Wiltshire Local
Development
Framework

Working towards a Core Strategy for Wiltshire

Topic paper 6: Retail

Wiltshire Core Strategy
Consultation January 2012

Council - 7 February 2012

Wiltshire Council
Where everybody matters

Executive summary

Executive Summary

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

.2 This topic paper looks at the following aspects in order to finally determine retail and leisure options that should be considered for the Wiltshire Core Strategy:

- 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 practise
- Summarises the consultation on the Wiltshire 2026 document
- Identifies and test options to address the challenges that should be subject to Sustainability Appraisal.

.3 The options identified in this Topic Paper to be subject to Sustainability Appraisal are:

1. Any retail / leisure application outside of a Primary or Secondary Area or outside of a village centre should be accompanied by an impact assessment and any proposal involving the creation of more than 200 sq m gross additional retail or leisure floorsapce should comply with the sequential approach[()].

2. Do not require an impact assessment nor sequential test below the 2,500 sq m level proposed within PPS4.

3. Retain current primary and secondary frontages in order to protect and enhance town centres.

4. Assess / Amend existing primary / secondary frontages either through the CS or provide hook for Neighbourhood plans / communities to undertake this process.

5. Delete all frontages and corresponding policies.

6. Introduce primary / secondary frontages to those towns / villages where these currently do not exist through neighbourhood plans

7. Provide retail / leisure development, or continue to support existing proposals in the town centres in line with details within community area sections and briefly described here, in the following settlements:

   a. Chippenham – provide good quality cafes and restaurants together with increased retail offer, including a supermarket on the brownfield sites within the town centre

b. Trowbridge – Provide the comparison goods offer needed and leisure sues identified (cinema, bowling etc) in Trowbridge on town centre Brownfield sites that connect well with the town centre.
c. Bradford upon Avon – Continue to support the proposed Kingston Mills mixed use development
d. Calne – Provide the small scale convenience needed in Calne town centre either through extension to existing or an additional smaller supermarket
e. Devizes – Explore town centre sites to accommodate further comparison retail floorspace including the West Central Car Park and the Central Car Park
f. Malmesbury – Should Malemesbury plan to clawback convenience trade and look for additional convenience floorspac if a site can be found in the town centre.
g. Marlborough – Should Marlborough look to delivery additional comparison floorspace in the town centre
h. Melksham – Additional comparison floorspace identified should be provide in the town centre. A site behind the Avon Place shopping parade should be investigated.
i. Warminster – Additional comparison floorspace should be delivered by rationalising the central car park area and / or updating the Three Horseshoes Mall
j. Westbury – Provide additional comparison floorspace in Westbury in the town centre by removing the existing precinct and combining this with the adjacent BT telephone exchange
k. Wootton Bassett – Clawback convenience trade from Calne by providing additional convenience retail floorspace.

8. Provide retail / leisure development identified as needed in an out-of-town location, possibly Greenfield sites, at the following settlements:

   a. Chippenham (Greenfield)
   b. Trowbridge (potentially Greenfield)
   c. Bradford-on-Avon (find another site likely to be in a Greenfield / out of town location)
   d. Calne (Out-of centre / possibly Greenfield)
   e. Devizes (out-of-centre / possibly Greenfield)
   f. Malmesbury (should Malmesbury clawback convenience trade if site is in an out-of-town / Greenfield location)
   g. Marlborough (provide comparison floorspace in an out of town / greenfield location)
   h. Melksham (provide comparison floorspace in an out of town / greenfield location)
   i. Westbury (provide comparison floorspace in an out of town / greenfield location)
   j. Wootton Bassett (or continue to allow convenience trade to leak to Calne)

1 Introduction

Introduction

1.1 This Topic Paper seeks to explain the council's approach towards new retail and leisure provision, in particular within Wiltshire's larger centres and villages and this will form the basis on which a major new retail development is being proposed for inclusion in the Local Development Framework. The specific settlements looked at are:

- Salisbury
- Chippenham
- Trowbridge
- Amesbury
- Bradford on Avon
- Calne
- Corsham
- Cricklade
- Downton
- Devizes
- Malmesbury
- Marlborough
- Melksham
- Mere
- Pewsey
- Tidworth
- Ludgershall

1.2 The central objective to Planning Policy Statement 4 (PPS) is to promote the vitality and viability of town centres by planning for the growth of existing centres, through expansion of existing boundaries if necessary, and enhancing existing centres by promoting them as the focus for new development. New planning regulations now control the development of internal mezzanine floorspace, and the Use classes Order has recently been revised to enable local authorities to manage uses more effectively, thus protecting the

1.3 vitality and viability of town centres.

1.4 The draft South West Regional Spatial Strategy identifies no retail hierarchy and instead designates 23 Strategically Significant Cities and Towns (SSCT's), Salisbury is among this list. More specifically Salisbury is identified as an important employment, tourism and retail centre.

1.5 This paper is one of 18 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 in order 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 we had reached our conclusions. The papers are all available from the council website:

- TP1: Climate Change
- TP2: Housing
- TP3: Settlement Strategy
- TP4: Rural Issues (signposting paper)
- TP5: Natural Environment/Biodiversity

- TP6: Water Management/Flooding
- TP7: Retail
- TP8: Economy
- TP9: Planning Obligations
- TP10: Built and Historic Environment
- TP11:Transport
- TP12: Infrastructure
- TP13: Green Infrastructure
- TP14:Site Selection Process
- TP15:Military Issues
- TP16:Building Resilient Communities
- TP17: Housing Requirement Technical Paper
- TP18: Gypsy and Travellers

2 International, national and regional, regulations and policy

International, national, regional, regulation and policy

PPS4 Planning for Sustainable Economic Growth

2.1 http://www.communities.gov.uk/publications/planningandbuilding/planningpolicystatement4

2.2 PPS4 defines economic development as including development within B Use Classes, public and community uses and main town centre uses. The main uses to which the town centre policies apply are:

- Retail development (including warehouse clubs and factory outlet centres)
- Leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and clubs, night-clubs, casinos, health and fitness centres indoor bowling centres and bingo halls)
- Offices, and
- Arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)

2.3 Main objective of the government is to promote the vitality and viability of town centres. The government wants new town centre uses to be focused in existing centres with the aim of offering a wide range of services to communities in an attractive and safe environment and remedying deficiencies in provision in areas with poor access to facilities. Government also wants competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping leisure, tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community. However the historic, archaeological and architectural heritage of centres to be conserved and, where appropriate, enhanced to provide a sense of place and a focus for the community and for civic activity. PPS4 requires LPA's to plan positively using evidence.

2.4 **Assessing qualitative and quantitative need**

2.5 For retail and leisure this includes assessing the need for both quantitative and qualitative need. This should asses whether there is provision and distribution of shopping, leisure and local services which allow genuine choice to meet the needs of the whole community, particularly those living in deprived areas, in light of the objective to promote the vitality and viability of town centres and the application of the sequential approach. In addition LPA's should take into account the degree to which shops may be overtrading and whether there is a need to increase competition and retail mix.

2.6 **Set a strategy for the management and growth of centres**

2.7 As part of the economic vision PPS4 requires LPA's to set out a strategy for the management and growth of centres over the plan period. LPA's should:

- Set flexible policies which are able to respond to changing economic circumstances
- Define a network and hierarchy of centres that is resilient to economic changes to meet the needs of their catchments having:

1. Made choices about which centres will accommodate any identified need for growth
2. Ensure any extension are carefully integrated with the existing centres

3. If existing centres are in decline, consider the scope for consolidating and strengthening these centres
4. Where reversing decline in existing centres is not possible, consider reclassifying the centre at a lower level

- Define the extent of the centre and of the primary shopping area on the Proposals Map having considered distinguishing between primary and secondary frontages and set polices to make it clear which uses will be permitted in such locations
- Consider setting floorspace thresholds for the scale of edge-of-centre and out-of-centre development which should be subject to an impact assessment and specify the geographic areas these thresholds will apply to
- Define any locally important impacts on centres which should be tested
- Encourage residential or office development above ground floor retail, leisure or other facilities within centres
- Identify sites or buildings within existing centres suitable for development, conversion or change of use

2.8 Competitive town centre environments and consumer choice, including markets

2.9 LPA's should also proactively plan to promote competitive town centre environments and provide consumer choice by:

- supporting a diverse range of uses planning for a strong retail mix that meets the requirements of the local catchment,
- support shops and services in local centres and villages,
- identifying sites in the centre, or failing that on the edge of the centre capable of accommodating larger format retailers where a need for such development has been identified,
- retaining and enhance existing markets and where appropriate re-introducing and / or creating new ones and take measure to conserve and enhance existing character

2.10 Evening and night-time economy

2.11 Manage the evening economy taking account of the Statement of Licensing Policy and objectives under the licensing Act 2003 through:

- Encouraging a diverse range of complementary evening and night-time uses which appeal to a wide range of age and social groups for leisure, cultural and tourism activities.
- Set out the number and scale of leisure developments they wish to encourage taking account of potential and cumulative impacts on character and function of the centre including security issues.

2.12 Site selection and assembly

2.13 Identify an appropriate range of sites to accommodate the identified need, ensuring sites are capable of accommodating a range of business models of terms of scale, format, car parking and scope for disaggregation. Sites should be identified using the sequential approach to site selection. The LPA should also assess the impact of the sites on existing centres and consider the degree to which other considerations such as any physical regeneration benefits of developing on previously developed sites, employment opportunities, increased investment in an area or social inclusion may be material to the choice of appropriate locations for development. In addition sites should be suitable, available and viable in the eh following order:

- In an existing centre where the site is likely to become available within the plan period.
- Edge-of-centre locations with preference to sites that are well connected to the centre
- Out-of-centre sites with preference given to sites which are or will be well serviced by a choice of means of transport and which are closes to the centre and have a higher likelihood of forming links with the centre.

2.14 Sites that best serve the needs of deprived areas should be given preference when considered against alternative sites with similar location characteristics.

2.15 In assessing the impact take particularly note of considerations of developments of over 2,500 sq m or any locally set threshold ensure any out or edge of centre proposal does not have an unacceptable impact on the town centre, ensuring that proposals are assessed for their impact on other centres and ensuring that the level of detail of any assessment of impacts is proportionate to the scale, nature and detail of the proposed development.

2.16 LPA's should allocate sufficient sites in DPD's to meet at least the first 5 years of need and LDF's should set out policies for the phasing and release of sites to ensure sites in preferred locations are developed first.

PPG13 – Transport (With respect to retail development)

2.17 Local Planning Authorities should:

- Allocate or reallocate sites which are (or will be) highly accessible by public transport for travel intensive uses (including offices, retail, commercial leisure, hospitals and conference facilities), ensuring efficient use of land, but seek, where possible, a mix of uses, including a residential element;
- Policies for retail and leisure should seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments.
- Local authorities should establish a hierarchy of town centres, taking account of accessibility by public transport, to identify preferred locations for major retail and leisure investment. At the local level, preference should be given to town centre sites, followed by edge of centre and, only then, out of centre sites in locations which are (or will be) well served by public transport.
- Where there is a clearly established need for such development and it cannot be accommodated in or on the edge of existing centres, it may be appropriate to combine the proposal with existing out of centre developments, provided that improvements to public transport can be negotiated.
- Where retail and leisure developments are located in a town centre, or on an edge of centre site as defined by PPG6, local planning authorities should consider allowing parking additional to the relevant maximum standards provided the local authority is satisfied that the parking facilities will genuinely serve the town centre as a whole and that agreement to this has been secured before planning permission has been granted.
- Local planning authorities should ensure that the scale of parking is in keeping with the size of the centre and that the parking provision is consistent with the town centre parking strategy.

2.18 http://www.communities.gov.uk/index.asp?id=1144015

Regional Economic Strategy for the South West – 2006-2015 - Strategy

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

- 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
- South West England will demonstrate that economic growth can be secured within environmental limits to bring prosperity to the region

2.20 This should be achieved through

- Supporting business productivity
- Encouraging new enterprise
- Deliver skills for the economy
- Compete in the global economy
- Promote innovation

2.21 http://download.southwestrda.org.uk/file.asp?File=/res/general/RES2006-2015.pdf

Wiltshire and Swindon Structure Plan 2016 – Adopted April 2006

2.22 The structure plan identifies that employment, shopping, leisure and other service uses that attract large numbers of people should be concentrated at existing town centers.

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

3 Collation of evidence

Collation of Evidence

Introduction

3.1 In April 2010, GVA Grimley were commissioned by Wiltshire Council to undertake a Town Centre and Retail Study for Wiltshire in accordance with Planning Policy Statement 4: Planning for Sustainable Economic Growth.

3.2 The appointed consultant was expected to carry out a assessment in accordance with the methodology set out in the brief provided and PPS4. The work was split into two categories retail and leisure. The study was required to cover the following facilities in urban and rural areas:

- **Convenience shopping -** including supermarkets, superstores and smaller local outlets.
- **Comparison shopping** - including retail warehouses, retail parks, warehouse clubs, factory outlet centres, regional and sub-regional shopping centres.
- **Leisure** - including cinemas, indoor bowling centres, night clubs, restaurant, bars and fast food outlets, bingo halls and health and fitness centres.

3.3 The area of study identified was Wiltshire as a whole with a focus on the largest Wiltshire towns of Salisbury, Chippenham and Trowbridge as well as the smaller towns or villages of Amesbury, Bradford on Avon, Calne, Corsham, Cricklade, Downton, Devizes, Malmesbury, Marlborough, Melksham, Mere, Pewsey, Tidworth, Ludgershall.

3.4 The remainder of the section now details the findings within the retail study produced by GVA Grimley. It should however be noted that this evidence is based on a draft of the retail study and will be refined through the production of the submission Wiltshire Core Strategy.

What are the national retail trends?

3.5 Incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. This has seen corresponding increases in sales densities within existing retail floorspace, which has also been driven by factors such as high value space efficiency and longer opening hours. Crucially, for Wiltshire’s main towns however, the current economic slow down will have an impact on the retail sector, and growth forecasts will need to reflect recent publications from Experian Business Strategies.

3.6 Heightened mobility through increased car ownership, alongside growth in affluence, has favoured larger centres over smaller centres. Shoppers are more willing to travel further a field to higher order centres which have increased in size and importance relative to smaller centres, leading to a consequent fall in their market share. As such, PPS4 now encourages local authorities to be pro-active in trying to encourage development in smaller centres.

3.7 The composition of town centres has changed through new development, with a growing number of companies requiring larger shop units to meet their shop format ratios. This has again favoured the larger centres which generally have the space to meet such retailer requirements. This is particularly noticeable in the convenience sector, which has begun to offer an increasing supply of comparison goods in the larger foodstores, in addition to the traditional product offer; such stores therefore require more retail floorspace. The dominance of such foodstores has led to current recent concerns about market dominance and the lack of competition.

3.8 Leisure spending growth is continuing to outstrip that of retail, and despite the economic slowdown, at the moment consumers seem to be willing to continue spending on leisure – although this may change in the coming months. Nevertheless, the mix of uses in a town centre is vital to offer choice to shoppers, and quality restaurants, coffee shops, cafes, bars and other leisure facilities are all important to encourage frequency of visit and longer stay times.

3.9 As competition from the internet increases, town centres need to offer a quality destination where people want to spend time and gain access to facilities not available on the web. There has been a continued polarisation towards larger centres and the provision of larger stores in these larger centres. Where smaller centres have been unable to diversify their offer or create niche markets and a mix of retail, leisure and service facilities they have suffered.

Sub-regional context

3.10 The sub-regional context in retailing and service provision is drawn by GVA Grimley from a range of published data sources as well as the Household Telephone Survey undertaken as part of the study. Data sources include that from Javelin Venuescore Ranking, the Valuation Office Agency and Focus.

3.11 In terms of the sub-regional context, the household telephone survey has identified Swindon, Bath, Southampton, Poole, Andover, Cirencester, Basingstoke, Bournemouth, Yeovil, Newbury and Bristol as the Wiltshire centre's main competing centres with a large proportion of expenditure being lost to these centres out of the Wiltshire Council Area. GVA Grimley's review of the key performance indicators confirm the higher order shopping roles of Swindon, Bath and Southampton, which are located outside Zones 1-28 of the survey area. They have a superior retail offer and increasingly mobile shoppers and new retail development have led to a continued influence on shopping patterns in Wiltshire's catchment area. Salisbury, Chippenham and Trowbridge are Wiltshire's strongest performing centres, however a significant proportion of expenditure (25.5%) is lost to Swindon, Bath and Southampton. The centres of Devizes, Marlborough and Warminster have significantly lower retail rankings, rents and yields than competing centres.

3.12 Demand for retail floorspace in centres has declined in the last 3 years due to the downturn in the market. Traditionally multiple retailers generally seek presence in larger more dominant regional centres such as Bristol and Bath. However, not all retailers register requirements on the focus database which can distort the overall picture. The prospects of future retail development in a centre, such as The Maltings in Salisbury, can also change retailer's perceptions of a centre and lead to further retail interest in a centre.

3.13 The competing centres of Bristol, Bath, Southampton, Swindon and Newbury have all supported new town centre shopping schemes over the last few years, some of which are already trading, and others are currently under construction. The development proposals in the centres will reinforce the attractiveness of these centres, and could potentially further erode Wiltshire's market share of available comparison retail expenditure within the survey area.

3.14 Low retail yields are one indication of a well performing centre within their intended role in the retail hierarchy, and enables comparison on a like for like basis. The yield on a property reflects the annual rental income represented as a percentage of the value of the property; low yields therefore indicate high property values and strong investor confidence in the future performance of the centre as a whole.

3.15 Six Wiltshire centres (Trowbridge, Chippenham, Devizes, Marlborough, Melksham and Warminster) have the highest retail yields of all the centres in the sub-region. Whilst all of the Wiltshire centres have all improved their retail yields since 2005, which could be perceived as a sign of healthy investor confidence, yields in Bristol and Swindon have risen between 2005 and 2008.

3.16 Southampton and Bristol's prime retail rents have remained fairly constant and rents have managed to increase between 2005 and 2009. Interestingly, retail rents in Marlborough have managed to achieve a significant increase between 2005 and 2009, potentially due to the constrained supply of retail floorspace in the centre which has pushed rents up. Rents in Salisbury and Yeovil have remained static between 2005 and 2009, which highlights that these centres are performing adequately over this period whereas the retail rents for all other centres, have fallen during this period.

3.17 The highest fall in retail rents have been in Bournemouth and Swindon, which has fallen by over 18% and 17% respectively between 2005 and 2009, although rents here remain higher than those of Wiltshire's largest centre, Salisbury. Trowbridge, Chippenham and Devizes' rents are the lowest of the centres, and have fallen by between 7% and 10% over the period 2005 to 2009; however this fall is relatively minor considering the fall in rents experienced in centres such as Bournemouth and Swindon. These falls are likely to be as a result of the downturn in the market between 2008 to 2009.

3.18 The vitality rank of each competing centre discussed above has been derived from Javelin Venuescore (2009). Javelin Group's Venuescore provides an up-to-date ranking of UK shopping venues across a number of key indicators – scale, market positioning, fashionability, age and positioning of the retail offer. The score attached to each operator is weighted to reflect their overall impact on shopping patterns. For example, anchor stores such as John Lewis, Marks and Spencer and Debenhams receive a higher score than smaller retailers to reflect their major influence on shopping patterns. The resulting aggregate score for each venue is called its Venuescore.

3.19 Southampton, Bath, Salisbury, Bournemouth, Basingstoke and Swindon also perform well in the rankings. Salisbury is the highest ranking centre in the Wiltshire, although the centre's position has slightly dropped since 2007. However, we understand there has been a change in the ranking due to the re-grouping of shopping boundaries which means that Salisbury has now been separated from WiltonShoppingVillage, and as a result the centre's rank is likely to have fallen as a result of this separation.

3.20 Poole is ranked at 124th, whilst Yeovil, Newbury, Andover and Cirencester are ranked 143rd, 156th, 201st and 249th, respectively. Trowbridge has significantly increased its ranking by 49 places to 271st in 2010; however, Chippenham has slipped slightly down the rankings falling 32 places to 398th. There is not always a clear explanation as to why these centres have changed positioned. However, Trowbridge's increase is likely to be as a result of the opening of The Shires Gateway development to the west of the centre, explained in more detail in section 5.

3.21 The centres of Devizes, Warminster and Marlborough feature much lower in the rankings, with all of the towns falling down the rankings between 2007 to 2010 indicating that these centres have struggled to maintain their competitiveness with other centres of a similar size.

Settlement Health Checks

3.22 Healthchecks and capacity forecasts have been undertaken for all Wiltshire centres identified in paragraph 3.3 above. These have been undertaken in accordance with PPS4. Much more detail is provided within section 5 and 6 of the Wiltshire Town Centre and Retail Study.

General recommendations

Impact threshold

3.23 GVA Grimley consider that it would be appropriate to set a lower impact threshold than the default level of 2,500 sq. m. gross indicated in PPS4. This is mainly because Wiltshire includes a number of smaller centres and villages and there would be a concern at the potential impact of developments below this threshold particularly on local centres and villages. This is specifically anticipated in policy EC13.1 of PPS4 and these concerns could arise in the case of proposals materially lower than the threshold, suggested in PPS4. There is also a concern that a succession of applications, each individually below the 2,500sq.m gross threshold, could cumulatively lead to significant adverse impacts as outlined above.

3.24 In these circumstances, GVA Grimley consider that:

- Any proposals not within the Primary Shopping Area should be supported by an assessment of their impact, and in accordance with PPS4, any proposals involving the creation of more than 200sq.m gross additional floorspace should be required to demonstrate compliance with the sequential approach in accordance with the guidance in PPS4.

Retail hierarchy

3.25 Taking account of the qualitative and quantitative performance of each centre GVA Grimley have assessed what they consider to be an appropriate retail hierarchy for Wiltshire's centres. We have drawn on a range of indicators to inform our recommendations on the retail hierarchy including the proportion of comparison/convenience floorspace, number of units, turnover of the centres and their spatial relationship with one another and centres outside the study area.

3.26 Proposed Wiltshire Retail Hierarchy

Table 3.1

Centre	Recommended Position in Retail Hierarchy
Salisbury	Strategic Growth Centre
Trowbridge	Strategic Growth Centre
Chippenham	Strategic Growth Centre

Devizes	Town Centre (Market Town)
Warminster	Town Centre (Market Town)
Marlborough	Town Centre (Market Town)
Melksham	Town Centre (Market Town)
Amesbury	Town Centre (Market Town)
Bradford on Avon	Town Centre (Market Town)
Calne	Town Centre (Market Town)
Corsham	Town Centre (Market Town)
Malmesbury	Town Centre (Market Town)
Westbury	Town Centre (Market Town)
Wootton Bassett	Town Centre (Market Town)
Tidworth	Town Centre (Market Town)
Cricklade	District Centre (Village Centre)
Downton	District Centre (Village Centre)
Ludgershall	District Centre (Village Centre)
Mere	District Centre (Village Centre)
Pewsey	District Centre (Village Centre)
Tisbury	District Centre (Village Centre)
Wilton	District Centre (Village Centre)

Market share

3.27 Maintaining market share through the LDF period for all of the centres in Wiltshire is a priority, but particularly for the major centres of Salisbury, Trowbridge and Chippenham, which will b e faced with strong competition from the more dominant centres in the wider sub-region eg Bath, Swindon and Southampton. Capacity has been modelled to include any arising from both out of town and town centre capacity to produce capacity for each urban area. Capacity arising as a result of any over-trading out of town does not automatically assume out of town expansion. Should be directed towards the town centre in line with PPS4. Figures also do not include ability to clawback.

Salisbury

3.28 Salisbury is a medieval city located in the south east of Wiltshire, approximately 24 miles north-west of Southampton and 25 miles north of Bournemouth. Other competing centres are located slightly further away, with Salisbury 37 miles south of Swindon, 38 miles south east of Bath and 40 miles west from Basingstoke. The city is the main centre in south Wiltshire, a predominantly rural area. Salisbury is an international tourist destination due to the Cathedral and the proximity to Stonehenge. Retail expenditure in the city is enhanced by 3.3 million tourists and visitors per annum. The city is historic and attractive, and the retail offer in the city centre is enhanced by independent specialist stores and local markets.

3.29 The primary shopping area in the city is complex and extensive due to its medieval street pattern and is defined in detail in the Salisbury Local Plan 2011 City Centre Inset Map. Key primary shopping streets include Castle Street, Blue Boar Row, Queen Street, Oatmeal Row, Minister Street, Silver Street, Butcher Row, Fish Row, New Canal, High Street, Catherine Street and the Old George Mall shopping centre. Salisbury city centre has three managed shopping centres, Old George Mall, The Maltings Shopping Centre and Cross Keys Mall.

3.30 The Salisbury Vision document (2008) outlines a number of regeneration projects aimed at achieving the vision for ‘Salisbury to be a clean, green, safe a friendly city; a place that is consistently acknowledged as being one of England’s best places to live’. Key initiatives include the major redevelopment of the Maltings and Central Car Park as a retail-led mixed use scheme to provide additional large floorplate retail premises to attract more multiple retailers to the centre. Transport improvements to Southampton Road/Eastern Gateway will be developed through the development of a residential-led scheme with other uses to include offices, community and local retail and bulky goods retail alongside the existing uses.

3.31 The document outlines the main hotel and leisure development opportunity is at Chipper Lane/Scots Lane where buildings currently have a poor visual quality and could be redeveloped to increase the number of hotel rooms in the city. Another key development opportunity is the redevelopment of the Market Place to provide a high quality public space for residents and enhanced space for the markets that are held here. Public realm enhancements will also be promoted in areas including Fisherton Square (adjacent to the Playhouse and City Hall) and Salisbury Chequers which will improve the streetscape and improve legibility and pedestrian accessibility across the centre.

Out of centre

3.32 The main concentration of Retail Warehousing in Salisbury is dispersed along Southampton Road to the south east of the City Centre.

3.33 Individual retail warehouse units are clustered at certain points along **Southampton Road**. Southampton Road Retail Park and Dolphin Industrial Estate contains a Homebase, Argos Extra, Next, The Carphone Warehouse and Currys as well as a number of traditional employment units.

3.34 The Bourne Retail Park located to the east of Dolphin Retail Park is home to three retailers including Staples Wickes and Sturtons and Tappers (furniture retailers). Bourne Retail Park opened in 2000 and has a total floorspace of approximately 5,550 sqm GIA. Bourne Way Retail Park opened in 1992 and is home to two retailers; Carpetright and Dreams.

3.35 On Churchill Way adjacent to the Waitrose supermarket (mentioned below) there a three additional retail warehouse units. These include Sports Direct, Comet and Smyths Toys.

3.36 There are a number of other freestanding retail warehouse stores across Salisbury including Halfords (900 sqm) and Maplin Electronics (650 sqm) on Dairy Meadow Lane, Matalan (2,200 sqm), PC World (1,050 sqm), Pets at Home (1,000 sqm), and BandQ (3,400 sqm) on Southampton Road. There are also a few retail units on Churchfields Industrial Estate for example, Scats Country Stores.

3.37 There is an extant planning permission for the development of a further retail park, Salisbury Retail Park, on London Road. The application was refused by the Council and then allowed on appeal in 2009. The development will comprise 8 retail units, with 8,361 sqm retail floorspace at ground floor and 4,182 sqm retail floorspace at mezzanine level, the use is restricted to bulky goods.

3.38 In addition to the Sainsbury's and Tesco in Salisbury City Centre there are two main edge/out-of-town foodstores. **Tesco** on Southampton Road has a sales area of 3,571 sq m (Tesco recently extended). This large out-of-centre Tesco is located to the south east of Salisbury City Centre and is the largest foodstore in Salisbury.

3.39 The **Waitrose** store on Churchill Way West comprises a Waitrose 'Home and Food' store and three adjoining non-food retail warehouse units at its western end.

Leisure

3.40 Within and around Salisbury city centre there two cinemas, bingo, bowling centre, over five health and fitness facilities and three theatres. These leisure facilities were the highest recorded destinations in the telephone survey out of centres within the Wiltshire Local Authority area, however, in all of the leisure sections (cinema, bowling, bingo, evening eating and drinking and theatres) Salisbury was not the highest performing centre. There is significant leakage of leisure trade from the Salisbury area to the centres of Southampton, Bournemouth, Poole, Andover and Basingstoke. Within Salisbury there is some provision of quality cafes, restaurants and bars, although there is scope for further provision to enhance the evening offer and increase the number of visitors during the evening to claw back trade.

3.41 The main café provision is currently focused along Butcher Row, where outdoor seating is available during the summer months, however closer analysis of service provision indicates that there is a below average representation of cafes in the centre. Fisherton Street and Bridge Street have a number of restaurants dispersed along this road, and with the exception of Wagamama, are independent restaurants. There are a few chain restaurants located at the top of Market Place including Ask, Strada and Pizza Express. There is also a below average representation of fast food takeaways in the centre, although these uses are less desirable in centres than cafés / restaurants. The quality of bar provision in Salisbury is varied, and some are of a poor quality. There are no concentrations of restaurants and bars in the centre, which may be a contributing factor to the results of the telephone survey which indicate that only 7.6% of respondents visit Salisbury most often for evening eating and drinking.

3.42 There is a good range of leisure service uses in the centre including an Odeon cinema, Salisbury Playhouse Theatre, a Gala bingo hall, and an LA Fitness health and fitness club. The Odeon Cinema is the largest cinema in the survey area, and the results of the telephone survey show that it is also the most popular cinema destination within Wiltshire. The Salisbury Playhouse Theatre and Salisbury City Hall are located adjacent to each other near to The Maltings. These two venues provide a variety of evening entertainment including plays, comedy and live music.

Development opportunities

3.43 A key development site for Salisbury city centre over the forthcoming LDF period is the Maltings and Central Car Park site. This site is close to the heart of the existing retail provision and should complement the existing retail stores in the centre. The Maltings is to be re-developed through a retail-led mixed use development. Core Policy 7 of the South Wiltshire Core Strategy Proposed Submission Document (July 2009) states that the site has the capacity for a total of 40,000 sqm (gross external area) of new retail space. It is anticipated that retail deficiencies in the existing centre will be addressed through the new development which is intended to include a department store, a range of large and smaller shop units, convenience floorspace, leisure uses (15% of comparison floorspace) and the enhancement of the public realm in this area. The Maltings redevelopment provides the opportunity to address the current weaknesses of the centre such as the current lack of large format retail units. The redevelopment of this site will enhance the vitality and viability of Salisbury's retail offer.

Capacity Forecasts

3.44 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026. The background, more detail and assumptions made to inform these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.45 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) - Salisbury</u>

Table 3.2

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-293	554	1,487	1,675

3.46 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.47 Global capacity has not been identified for Wiltshire due to the extensive geographical coverage. This is because of the different nature of the centres and the catchments they serve. For example it is unrealistic to assume that capacity arising in Chippenham's urban area could be re-directed to Salisbury if sites were not available in Chippenham.

3.48 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Salisbury</u>

Table 3.3

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
2,475	12,168	23,196	25,587

3.49 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.50 Salisbury currently has a designated primary and secondary shopping area. The Primary Shopping Frontage is clearly defined and incorporates the main shopping area around Market Place and George Mall; The existing Secondary Shopping Area is extensive but consistent with PPS4; There is potential to reduce Secondary Frontage to help consolidate the retail core and a focussed PSA. Overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position.

Summary / Conclusions

3.51 GVA Grimley's previous review of Salisbury City Centre (Salisbury Retail Study 2006), along with our most recent assessment of the centre, has identified a healthy centre, performing well in a number of vitality and viability indicators. In particular, Salisbury is an attractive and historic city, with a high quality environment. It has a good range of national multiple retailers and key attractors, and a strong representation of small, specialist shops. Salisbury being the largest centre in Wiltshire performs a role not only as a retail destination, but also as a strong tourist and visitor destination, as well as an important employment centre.

3.52 GVA Grimley, have, however, identified potential signs of vulnerability and barriers to growth, as well as opportunities to enhance and strengthen the centre over the forthcoming LDF period. The street pattern is complex and extensive, and pedestrian circulation is unlikely to penetrate all quarters, particularly by those who are unfamiliar with the centre. There are a number of key attractors missing, including department stores, and higher order and mainstream retailers which are represented in competing centres such as Southampton. The centre also lacks a good array of modern/large unit sizes which could prevent new retailers from seeking representation in the centre in the future.

3.53 At present, Salisbury is not always the first choice shopping destination for shoppers to the centre with Southampton being a key draw for people in the area, which is not surprising given Southampton's higher position (14) in the retail rankings (Salisbury is 59). This position will only be exacerbated over the LDF period, as competing centres continue to improve and implement proposals in the pipeline. It is therefore crucial for Salisbury to encourage investment and new retailers to the centre in order to maintain its position amongst rival centres. It will be equally as crucial for any town centre development to happen in conjunction with protecting and enhancing the historic environment, tourist economy and differential/specialist retail offer.

3.54 With respect to the PSA and SSA the proposal map should define the town centre boundary and distinguishes clearly between the Primary and Secondary Frontages.

3.55 *Convenience Goods*

3.56 Based on the current performance of city centre and out-of-centre convenience goods floorspace, within the city's urban area, GVA Grimely have identified capacity for -293 sq m net of additional convenience goods floorspace during the period to 2015 which rises to 554 sq m net by 2020.

3.57 The Maltings site is regarded as the primary retail development site in Salisbury in the Adopted Local Plan and South Wiltshire Core Strategy Submission Document (July 2009). We understand the aspiration on the site is for an enlarged foodstore, to what is currently there, and on the basis of current market shares it is apparent that the above capacity figures do not represent a significant uplift in convenience floorspace to support the provision of a significantly enlarged store. However, no account has been made in this assessment to claw-back trade from out of centre stores in the Salisbury area. Enhanced trade retention in the city centre by clawing back spend from stores outside of the town centre (Tesco/Waitrose) will offer further scope to support further convenience floorspace above what is identified in the baseline assessment.

3.58 The provision of a new foodstore to serve the city centre will bring about associated benefits such as generating linked trips to the wider city centre uses, by clawing back more shoppers to the town centre which are otherwise using supermarket provision outside of the centre. However, for such benefits to be fully realised the design of any potential retail development is of critical importance and must integrate fully within the existing fabric of the centre.

3.59 The positioning of an anchor food store at the Malting site will therefore need to ensure that it has due regard to the creation of clear pedestrian flows and be not isolated from existing retail provision thereby encouraging linked trips. If successfully achieved this will help to support and improve the existing business community. If suitably integrated, it will enhance the centre's attraction and act as a catalyst for wider benefits by generating higher levels of footfall with the potential for spin-off spend to other businesses and uses.

3.60 Our qualitative and quantitative analysis has identified no scope for further out of centre floorspace to come forward outside of Salisbury. Therefore the key priority for the Council in relation to convenience goods in Salisbury is the delivery of a foodstore on the Maltings/Central Car Park site. If proposals do come forward for further foodstore proposals in edge of/out of centre locations then these will have to be rigorously tested in terms of their compliance with the key tests of PPS4, which includes an assessment of the effect it could have on its delivery of this key town centre development opportunity site.

3.61 *Comparison Goods*

3.62 OGVA Grimley's capacity projections identify scope for additional comparison goods floorspace in Salisbury City Centre over the forthcoming LDF period. On the basis it is able to maintain market share in the face of growing competition, we estimate capacity for circa 2,475 sq m net of comparison goods floorspace by 2010 rising to 12,168 sq m net by 2020.

3.63 At present, Salisbury's urban area (both city centre/out of centre floorspace) retains circa 10% of total available comparison goods expenditure within the survey area. The remaining trade is being directed towards other centres within Wiltshire, competing centres in the wider sub-region and out-of-centre retail warehousing. Following implementation of town centre schemes in competing centres, it is possible that Salisbury's market share could erode as shoppers change their centre of preference. It will be important for Salisbury to enhance and consolidate its role to prevent such an outcome.

3.64 The key development priority in Salisbury is the development of the Maltings / Central Car Park. Policy CP7 of the South Wiltshire Core Strategy Proposed Submission Document (July 2009) identifies the extent of the Malting/Central Car Park site and the scale and character of development likely to be appropriate. In particular, it identifies that alongside a replacement foodstore (discuss above) the site is appropriate for department store and other comparison shopping needs, including a arrange of unit sizes including a mix of large and small units, with the potential for a total of 40,000 sq m of retail floorspace (gross).

3.65 GVA Grimley's health check analysis of Salisbury did indicate a lack of good modern retail units for existing retailers and new entrants to occupy and expand their operations. The Malting site offers the opportunity for Salisbury to address this issue and provide modern space for retailers to locate into. Until such modern unit configurations are provided, there is a risk that retailers could be forced out of Salisbury city centre to relocate in other competing centres or to out of centre locations. Thus the opportunity to redevelop this site should be fundamental to the Council's forthcoming Core Strategy in order to maintain and enhance the vitality and viability of the city centre. This is particularly relevant given that the site represents a significant and underused asset, and is of a scale which is unusual within a central location in an otherwise generally constrained historic city centre. GVA Grimley therefore consider it essential that this opportunity continues to be identified as a strategic allocation in the forthcoming Core Strategy.

3.66 The overall findings of this study highlight that the combination of the Maltings / Central Car Park site, and the extant consent for bulky goods retailing on London Road provide for the immediate range and choice of sites which are capable of meeting Salisbury's identified quantitative and qualitative needs. The scale of the Maltings / Central Car Park development, which should be informed by detailed retail market demand analysis, will determine whether Salisbury can elevate its position to compete more effectively with other adjoining competing centres.

3.67 In Salisbury GVA Grimley's assessment has highlighted a significant leakage of leisure trade from the Salisbury area to the centres of Southampton, Bournemouth, Poole, Andover and Basingstoke. Within Salisbury there is some provision of quality cafes, restaurants and bars, although there is scope for further provision to enhance the evening offer and increase the number of visitors during the evening to claw back trade. We consider there could be scope to enhance leisure uses within the Maltings Development, alongside the proposed retail uses.

Chippenham

3.68 Chippenham, with a reasonable mix of mainstream multiple retailers, is performing well in the face of strong competition from the higher order centres of Bath and Swindon and is considered to be vital and viable. GVA Grimley consider the priority for Chippenham over the LDF period should be to encourage its local population to use the town centre more frequently as their preferred shopping destination and to provide retail units of sufficient size and configuration to accommodate retailers who are seeking larger units.

3.69 It is also considered that improvements could be made to the street scene and general environment to make Chippenham a more attractive place to shop. The addition of good quality cafés and restaurants with outdoor seating areas would add to the vibrancy of the centre, increase dwell time and encourage shoppers to visit Chippenham to use food and drink units. The review of the centre also identified a lack of restaurant/cafe offer in the centre. Improvements in this area would help to attract people into the centre beyond the core hours of 'nine to five' and to create an inclusive evening economy.

Out of centre provision in Chippenham

3.70 In Chippenham convenience retail provision is dominated by out of centre provision of large supermarkets, including Sainsbury's on Bath Road (4,908 sq m sales area) approximately 1.5 miles to the south west of the centre and Morrison's on West Cepen Way (2,508 sq m sales area) 1.5 miles to the north of the town centre. Both appeared busy and to be trading well on the day of the site visit, particularly the Sainsbury's.

3.71 The **Hathaway Retail Park** lies adjacent to the town centre and is located to the north of North Road along Foundry Lane, close to the railway station. The retail park opened in 1992 and has a total floorspace of 7,292 sqm, with open A1 planning consent. Retailers on the park include Tesco Express, Homebase, Bathstore, Halfords, Dreams, Laura Ashley, Blockbuster and Sally Hair and Beauty. The area to the north of the High Street is separated from the core retail area by a bridge over the River Avon although there appears to be a degree of synergy and linked trips between the two areas, aided by the presence of the Bath Road car park to the north of the river.

3.72 There are a cluster of retail warehouse units along **Bath Road**, to the south west of Chippenham town centre. Units include Currys, Carpetright, BandQ and Focus. The retail warehouse development opened in 2004.

3.73 **Chippenham Retail Park** is also located out-of-centre, on the western edge of Chippenham, off Bumpers Way. The retail park is currently occupied by Wickes, Pets at Home and Comet.. Chippenham Retail Park opened in 2007.

Capacity Forecasts

3.74 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026. The background, more detail and assumptions made to inform these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.75 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) - Chippenham</u>

Table 3.4

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
703	1,338	2,011	2,141

3.76 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.77 Global capacity has not been identified for Wiltshire due to the extensive geographical coverage. This is because of the different nature of the centres and the catchments they serve. For example it is unrealistic to assume that capacity arising in Chippenham's urban area could be re-directed to Salisbury if sites were not available in Chippenham.

3.78 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Chippenham</u>

Table 3.5

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
3,181	7,975	13,337	14,479

3.79 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Leisure

3.80 In Chippenham, the main leisure provision comprises the Reel/Astoria Cinema, although the cinema is the not the dominant centre for zone 22 within which Chippenham is located, instead, the Cineworld at Swindon attracts a higher number of visitors. The main competing centres which Chippenham is losing leisure trade to include Swindon, Bath, Stroud and Bristol. There is an opportunity to considerable enhance the leisure of the centre to compete more effectively with centres to the north and west of Wiltshire.

Development Opportunities in Chippenham

3.81 A number of sites have been identified for retail development by previous retail studies (Roger Tym's North Wiltshire Retail Needs Assessment Study September 2007 and Savills Chippenham Retail and Commercial Healthcheck Report, March 2009). The **Bath Road**

Car Park / Bridge Centre site is considered to offer a natural extension to the High Street and could provide a supermarket, as well as larger sized units. The **Borough Road Car Park** offers an opportunity to provide infill development at the rear of the Borough Parade Shopping Centre. The **Bus Station and Library** in Timber Street and the **Post Office Sorting Depot** also provide opportunities to regenerate and extend the town centre. The site currently occupied by Superdrug is also considered to offer the potential to create a new development with riverside frontage with retail and leisure facilities. Many, but not all of these sites are owned by Wiltshire Council which would ease the development process.

Primary / Secondary Frontages

3.82 Chippenham has an appropriately defined Primary Frontage Area which includes units in predominantly retail use situated along High Street and within the two shopping centres consistent with PPS4. Existing Secondary Frontage Area is extensive and includes large areas of non-town centre uses. The overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position. There is currently no defined town centre boundary or Primary Shopping Area (PSA).

Summary / Conclusion

3.83 Chippeham, with a reasonable mix of mainstream multiple retailers, is performing well in the face of strong competition from the higher order centres of Bath and Swindon and is considered to be vital and viable. However, it is also clear from the in centre survey results that Chippenham is not the first choice shopping destination for clothing and footwear goods, with the shoppers instead choosing to travel further to higher order destinations such as Swindon and Bath.

3.84 GVA Grimley consider the priority for Chippenham over the LDF period should be to encourage its local population to use the town centre more frequently as their preferred shopping destination and to provide retail units of sufficient size and configuration to accommodate retailers who are seeking larger units.

3.85 It is also considered that improvements could be made to the street scene and general environment to make Chippenham a more attractive place to shop in line with the Vision for Chippenham (2008). The addition of good quality cafés and restaurants with outdoor seating areas would add to the vibrancy of the centre, increase dwell time and encourage shoppers to visit Chippenham to use food and drink units. GVA Grimley's review of the centre also identified a lack of restaurant/cafe offer in the centre. Improvements in this area would help to attract people into the centre beyond the core hours of 'nine to five' and to create an inclusive evening economy.

3.86 Vacancy levels in the centre are also low and there is a good level of retailer interest in the town; however, our assessment has identified a clear shortage of modern units to meet the demand which increases the risk of retailers seeking opportunities outside of the centre.

3.87 With respect to the primary / secondary frontages, there is a need to define the town centre boundary and to consolidate the secondary frontage area to include those area which are contiguous and closely related to the primary frontage. The primary and secondary shopping areas need to be clearly distinguished.

3.88 *Convenience Goods*

3.89 As previously highlighted, the out of centre convenience provision around Chippenham is dominant and performing well. As a result of this over trading we identify capacity for additional convenience floorspace of 703 sq m net by 2015 which rises to 1,338 sq m net by 2020.

3.90 The priority for Chippenham over the LDF period should be to encourage the local population to use the town centre more frequently and the provision of further convenience floorspace in the town centre will help to achieve this objective.

3.91 GVA Grimley understand the key site identified for development in the town centre is the Bath Road Car Park/Bridge Centre site to the west of the primary retail area, which effectively forms an edge of centre site. Policy R3 of the adopted Local Plan 2006 states that this site would be a suitable location for A1, A2 and A3 uses as a natural extension to the town centre. This should continue to be the Council's key priority for enhancing the retail offer in the centre and deliver the convenience floorspace identified.

3.92 GVA Grimley understand that the proposals are expected to include a convenience store although the scale is yet to be determined. If appropriately integrated with direct linkages to the primary shopping area of the town such a store would help to improve convenience trade retention and support and contribute to the wider retail offer through linked trips. However the impact of this edge-of centre site on the town centre still needs to be tested against PPS4.

3.93 *Comparison Goods*

3.94 With regard to comparison goods retailing in Chippenham, our assessment indicates a good trading performance for the comparison offer in the town centre. Based on current market shares GVE Grimley estimate capacity in the town's overall urban area to support an additional 3,181 sq m net by 2015 which we estimate will rise to 7,975 sq m net by 2020. If appropriate development sites came forward in the centre (Primary Shopping Area), there could be scope to increase the proportion of comparison floorspace space beyond the identified capacity figures through claw-back of spend from centres such as Bath and Swindon. This would need to be tested on an individual basis throughout the LDF period.

3.95 The key development priority in Chippenham is the Bath Road Car Park/Bridge Centre and the development of this site, provided it is effectively integrated with the existing PSA of Chippenham, should be a strategic priority for the centre. It is likely to capture a large proportion of the available capacity identified in our projections. Overall, the development of this site could help to retain more comparison expenditure in the town centre.

Trowbridge

3.96 The centre of Trowbridge is of a similar scale to Chippenham and has a compact town centre with two managed shopping centres; The Shires and Castle Place. The two shopping centres and pedestrianised areas of the centre provide an attractive environment for shoppers. There is a strong mix of comparison, convenience and service uses and only a slightly above average number of vacant units. The provision of Asda supermarkets in the town centre strengthens the retail offer, whilst the out of centre convenience offer is fairly extensive with the recent opening of Sainsbury's to the north of the centre and the existing Tesco on County Way. The convenience offer of the town is also complemented by out of town discount food operators Aldi and Lidl.

3.97 Vacant units are dispersed across the centre and there are several brownfield development sites across the town which offer further development opportunities including the existing vacant St Stephen's place site adjacent to Castle Place shopping centre. Survey results indicate that shoppers consider that more leisure services need to be provided in the town.

Out of Centre provision

3.98 The largest out-of-centre convenience retail unit is the **Tesco** store situated on the southern side of County Way (A361). The store opened in 1993 following the relocation of the store from the previous site at St Stephens Way. The store provides a sales area of 6,033sqm, some of which is provided at mezzanine level, representing the largest foodstore in the Trowbridge area with extensive car parking provision.

3.99 **Aldi** foodstore is situated adjacent to the Spitfire Retail Park on Bradley Road. The foodstore is located in the south of Trowbridge. A **Lidl** foodstore is also located in an out-of-centre location, it is situated in the north of the town on Canal Road.

3.100 The **Spitfire Retail Park**, located off Bradley Road contains a Currys, Carpetright, Pets @ Home, Harveys, Bensons for Beds, a vacant unit and a McDonald's unit. The retail park is a modern development that opened in 1997 and provides a range of retail units from 741 sq m gross floorspace to 1,214 sqm and is well maintained and clean with significant areas of car parking.

3.101 The Spitfire Retail Park sits adjacent to the **Trowbridge Retail Park** that provides a Focus DIY and Garden Centre, Dreams and two vacant units (previously MFI and Right Price Tiles). Trowbridge Retail Park opened in 1989 and has a total of approximately 6,650 sqm floorspace. Matalan is due to start trading from one of the vacant units in Spring 2011.

3.102 In addition, there are also BandQ and Halfords Retail units provided in close proximity on Bradley Road. All retail units are in a good state of maintenance and all seemed reasonably busy at the time of survey.

Leisure

3.103 Trowbridge has a similarly weak leisure provision, comprising the Arc cinema and theatre and eating and drinking facilities. The main centre outside of the Wiltshire study area that attracts a high number of people for both daytime and evening eating and drinking is Bath. Bath, Swindon and Bristol draw a significant amount of theatre, cinema, bowling, sports and leisure trade away from zones including and surrounding Trowbridge. A number of respondents living in the Trowbridge zone (zone 17) also use ten pin bowling facilities in Melksham.

3.104 **Capacity Forecasts**

3.105 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.106 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) - Trowbridge</u>

Table 3.6

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-4,914	-4,332	-3,731	-3,616

3.107 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.108 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Trowbridge</u>

Table 3.7

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
3,746	11,169	19,517	21,242

3.109 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Development opportunities

3.110 A number of brownfield sites have been the subject of developer interest over recent years; prominent examples include the former Ushers bottling plant to the north of the town centre, which has now been redeveloped to provide a new Sainsbury's store and residential development (ref. W/09/01115/REM).

3.111 Another potential development opportunity is situated between Fore Street and Church Street, which is largely fenced off, with the exception of a small, relatively new single storey retail unit. The element of the site fronting Church Street currently provides car parking for private premises, which appears to be an inefficient use of town centre land in this location

Primary / Secondary Frontages

3.112 Trowbridge has an appropriately defined Primary Frontage encompassing The Shires and Castle Place shipping centres and retail units distributed along Fore Street. No secondary frontage policy is in place.

Summary / Conclusion

3.113 Trowbridge, which is located to the south of Chippenham, has similar characteristics and appears to be performing a similar role to Chippenham in the local hierarchy. The centre benefits from a wide variety of mainstream multiple retailers providing a good range of convenience and comparison offer. Whilst performing a similar role to Chippenham, the centre has a larger proportion of comparison floorspace compared with its neighbouring centre, which is reflected in the centre's higher comparison turnover and position higher up the retail rankings. The two shopping centres; The Shires and Castle Place and pedestrianised areas of the centre provide an attractive environment for shoppers. There is a strong mix of comparison, convenience and service uses and only a slightly above average number of vacant units

3.114 Overall, the retail offer in Trowbridge provides the local shopping catchment and tourist population with a good range of shopping facilities; however it faces strong competition from nearby centres, such as Bath, which provides a more extensive and better quality range of retail outlets consistent with its higher order role.

3.115 With respect to primary / secondary frontages the proposals map should define that town centre boundary and define a PSA which should coincide with the Primary Frontage.

3.116 *Convenience Goods*

3.117 GVA Grimley's qualitative review of convenience provision in Trowbridge highlights a strong representation of offer for local residents with three of the 'big 4' supermarkets occupying large stores in and around the centre. On this basis, it is clear that there is no qualitative deficiency in foodstore provision in Trowbridge and on the back of the urban area's strong convenience offer, it is therefore not unexpected that the capacity assessment indicates a significant negative supply of residual spend to support any further convenience provision in the centre.

3.118 *Comparison Goods*

3.119 GVA Grimley's assessment of comparison offer in Trowbridge, identifies a strong trading performance for the centre. Taking into account both the performance of town centre and out of centre floorspace we estimate there is capacity to support an additional 3,746 sq m net by 2015, rising to 11,169 sq m net by 2020.

3.120 GVA Grimley's qualitative assessment of Trowbridge indicated a strong performing centre within its current role with no demonstrable need for any significant uplift in comparison floorspace in the centre. GVA Grimley consider that in the first instance, the Council should focus on promoting the development of St Stephen's Place for mixed use development which could include a proportion of comparison floorspace. The site adjoins Castle Place Shopping Centre to the south of the town centre. The site is vacant and has been derelict since Tesco moved out of the town centre to County Way in 1993. The proportion of comparison floorspace likely to come forward on the site will need to be appropriately tested in line with PPS4. It is vital that any development on this site is appropriately integrated with the existing PSA, which, could include potential improvements to the comparison offer within Castle Place shopping centre.

3.121 It will be important for any retail scheme coming forward on the St Stephens Place edge of centre site to encompass and create direct linkages with Castle Place shopping centre, which has suffered in terms of lack of footfall ever since Tesco moved from the site. It is unclear the scale/type of retail which is being examined to come forward on the St Stephens site; however, if effectively integrated with the existing town centre offer, we consider that further convenience provision which helps to enhance the vitality and viability of this part of the centre could also be supported through claw-back of trade from out of centre foodstores surrounding the centre. This could in turn help to enhance convenience trade retention levels in the town centre.

Amesbury

3.122 Amesbury has a well below average number of comparison units, with a poor representation clothing stores. The majority of units are for service provision, including a high number of hotels and pubs with hotels. Vacancy rates are also above average, and some of these are dominant units on main streets. Recently works to widen pavements in the area around the new Co-op have improved the quality of the town centre and the environment is well maintained. Improvements to improve the mix of retail and service units in the centre should be a priority. The effect of the recently approved (out of centre) Tesco to the north of centre on London Road will need to be carefully monitored going forward.

Out of centre provision

3.123 Outside of Amesbury centre there is a Somerfield convenience store at the petrol station at Solstice Park to the north of the town.

3.124 Recently there has been an increase convenience store provision in out-of-centre locations in Amesbury. In December 2008 a **Lidl** foodstore opened in an out of centre location on London Road. A further foodstore has been granted planning permission to develop a site on London Road. This application is for a **Tesco** store with a gross floorspace of 5,564 sqm which was granted at appeal in September 2009. This opened in November 2010.

Leisure

3.125 Amesbury provides a limited leisure provision which primarily caters for local needs.

3.126 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.127 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

3.128 However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Capacity Forecasts

3.129 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.130 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) - Amesbury</u>

Table 3.8

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-1,643	-1,496	-1,336	-1,304

3.131 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.132 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Amesbury</u>

Table 3.9

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)

-1,873	-1,444	-957	-853

3.133 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

Amesbury has a tightly defined primary frontage covering Salisbury Street and units situated at the top of Flower Lane and is considered appropriate. Existing Secondary Shopping Area is considered to be consistent with PPS4. Overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position.

Summary / Conclusion

3.134 Amesbury is performing at a lower level in terms of comparison goods, and are mainly providing for the convenience/service needs of local residents.

3.135 The retail composition of Amesbury is consistent with expectations of a centre performing a more local shopping function, i.e. the proportion of convenience and service retailers is above average, while the proportion of comparison units is below.

3.136 The centre has a well below average number of comparison units, with a poor representation clothing stores. The majority of units are for service provision, including a high number of hotels and pubs with hotels. Vacancy rates are also above average, and some of these are dominant units on main streets. Recently works to widen pavements in the area around the new Co-op have improved the quality of the town centre and the environment is well maintained.

3.137 Since the previous Salisbury Retail Study (2006) was undertaken the centre has seen the development of the new Co-op in the town centre and the opening of the Lidl store to the north east of the town centre. More significantly, planning permission has also been granted at appeal for a new out of centre Tesco on London Road to the north east of the town, which is due to open in November 2010. On the basis of this new floorspace provision coming forward we identify no further capacity for any further convenience provision.

3.138 There could be scope for small scale convenience floorspace to further enhance the centre's vitality and viability, but any further out of centre provision, particularly convenience floorspace, will not be supportable following the arrival of Tesco. The council should therefore not actively allocate sites to accommodate any further convenience provision in the centre. In order to negate any potential impact that Tesco could have on the centre, the Council's aim throughout the LDF period should be to protect the existing retailer function of Amesbury through environmental improvements and implement policies to resist further out of centre floorspace which have a detrimental impact on the centre.

3.139 With respect to the primary / secondary frontages, the proposals map should define th town centre boundary and define the PSA which should coincide with the Primary and Secondary frontages. The proposals map needs to clearly illustrate the town centre boundary and distinguish between the primary and secondary frontages.

Bradford on Avon

3.140 Overall, Bradford on Avon is a historic town with irregular street patterns, which provide variety and attractiveness to the centre. The town performs the function of a local service centre as well as catering for the high proportion of visitors, with a strong provision of independent specialist shops.

3.141 Service uses and comparison retail dominate the town centre provision through cafes, restaurants, hotels and ladies fashion all well represented. Many of the cafes service the town's tourism offer. Convenience provision is limited with no supermarket provision in centre, and there are an average number of vacant units, with few vacancies in the key shopping streets. Overall the town seems to be relatively healthy, although improvements can be made to the shopping offer as well as dealing with the particular traffic congestion issues which the centre experiences at peak times, which would improve the physical environment.

Out of centre provision

3.142 The only supermarket provided in Bradford-on-Avon is the **Sainsbury's** located in an out-of-centre location at **Elm Cross Shopping Centre**, situated to the south of the town centre off Frome Road. This store comprises 1,884 sq m sales area and offers a wide range of convenience goods, along with around 15% of the store also offering comparison goods in the form of CDs, DVDs, home electricals and small appliances, a limited clothing offer along with books, stationery and gifts. The store has a delicatessen, cheese counter, and offers 19 regular checkouts along with several self-serve checkouts. Additional retail units are also located at Elm Cross Shopping Centre, currently comprising a café restaurant, a hot food takeaway and dry cleaners.

Leisure

3.143 Bradford-on-Avon provides a limited leisure provision which primarily caters for local needs.

3.144 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.145 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

3.146 However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Development opportunities

3.147 The Kingston Mills development comprises a significant site adjoining the River Avon and Silver Street, which at the time of survey was under construction. We understand that the site is being redeveloped to provide 170 new homes, a convenience store, a bar, riverside restaurant, community building, offices, retail units and new public space, with the potential for works to the southern bank of the Avon to allow a footbridge between the new development and the museum / library. The proposals are expected to deliver 198 car parking spaces, and propose a range of access arrangements to alleviate town centre congestion. Overall, this development, when complete, is likely to improve the overall retail/leisure offer in the centre to the benefit of the centre. We have not identified any other significant redevelopment opportunities within the town centre.

Capacity Forecasts

3.148 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.149 Cumulative Convenience Goods Capacity Projections (2015 -2026) – Bradford-on-Avon

Table 3.10

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
213	329	456	481

3.150 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.151 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Bradford-on-Avon

Table 3.11

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
79	205	347	379

3.152 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.153 Bradford on Avon has an appropriately defined Primary Frontage covering the main shopping area around Market Street and Silver Street. There is no Secondary Frontage policy in place.

Summary/conclusion

3.154 Bradford on Avon is a historic town with irregular street patterns, which provide variety and attractiveness to the centre. The town performs the function of a local service centre as well as catering for the high proportion of visitors, with a strong provision of independent specialist shops. Overall the town seems to be relatively healthy, although improvements can be made to the shopping offer as well as dealing with the particular traffic congestion issues which the centre experiences at peak times, which would improve the physical environment.

3.155 The centre benefits from its attractive historic environment which attracts a number of tourists to the centre, although there are problems which need to be addressed namely the traffic congestion issues in the centre. GVA Grimley's qualitative review of the centre has highlighted a fairly limited convenience offer in the town centre, with the out of centre Sainsbury's to the south of centre attracting the main proportion of main food shopping trips from the centre's location Zone (19). Based on current market shares GVA Grimley's assessment has identified scope for a small proportion of convenience floorspace by 2015 (213 sq m net).

3.156 An application is currently being determined for development to provide a mixed use scheme including residential development, offices and retail on the Kingston Mills site in the centre. We understand that 352 sq m of convenience floorspace is proposed which if granted will take up the residual capacity for convenience goods in the centre and would result in no further convenience floorspace needed.

3.157 With respect to primary / secondary frontages, proposals maps should define the town centre boundary, Proposals maps should define the PSA which should coincide with the Primary Frontage**.**

Calne

3.158 Calne is one of the oldest market towns in Wiltshire. Service provision dominates the centre, with a below average supply of convenience and comparison units, which is not unusual for a town of Calne's size. Convenience provision in the centre is provided by Sainsbury's to the east of the centre which was extended in 2007 and Somerfield in the town centre. The centre is also enhanced through a weekly general market and monthly farmers market. Calne has an above average number of vacant units, including some predominant units on the High Street. The town centre environment varies across the town; Church Street being an attractive area of the town, with the quality deteriorating in the area around Somerfield

3.159 **Leisure**

3.160 Calne provides a limited leisure provision which primarily caters for local needs.

3.161 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.162 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Development Opportunities

3.163 Focus lists one retailer requirement for Calne from Boswell's Café who are seeking between 186 sq m and 279 sq m of floorspace. Overall, we would not expect a centre of this size to have a large number of retailer requirements.

Capacity Forecasts

3.164 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.165 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Calne

Table 3.12

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
756	928	1,115	1,145

3.166 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.167 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Calne

Table 3.13

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
123	302	505	547

3.168 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.169 Primary Retail Frontage Area is considered to be appropriately defined as those units located within Phelps Parade; Existing Secondary Frontage Area is extensive and includes several non-town centre uses. Overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position; No defined town centre boundary or Primary Shopping Area (PSA).

Summary / Conclusion

3.170 Calne is one of the oldest market towns in Wiltshire. Service provision dominates the centre, with a below average supply of convenience and comparison units, which is not unusual for a town of Calne's size. Convenience provision in the centre is provided by Sainsbury's to the east of the centre which was extended in 2007 and Somerfield in the town centre. The centre is also enhanced through a weekly general market and monthly farmers market. Calne has an above average number of vacant units, including some predominant units on the High Street. The town centre environment varies across the town; Church Street being an attractive area of the town, with the quality deteriorating in the area around Somerfield.

3.171 GVA Grimley's review of Calne has identified a centre performing well for its size and position adjoining Chippenham, with a good provision of convenience floorspace. The town centre environment varies across the town; Church Street being an attractive area of the town, with the quality deteriorating in the area around Somerfield. Convenience provision in the centre is provided by Sainsbury's to the east of the centre which was extended in 2007 and Somerfield in the town centre.

3.172 On the basis of current market shares GVA Grimley identify scope for 756 sq m net of further convenience provision by 2015. This could offer the potential for a smaller scale quality foodstore, or an extension to the existing offer, which could enhance the choice in retail offer and improve the vitality and viability of Calne. All 'in centre' options should be explored in the centre to accommodate this identified need.

3.173 Proposals map should define the town centre boundary (could be extend of existing Secondary Frontage Area) and the PSA which should contain both Primary and secondary Frontages. Consolidate secondary frontage area to include those areas which are contiguous and closely related to the Primary Frontage eg units along Wood Street, High Street and perhaps Church Street. Ensure primary and secondary frontages are distinguishable.

Corsham

3.174 Corsham is a historic market town in north west Wiltshire. In terms of the diversity of uses, Corsham centre is performing close to the national average, with a slightly higher number of service units and a low proportion of vacant units. Convenience goods provision includes a Co-Op and other local food retailers. This mix of units indicates that the centre is performing healthily. The retail offer of Corsham is dominated by local independent retailers, providing a unique retail offer. Corsham also benefits from tourist visitor trade, improving the centres vitality and viability.

Leisure

3.175 Corsham provides a limited leisure provision which primarily caters for local needs.

3.176 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.177 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Development Opportunities

3.178 Corsham has a good provision of specialist, independent retailers, which are more likely to cater for occasional purchases and tourists rather than the everyday needs of local residents. GVA Grimley advise that the main focus for Corsham over the LDF period should be to acquire a better range of everyday shops and services to better cater for the need of local residents and to help reduce the number of trips made by car to other destinations. At the same time, it will also be important for Corsham to maintain and enhance its specialist and independent shops to retain its distinctiveness.

Capacity Forecasts

3.179 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.180 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) - Corsham</u>

Table 3.14

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-94	-62	-29	-23

3.181 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.182 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Corsham</u>

Table 3.15

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
115	308	521	567

3.183 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.184 Primary Frontage Area currently only includes retail units within Martingate Centre, potential scope to incorporate units along pedestrianised part of High Street to reinforce and protect retail focus in this area. Existing Secondary Frontage Area is extensive and includes several non-town centre uses. Overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position.

Summary / Conclusion

3.185 The centre of Corsham benefits from an attractive historic centre which draws a number of visitors into the centre. In terms of the diversity of uses, Corsham centre is performing close to the national average, with a slightly higher number of service units and a low proportion of vacant units. Convenience goods provision includes a Co-Op and other local food retailers. This mix of units indicates that the centre is performing healthily. The retail offer of Corsham is dominated by local independent retailers, providing a unique retail offer. Corsham also benefits from tourist visitor trade, improving the centres vitality and viability.

3.186 However, it is clear that the centre has a fairly weak convenience offer with the only key anchor being a Co-op (formerly Somerfield), which anchors the Martingate centre off the High Street. The telephone survey results suggests that the centre‘s convenience floorspace is under-performing against company average levels and on this basis GVA Grimley identify no scope for further convenience provision based on current performance.

3.187 With respect to Primary / Secondary frontages, proposals map should define the town centre boundary and the PSA which contain both the primary and secondary frontages. Consolidate the secondary frontage area to include those area which are contiguous and closely related to primary frontage. Ensure proposals map clearly distinguishes between primary and secondary frontages.

Cricklade

3.188 Cricklade is located in the north of Wiltshire and is one of Wiltshire's smallest town centres, with retail provision dispersed along the High Street where retail uses are interspersed with residential uses. The town is dominated by service uses including several public houses, whilst the key anchor store in the centre is Tesco Express. During our site visit in July 2010 we found that there was only one vacant unit, indicating that the centre is performing well for its size, whilst the environmental quality of the centre is good.

Leisure

3.189 Cricklade provides a limited leisure provision which primarily caters for local needs.

3.190 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.191 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Capacity Forecasts

3.192 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.193 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Cricklade

Table 3.16

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
281	294	308	312

3.194 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.195 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Cricklade

Table 3.17

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
12	31	53	58

3.196 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.197 Extensive Secondary Shopping Area shown on proposals map appears to include other non-town uses e.g. residential. A more focussed, consolidated Primary Frontage could be defined instead covering the main row of units situated on the High Street (from Calcutt Street up to the pet shop on High Street).

Summary / Conclusion

3.198 Cricklade is located in the north of Wiltshire and is one of Wiltshire's smallest town centres, with retail provision dispersed along the High Street where retail uses are interspersed with residential uses. The town is dominated by service uses including several public houses. The convenience offer is fairly limited although the current provision, including the Tesco Express on High Street, appears to be performing well against company average levels. During our site visit in July 2010 we found that there was only one vacant unit, indicating that the centre is performing well for its size, whilst the environmental quality of the centre is good.

3.199 Not surprisingly, due to the nature and scale of the centre it is retaining very little convenience provision in its location Zone (25), with most main food shopping trips undertaken in Cirencester and Swindon GVA Grimley identify no scope for further convenience provision in the centre. Grimley consider that the Council should not actively look to allocate sites in the centre.

3.200 Proposals map should define the town centre boundary. Proposals map should define the PSA which should coincide with the Primary Frontage. Consider defining consolidated Primary Frontage Area. Ensure proposals map clearly illustrates the town centre boundary, PCA and Primary Frontage.

Devizes

3.201 Devizes town centre is situated around a Market Place, with some areas of pedestrianised streets and historic buildings providing an attractive centre. Devizes provides a good selection of convenience, comparison and service uses, including several supermarkets (Sainsbury, Somerfield, Tesco Metro and Morrison's) and ladieswear shops.

Out of centre provision

3.202 There is one main foodstore in an out-of-centre location in Devizes, the Lidl on London Road. The store has an approximate floorspace of 1,060 sqm. The store is located on the opposite side of the river from the town centre, to the north east of Devizes.

Leisure

3.203 The leisure offer in relation to cafes and restaurants is of a good quality with a variety of chain and independent cafes, which appear to be popular with shoppers. The cinema, theatre and leisure centre also provide a good range of leisure facilities. The centre is well maintained and has a low proportion of vacant units, indicating that the Devizes centre is in good health.

3.204 Devizes provides a limited leisure provision which primarily caters for local needs.

3.205 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.206 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Development Opportunities

3.207 As a result of the irregular street pattern and historic nature of many buildings within Devizes, the opportunity to assemble sites of sufficient size that are viable to redevelop is limited. However, GVA Grimley's review of the centre found a number of sites which could be suitable for further town centre uses. For example, a large open-air car park with capacity for around 170 vehicles is situated to the rear (south) of the Brittox, which currently serves the Somerfield and Tesco car parks. Given the position of this site between the two secondary areas of retail at Maryport Street and High Street, and to the rear of the Brittox, this site could potentially be intensified to increase the scale of car parking and introduce additional retail and service floorspace into the town centre. This would represent a minor intervention into this area of the town centre, and would not be likely to require significant highways works to intensify the site. The key to maximising the potential of this site would be to achieve strong pedestrian linkages to the Brittox, and also deliver easy access from High Street / Maryport Street.

Capacity Forecasts

3.208 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.209 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) – Devizes</u>

Table 3.18

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-527	-302	-60	-9

3.210 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.211 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Devizes

Table 3.19

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
839	2,125	3,567	3,889

3.212 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.213 Prime Shopping Area is appropriately defined to include the main retail shopping streets e.g. The Priory & Market Place. No Secondary Frontage policy in place.

Summary / Conclusion

3.214 Devizes town centre is situated around a Market Place, with some areas of pedestrianised streets and historic buildings providing an attractive centre. Devizes provides a good selection of convenience, comparison and service uses, including several supermarkets (Sainsbury, Somerfield, Tesco Metro and Morrison's) and ladieswear shops.

3.215 The centre sits just below the tier of major centres as the next most dominant centre in Wiltshire in terms of floorspace and trading performance. The centre has a strong convenience offer with the centre anchored by a Sainsbury's, Somerfield and a Morrison's to the edge of the centre. However, the results of the telephone survey suggest that the convenience offer in the centre is performing slightly below company average levels.

3.216 On this basis, GVA Grimley identify no scope to accommodate further convenience floorspace in the centre and the Council should therefore not seek to actively encourage any allocation of sites for this category of floorspace. It is also apparent that the centre is retaining a high proportion of main food shopping trips from Zone 15 which appears to limit the potential to claw-back shoppers to support further convenience provision.

3.217 In relation to comparison goods, GVA Grimley's capacity assessment identifies scope to accommodate 839 sq m net by 2015, which rises to 2020 by 2,125 sq m net. It was apparent from our qualitative review of the centre that as a result of the irregular street pattern and historic nature of many buildings within Devizes the opportunities to assemble sites of sufficient size that are viable to redevelop are limited. However, there are potential sites which could be explored for future development including the development of West Central car park behind Lloyds TSB Bank to the east to Market Place and also the Central car park site behind Tesco to the rear (south) of the Brittox. Both sites could be intensified to increase the scale of retail provision in the centre provided they are successfully integrated with the existing fabric of the centre.

3.218 The in-centre survey revealed that Devizes is predominantly not people's usual first choice destination for clothing and footwear with the majority (84%) of shoppers choosing destinations such as Trowbridge and Swindon. Devizes, located 11 miles to the east of Trowbridge, should certainly not seek to elevate its position to sit alongside Trowbridge in the local retail hierarchy.

3.219 With respect to Primary / Secondary frontages, proposals map should define the PSA which should coincide with the Primary Frontage.

Downton

3.220 Downton is one of the smallest villages identified in this study, and is situated towards the south east corner of Wiltshire. Downton is located on a key route between Salisbury. Ringwood and Bournemouth, and at peak times traffic is very heavy. Similar to other villages of this scale, comparison retail is under represented, and service and convenience stores provide the main uses in the centre. Unit provision is separated into three distinct areas, which are separated by areas of residential. This adds to the rural charm of the village, but also affects the legibility of the centre.

3.221 Downton performs a local shopping function, and it does not appear particularly vulnerable to decline at the current time. It is also apparent that growth is unlikely over the forthcoming LDF period given their current function, built environment and rural 'village' setting. Overall, the centre provides a necessary service within the local community and a social forum, especially for the less mobile and those without private transport.

Ludgershall

3.222 Ludgershall town centre is close to Tidworth, and is also influenced by the strong military presence in this area of Wiltshire. The town has a strong representation of service and convenience units, and a low representation of comparison retailers which are generally located in a rather disjointed manner throughout the centre. In the last decade the centre has seen a fall in retail units mainly as a result of the conversion of long standing units to non retail uses. Food stores in the centre include Co-op and Tesco Express, which are located opposite side to each other on Andover Road.

Leisure

3.223 Ludgershall provides a limited leisure provision which primarily caters for local needs.

3.224 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.225 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Capacity Forecasts

3.226 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.227 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) – Ludgershall</u>

Table 3.20

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-12	30	76	86

3.228 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.229 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026) – Ludgershall</u>

Table 3.21

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
0	0	0	0

3.230 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary frontages

3.231 No existing frontage policy in place.

Summary / Conclusion

3.232 Ludgershall town centre is close to Tidworth, and is also influenced by the strong military presence in this area of Wiltshire. The town has a strong representation of service and convenience units, and a low representation of comparison retailers which are generally located in a rather disjointed manner throughout the centre. In the last decade the centre has seen a fall in retail units mainly as a result of the conversion of long standing units to non retail uses. Food stores in the centre include Co-op and Tesco Express, which are located opposite side to each other on Andover Road.

3.233 The convenience offer in Ludgershall appears to performing broadly in line with what GVA Grimley expect the centre to be trading at when compared against company average levels. The Co-op (formerly Somerfield) appears to be trading well, although it performs more of a top up shopping role rather than catering for main food shopping trips. Main food shopping trips from Zone 11 are going to the Tesco on Station Road in Tidworth, which is not surprising given the distance of Ludgershall to Tidworth, and also to convenience provision in Andover, approximately 8 miles away. On this basis our capacity exercise identifies limited scope for further convenience provision in the centre.

3.234 With respect to primary / secondary frontage policies, proposals map should define the town centre boundary.

Malmesbury

3.235 Malmesbury is a historic market town in the north of Wiltshire. The town has a good mix of retail and service uses, although the low convenience unit representation is enhanced through farmers markets held fortnightly. There are several multiple retailers including Boots, WH Smith and Clarks Shoes which is good for a town of Malmesbury's size, including the Co-Op. There are a low proportion of vacancies in the centre and the town centre has a very attractive environment.

Out of centre provision

3.236 In Malmesbury there is an out-of-centre Somerfield foodstore. The store is situated to the north west of the town centre. In terms of retail floorspace the unit has an approximate size of 800 sqm. The Somerfield store benefits from a customer car park.

Leisure

3.237 Malmesbury provides a limited leisure provision which primarily caters for local needs.

3.238 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.239 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Capacity Forecasts

3.240 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.241 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Malmesbury

Table 3.22

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
209	243	277	284

3.242 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.243 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Malmesbury

Table 3.23

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
107	280	471	512

3.244 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.245 The Primary Frontage Area currently defined is considered appropriate in PPS4 terms. The existing Secondary Frontage Area is extensive and should be consolidated. Overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position.

Summary / Conclusion

3.246 Malmesbury is a historic market town in the north of Wiltshire. The town has a good mix of retail and service uses, although the low convenience unit representation is enhanced through farmers markets held fortnightly. There are several multiple retailers including Boots, WH Smith and Clarks Shoes which is good for a town of Malmesbury's size, including the Co-Op. There are a low proportion of vacancies in the centre and the town centre has a very attractive environment.

3.247 The centre is lacking in terms of current convenience offer in the centre. The centre does have an out of centre Somerfield which helps to retain some main food shopping trips in the centre's location zone. On the basis of current market shares to Malmesbury, we identify capacity by 2015 for just under 209 sq m of convenience floorspace in the centre. However, there may be scope to claw-back more spend to Zone 26 which could increase the proportion of floorspace available in Malmesbury. However, our qualitative review of the centre did identify a lack of available sites due to the historical nature of the centre's street pattern and could potentially restrict the provision of further foodstore provision coming forward within the existing confines of the town centre.

3.248 **With respect to primary / secondary frontages the p**roposals map should define the town centre boundary and the PSA which should contain both Primary & Secondary Frontages. Consolidate Secondary Frontage Area to include those areas which are contiguous and closely related to the Primary Frontage e.g. units along Oxford Street and High Street South (up to Ingram Street). Ensure proposals map clearly illustrates the town centre boundary, PCA and distinguishes between the Primary and Secondary Frontages.

Marlborough

3.249 Marlborough is an attractive market town in north east Wiltshire, with main retail provision located on the wide High Street. The centre has a particularly strong number of comparison and service units, and a slightly below average number of convenience units, although this is still quite a strong convenience goods offer. The major supermarket in Marlborough town centre is Waitrose. Vacancy rates have traditionally been low, however due to the recession there is now an above average number of vacancies due to the closure of major retailers. Tesco recently received planning permission to build an out of centre supermarket and the effect of this store, when open, will need to be carefully monitored in the centre.

3.250 Marlborough has a strong non-food offer for a town of its size with a particularly high proportion of women's fashion and fashion accessory operators. There is a mix of multiple operators including Monsoon, White Stuff, Fat Face, Fenn Wright Mason and Phase Eight, as well as several high quality independent shops and boutiques. Other national multiple retailers include Boots, WHSmith, Costa Coffee, Dorothy Perkins, East, Laura Ashley Home, Carphone Warehouse, Pizza Express, Ask and Brasserie Gerard. Marlborough also has several unique shops including a Jigsaw Shop and Landmark outdoor clothing have recently opened their second store in the UK in Marlborough.

3.251 Service and leisure uses in the town are also above the national average, representing just under half of all units in the town. There is a high proportion of retail services including opticians and dry cleaners, and a high number of hotels and guest houses, restaurants, public houses and clubs. These restaurants and public houses are dispersed along the length of the High Street and along The Parade and are generally of a good quality. There is a below average representation of cafes, bars and fast food takeaway units. Other uses in the town include a tourist information centre and a library. The town also host a range of cultural and sporting events throughout the year including the Feast of Food festival in October and the Marlborough Spring Fair in Marlborough College, the annual Marlborough International Jazz Festival, the Marlborough Open Studios in July where artists open their studios to the public and the Barbary Castle Horse Trials held in July.

Leisure

3.252 Marlborough provides a limited leisure provision which primarily caters for local needs.

3.253 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.254 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

3.255 However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Capacity Forecasts

3.256 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.257 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Marlborough

Table 3.24

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-2,095	-2,016	-1,914	-1,897

3.258 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.259 Cumulative Comparison Goods Capacity Projections (2015 – 2026) – Marlborough

Table 3.25

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
373	938	1,599	1,735

3.260 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.261 Prime Shopping Area extends the length of High Street (including area to south not surveyed by Goad) and east along The Parade. No Secondary Frontage policy in place. Centre could benefit from consolidating Primary Frontage within the north and central sections of High Street and introduce Secondary Frontage policy covering units within the southern portion of High Street and along The Parade.

Summary / Conclusion

3.262 Marlborough is an attractive market town in north east Wiltshire, with main retail provision located on the wide High Street. The centre has a particularly strong number of comparison and service units, and a slightly below average number of convenience units, although this is still quite a strong convenience goods offer. The major supermarket in Marlborough town centre is Waitrose. However, our convenience assessment reveals that the offer in the centre is under-trading, particularly the Waitrose store in the centre. Vacancy rates have traditionally been low, however due to the recession there is now an above average number of vacancies due to the closure of major retailers. Tesco recently received planning permission to build an out of centre supermarket and the effect of this store, when open, will need to be carefully monitored in the centre.

3.263 The approval of Tesco at Marlborough Business Park in April 2010 has resulted in a negative supply of available spend to support further floorspace in the centre. GVA Grimley would not recommend that the Council actively seeks to allocate any further sites for convenience provision in the centre.

3.264 GVA Grimley's review of Marlborough's comparison offer indicates that the centre has a good mix of independent and national multiple retailers and the centre appeared busy and vibrant on our site visit. On the basis of its current performance, we estimate capacity to support a small proportion of comparison floorspace with 373 sq m identified by 2015, which is expected to rise to 938 sq m net by 2020. Given the role and function of Marlborough should actively seek to focus any further comparison floorspace in the centre beyond the floorspace identified.

3.265 With respect to primary and secondary frontages the proposals maps should define the PSA which should contain both Primary and Secondary frontages. Consider consolidating the Primary Frontage Area and defining the Secondary Frontage in those areas which are contiguous and closely related to the Primary frontage.

Melksham

3.266 The town of Melksham comprises a range of building types, with traditional buildings in the centre and larger modern stores to the north of the town centre. Comparison and service units form the predominant provision of units, and whilst we have identified a good provision of convenience retailers in the town including Sainsbury's and Waitrose which opened in Spring 2010 in the former Somerfield unit on Bath Road. Recent investment to the public realm provide pleasant pedestrian areas, although the roads through the town centre are often busy and can restrict pedestrian movement.

3.267 In addition to the two large supermarkets in Melksham town centre, a Lidl supermarket has been developed in an out-of-centre location. Situated to the north of the town centre, the Lidl store which is built to a standard Lidl format and provides a customer car park. This store is not well connected to the town centre and is only linked by the BathRoadBridge. An Aldi store, with a sales area of 932 sq m, is located to the north of the town offBeanacre Road , which sits to th e south of the large Leekes department's store which is located further north alongBeanacre Road . The large out of centre store has a sales area of 11,365 sq m and sells a range of goods including outdoor equipment, electrical items, furniture and kitchenware. An Asda is also under construction.

Leisure

3.268 Melksham provides a limited leisure provision which primarily caters for local needs.

3.269 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.270 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.**Development Opportunities**

3.271 Over recent years, significant development has taken place to the north of the town, which is generally more intensive in nature. The large car park to the rear of Avon Place accessed from Church Street serves the Avon Place shopping parade, which is situated at the heart of the town centre. There may be the opportunity to intensify car parking in this location and deliver additional retail floorspace at the Avon Place parade as there are currently some vacancies in this prime location, which could be better developed to provide modern, large format premises to attract additional multiples to the town. In addition there are several buildings of lower architectural merit around the centre and north of the town that may provide the opportunity for redevelopment under the right economic circumstances.

Capacity Forecasts

3.272 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.273 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Melksham

Table 3.26

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-3,941	-3,697	-3,447	-3,396

3.274 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.275 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Melksham

Table 3.27

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
607	1,479	2,446	2,657

3.276 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary /Secondary Frontages

3.277 Existing Primary Frontage includes predominantly retail units along Bank Street (inc. Avon Place), High Street, Lowbourne and Church Street. No Secondary Frontage policy in place, however units currently within the Primary Frontage that appear more secondary in nature could be designated as thus.

Summary / Conclusion

3.278 The town of Melksham comprises a range of building types, with traditional buildings in the centre and larger modern stores to the north of the town centre. Comparison and service units form the predominant provision of units, and whilst we have identified a good provision of convenience retailers in the town including Sainsbury's and Waitrose which opened in Spring 2010 in the former Somerfield unit on Bath Road. Recent investment to the public realm provide pleasant pedestrian areas, although the roads through the town centre are often busy and can restrict pedestrian movement.

3.279 GVA Grimley's assessment of Melksham has identified a relatively healthy centre providing a good range of comparison and convenience retailers for its size. GVA Grimley consider that Melksham is well provided for in terms of convenience floorspace, and the centre offer has recently been enhanced by the opening of Waitrose in the former Somerfield store. The urban area's convenience offer will also be enhanced when Asda opens off Bradford Road to the south of the town centre. On this basis, we consider there will be limited scope for further convenience provision within the centre throughout the LDF period.

3.280 Our quantitative assessment of the performance of Melksham's comparison offer has identified a strong performance for a centre of its size. We have identified capacity for 839 sq m net of further comparison floorspace by 2015, which rises to 2,125 sq m net by 2020. Our qualitative review of the centre has highlighted that the only real potential to increase the range of comparison floorspace in the centre is by exploring the option of developing the area behind the Avon Place shopping Parade for further retail floorspace, which could improve the comparison retail offer of the centre and meet the identified need for further comparison floorspace by 2020.

3.281 With respect to primary / secondary frontages, the proposals map should define the town centre boundary, and the PSA which should coincide with primary and secondary frontages. Consider benefits of introducing Secondary Frontages within the more peripheral areas of the shopping core.

Mere

3.282 Mere is a very attractive village located in the south west of Wiltshire. The village is centred around the square, which provides a relatively good mix of uses, including a Co-Op. Comparison retailing is below the national average, although this is to be expected for a village of this size. Mere caters for local needs and with a low proportion of vacancies appears to be trading well.

3.283 Mere performs a local shopping function, and it does not appear particularly vulnerable to decline at the current time. It is also apparent that growth is unlikely over the forthcoming LDF period given their current function, built environment and rural 'village' setting. Overall, the centre provides a necessary service within the local community and a social forum, especially for the less mobile and those without private transport.

Pewsey

3.284 Pewsey is a small centre, with service uses dominating the retail offer which reflects the local nature of the centre serving local community needs. Convenience retailing is enhanced through a Co-op supermarket, and the number of convenience and vacant units are both close to the national average. Pewsey retains its traditional village charm and shop fronts are generally in good repair.

3.285 Pewsey performs a local shopping function, and it does not appear particularly vulnerable to decline at the current time. It is also apparent that growth is unlikely over the forthcoming LDF period given their current function, built environment and rural 'village' setting. Overall, the centre provides a necessary service within the local community and a social forum, especially for the less mobile and those without private transport.

3.286 With respect to Primary / Secondary frontages there is currently no existing frontage policy however the proposals map should define the town centre boundary.

Tidworth

3.287 The town of Tidworth is located in the east of Wiltshire and the centre has a large military presence. Service uses dominate the town centre offer, and convenience units have an above average representation, including Lidl and Tesco stores. The Tesco development on Station Road has brought physical enhancements and an increase in shop units in the town, although some of these units are still vacant. These units contribute to the overall vacancy rate in the centre which is high. There is a deficiency in comparison retail provision, which is significantly below the national average. Comparison units in Tidworth provide lower order goods and military provisions. Service units are generally of a lower quality than those in other Wiltshire centres, and there is a distinct lack of leisure provision in the centre.

Leisure

3.288 Tidworth provides a limited leisure provision which primarily caters for local needs.

3.289 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.290 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.**Capacity Forecasts**

3.291 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.292 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Tidworth

Table 3.28

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-1,172	-1,027	-869	-838

3.293 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.294 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Tidworth

Table 3.29

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
24	55	92	100

3.295 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.296 There is no existing frontage policy in place.

Summary / Conclusions

3.297 The town of Tidworth is located in the east of Wiltshire and the centre has a large military presence. Service uses dominate the town centre offer, and convenience units have an above average representation, including Lidl and Tesco stores. The Tesco development on Station Road has brought physical enhancements and an increase in shop units in the town, although some of these units are still vacant. These units contribute to the overall vacancy rate in the centre which is high. There is a deficiency in comparison retail provision, which is significantly below the national average, however given its role in the hierarchy we consider that there is no need to specifically seek to increase the proportion of comparison floorspace in the centre. Comparison units in Tidworth provide lower order goods and military provisions. Service units are generally of a lower quality than those in other Wiltshire centres, and there is a distinct lack of leisure provision in the centre. Our review did identify areas of improvement to the environment around Zouch Market.

3.298 The telephone survey results suggest that the Tesco store anchoring the centre is under-performing compared with company average levels. On this basis, our quantitative assessment indicates that there is no further scope to support any further convenience provision in the centre. The Council should therefore be resistant to permitting any further convenience provision which could impact on the performance of the centre/store.

3.299 With respect to primary and secondary frontages proposals map shodu define the town centre boundary.

Tisbury

3.300 Tisbury is a village located in the south of Wiltshire. Tisbury is not located on any major road networks and has a good retail and service provision which caters for local residents. Located on an incline, the High Street provides on street parking which combined with the traditional, narrow, road layout leads to problems with congestion. The diversity of uses indicates that Tisbury is a healthy centre, and the small proportion of shops appear to be trading well.

3.301 Tisbury performs a local shopping function, and it does not appear particularly vulnerable to decline at the current time. It is also apparent that growth is unlikely over the forthcoming LDF period given their current function, built environment and rural 'village' setting. Overall, the centre provides a necessary service within the local community and a social forum, especially for the less mobile and those without private transport.

Warminster

3.302 Retail uses in Warminster are located in a linear formation along a busy main road and designated car parks are located behind retail frontages. There are a strong representation of comparison and service units, and a below average number of convenience units. The two major supermarkets in the centre include Morrisons and Lidl. Vacancy rates are broadly in line with the national average. The pavement areas are well maintained, although the linear road layout provides limited areas of formal open space. Planning permission was granted in 2009 for a new Waitrose adjacent to Castlemore Retail Park, which when constructed will enhance the convenience offer in the centre.

3.303 The draft Warminster Town Plan (2009) identifies a number of focus areas which are the key opportunity areas in the town and guidelines for development are outlined. The main focus areas include Silver Street for the development of an Antiques Quarter; George Street for shopfront improvements; High Street for shopfront improvements and mixed use development; Market Place for additional retail development including infill and the potential for reintroducing a market to market Place; East Street for potential traffic restrictions and widened pavements; Morrisons supermarket car park could potentially create a through-route to enable traffic to avoid the High Street; the former Dents factory has permission for a new supermarket and there is an opportunity to promote linked trips to the centre; and there is also an opportunity for retail development at the Northern Car Park close to Three Horseshoes Mall.

Out of centre provision

3.304 The **Castlemore Retail Park** is situated to the north of Warminster town centre, adjacent to the Lidl store and to the south of Warminster railway station. The retail park was developed in 2006 and includes an Argos Extra, Carpetright, Focus DIY and Garden Centre and a Poundstretcher Extra, with unit sizes range from 557 sq m to 2,530 sq m. The retail park has approximately 150 car parking spaces, but is also easily accessible by foot. The retail park lies opposite the Dents manufacturing site, and is in easy walking distance of the town centre which encourages linked trips. The retail park has a relatively modern appearance is appears to be well maintained.

Leisure

3.305 Warminster provides a limited leisure provision which primarily caters for local needs.

3.306 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.307 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.**Development Opportunities**

3.308 Within the defined Commercial Area Boundary there are areas of the town that would benefit from rationalisation and a comprehensive approach to delivering modern retail units. A site that has previously been identified, and remains a development opportunity is the Dents manufacturing site adjacent to the retail park in the north of the Commercial Area Boundary. Indeed, in October 2009, an application for a Waitrose foodstore at the site was granted permission for 1,147 sq m net sales area, although this permission is yet to be implemented.

3.309 A Town Plan is being prepared for Warminster and includes proposals for the Central Car Park area to the north of the Cornmarket. The development of this site could in turn help to deliver improvements to the retail offer in the Three Horseshoes Mall which sits adjacent to this site. The development of this site could also potentially provide additional car parking in this area to provide a tighter focus for the town centre, linking this to the train station, Lidl store and retail park to the north.

Capacity Forecasts

3.310 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.311 Cumulative Convenience Goods Capacity Projections (2015 -2026) - Warminster

Table 3.30

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-266	-24	235	285

3.312 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.313 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Warminster

Table 3.31

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
537	1,891	3,418	3,744

3.314 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary frontages

3.315 Primary Frontage encompasses main retail area along Market Place and includes Three Horseshoes Walk and Chinns Court. No Secondary Frontage policy in place.

Summary / conclusion

3.316 Retail uses in Warminster are located in a linear formation along a busy main road and designated car parks are located behind retail frontages. There are a strong representation of comparison and service units, and a below average number of convenience units. The two major supermarkets in the centre include Morrisons and Lidl. Vacancy rates are broadly in line with the national average. The pavement areas are well maintained, although the linear road layout provides limited areas of formal open space. Planning permission was granted in 2009 for a new Waitrose adjacent to Castlemore Retail Park, which when constructed will enhance the convenience offer in the centre.

3.317 GVA Grimley's review of Warminster highlights that the centre offers a good range of convenience and comparison goods and is performing well in both categories. The previous Retail Study for West Wiltshire (2007) considered there to be neither a qualitative deficiency in foodstore provision in Warminster nor any substantial quantitative need for further convenience floorspace. The findings of this latest study concur with the previous review, particularly given that planning permission has been granted for a Waitrose store. There is therefore no apparent need for any further enhancements to be made to the centre's convenience offer and this is reflected in the negative residual spend to support further convenience floorspace.

3.318 With regard to the scope for further comparison goods in the centre, our capacity projections identify the potential to accommodate 537 sq m net by 2015, which is expected to increase to 1,891 sq m net by 2020. A Town Plan is being prepared for the centre, which identifies opportunities to rationalise the central car park area with the potential for this location to provide a further enhancement of retail provision in the centre. The development of this site could in turn help to deliver improvements to the retail offer in the Three Horseshoes Mall which sits adjacent to this site.

3.319 Provided this site is effectively integrated within the existing fabric of the centre, GVA Grimley consider this site would be the most suitable location to deliver further comparison provision within the centre. It is clear that this under-used site offers a unique opportunity to improve the retail offer to enhance the vitality and viability of the town centre.

3.320 With respect to primary / secondary frontages the proposals map should define the town centre boundary and the PSA which should coincide with the Primary Frontage.

Westbury

3.321 In Westbury town centre, over half of the units in the centre are occupied by service units. This high proportion of service retailers results in a poor mix of retail units, with the number of convenience and comparison units below average, with only one major supermarket, Morrison's. Vacancy levels are also broadly in line with the national average. The majority of the traffic is routed around the town centre, which results in a quieter shopping environment which is separated from the surrounding residential areas. The quality of the environment is varied, with high quality buildings that are generally well maintained in the north and dated, poorly maintained buildings on the High Street. Units are dispersed throughout the centre, creating gaps in the retail offer which should be addressed to improve the health of retail uses.

Out of centre provision

3.322 In Westbury there is one out-of-centre foodstore. A Co-op foodstore is situated just off Bitham Park on Kingfisher Drive, to the north east of Westbury town centre. The store opened in 1994 and provides a customer car park. The Co-op has a net floorspace of 865 sqm.

Leisure

3.323 Westbury provides a limited leisure provision which primarily caters for local needs.

3.324 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.325 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Development Opportunities

3.326 The town centre is dispersed around a wide area considering the scale of the retail offer. This dispersal creates gaps and inefficient uses of land between the retail offer, which could be more effectively and intensively developed in the interests of rationalising and focusing the town centre. Further work will need to be identified by the council to identify opportunities and deliver benefits to the town.

Capacity Forecasts

3.327 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.328 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) – Westbury</u>

Table 3.32

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-1,295	-1,188	-1,076	-1,054

3.329 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.330 <u>Cumulative Comparison Goods Capacity Projections (2015 – 2026) – Westbury</u>

Table 3.33

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
187	450	745	809

3.331 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages.

3.332 Primary frontage comprises main retail units along the pedestrianised High Street. No Secondary Frontage policy in place.

Summary / Conclusions

3.333 In Westbury town centre, over half of the units in the centre are occupied by service units. This high proportion of service retailers results in a poor mix of retail units, with the number of convenience and comparison units below average, with only one major supermarket, Morrison's. Vacancy levels are also broadly in line with the national average. The majority of the traffic is routed around the town centre, which results in a quieter shopping environment which is separated from the surrounding residential areas. The quality of the environment is varied, with high quality buildings that are generally well maintained in the north and dated, poorly maintained buildings on the High Street. Units are dispersed throughout the centre, creating gaps in the retail offer which should be addressed to improve the health of retail uses.

3.334 Our quantitative assessment indicates that there is no capacity for any further convenience floorspace in Westbury. This is mainly as a result of the under-performance of the existing convenience offer in the centre and the incorporation of the commitment for an Aldi on Warminster Road to the south of centre, which obtained planning permission in April 2009. The centre struggles from its position in between Warminster and Trowbridge and the telephone survey indicates that main food shopping trips are leaking from Wesbury's location zone (Zone 16) to these two centres, which is not surprising given the stronger comparison/convenience offer present in these two centres.

3.335 In terms of development opportunities in the centre, GVA Grimley understand an opportunity to improve the retail offer could arise by removing the existing precinct and combining this with the adjacent BT telephone exchange building to the south of High Street. A more detailed assessment would need to be carried out to assess the deliverability of this key site and the development costs involved with bringing it forward.

3.336 With respect to primary / secondary frontages, the proposal map should define the town centre boundary and the PSA which should coincide with the Primary Frontage.

Wilton

3.337 Wilton is one of the largest villages in Wiltshire comprising 60 units. Retail and service provision is focused in a cluster around Market Place. Wilton is located on a key route to Salisbury and as such heavy traffic can affect the centre at peak times. Retail service provision in the centre is good with two banks and several public houses, however the number of retail units in the centre has declined since the previous Council 2009 survey, with our site visit of August 2010 indicating that retail units having been lost on the centre, which is a position which needs to be monitored carefully. However, overall, the town centre environment is very strong with a number of traditional and historic buildings.

3.338 **Wilton Shopping Village** is located to the north east of the town centre but is separated from the village and effectively forms an out-of-centre location. The Shopping Village opened in 1998. A free car park is available at the Shopping Village. Wilton Shopping Village is a small factory outlet centre selling items such as furniture and clothing at discount prices. The Centre is an attractive shopping environment, in a riverside location with a restored mill and courtyard, opposite Wilton House and gardens. Currently 10 out of the 12 units are trading, and the centre appears to be trading well.

3.339 Other than the shopping village, Wilton performs a local shopping function, and it does not appear particularly vulnerable to decline at the current time. It is also apparent that growth is unlikely over the forthcoming LDF period given their current function, built environment and rural 'village' setting. Overall, the centre provides a necessary service within the local community and a social forum, especially for the less mobile and those without private transport.

Wootton Bassett

3.340 Wootton Bassett is a town in north east Wiltshire which provides retail and service units along a traditional busy High Street. Borough Fields Shopping Centre is also located in the centre which also provides an open square for shoppers. Wootton Bassett has a good representation of comparison and convenience units, including a Sainsbury's supermarket. The level of vacancy rates is below the national average which indicates that the town is performing strongly. Overall the environment of the centre is good and the busy traffic on the High Street does not severely restrict pedestrian movement.

Leisure

3.341 Wootton Bassett provides a limited leisure provision which primarily caters for local needs.

3.342 Whilst GVA Grimley anticipates that mainstream commercial leisure requirements such as cinemas will gravitate towards the stronger centres of Salisbury, Trowbridge and Chippenham, growth in consumer expenditure on eating and drinking provides an opportunity to supplement the traditional convenience and local services role of the smaller town centres to underpin the rural economy.

3.343 GVA Grimley consider that the Wiltshire Core Strategy should provide a supportive framework for leisure and associated uses within all the market towns. Whilst one of the key drivers in the commercial leisure sector will always be market demand, a formulation of flexible site and policy allocations can assist in facilitating investment and encouraging a greater mix of uses. However, due to their scale and localised function, a pragmatic stance needs to be taken over the scope for further leisure provision in the smaller market towns, as multiple leisure (food and drink) operators generally seek representation in larger centres, adjoining other uses e.g cinemas.

However, these smaller centres should certainly seek to improve their independent café/restaurant offer to support the tourist nature of certain centres.

Development Opportunities

3.344 The Focus database lists two requirements from retailers looking to locate in Wootton Bassett; Greggs is seeking between 74 sq m and 121 sq m and there is a requirement from a coffee shop operator for between 121 sq m and 232 sq m. The re-occupation of vacant units to accommodate these retailers is likely to form the most way of accommodating these requirements.

Capacity Forecasts

3.345 GVA Grimley have examined the capacity for further convenience and comparison goods floorspace areas into in each of the main centres to 2026.The background and more detail to these projections is provided in more detail within the full Town Centre and Retail Study. The following projections are on a cumulative basis, incorporate commitments are based on current market shares and turnovers to existing provision.

3.346 <u>Cumulative Convenience Goods Capacity Projections (2015 -2026) – Wootton Bassett</u>

Table 3.34

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
-487	-428	-363	-353

3.347 Source: GVA Grimley Wiltshire Town Centre and Retail Study

3.348 Cumulative Comparison Goods Capacity Projections (2015 – 2026 – Wootton Bassett

Table 3.35

2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
88	220	368	400

3.349 Source: GVA Grimley Wiltshire Town Centre and Retail Study

Primary / Secondary Frontages

3.350 Existing Primary Frontage Area is considered appropriate although could be extended to incorporate all units within the Borough Fields Shopping Centre. Secondary Frontage Area could be reduced back along High Street, particularly in the west e.g. up to the POW. Overlap between frontages as currently illustrated on proposals map creates an ambiguous policy position.

Summary / Conclusion

3.351 Wootton Bassett is a town in north east Wiltshire which provides retail and service units along a traditional busy High Street. Borough Fields Shopping Centre is also located in the centre which also provides an open square for shoppers. Wootton Bassett has a good representation of comparison and convenience units, including a Sainsbury's supermarket. The level of vacancy rates is below the national average which indicates that the town is performing strongly. Overall the environment of the centre is good and the busy traffic on the High Street does not severely restrict pedestrian movement.

3.352 On the basis of current market shares, GVA Grinley identify no capacity for further convenience provision in Wootton Bassett over the LDF period. However, GVA Grimley have identified that the centre is struggling to retain main food shopping trips in its location Zone (23), with the larger Sainsbury’s in Calne being the preferred destination for main food shopping trips within this zone. On this basis, if a site came forward for further, convenience floorspace in the centre there may be scope for Wootton Bassett to improve its convenience trade retention levels through claw-back of spend depending on the scale of store proposed. The scope for claw-back would need to be explored on an individual planning application basis.

3.353 With respect to primary / secondary frontages the proposals map should define the town centre boundary which could be extend of the existing secondary frontage area. The map should also define the PSA which should contain both Primary and Secondary Frontages. Reduce the Secondary Frontage area to focus in those areas which are contiguous and closely related to the Primary Frontage. Ensure proposals map clearly illustrates the town centre boundary. PCA and distinguishes between primary and secondary frontages.

4 Collaborative working

Collaborative Working

4.1 In commissioning the Town Centre and Retail study the consultants were provided with contact details of key stakeholders to contact who should have informed the study. Parties included:

- Salisbury, Trowbridge and Chippenham Visions
- Salisbury City Centre Management
- Visit Wiltshire
- Chamber's of Commerce
- Economic Partnerships (North, South, Mid)
- Town and City Councils

5 Links to other strategies

Links to other strategies

A Sustainable Community Strategy for Wiltshire 2007-2016

5.1 Vitality of existing centres in towns and villages threatened by closure of facilities, shops and health care resources. Need to reverse this decline to ensure self containment and reduce need to travel.

5.2 Concern that investment in SSCT's might starve smaller centres of infrastructure funding.

Trowbridge Vision

5.3 **Trowbridge Vision has a stage one Scoping and Vision Study dated August 2010.**

5.4 This study was commissioned to inform the development of a masterplan for Trowbridge Town Centre. Trowbridge currently has a number of large vacant sites around the town centre, and has been identified as an area suitable for growth by Wiltshire Council and regional planning bodies. The Scoping and Visioning exercise and the masterplan to follow therefore have a key role to play in shaping the future development of Trowbridge.

5.5 There is future retail capacity for comparison retailing (West Wiltshire Retail Needs Study predicts 6,000 sqm net of comparison goods floorspace to 2012 rising to around 18,000 sqm net by 2016) in the town centre and there is currently a good mass-mid market retail offer. There is therefore potential to improve this offer through the masterplan process. The study also showed that there is also likely to be capacity for convenience retailing, however the new Sainsburys store in the town centre is likely to take up most of this capacity.

5.6 The Vision for Trowbridge identified is that:

- Trowbridge will be a vibrant town, providing shops, services and leisure facilities for local residents and businesses. It will fulfi ll its role as the county town of Wiltshire, acting as a hub for the network of surrounding towns. Acknowledging that Trowbridge cannot compete with the retail offer of Bath, Bristol or Salisbury it will instead focus on providing a good core offer which meets everyday needs. It will attract people by providing this in an attractive environment which is welcoming and easy to access.

- 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.

- The new leisure facilities in Trowbridge will be focused around a revitalised River Biss Corridor, which will provide high quality space, new pedestrian connections and improved bio-diversity in the town centre. New housing in and around the centre of Trowbridge will provide a mix of types and tenures, including a significant potential for family housing within easy walk of local shops and services. Development in and around the town centre will knit in with the urban grain and character of Trowbridge, protecting and enhancing its many historic buildings.

- Trowbridge will use the unique opportunity presented by the large number of development sites around the town centre to become a leading example of a sustainable market town. This will include a focus on delivering a sustainable mix of uses, zero-carbon development, local energy generation and sustainable modes of transport. New technologies will be embraced to facilitate flexible and sustainable forms of transport and employment.

- Trowbridge will celebrate its location and distinctiveness through promoting locally based produce, arts, businesses and historic buildings to increase civic pride and local interest..

5.7 The Vision with respect to retail and leisure identifies two possible development areas:

- The St Stephens Place and Cradle Bridge area is a fundamental to the future shape of the town, and Castle Place/St Stephens Place has substantial potential for new retail (non food) which would help to reinvigorate the town centre. As mentioned earlier there is also potential to relocate ASDA to this area provided that store relocated from the Shires site and new retail (non food) is redeveloped in its place.
- The Riverside site offers a key opportunity for new leisure facilities, including leisure centre and potentially a cinema.

Chippenham Vision

5.8 The Chippenham Vision has been developed over the last few years. Since the committed involvement of South West Regional Development Agency (SWRDA), Wiltshire Strategic Econmic Partnerhship (WSEP), Wiltshire County Council (WCC), former North Wiltshire District Council (NWDC), Chippenham Town Council and other partners including Wiltshire College and the Chippenham Area Partnership, the Vision Steering Group has been proactive in commissioning the necessary evidence-based reports and developing a strategy and outline action plans for the vision for Chppenham – the results of which are now presented in this document. The Chippenham Vision document available from http://www.thechippenhamvision.co.uk/documents.aspx

5.9 The overall Vision for Chippenham is for Chippenham to realise its significant potential building on its distinctive strengths to become a great place ot live, work and visit.

5.10 With respect to retail the Vision identifies several opportunities for improvement

- Develop sustained retail strategy to attract investment in good quality and broad-appeal retailers, restaurateurs and hoteliers
- Encourage evening town centre use and vibrancy with improved retail, cultural and leisure facilities and public safety measures, and encouraging mixed use development and occupancy
- Encourage occupancy of vacant units with focussed marketing and possible incentives for new and local businesses
- Regenerate Emery Gate shopping centre and car park to enhance choice, accessibility and appearance.
- Retain and attract greater consumer spend through improved facilities and focussed marketing initiatives

- Investigate scalable rent structure to be proportionate to footfall as an incentive for investment
- Preliminary public consultation has strongly indicated the need to encourage additional quality retailers and restaurants to the town.

5.11 Part of this work was to prepare a development brief for the Bath Road / Bridge centre site to attract retail led occupancy that offers improvements to the public realm, high quality design, and integration with the existing town centre in accordance with the aspirations of the Vision document as well as updating the Wood Lane and Riverside development Brief to achieve a riverside leisure facility.

5.12 The Chippenham vision focuses on several key areas includign retail and food.

Salisbury Vision

http://www.salisburyvision.co.uk/

5.13 In 2005, Salisbury District Council, the South West of England Regional Development Agency (SWRDA) and Wiltshire County Council established a partnership and appointed consulted to undertake the vision exercise. The Salisbury vision should set out how the city will be in another 1-, 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.

5.14 The vision has resulted in 25 options, of which four potentially involve retailing within Salisbury.

5.15 **Central Car Park and the Maltings:** Redevelop the area for a mix of new uses with associated car parking anchored by a new food superstore. The redevelopment of the Maltings could extend towards Fisherton Street and incorporate new open space to act as a public square adjacent to the Salisbury Playhouse and the City Hall. The rearrangement of the island between the Mill Stream and River Avon to become a new park. The proposal would enhance Salisbury as a sub regional shopping centre by the provision of additional large floorplate retail.

5.16 **Eastern Gateway Southampton Road:** Comprehensive redevelopment of S*outhampton Road , with the creation of a new mixed use quarter and the development of an 'Eastern Gateway'. With respect to retail development could result in a 3.86 ha loss in land for retail in the area. This would be replaced by residential.*

5.17 **Salt Lane and** Brown Street **car parks:** Redevelop the surface car parks to include residential and retail.

5.18 **Bus station:** Redevelop the surface car parks to include residential and retail

Retail Developments in historic areas, English Heritage (2005)

5.19 The document aims to aid planning authorities in preparing and considering new retails schemes in historic areas.

5.20 According to the document the retail sector performs an important role in many historic centres and the historic nature of some centres acts as part of their retail brand and influences the way in which they are marketed. The importance of trading in historic town centres is key to their durability. In addition, retailing makes a key contribution to the culture and economy of towns today, as well as allowing for the continued viability of historic buildings through their adaptation for new uses.

5.21 There are a number of current and emerging trends in the retail sector including:

- The trend towards larger unit sizes
- The increasing tendency towards mixed-use schemes
- A move away from covered shopping centres and mega-schemes
- The increasing polarisation of the retail market
- The advent of new technology and new forms of retailing

5.22 The key message of the document is that it is essential that decisions about future retail developments are based on an informed understanding of the historic environment.

6 Identifying priorities at a community level

Identifying priorities at the Community Level

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

Amesbury Community Area

6.1 Stonehenge Community Plan 2004-2009

http://www.wiltshire.gov.uk/stonehenge_community_plan_2004-09.pdf

- Build an additional supermarket in the area.
- Preserve the current commercial and retail outlets in Durrington.
- Improve shopping in Durrington and Amesbury.
- Protect village shops and post offices to prevent further closures.

6.2 Amesbury Community Strategic Plan 2006 -2016

http://www.wiltshire.gov.uk/area-board-amesbury-community-strategic-plan-2006-2016.pdf

Range and quality of shops is poor – not practicable for all typical family needs.

6.3 Durrington

http://towncouncil.durringtonwilts.co.uk/pdfs/DURRINGTON_PARISH_PLAN_V3.pdf

Need to retain all non-food shops

6.4 Idmiston, Porton, and Gomeldon Parish plan

http://cms.wiltshire.gov.uk/mgConvert2PDF.aspx?ID=6238

Pub needed in Gomeldon

6.5 Figheldean

http://www.figheldean.org/parishplan/Parish%20Plan.pdf

Establish a Community Shop and Post Office

6.6 Newton Toney Parish Plan

http://www.newton-toney.org.uk/pdfs/NTPP.pdf

Re-instate full post office and establish village shop. Reinstate fish and chip and other mobile van services for food and supplies.

6.7 Pitton and Farley

http://www.pittonandfarley.co.uk/uploads/Pitton%20and%20Farley%20Final%20Plan.pdf

Nothing relevant for this topic area.

6.8 Winterbourne

http://www.southwilts.com/site/Winterbourne-Parish-Council/WinterbourneParishPlan%2009.pdf

Nothing relevant for this topic area.

6.9 Winterslow

http://winterslow.org.uk/uploads/images/Parish%20Plan/Parish%20Plan%20Presentation%20Copy%20-%20FINAL%20WEBSITE.pdf

Nothing relevant for this topic area.

Bradford on Avon Community Area

6.10 Bradford on Avon Community Strategic Plan 2005 and beyond

http://www.wiltshire.gov.uk/boa_community_plan_2005_and_beyond.pdf

Desire to add additional shops to improve self containment, especially a general store.

6.11 Limpley Stoke

Desire to bring back Post Office or at least a village general shop.

Calne Community Area

6.12 Calne Community Area Plan 2004-2014

http://www.wiltshire.gov.uk/calne_community_area_plan.pdf

Regular farmers markets

Redevelop Phelps Parade

6.13 Calne Without Parish Plan(2009)

http://www.calnewithout.org/wp-content/uploads/cwpp-plan.pdf

Nothing relevant for this subject area.

6.14 Hilmarton Parish Plan 2005

http://www.communityfirst.org.uk/forms/Parish-plans/hilmarton%20PP.pdf

Local shop needed.

6.15 Cherhill with Yatesbury Parish Plan

http://www.cherhill.org/CouncilDocs/Cherhill%20and%20Yatesbury%20Parish%20Plan.pdf

Need a PO / Shop in Cherhill

Chippenham Community Area

6.16 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.

6.17 Christian Malford Parish Plan -2005

http://www.christianmalford.org.uk/Core/ChristianMalfordParishCouncil/Pages/Village_Plan_1.aspx

Nothing relevant for this subject area.

6.18 Biddestone and Slaughterford

http://www.biddestonevillage.co.uk/uploads/images/ABSOLUTELYFINALPLAN1stJune09%20AW.pdf

Village Shop wanted

6.19 Kington St Michael Parish Plan 2007

http://www.kingtonstmichael.com/Uploads/Site126/Files/KSMParishPlan2007.pdf

Nothing relevant for this subject area.

Corsham Community Area

6.20 Corsham Community Area Plan

http://www.wiltshire.gov.uk/corsham_community_plan.pdf

Nothing relevant for this subject area.

Devizes Community Area

6.21 Devizes Community Area Plan 2003-2015

Nothing relevant for this topic area.

http://www.wiltshire.gov.uk/devizes_area_community_plan_pdf.pdf

6.22 Devizes Community Area Strategic Action Plan 2007-2012

Desire to improve retail centre of Devizes - better range and quality of shops.

http://www.wiltshire.gov.uk/devizes-community-area-strategic-action-plan.pdf

6.23 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.

6.24 Market Lavington Parish Plan - 2006

http://www.communityfirst.org.uk/forms/Parish-plans/Market%20Lavington%20PP.pdf

Meeting place for adults apart from pubs would be good. Physical appearance needs ton be improved, for instance by planting trees

Establish a farmers market

6.25 Rowde's Future Plan (2009)

http://www.rowdevillage.co.uk/pdf/rowdes%20future%20plan%201_9.pdf

Village shop

6.26 Urchfont Parish Plan

http://www.kennet-communityweb.com/site/Urchfont-Parish-Council/PPSummary.pdf

Need to encourage more shops – especially those selling local produce.

Malmesbury Community Area

6.27 Malmesbury and the Villages Community Plan 2009-2013

Better range of shops needed in towns, villages require village stores / post offices to reduce need to travel.

http://www.malmesburyandthevillages.net/downloader%20files/MVCAP%20PLAN%202.pdf

6.28 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.

6.29 Dauntsey Parish Plan 2007-2012

http://www.communityfirst.org.uk/forms/Parish-plans/Dauntsey_Parish_Plan.pdf

Establish farm shop

6.30 Minety 2004, updated 2008

Need a shop in Minety itself

Marlborough Community Area

6.31 Marlborough Community Plan 2004-2014

Need better range of shops in Marlborough. Village shops, pubs and post offices should be restored where lost or expanded

http://www.wiltshire.gov.uk/marlboroughcommunityplan.pdf

6.32 Baydon Parish Plan 2009

http://www.communityfirst.org.uk/forms/Parish-plans/Baydon.pdf

Improve village shop – e.g. national Lottery Terminal

Melksham Community Area

6.33 Melksham Community Strategy

Increase range and quality of shops. Upgrade frontages.

Make more of riverside area and link into town http://www.wiltshire.gov.uk/communityandliving/areaboards/melkshamareaboard.htm

6.34 Atworth Parish Plan 2010

http://www.atworth.org.uk/

Nothing relevant for this subject area.

Pewsey Community Area

6.35 Pewsey Community Area Plan

Nothing specific to this topic area

http://www.wiltshire.gov.uk/communityandliving/areaboards/pewseyareaboard.htm

Salisbury Community Area

6.36 Salisbury City Plan

http://www.salisburycitycouncil.gov.uk/images/stories/City_Plan_2010-2011.pdf

Nothing relevant for this subject area.

6.37 Bemerton Ward - A Ward Plan for Bemerton 2007-2010

http://www.salisbury.gov.uk/bemerton-ward-plan.pdf

Poor choice, high prices.

Southern Wiltshire Community Area (Downton)

6.38 Southern Wiltshire Community Plan 2004-2009

Need to improve retail provision in villages

http://www.wiltshire.gov.uk/communityandliving/areaboards/southernwiltshireareaboard.htm

6.39 Alderbury and Whaddon Parish Plan

http://www.communityfirst.org.uk/forms/Parish-plans/Alderbury%20and%20Whadden.pdf

Improve retail offer in village. (e.g. local chemist)

6.40 Landford Parish Plan 2008-2013

http://www.communityfirst.org.uk/forms/Parish-plans/Landford%20PP.pdf

Create focal point (e.g. pond) for village

6.41 Laverstock and Ford Parish Plan (2009)

http://www.laverstock-ford.co.uk/files/parish_plan_.pdf

Better range of local retail services. Post office wanted.

South West Wiltshire Community Area

6.42 **Mere Community Area:**

6.43 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

6.44 **Nadder Valley Community Area Plan2004-2009**

Tisbury High Street needs to be upgraded

Need more pubs/shops/PO's in rural areas

http://www.wiltshire.gov.uk/httpwww.salisbury.gov.uk_nadder_valley.pdf

6.45 **Wilton Community Area:**

6.46 Four Rivers – Ebble, Nadder, Wylye, 2004-2009

Wilton High Street is shabby and needs upgrading

Essential to retain village shops / pubs / PO's

http://www.wiltshire.gov.uk/http___www2.wiltshire.gov.uk_wilton-community-plan.pdf

6.47 **Barford St Martin Parish Business Plan**

http://www.barpc.ndo.co.uk/docs/business_plan_0708.pdf

Nothing relevant for this subject area.

6.48 **Dinton**

http://www.southwilts.com/site/Dinton-Parish-Council/

Nothing relevant for this subject area.

6.49 **Donhead St Mary Parish Plan - 2008**

http://www.communityfirst.org.uk/forms/Parish-plans/Donhead%20St%20Mary%20Parish%20Plan%202008.pdf

Nothing relevant for this subject area.

6.50 **East Knoyle**

http://www.eastknoyle.org.uk/24653_Parish_Plan_WEB_final.pdf

Nothing relevant for this subject area.

6.51 **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.

6.52 Mere Parish Plan 2005

http://www.merewilts.org/Mere_parish_plan/Mere_Parish_Plan_2005.pdf

More shops – better range.

6.53 Wilton Town Plan

http://www.wiltontowncouncil.gov.uk/Core/Wilton-TC/Pages/Town_Plan_3.aspx

Improved retail offer and refurbished premises needed.

6.54 Tisbury

http://www.salisbury.gov.uk/tisbury-parish-plan.pdf

Improve retail quality and variety on high street

Tidworth Community Area

6.55 Tidworth Community Plan 2003-2013

Need to improve retail offering of centres

Need a family pub / restaurant in Tidworth

http://www.wiltshire.gov.uk/tidworth_community_plan_final_web_version_pdf.pdf

Trowbridge Community Area

6.56 Trowbridge Community Area Plan 2004-2014

Retail mix in Trowbridge needs to be improved

http://www.trowbridge.gov.uk/trowfuture.asp?id=164

6.57 Trowbridge Town Council Strategy 2008

http://www.trowbridge.gov.uk/minutes/AGENDA/Strategy%202008-2011_revisedOct09.doc

Regenerate town centre (e.g. paving and street furniture)

Warminster Community Area

6.58 Warminster and Villages Community Plan 2005-2015

Shabby buildings need restoration.

Range of retail needs to be expanded in. Facilities in villages need to be safeguarded (e.g. Post Offices).

Access for disabled people to town and its facilities needs to be improved.

http://www.wiltshire.gov.uk/warminster_and_villages_community_plan_2005_-_2015.pdf

Westbury Community Area

6.59 Westbury Area Community Plan 2005-2010

Town centre is tatty and needs refurbishment in Westbury. Better signage needed. Also improvements to pavements and lighting.

Range of retail needs to be expanded in Westbury. Facilities in villages need to be safeguarded (e.g. Post Offices).

http://www.wiltshire.gov.uk/communityandliving/areaboards/westburyareaboard.htm

6.60 Edington

Need local shop

Wootton Bassett Community Area

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

Regeneration of urban fabric needed in Cricklade and Wootton Bassett

Retail needs expanding / improving in main urban centres. Some villages need a village shop / PO.

http://www.wiltshire.gov.uk/wootton-bassett-cricklade-community-plan.pdf

6.62 Lydiard Millicent -2005

http://www.communityfirst.org.uk/forms/Parish-plans/Lydiard%20Millicent.pdf

Re-instate Post Office

7 Learning from experience and best practice

Learning from experience and best practise

7.1 A short benchmarking exercise was undertaken to understand how some other local authorities have dealt with retailing within their Core Strategies. This was achieved through a random internet search.

Southampton City Council

- Have a section on maintaining the vitality and viability of the city centre and have too main policies cover a major development quarter and the approach to the city centre. It directs new development towards the primary shopping area.
- Sets retail floorspace likely to be delivered on sites.
- Confirms any other schemes need to be considered against national planning policy
- Sets a retail hierarchy and a network of centres, including local centres
- Controls out of town retail development

Bristol City Council

- Supports a network of accessible centres
- Identifies retail floorspace to be delivered
- Designates shops primarily to primary shopping areas
- Identifies that a site specific allocations DPD will identify town centre boundaries and make amendments to primary shopping areas

Ashford Core strategy

- Identifies retail floorspace to be delivered
- Sets a retail hierarchy
- Directs new retail development towards Ashford Town Centre

Dover Core Strategy

- Sets retail space to be delivered

East Cambridgeshire Core Strategy

- Sets retail hierarchy
- Identifies retail floorspace to be delivered

8 Consultation on Wiltshire 2026

Consultation on Wiltshire 2026

8.1 Strategic Objective 5 stated:

To enhance the vitality and viability of town centres

Residents within Wiltshire should have access to facilities and a range of retail choice in convenient locations throughout Wiltshire. Housing and employment provision should seek to strengthen the role and function of established service centres to secure their future vitality and viability. Town centres should be regenerated and enhanced as necessary. They should fill the roles appropriate to their sizes and the communities they serve, and should complement one another.

Key outcomes

Appropriate retail, leisure and employment opportunities will have been located within town centres Planning applications for retail development will have been determined in line with the need to safeguard town centres.

8.2 Consultation responses to this objective:

8.3 The Strategic Objective of encouraging the vibrancy and vitality of Wiltshire's towns, especially the market towns, was supported . There was general agreement that improving self-containment and reducing the need to travel were worthy objectives and could be assisted by creating a strong and practical retail base.

- It was felt by a minority of respondents that the SO put too much stress on town centres as against edge of centre locations. A balanced approach was needed which recognised the complimentary role of edge and out of town development.
- Small shops should be encouraged and larger stores carefully controlled to ensure their impact was not negative on the smaller retailers; this is essential in creating variety, a key part of vitality. Larger investors and especially pension funds are seen to have an inordinate amount of influence on town centres.
- The nature of development was also important with strong policies needed to prevent town centres from having too many of one particular use, for example takeaways.
- Plans had to be created on the basis of a good evidence base. Some of the data used for this consultation was flawed.
- The heritage in Wiltshire's towns, was also stressed including canals and waterways, has in contributing towards attractiveness and providing a focus for regeneration. The quality of design and construction of new developments was seen as important and inadequately emphasised. It was also considered to be incumbent on the council to improve the public realm in order to compliment and encourage private sector investment. These related elements of design and quality of the built environment were raised by a number of respondents.
- There was a belief that more residential development in town centres should be encouraged to promote critical mass and the evening economy.

8.4 Geographically specific comments on Wiltshire 2026 included:

8.5 **Bradford on Avon**

- Existing retail and small-business base should be retained and developed.

- Concern that deterioration of services in the town is reducing the 'hub' effect.
- Need to consider vitality of the town centre.

8.6 **Calne**

- Service provision and access to services in the town centre were identified as key
- concerns, especially access to services via sustainable transport modes.
- A couple of comments referred to boarded-up shops and derelict sites in the town
- centre and the need to improve Calne's town centre environment.
- It was also felt that there was poor access by non-motorised transport from the villages.

8.7 **Chippenham**

- None of the comments objected to the principle of having a town centre regeneration site. However, they did raise concerns about the extent of the area covered.

8.8 **Corsham**

- Critical mass and footfall are essential; does the strategy propose enough for Corsham

8.9 **Devizes**

- 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.
- Concern that the issues and opportunities present in the rural areas are not well represented within the strategy, particularly the role of the larger villages.
- New retail development should be appropriate to the size and character of a place.
- Appropriate infrastructure is needed to support job growth and retail development.
- Develop policies within the core strategy which support a leisure/tourism lead scheme on the Wharf/Assize Courts and Devizes hospital

8.10 **Malmesbury**

- The High Street is important in Malmesbury and the vitality of it must be protected.
- There are parking and traffic congestion issues on the High Street that need to be resolved.

8.11 **Marlborough**

- Support for the statement that 'the area's potential for tourism has arguably not been fully taken advantage of
- Marlborough provides less potential for employment growth, but maintains a strong service and retail function which requires protection

8.12 **Melksham**

- Has the potential to grow – don't hold it back
- The town centre has declined in recent years, and now has a large number of charity shops and takeaways.
- There was a desire to regenerate the town centre and a number of different suggestions were made relating to this.
- Concerns were raised about the limited scope of the centre for new shops, and the fact that the historic centre is unable to cope with large numbers of shoppers.

- Suggested that the market place could be brought back into use and that opportunities for tourism should be explored.
- There was also a suggestion that retail provision should be made on the south or east of the town.
- A strategy is needed for retail in the town centre.
- The need to promote retail development alongside employment was also highlighted, with specific reference to the Railway Area Cluster.
- Melksham Without Parish Council stated that the retail base should be expanded, and that large and medium sized units should be provided.
- There was a suggestion that a proper retail study is required.
- One respondent stated that there is a need for local outlets within the community, and not just in the town centre.
- Another comment highlighted the need to think about the balance between provision of local outlets and dilution of the town centre.
- Support for regeneration of town centre and possible delivery through a town plan.
- Town centre has declined in recent years.
- Strategy needed for retail in the town centre.
- Inadequate shopping facilities.
- Need for local outlets within the community and not just in the town centre.
- Consider the need for a retail strategy for the town centre and the best approach to be taken with regard to retail development.

8.13 Pewsey

8.14 Need to develop rail to make the most of the town

8.15 Tidworth and Ludgershall

- Development could enhance the vitality and viability of Tidworth and Ludgershall. - development here will not help vitality and viability of main towns.

8.16 Trowbridge

- The failure of the Waterside project to be delivered, which was to include a new library, cinema, bowling alley, hotel, leisure centre, cafes, restaurants, pubs and a car park, is a major blow to the future regeneration of Trowbridge.
- The location of offices in the town centre should be promoted before the expansion of out-of-centre business parks. This would help to get professional people into the town centre and bring it to life at lunch time and after work.
- There are many empty brownfield sites in Trowbridge which should be utilised before encroaching onto greenfield sites

8.17 Warminster

- There is insufficient health, educational, recreational and sport facilities.
- Expansion of population will require investment in infrastructure. If this is not to occur then safeguarding the town centre is meaningless.
- The development of a single urban extension would have a disproportionate impact on the form of the settlement. It is suggested that identifying more than one urban extension would be more deliverable. Details are provided for an alternative development site located to the east of the town.
- The principal issues facing the town are i) economic stagnation; ii) becoming a dormitory town; and iii) a deteriorating urban environment in the town centre.

- These require a radical and bold re-design of the town’s infrastructure coupled with increased housing and employment allocations.
- Agents acting on behalf of Morrison Supermarkets Plc, which has a store located in Warminster, suggest that the core strategy should confirm a retail hierarchy. A clear statement on the need for retail development over the plan period is required, based on the findings of an up-to-date retail study.

8.18 Westbury

- Need to develop rail to make the most of the town
- Revitalise the town centre, ensuring the provision of suitable retail and other facilities for a town of Westbury’s size, and ensure appropriate bus and rail links, along with other sustainable means of transport.
- Investigate whether the preferred option of 300 houses on the Matravers School site will bring benefits to the town centre, given it is forecast for the mid to long term of the plan.

8.19 Wootton Bassett

- Enhancing the vitality and viability of town centres
- The core strategy makes continued reference to ensuring that the appropriate ‘services and facilities’ are delivered but it does not identify what these are.
- Development can help to deliver the improvements to local centres.
- Whilst it is important to improve centres the core strategy should also consider the needs of rural services and facilities

9 Identifying and testing options for addressing the challenges

Identifying and testing options for addressing the challenges

Table 9.1

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	Smaller Centres						
1	Local centres – Facilitate through the CS or Neighbourhood plans policy to ensure the network of smaller centres (Tisbury, Downton, Wilton, Cricklade, Ludgershall, Pewsey and Mere) are maintained?	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport).	Conformity with PPS4.	Through policy development.	The local centres remain viable.		Facilitate through CS – paragraph to identify network of centres, rather than policy as such.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
2	Support and protect village shops, post offices and public houses	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport).	Conformity with PPS4.	Through WCS	Ensure services within centres are protected where possible.		CS – but should be identified through Supporting Rural Areas Topic Paper.
3	Current primary and secondary frontages be retained in order to protect and enhance town centres and ensure there continues to	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport).	PPS4 requires LPA's to define the extent of and distinguish between primary and secondary frontages on their proposals maps.	Already delivered within existing Local plans but not identified for all centres, so would not achieve outcome for all centres.	Some frontages may be outdated and may not meet the aspirations of the existing communities.	Some settlement may not currently have frontages	All frontages as a minimum should be retained to ensure the vitality and viability of town centres through text in the Core Strategy.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	be a mix of uses						
4	Amend / assess existing primary / secondary frontages and supporting policy either through CS or Neighbourhood Plans. For example the Use Classes Order could be used to control hot food takeaways and	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport).	PPS4 requires LPA's to define the extent of and distinguish between primary and secondary frontages on their proposals maps.	Some settlements do not have the benefit of frontages to control uses in their town centres. Although this could be achieved through the CS, it could also be delivered through the Neighbourhood plans by communities themselves.	If achieved through Neighbourhood plans this should meet any community aspirations to protect town and village centres and give the community flexibility to designate frontages.		CS could provide the hook for Neighbourhood plans to amend / introduce retail frontages and corresponding policy to try and ensure vitality and viability of centres. Achieved through text within the CS.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	clustering [illegible] in the town centres						
5	Designate a central shopping area / primary retail frontage to protect the retail uses and other important services and restrict uses such as A5 (hot food takeaway) in centres	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport).	Conformity with PPS4.	Through neighbourhood plans.	Can ensure community aspirations with respect to shopping / retail / town centres are met where they exist and give the community flexibility to designate frontages		CS to pass possible designation to the Neighbourhood Plan level.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	where frontages do not currently exist.						
6	Delete all retail frontages and shopping policies	Could lead to the erosion of town / village centres. Contrary sustainability objective 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy)	Contrary to PPS4.	Could be delivered through Core Strategy through deleting relevant policies within existing local plans.	May not meet community aspirations for vibrant centres where they exist.		Contrary to national guidance and sustainability appraisal objectives and therefore should not be taken forward.
7	We should protect and enhance our local outdoor markets	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport).	PPS4 requires LPA's to retain and enhance existing markets and where appropriate re-introducing and / or creating new ones and take	Through text / policy of the WCS or Neighbourhood Plans	If communities desire, could be met through community plans.		Can be taken through Neighbourhood Plans. Possibility of paragraph in CS.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
			measure to conserve and enhance existing character.				
8	Support the vitality and economic and local services role of the smaller town centres through leisure provision (eating and drinking establishments) in centres outside of Salisbury, Trowbridge and Chippenham	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	PPS4 requires LPA's to set out the amount and scale of leisure development they wish to encourage and encourage a diverse range of complementary evening and night-time uses.	Achieve through text support within WCS or Neighbourhood Plans.	Can be met if desired by the community.		Leisure provision can be supported in centres through CS text or neighbourhood plans.
9	Set a different local threshold for impact assessments	In accordance with sustainability objectives 12 (inclusive communities),	PPS4 allows LPS's to set their own thresholds for impact assessments.	Evidence is provided through GVA Grimley retail study. Can be	Many communities wish to see vibrant a healthy town centres.		In accordance with national policy and sustainability objectives. **Take**

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	/ sequential test to be submitted with retail and leisure applications at 200 sq m as advised by consultants retail consultant	16 (vibrant and sustainable economy).		delivered through Core Strategy.			**forward to sustainability appraisal.**
10	Do not set a different threshold and rely on PPS4 – threshold of 2,500 sq m	Although still in accordance with sustainability objectives detailed above, would not necessarily meet such high sustainability levels.	Would be using PPS4.	PPS4 is already published.			In accordance with national policy. **Test option through sustainability appraisal.**
	Salisbury						

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
11	As in SWCS Topic Paper – all been subject to options through SWCS process and separate Topic Papers and Sustainability Appraisal	**Please see SWCS Topic Paper 8.**					
	[illegible]						
12	Provide good quality cafés and restaurants together with increased retail offer, including a specialist	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Aspiration forms part of the Chippenham Vision.		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	focused on the brownfield sites within the town centre.						**Should be subject to SA.**
13	Provide good quality cafés and restaurants together with increased retail offer, including a supermarket focused on the Greenfield sites in an out of town location.	Contrary to sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy unless no sequentially preferable sites available. **Should be subject to SA**.
	[illegible]						

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
14	Provide the comparison goods other retail and leisure uses identified (e.g. cinema, bowling etc) in [illegible] on a town centre located site that connects well with the town centre	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Aspiration forms part of the Chippenham Vision.		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning. **Should be subject SA.**
15	Provide the comparison goods other retail and leisure uses identified (e.g. cinema, bowling	Contrary to sustainability objective 2 (efficient use of land), 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **Should be subject to SA.**

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	etc) in Trowbridge on a cost effective potentially Council land		sequentially preferable sites.	preferable sites available.			
	Ancillary						
16	As in SWCS Topic Paper – all been subject to options through SWCS process and respective Topic Papers and Sustainability Appraisal	**Please see SWCS Topic Paper 8.**					
	Existing Facilities						
17	Continue to support the proposed Kingston	In accordance with sustainability objective 2, (efficient use	Conformity with national guidance should have been tested through the	Deliverable, due to existence of planning application / permission	Should assist in meeting community aspirations in line with		Support for proposal should be confirmed within the WCS but not

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	Mills mixed use development (includes retail and bar / restaurant use)	of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	planning application process.	option should be deliverable.	Bradford on Avon strategic community plan.		necessarily within a policy itself. **Subject to SA.**
18	Find another site to allocate retail / leisure capacity although this would be likely to be in an out of town location given the historic nature of Bradford	Contrary to sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **Subject to SA.**
	Calne						

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
19	Provide the small scale convenience retail in Calne town centre either through extension to existing or an additional small scale supermarket	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with national guidance.	Site would need to be identified.	There is a desire in the community plan to redevelop Phelps Parade and this site should be investigated for delivery of addition convenience offer.		Support should be provided within the WCS, but not necessarily within a policy, Neighbourhood plan or site specific allocations DPD will need to undertake sequential approach / identify site if community have desire for further convenience provision. **Subject to SA.**
20	Provide the convenience retail in a small scale convenience store in an out	Contrary to sustainability objective , (biodiversity), 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **Subject to SA.**

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	of centre location.						
	Corsham						
21	Corsham should acquire a better range of everyday shops and services, including specialist and independent shops to better cater for the needs of local residents and to help reduce the number of trips made by car	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In accordance with PPS4.	Unknown, effort will need to be made to encourage a better range of everyday shops in Corsham.			Encouragement can be provided within the Core Strategy.

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	to other outlets						
	Devizes						
22	Explore town centre sites to accommodate further comparison retail floorspace including the Wharf Centre car park and the central car park	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Devizes area community plan contains a desire to improve retail centre of Devizes - better range and quality of shops.		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning to identify exact sites etc. **Subject to SA.**
23	Explore out of centre sites to accommodate further comparison retail floorspace.	Contrary to sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **However, subject to SA.**

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	Malmesbury						
24	Should Malmesbury plan to allocate convenience trade and look for additional convenience floorspace if a site can be found in the town centre?	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Community plan desires - better range of shops needed in towns, villages require village stores / post offices to reduce need to travel.		Need to identify with community whether the option is desired or whether the community desire a greater range of shops. In line with community aspirations. **Subject to SA.**
25	Should Malmesbury plan to allocate convenience trade and look for additional convenience floorspace if a site	Contrary to sustainability objective 2 (efficient use of land), 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **Subject to SA.**

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	cannot be found in the town centre?						
	Marlborough						
26	Additional comparison floorspace identified should be provided in the town centre.	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Marlborough community area plan desires a better range of shops in Marlborough. Village shops, pubs and post offices should be restored where lost or expanded		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning to identify availability of a site in the centre. **Subject to SA.**
27	Additional comparison floorspace identified should be provided out of town.	Contrary to sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations if additional shops are not provided in the town centre.		Should not be taken forward as contrary to national policy. **Subject to SA.**

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
	Melksham						
28	Additional comparison / convenience floorspace identified should be provided in the town centre. A site behind the Avon Place shopping parade should be investigated.	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Potential to meet community aspirations to increase range and quality of shops. Upgrade frontages.		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning to identify availability of in centre site. **Subject to SA.**
29	Additional comparison / convenience floorspace identified should be provided out of town.	Contrary to sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **Subject to SA.** .
	[illegible]						

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
30	Additional comparison floorspace should be delivered by allocating the central car park area	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4. However sequential test should be undertaken to ensure correct site.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Shabby buildings need restoration. Range of retail needs to be expanded in. Facilities in villages need to be safeguarded (e.g. Post Offices).		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning / sequential test to ensure correct site. **Subject to SA.**
31	Additional comparison floorspace should be delivered through upgrading the Three Horseshoes Mall	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4. However sequential test should be undertaken to ensure correct site.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Shabby buildings need restoration. Range of retail needs to be expanded in. Facilities in villages need to be safeguarded (e.g. Post Offices).		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning / sequential test to ensure correct site. **Subject to SA.**
	Westbury						

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
32	Provide additional comparison floorspace in Westbury in the town centre by enhancing the existing precinct and connecting this with the adjacent BT telephone exchange	In accordance with sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Potential to meet community aspirations - Town centre is tatty and needs refurbishment Better signage needed. Also improvements to pavements and lighting. Range of retail needs to be expanded in Westbury.		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning / sequential test ensure correct site. **Subject to SA.**
33	Provide additional comparison floorspace in Westbury by permitting out of centre retail provision.	Contrary to sustainability objective 2, (efficient use of land) 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4, especially if brownfield sites are available within the town centre and / or there are sequentially preferable sites.	Contrary to policy and sustainability objectives and therefore should not be delivered unless no sequentially preferable sites available.	May not meet community aspirations.		Should not be taken forward as contrary to national policy. **Subject to SA**.
	Wootton Bassett						

	Option	Sustainability Appraisal Outcome	Conformity with national & regional policy and/or regulations	Deliverability	Community aspirations met	Other	Conclusion
34	Claw back convenience trade from Calne by providing additional retail floorspace.	In accordance with sustainability objective 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	In conformity with PPS4.	Deliverability should be achieved through support within the WCS and / or Neighbourhood Plans.	Regeneration of urban fabric needed in Wootton Bassett Retail needs expanding / improving in main urban centres		Should be taken forward as part of the WCS. Detail may need to be provided through neighbourhood plan / masterplanning to identify availability of in centre site. **Subject to SA.**
35	Continue to allow Wootton Bassett trade leak to Calne	Contrary to sustainability objective 12 / 13 (inclusive communities) and 15 (transport) and 16 (vibrant economy).	Contrary to PPS4.		Contrary to community aspirations**.**		Should not be taken forward**,** however **subject to SA.**

9.1 **Policy Options to be tested by a full Sustainability Appraisal**

9.2 There are a large number of possible policy options with respect to retail, given the number of towns and villages across Wiltshire that need protection or enhancement in order to ensure their continued vitality and viability. However many of the individual options for each town are similar in their outcome namely should retail development be delivered in-town or out-of town? The options for the individual towns has been looked at in terms of SA in the table above, but for the purpose of detailed sustainability appraisal for the draft Wiltshire Core Strategy similar options have been grouped together.

9.3 For the process of SA the following individual options should be tested:

1. Any retail / leisure application outside of a Primary or Secondary Area or outside of a village centre should be accompanied by an impact assessment and any proposal involving the creation of more than 200 sq m gross additional retail or leisure floorsapce should comply with the sequential approach[0].

2. Do not require an impact assessment nor sequential test below the 2,500 sq m level proposed within PPS4.

3. Retain current primary and secondary frontages in order to protect and enhance town centres.

4. Assess / Amend existing primary / secondary frontages either through the CS or provide hook for Neighbourhood plans / communities to undertake this process.

5. Delete all frontages and corresponding policies.

6. Introduce primary / secondary frontages to those towns / villages where these currently do not exist through neighbourhood plans

7. Provide retail / leisure development, or continue to support existing proposals in the town centres in line with details within community area sections and briefly described here, in the following settlements:

   a. Chippenham – provide good quality cafes and restaurants together with increased retail offer, including a supermarket on the brownfield sites within the town centre
   b. Trowbridge – Provide the comparison goods offer needed and leisure sues identified (cinema, bowling etc) in Trowbridge on town centre Brownfield sites that connect well with the town centre.
   c. Bradford upon Avon – Continue to support the proposed Kingston Mills mixed use development
   d. Calne – Provide the small scale convenience needed in Calne town centre either through extension to existing or an additional smaller supermarket
   e. Devizes – Explore town centre sites to accommodate further comparison retail floorspace including the West Central Car Park and the Central Car Park
   f. Malmesbury – Should Malemesbury plan to clawback convenience trade and look for additional convenience floorspac if a site can be found in the town centre.
   g. Marlborough – Should Marlborough look to delivery additional comparison floorspace in the town centre
   h. Melksham – Additional comparison floorspace identified should be provide in the town centre. A site behind the Avon Place shopping parade should be investigated.
   i. Warminster – Additional comparison floorspace should be delivered by rationalising the central car park area and / or updating the Three Horseshoes Mall
   j. Westbury – Provide additional comparison floorspace in Westbury in the town centre by removing the existing precinct and combining this with the adjacent BT telephone exchange
   k. Wootton Bassett – Clawback convenience trade from Calne by providing additional convenience retail floorspace.

8. Provide retail / leisure development identified as needed in an out-of-town location, possibly Greenfield sites, at the following settlements:

    a. Chippenham (Greenfield)
    b. Trowbridge (potentially Greenfield)
    c. Bradford-on-Avon (find another site likely to be in a Greenfield / out of town location)
    d. Calne (Out-of centre / possibly Greenfield)
    e. Devizes (out-of-centre / possibly Greenfield)
    f. Malmesbury (should Malmesbury clawback convenience trade if site is in an out-of-town / Greenfield location)
    g. Marlborough (provide comparison floorspace in an out of town / greenfield location)
    h. Melksham (provide comparison floorspace in an out of town / greenfield location)
    i. Westbury (provide comparison floorspace in an out of town / greenfield location)
    j. Wootton Bassett (or continue to allow convenience trade to leak to Calne)

10 Conclusion

Conclusion

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

10.2 This topic paper looks at the following aspects in order to finally determine retail and leisure options that should be considered for the Wiltshire Core Strategy:

- 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 practise
- Summarises the consultation on the Wiltshire 2026 document
- Identifies and test options to address the challenges that should be subject to Sustainability Appraisal.

10.3 The options identified in this Topic Paper to be subject to Sustainability Appraisal are:

1. Any retail / leisure application outside of a Primary or Secondary Area or outside of a village centre should be accompanied by an impact assessment and any proposal involving the creation of more than 200 sq m gross additional retail or leisure floorsapce should comply with the sequential approach[()].

2. Do not require an impact assessment nor sequential test below the 2,500 sq m level proposed within PPS4.

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   i. Westbury (provide comparison floorspace in an out of town / greenfield location)
   j. Wootton Bassett (or continue to allow convenience trade to leak to Calne)

Wiltshire Council

Topic Paper 6 - Retail

Topic paper

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