addition to employment sites committed (ie development which has been completed since 2006 or has planning permission).

6.0 Market towns suitable for local employment growth

6.1 The WWELS study identified that other market towns had an important local employment role and supported their rural areas. These included **Bradford on Avon, Corsham, Cricklade, Downton, Malmesbury, Marlborough, Mere, Pewsey, Tidworth, Tisbury, and Wilton***. These were not considered appropriate for large scale employment growth. It is proposed that the draft Wiltshire Core Strategy carries forward some of the existing local plan allocations at these places, and it is anticipated that other sites could come forward through the Neighbourhood Planning process. The local plan allocations to be carried forward at these places (Table 1) are not strategic allocations but they provide an additional 23 ha of employment land, which are proposed to be brought forward through the Core Strategy.

7.0 Wiltshire wide policies

7.1 In addition to identifying specific sites for new employment land, the Strategy proposed also seeks to:

- Create the environment to deliver jobs and economic growth that Wiltshire's population needs locally, taking a flexible and responsive approach to employment land delivery;

- Phase development to ensure that jobs and the right infrastructure are delivered at the right time, not always after housing, to ensure that out commuting does not increase and development provides benefits for communities;
- Positively support appropriate employment development at new and existing sites;
- Protect existing employment areas from alternative uses;
- Support the regeneration of brownfield sites in the market towns;
- Support the appropriate re-use of former military sites; and
- Encourage suitable employment and tourism opportunities which will add value to the rural economy.

7.2 Core policies relating to each of these objectives are proposed for inclusion within the Wiltshire Core Strategy Consultation Document.

Table 1 - Proposals for Strategic and Local Employment Sites

Community area	New employment allocations	Mixed use strategic allocations	Existing allocations to carry forward	Total (hectares)
Locations for strategic employment growth				
Amesbury			Porton Down (10 ha) Boscombe Down (7 ha)	17 ha
Calne			Land east of Beaversbrook Farm and Portemarsh Industrial Estate (3.2 ha remaining)	3.2 ha
Chippenham		Hill Corner mixed use development (2.5 ha) East Chippenham mixed use development (2.5 ha) Showell Farm (28 ha) – forms part of a wider urban extension		33 ha
Devizes	Land between A361 and Horton Road (8.4 ha)		Nursteed Road Allocation (1.5 ha)	9.9 ha
Melksham			Land at Hampton Park (4 ha remaining)	4 ha
Salisbury and Wilton	Former Imerys Quarry (4 ha)	Fugglestone Red (8 ha) Longhenge (8 ha) UKLF, Wilton (3 ha)	Old Sarum (6 ha)	29 ha
Trowbridge		South Eastern Expansion (30 ha)		30 ha
Warminster		Land west of Bath Road/South of Cold Harbour (6ha)		6 ha
Westbury	Land at Mill Lane, Hawkeridge (14.7 ha)		Northacre/Brock Lane Trading Estate (3.8 ha remaining)	18.5 ha
Wootton Bassett			Land to the west of Templars Way (3.7 ha)	3.7 ha
TOTAL (Strategic)				154.3 ha
Locations for local employment growth				
Bradford on Avon		Land at Kingston Farm (2-3 ha)		2-3 ha
Corsham			East of Leafield Industrial Estate (3.3 ha)	3.3 ha
Malmesbury			Land north of Tetbury Hill (0.9 ha remaining)	0.9 ha
Mere			Land at Mere (3 ha)	3 ha
Tidworth and Ludgershall			North of Tidworth Road, Ludgershall (12 ha remaining)	12 ha
Tisbury			Land at Hindon Lane (1.4 ha)	1.4 ha
TOTAL (Local)				22.6 ha
OVERALL TOTAL	27.1 ha	90-91 ha	59.8 ha	176.9 - 177.9 ha

¹ At land North of Tidworth Road, Ludgershall the Kennet Local Plan allocated 6.5 ha to come forward in the Local Plan period, but noted that the site was 13ha in size in total. Approximately 1ha of the site has been built out, leaving 12 ha remaining.

Planning for Job growth in Wiltshire - Settlements Analysis

Summarised below is the intelligence gathered about each town to further inform the proposed economic policies for the draft Core Strategy. It is planned to incorporate pertinent elements of this intelligence into the individual Community Area Strategies.

Chippenham

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.

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. In order to ensure employment is accessible to the local population and a sustainable distribution and choice of employment sites is provided at the town. Job growth should take place on existing sites within the urban area as well as edge of town 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.

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 set out a primary objective to make the town an attractive location for businesses and it has been a recurring theme as the Vision has developed over the past months through consultation with local stakeholders.

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.

Two options are 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).

A non-strategic site has also been 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.

In terms of existing employment provision, principal employment areas in Chippenham have been identified at Bumpers Farm Industrial Estate, Langley Park, Methuen Park and Parsonage Way Industrial Estate.

Trowbridge

Trowbridge has been identified as a location for new strategic employment growth. The town has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It has good transport 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.

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.

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.

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.

New employment provision in Trowbridge will consist of both town centre and edge of centre development. The Ashton Park Urban Extension 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 at Platinum Motor Park, Canal Road Industrial Estate, White Horse Business Park, Bryer Ash Business Park and Bradford Road.

Bradford-on-Avon

Bradford-on-Avon (BoA) is not identified as a strategic location for employment in WWELS. It has been noted that 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.

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 town's 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 is identified in the core strategy at Kingston Farm. (see table 1)

Indications show that the principle employment areas of Treenwood Industrial estate and Elm Cross Trading estate have been able to retain a consistent occupancy level. The large 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.

Calne

Calne has been identified as a location for new strategic employment growth. This recognises that Calne 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 and further capacity is available for new businesses and employment development.

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.

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 Portemarth Industrial Estate, and on Portemarth itself, which has some further expansion land to the north and opportunities to intensify. The 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.

Station Road Industrial Estate forms the other principal employment area alongside Portemarth. The total allocation of new strategic employment land is 3.2 ha. 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.

Corsham

Corsham has not been identified as a location for new strategic employment growth in WWELS. Corsham has a large existing employment base for a town of its size that has historically been based on the presence

of the Ministry of Defence. 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.

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 sites. However, significant levels of development have been delivered in Corsham without the right community facilities coming forward and this should be addressed by all new development in the area.

Leaffield Industrial Estate and Fiveways Trading Estate have been identified as the principle employment areas. Both these estates have adjacent land for further expansion, with the land at Leaffield 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.

Devizes

Devizes is identified as a location for strategic employment growth in WWELS. 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.

Consultation events in 2009 and 2011 revealed a desire to see employment development lead any future housing provision. Further more there was 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.

The varied employment base is highlighted by a large number of principal employment areas 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.

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 the WWELS 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.

Malmesbury

Malmesbury is not identified as a location for new strategic employment growth. 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.

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.

The principle employment areas in Malmesbury are Malmesbury Business Park, the Dyson site and land north of Tetbury Hill, 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 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.

Marlborough

Marlborough is not identified as a location for new strategic employment growth. 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.

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.

Marlborough Business Park is defined as a principal employment area 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.

Melksham

Melksham is identified as a location for new strategic employment growth in WWELS. It is located on the A350 and forms part of the key A350 employment growth area. The number of jobs in Melksham is
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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.

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.

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.

Melksham includes a number of principal employment areas including Bowerhill Industrial Estate, Hampton Business Park (including allocated land at Hampton Park), Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challemead Business Park and the Bradford Road employment area. New employment land will be provided 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.

Tidworth

Tidworth/Ludgershall is not identified as a location new strategic employment growth in WWELS. 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.

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.

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.

Warminster

Warminster has been identified as a location for new strategic employment growth in WWELS. 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.

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.

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.

A number of principal employment areas have been identified in Warminster, 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 and although progress to date on this former local plan allocation this 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.

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

Westbury

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.

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.

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.

A number of principal employment areas have been identified in Westbury, 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.

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

Wootton Bassett

Wootton Bassett has been identified as a location for new strategic employment growth in WWELS. 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.

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 be 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.

Proposals for the 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.

A number of principal employment areas have been identified in Wootton Bassett, 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.
