

Report

Report subject: Salisbury Vision final document
Report to: City Area Community Committee
Date: 22 January 2008
Author: Graham Gould

1.0 Background and introduction

- 1.1 In September 2005 Cabinet approved the Project Initiation Document (PID) and funding for the development of the Salisbury Vision. The aim of this partnership project with the South West Regional Development Agency (SWRDA) and Wiltshire County Council (WCC) was to produce a framework for the development of the city of Salisbury over the next 15-20 years.
- 1.2 A steering group was established to manage the development of the Vision and to oversee the work of the consultants. The steering group comprised officers and councillors from Salisbury District Council and Wiltshire County Council together with representatives from the SWRDA, the Learning and Skills Council and a number of local partner organisations. In April 2007 the consultants delivered their final Salisbury Vision document.
- 1.3 In June 2007 the City Area Community Committee were asked to comment on the final document produced by the consultants. These comments together with the views of the other three Area Committees, the four Overview and Scrutiny Panels and of the Salisbury Vision steering group were reported back to Cabinet. As part of its consideration of the proposed consultation on the LDF and the Salisbury Vision the City Area Community Committee provided additional comments on the Salisbury Vision at its meeting on 21 August 2007. Further comments were made at a meeting on 13 November 2007.
- 1.4 A final comprehensive period of public consultation on the proposals contained in the consultants' final document was held between 26 July and 5 October 2007 as part of the consultation exercise carried out on the LDF. The results of this exercise have now been analysed by the Forward Planning and Transportation unit and are given in appendix A. The results for the Salisbury Vision are given in appendices 1 (pp 44-47), 2 (pp 3-4) and 3 (pp 2-3) of this document.
- 1.5 A separate analysis of the open questions has been carried out by the economic



Awarded in:
Housing Services
Waste and Recycling Services



development team. These questions provide specific comments on the overall Vision objectives and on the three Vision strategies – public realm, development, transport and movement. These results are given in appendix B.

2.0 Draft final Salisbury Vision document

2.1 A draft final Salisbury Vision document has been produced and it will be presented to Cabinet on 30 January 2008 for approval. This document is largely based on the final document produced by the consultants but incorporates some significant amendments and additions. These changes have been incorporated as result of the comments received from the public consultation exercise together with those received from the City Area Community Committee, the Salisbury Vision steering group and others. A copy of this draft final document is included at appendix C.

2.2 The main changes are as follows:

- a) The inclusion of a concise Vision statement – something which encapsulates what we are trying to achieve with the Vision.
- b) The inclusion of an important section on sustainable communities and climate change
- c) The deletion of two projects from the original Gillespies list – Confluence Park (this has been incorporated in the Maltings and central car park project/objective, and Park Art (the requirement for a public art policy has been included in a new project/objective – public realm strategy)
- d) The remaining projects have been slightly reworded and are now more appropriately called strategic objectives
- e) The inclusion of two additional strategic objectives
 - No. 6: The development of a public realm strategy. Previously this was 'lost' within the small print of the Gillespies document but it plays such a crucial part in what the Vision is trying to achieve that it has been included as an objective in its own right
 - No. 13: The development of a Taller Buildings Strategy. Again this was lost within the Gillespies document.

2.3 The Vision now includes 80+ delivery initiatives. Most of these are what could be called projects, some are statements of intent and others are more of a design nature. These have all come from the original Gillespies project list as refined by public consultation and by discussions by the City Area Community Committee and the Salisbury Vision steering group.

2.4 The final finished document will include an indicative timetable – missing from this draft – showing possible/potential/planned start and finish dates for each of the 24 strategic objectives. The final published Vision document will also include maps, photographs and diagrams as necessary to supplement the text.

3.0 Recommendations

3.1 Members of the City Area Community Committee are asked to:

- a) Consider the results of the Our Place in the Future public consultation as shown in appendices A and B; and
- b) Consider the draft final Salisbury Vision document as given in appendix C, and make recommendations to Cabinet as appropriate.

4.0 Implications

Financial	None at this stage. The future implementation of proposals in the Salisbury Vision will, however, inevitably have financial consequences for the council. It is important that these are considered and understood.
Legal	The law on consultation requires that it is carried out when proposals are at a formative stage, include sufficient reasons for each of the proposals, allow adequate time and be conscientiously taken into account when a decision is taken. Members are referred to paragraph 5.1 of Appendix A.
ICT	None
Human Rights	None
Personnel	None
Community Safety	None
Environmental	None
Communications	This report has been discussed with the corporate communications team
Council priorities	Sustain a cleaner, greener, safer and attractive place to live and work now and for the future
Wards affected	All



Salisbury

South Wiltshire

Our place in the future

*Consultation Methodology
& output report*



December 2007

"OUR PLACE IN THE FUTURE" CONSULTATION METHODOLOGY AND OUTPUT REPORT

Contents of report

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1.0 Purpose of this document

The purpose of this document is to set out the information we received during the 'Our Place in the Future' consultation which was conducted over the summer of 2007. It represents a simple write up of the process and a series of output tables showing the stakeholders' response to the questions we asked them. The consultation was designed to harvest information on a whole range of issues and as such this report represents a statistical resource that forms part of a shared evidence base for the district and can be used to inform a series of plans and strategies. Its key functions will be to shape Preferred Options for a new set of planning policies in the LDF Core Strategy and to highlight peoples views on the Salisbury Vision.

2.0 Background and Context.

The new planning system of 'Local Development Frameworks' that is replacing the old system of local plans is divided into a series of documents. One of the key documents is the Core Strategy, which sets out the overarching principles that development in the district will need to conform to. It will also establish the number of houses and the amount of employment land that the District will need to provide and will reinforce the principle of "sustainable communities" and identify broadly where development will be directed. As part of this new process, the Council has been gathering evidence to see what are the key issues facing the district and put forward a range of options to tackle them. This first stage of public consultation related to these 'Issues and Options'.

There were a number of key corporate projects that are coming up for major consultation at the same time. In addition to the Issues and Options for the Core Strategy, the preferred options of the Salisbury Vision required consultation in July 2007. The opportunity was also taken to seek peoples views on issues that could be used to refresh the Community Plans. We considered that drawing together the various documents would save resources and reduce consultation fatigue.

3.0 Objectives and Benefits

Each of the elements to this consultation exercise asked people what they wanted for their future. With the exception of the Vision, the consultation exercise is not constrained by narrow choices. It was aspirational. Both the Community Strategy and Core Strategy are fundamental to the future of our

communities and the alignment of these projects has a number of benefits, the main ones being:

- It was a good opportunity to ask the community in a comprehensive manner what they want to see in the future;
- The consultation accorded with best practice and Government Guidance - *Planning Together Local Strategic Partnerships (LSPs) and Spatial Planning: a practical guide*;
- The consultation could ensure the essential tests of soundness were passed;
- The consultation would comply with the adopted Statement of Community Involvement (SCI) and all other adopted procedures, including the Wiltshire Compact;
- The consultation was an opportunity to break down traditional barriers between service areas, pool skills and ensure there is a consensual and consistent approach to consultation techniques;
- By combining consultation it helped avoid a piecemeal approach and resultant consultee fatigue;
- The consultation could ensure best value and realise economies of scale.

The title given to the consultation initiative was *Salisbury and South Wiltshire - Our Place in the Future*. It ran from the 26th July for a period of 10 weeks ending on Friday 5th October.

4.0 METHODOLOGY

4.1 Who was consulted?

The consultation aimed to involve the very broadest range of stakeholders and included all of the following:

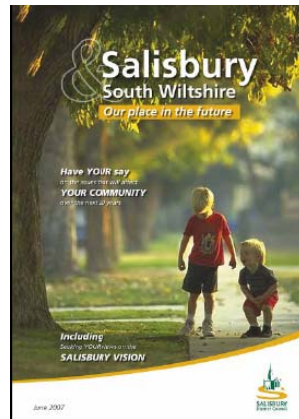
- A household survey with questionnaire sent to every household in the district
- "Hard to reach" groups in liaison with our community partners
- Youth via schools and use of the "YeahBut" website
- Statutory and non-statutory consultee
- Government departments and agencies
- Regional agencies
- All elected representatives (MP, County, District and Parish Councillors)
- Strategic partners such as the South Wiltshire Strategic Alliance
- Community groups and residents associations
- Developers and agents
- Business sector such as the Chambers of Trade and Commerce
- All parties on the LDF database
- Voluntary groups
- Public service providers
- Pressure groups (such as CPRE)
- Adjoining districts and parishes

4.2 Design of Documents

All consultation documents were designed in a light, magazine style format in an attempt to make a very complex process, easy to understand and as accessible as possible. They were designed to be as jargon free as

possible and were purposely pitched at 'the layperson' rather than those with a more detailed knowledge of the planning process, in order to try and engage in a far deeper way than just with those 'usual suspects'. In accordance with Government guidance all documents were framed in a manner that identifies the key issues affecting the district and presented a range of options for tackling them.

Copies of all of the consultation documents can be found at our website at www.salisbury.gov.uk/ourplace



4.3 The consultation techniques

The consultation was designed to be very comprehensive and will be fully compliant with the adopted Statement of Community Involvement. Indeed a conscious decision was taken to far exceed its requirements in order to try and maximise engagement in this process. It encompassed a range of techniques involving a media strategy, publicity, leaflets, direct notification, use of new technologies and neighbourhood forums, as set out below.

4.4 Direct Consultation

- A 'Consultation pack' included a covering letter, CD ROM of documents, self addressed envelope, response form and summary leaflet. The pack was sent to all 879 consultees on the LDF database, all councillors, all parish councils and statutory consultees. Copies of the consultation pack were also given to any person who requested a copy.
- Household survey. All 48,000 households in the district were sent a single page questionnaire asking them to indicate their priorities under three headings; community issues, planning policies and the Salisbury Vision and inviting them to request the full consultation documents.

4.5 Indirect Notification

In order to ensure that we reached a maximum number of households, copies of a summary leaflet were distributed at locations throughout the district. These leaflets were made available in public buildings, including libraries, shops and public transport depots. A list of where we left leaflets is set out below:

- Pubs
- Village shops
- Supermarkets

- Libraries
- Sports centres – Salisbury, Durrington, Amesbury, Tisbury
- Salisbury Playhouse
- City Hall
- Pennyfarthing Street (SDC)
- Planning Reception
- Restaurants
- Sports clubs
- Post offices
- Salisbury Arts Centre
- Bus and Train Station

4.6 Technical consultative group

This was a group set up to include representatives from specialist bodies such as the Environment Agency, English Heritage, Natural England, utility companies etc. This group was convened to carry out a specialist audit on the Issues and Options presented in the 'Our Place in the Future' document. The composition of this group included Natural England, GOSW, County Council, English Heritage, Environment Agency, South West Development Agency, Highways Agency and others. The inception meeting was held on the 3rd September 2007.

4.7 Public Exhibitions

A number of public exhibitions were held across the district to engage members of the public within all of our communities. A list of the exhibitions we attended is set out below:

Date	Venue
31 st July 2007	Victoria Hall, Tisbury 8.15am – 7.45pm
9 th August 2007	Guildhall, Salisbury — 8.15am – 8.45pm
13 th August 2007	Antrobus House, Amesbury – 8am – 5.45pm
20 th August 2007	Jubilee Hall, Downton Secondary School, Downton — 8am – 7.30pm
28 th August 2007	Lecture Hall, Mere — 8am – 8.00pm
3 rd September	Wilton, Michael Herbert Hall 8am – 8pm
6 th September	Memorial Hall, Downton 11.45 - 7.45
18 th September 2007	Guildhall, Salisbury, 8.15am – 5.45pm
20 th September	Amesbury Library, 9am – 7pm
26 th September 2007	Salisbury Business Expo - stand City Hall, Salisbury

Pre-publicity was carried out to try and make members of the public aware of these exhibitions. This included displaying posters and leafleting local shops, businesses and parishes and community centres, in advance, in addition to

press adverts which clearly set out where the exhibitions would be and when. At the exhibitions display boards were put up which summarised the issues that we had identified and planning officers attended to answer any questions. Tea, coffee and biscuits were provided free of charge.

4.8 Drop in sessions

In addition to the exhibitions, two drop in sessions were also held for Development Control officers and then other professionals from other District council departments. These were held on 8th August 2007.

4.9 Council Committees

As well as consulting all members individually with the consultation pack detailed below, the following Committees of the Council were also consulted.

City Area Planning Committee	2 nd August 2007
Southern Area committee	9 th August 2007
Western Area Committee	16 th August 2007
Planning and Economic Development Scrutiny Panel	20 th August 2007
City Area Community Committee	22 nd August 2007
Northern Area Committee	23 rd August 2007

4.10 Parish Councils

All Parish Councils were asked whether they would like a Forward Planning officer to attend a parish council meeting. We attended the following

Date	Parish Meeting
8 th August 2007	South Newton Parish Council
28 th August 2007	Downton Parish Council
30 th August 2007	Public meeting - Friary Estate, Salisbury
3 rd September 2007	Mere Parish Council
4 th September 2007	Amesbury Town Council
6 th September 2007	Alderbury Parish Council
6 th September 2007	Bishopstone Parish Council
10 th September	Tollard Royal Parish Council
11 th September 2007	Laverstoch & Ford and Clarendon Parish councils (joint)
13 th September 2007	Netherhampton Parish Council
13 th September 2007	Whiteparish Parish Council
14 th September 2007	Donhead St Andrew Parish Council
17 th September 2007	Lower Bemerton Ward Public Meeting
17 th September 2007	Orcheston Parish Council
18 th September 2007	Tisbury Parish Council
19 th September 2007	Porton public meeting
20 th September 2007	Winterbourne Stoke Parish Council
24 th September 2007	Berwick St James Parish Council
26 th September 2007	Teffont Parish Council
1 st October 2007	Alderbury public meeting

4.11 Publicity Measures

4.22 Local Press

An advert was placed towards the front of the Salisbury and Amesbury Journals, the Blackmore Vale Magazine and the Avon Advertiser, to inform

people of the consultation on two or three separate occasions throughout the consultation process. Dates of publication included:

- Salisbury Journal – 26th July 2007
- Blackmore Vale – 26th July 2007
- Avon Advertiser – 1st August 2007
- Front page article on Avon advertiser – 1st August 2007
- Salisbury Journal – Salisbury vision advert – 23rd August 2007
- Salisbury Journal – Our Place advert – 6th September 2007
- Avon Advertiser – Our Place Advert - 6th September 2007
- Blackmore Vale – Our Place Advert – 6th September 2007

4.23 Press Launch & Press Releases

The Portfolio Holders for Planning and Economic Development and Team Leader Forward Planning held a press launch in the Red Lion Hotel Salisbury on the 25th September 2007.

4.24 Local TV Interviews with Planning Officers

Broadcast on 7th September 2007 and available on archive since

4.25 Local Radio Advertising Campaign

- Spire FM 2 weeks of radio ads, 5 times a day commencing 30th July 2007
- Spire FM 1 further week of ads – 5 times a day commencing 17th September 2007

4.26 Adverts on Local Buses

adverts were displayed on the Park&Ride buses to run from 05/09/07 to 05/10/07.

4.27 Posters

Posters were placed on parish notice boards, as well as in strategic locations around the District.

4.28 Leafleting

A summary leaflet was produced and distributed to key places around the district, for example in pubs, railway stations and shops. We also targeted the following

- 22nd August and 17th September - Handing out leaflets to commuters at Salisbury Railway Station from 6.30am
- Wilton Market
- Salisbury Market

4.29 Mobile Libraries

To try and reach out to the more rural areas we worked in partnership with the Mobile Library Service. It was advertised a week in advance that officers would be available to speak to members of the public and distribute consultation documents on the following routes:

- Mobile Library Route H - 5th September 2007
- Mobile Library Route F - 17th September 2007
- Mobile Library Route H - 19th September 2007
- Mobile Library Route K - 21st September 2007
- Mobile Library Route B - 25th September 2007
- Mobile Library Route D - 27th September 2007
- Mobile Library Route E - 28th September 2007

4.30 Focus groups

Focus groups were held on the following topics:
Natural Environment - Wednesday 12th September, 10AM
Transportation - Thursday 11th October, 3pm
Strategic Landscaping - 19th October
Economy - 2nd October, 10pm

4.31 Hard to Reach Groups

A list of organisations were contacted in consultation with Community Initiatives. The list of organisations is stored confidentially by Community Initiatives as many do not wish to be widely publicised. However these included representatives of ethnic minority and disability groups etc.

4.32 Schools / young people

To make sure we also engaged the younger generation we tailored a questionnaire on the 'Yeah but' website, specifically aimed at teenagers. All secondary schools in the district were contacted to see if, as part of their IT lessons, this website could be featured and students encouraged to fill in the questionnaire.

An officer also went to several local schools in the area to give a presentation and to answer any questions that the students had. Events took place on the 13th and 19th September. Over 100 young people responded via the on line form on the 'Yeahbut' web site.

4.33 Web pages

Dedicated 'Our Place in the Future' interactive webpages were created which included fully downloadable copies of all documents, Frequently Asked Questions, glossary, useful links, technical documents such as the Sustainability Appraisal and all of the evidence base, together with an online version of the questionnaire powered by SNAP software.

5.0 QUALITY CONTROL OF CONSULTATION PROCESS

When planning and implementing the consultation process we identified that ensuring that due process was followed was a key risk. We put in place measures to manage this risk and to ensure that all Regulatory requirements are satisfied as we move through the LDF process, rather than wait until the end. Measures we have implemented include:

5.1 Counsel's Input

We have taken steps to seek specialist legal advice throughout the three year delivery period of the LDS. We have appointed Counsel from the leading environmental/legal practice, Landmark Chambers, to perform this advisory and quality control function. The rationale is, that it is better to revise processes as they go along rather than to wait until adoption stage and find that problems have become embedded within the process. Counsel carried out a risk assessment of the Core Strategy Issues and Options prior to commencement of the consultation and found that with minor changes to the evidence base, then they were content that the process was sound.

5.2 LDF soundness self-assessment toolkit: Planning Advisory Service

Authorities can satisfy themselves throughout the process of DPD preparation that they are complying with the various requirements. The checks are geared

to recognisable stages in DPD production. We have used this tool at all stages and have drawn on other advice on the PAS website.

5.3 Benchmarking

We have carried out a detailed scan of the external environment, especially on learning lessons from those Core Strategies that have been through inquiry. We have tried to learn those lessons and take on board the advice of the Inspectorate.

6.0 RESULTS

In all the Our Place in the Future consultation process solicited representations from 6131 parties or individuals. To put this figure in context, Thurrock have been mentioned in planning circles as a model of successful consultation and they received just over 800 representations, while Southampton, with its significantly larger population received just over 200 representations. The success criteria identified at the outset of this project was targeted at 1000 responses. In this context the success of the Our Place in the Future consultation has been overwhelming.

There is a distribution of representations via the different forms of access channel we provided and it is no surprise that by far the biggest response was via the single page questionnaire sent as a household survey to all properties in the District. The full 'Our Place' questionnaire was a much more detailed document and despite our best efforts regarding design and presentation, did require significant commitment on the part of the respondent. We are particularly pleased with the 102 responses received from young people via the Yeahbut website and as a result of our work with local schools.

A breakdown of submissions made by access channel is as follows:

Medium	Responses
Our Place Questionnaire	704
Household Survey	5325
Yeahbut Website	102
Total	6131

An output report showing the responses to all of the questions asked is attached as Appendix 1 to this document.

7.0 USE OF DATA AND NEXT STEPS.

7.1 Use of the data

This document represents is a very basic output report which simply describes the methodology and prints the response to each question asked. It is not the objective to interpret or draw conclusions from the results at this juncture. It is intended to perform the following functions:

- Provide a resource to be used to in a range of plans and strategies
- To form part of a clear audit trail, showing the steps we have taken throughout the LDF process.

As with any raw statistic there needs to be some caution over their use. It is relatively easy to extract feedback in isolation and out of context to make a

compelling argument for a particular course of action. This must be avoided and the data collected must be used in a statistically sound and considered manner.

7.2 Reviewing the LDF Evidence Base

The Issues and Options we set out in 'Our Place in the Future' were the result of extensive analysis of the evidence base and original studies. This formed a series of topic papers that were published in order to present a coordinated view of the information. In order to make it easier for stakeholders to understand how we had reached our conclusions 16 themed topic papers were written. These were as follows:

- [Topic 1 - Climate Change](#)
- [Topic 2 - Housing](#)
- [Topic 3 - Settlement Strategy](#)
- [Topic 4 - Supporting Communities](#)
- [Topic 5 - Biodiversity](#)
- [Topic 6 - Flooding](#)
- [Topic 7 - Agriculture](#)
- [Topic 8 - Retail](#)
- [Topic 9 - Economy](#)
- [Topic 10 - Tourism & Leisure](#)
- [Topic 11 - Planning Obligations](#)
- [Topic 12 - Waste & Pollution](#)
- [Topic 13 - Conservation](#)
- [Topic 14 - Design](#)
- [Topic 15 - Transport](#)
- [Topic 16 - Inclusive Design](#)

The Issues and Options that were identified within the topic papers formed the basis for the consultation document, "Salisbury and South Wiltshire, Our Place in the Future". The next stage in the process is to review the initial evidence base in the topic papers in light of the consultation response, update where necessary and analyse the results of the consultation to formulate a set of preferred options.

7.3 Spatial Interpretation of the information

We feel that it would be a mistake to develop a set of policies which are based on a 'one size fits all' premise. South Wiltshire is a rich and varied part of the country and the issues and challenges within it vary from place to place. For example, is it the case that the demand for affordable housing is uniform across the area or does it vary between settlements and should our policies reflect this? We feel that they should and this way we should produce spatial strategies that are rooted in the distinctive character of specific places and are tailored to solving their particular sets of problems. This is in a nutshell for us, what spatial planning is all about. We will analyse the feedback we have received and identify the strategic messages it is sending us about the preferred options we should be pursuing.

Firstly we need to identify what feedback has been received which would apply on a district-wide basis or indeed would transcend boundaries. An example of the former might be a generic strategic objective such as the need to deliver more affordable housing throughout the district (although of course levels of need may well vary within it) while examples of the latter will be issues that transcend boundaries, such as flooding and the MOD issues.

We will then try to identify what the information tells us about the functional spatial relationships within our area (or again across boundaries where appropriate). Rather than start with too many preconceived ideas of what spatial relationships the feedback may give us, we will adopt an objective approach. Therefore while established sub-district areas have been established in the past, such as the six community plan areas, this will be

used as a spatial template only when it is a true reflection of what the evidence tells us. In this manner we believe that from the outset it is necessary to adopt an open minded and flexible approach to identifying spatial relationships, and indeed that there are in reality likely to be a myriad of interrelationships at many different scales. Hence any interpretive work which does produce a spatially distinctive outcomes, should be considered to have 'soft verges' rather than 'cliff edges'

7.4 Weighting of Consultation Feedback

This question has arisen frequently during the consultation process and is an issue that needs to be addressed. Basically it was queried whether the views of specialists or elected groups such as Parishes would be given more weight as a consideration than an individual. We have considered this very carefully and have concluded that assessment must be based on the content and merits of each representation made and not via some arbitrary ranking of the source. However, of course, particular attention will be paid to the views of specialists and community representatives. For example it would simply be nonsensical not to pay close attention to what the Environment Agency say about floodrisk, while equally it is important to pay very close attention to the voice of communities via Parish Councils and partnerships such as the South Wiltshire Strategic Alliance, when a particular policy, if pursued would have a particular significant impact on that community.

However the consultation results, while a key consideration in plotting future strategic direction, should not be the only course of action. Representations will need to be assessed in conjunction with other key factors, such as alignment with national and regional policy, tested against our adopted Sustainability Appraisal and Strategic Environmental Assessment Framework, and deliverability criteria.

8.0 Conclusions

The response to the Our Place in the Future consultation has exceeded our expectations and provided an excellent profile of stakeholders views on a wide range of issues that we can take forward in our place shaping agenda. It will compliment the evidence base, sustainability appraisal and national and regional guidance, in helping us set a strategic spatial direction of travel which is truly reflective of the unique characteristics of our district and will allow us to develop policy solutions which meaningfully try and deliver the aspirations of our communities.

Local Development Framework: Survey 2007

LDF Survey 2007: Overall Vision

Analysis.: Do you agree with our vision for the future?

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 5 of the consultation document we set out the following vision for the district in 20 years time. Do you agree?

"By 2026 south Wiltshire will be a thriving and vibrant district, where people can learn and develop their skills. We will enjoy a good quality of life and good health in a safe, clean neig

Analysis % Responses	
Base	100.0%
Do you agree with our vision for the future?	
Stongly agree	27.3%
Agree	53.2%
Neither agree or disagree	14.1%
Disagree	4.5%
Strongly disagree	0.9%

LDF Survey 2007: Community Priorities

Analysis.: Q4a to Q4s
 Filter.....: All Responses
 Score.....: Mean Score
 Options...: Fit to page
 Cells.....: Analysis %, Responses

Analysis % Responses	Base	Mean										
			1 low	2 >	3 >	4 >	5 >	6 >	7 >	8 >	9 >	10 High
Improving access to health services	403	7.49	3.0%	1.7%	2.2%	3.5%	8.7%	11.9%	10.4%	20.6%	10.7%	27.3%
Improving activities for teenagers	398	7.08	2.8%	2.3%	3.3%	5.3%	9.8%	12.8%	13.8%	20.9%	10.8%	18.3%
Improving facilities for young children	388	6.05	4.4%	3.9%	4.9%	10.3%	14.2%	19.6%	13.7%	16.2%	6.2%	6.7%
Improving job prospects	392	6.98	2.8%	0.5%	3.6%	6.9%	9.2%	16.3%	14.8%	21.7%	7.7%	16.6%
Improving public transport	406	8.15	1.2%	1.2%	2.2%	3.0%	4.9%	7.1%	9.6%	15.5%	18.2%	36.9%
Looking after historic environments and listed buildings	413	7.72	1.9%	1.2%	1.5%	2.2%	8.2%	10.4%	13.1%	21.1%	13.8%	26.6%
Promoting tourism	405	6.38	5.7%	2.0%	6.4%	5.7%	11.6%	15.1%	17.5%	20.0%	5.2%	10.9%
Providing affordable decent housing	410	7.70	1.5%	1.5%	2.0%	4.1%	9.0%	8.3%	13.4%	17.6%	12.9%	29.8%
Providing better shopping facilities	394	5.38	11.2%	4.6%	9.1%	9.1%	13.5%	17.5%	14.0%	11.2%	4.6%	5.3%
Providing community centres and village halls	398	6.47	5.0%	1.8%	5.3%	6.0%	15.3%	14.1%	13.8%	18.8%	8.5%	11.3%
Providing education and learning opportunities	398	7.45	3.3%	1.3%	1.5%	1.8%	9.3%	11.3%	16.6%	20.4%	12.3%	22.4%
Providing leisure and cultural facilities	400	6.83	3.3%	1.5%	4.5%	3.0%	10.3%	14.5%	21.3%	21.8%	10.0%	10.0%
Providing sheltered housing for older people	405	7.71	1.2%	1.2%	1.2%	2.7%	6.4%	11.4%	16.0%	21.5%	14.6%	23.7%
Providing support for post offices, shops and services in rural villages	415	8.45	1.4%	1.0%	1.2%	1.4%	4.1%	6.0%	7.7%	15.7%	18.3%	43.1%
Reducing Crime and Antisocial behaviour	409	8.47	1.0%	0.5%	1.7%	2.2%	2.2%	7.8%	8.6%	16.1%	14.4%	45.5%
Reducing traffic congestion	412	8.07	2.2%	1.5%	2.2%	3.9%	3.9%	6.1%	10.7%	17.2%	12.9%	39.6%
Repairing roads and pavements	415	8.06	1.2%	0.7%	1.4%	1.4%	5.8%	10.8%	10.8%	19.3%	15.7%	32.8%
Tackling climate change	398	6.52	9.5%	5.8%	4.5%	5.3%	5.8%	13.6%	9.5%	14.3%	12.1%	19.6%
Tackling flood risk	401	7.02	4.2%	1.2%	3.7%	7.0%	10.5%	14.2%	8.2%	18.2%	11.2%	21.4%

LDF Survey 2007: Community Satisfaction

Analysis.: Q5a to Q5s
 Filter.....: All Responses
 Score.....: Mean Score
 Cells.....: Analysis %, Responses

Analysis % Responses	Base	Mean										
			1 low	2 >	3 >	4 >	5 >	6 >	7 >	8 >	9 >	10 High
Improving access to health services	350	6.38	4.6%	0.6%	4.6%	6.9%	16.0%	16.3%	17.7%	18.9%	6.9%	7.7%
Improving activities for teenagers	327	4.57	10.4%	6.4%	16.2%	16.2%	17.7%	15.0%	8.9%	5.8%	0.9%	2.4%
Improving facilities for young children	311	5.37	2.9%	4.8%	11.3%	12.9%	23.2%	19.0%	10.0%	9.3%	1.9%	4.8%
Improving job prospects	305	5.38	3.9%	4.3%	10.5%	8.5%	24.3%	23.6%	10.5%	9.2%	2.0%	3.3%
Improving public transport	354	4.61	11.3%	12.1%	13.3%	12.4%	14.1%	14.4%	9.3%	7.1%	2.0%	4.0%
Looking after historic environments and listed buildings	353	6.14	3.7%	3.1%	5.1%	7.4%	18.1%	15.9%	15.9%	19.8%	7.1%	4.0%
Promoting tourism	335	6.63	2.4%	1.8%	3.9%	4.2%	9.9%	22.4%	21.2%	19.4%	7.5%	7.5%
Providing affordable decent housing	332	4.85	8.4%	6.6%	16.0%	12.3%	16.0%	19.9%	8.7%	6.0%	2.7%	3.3%
Providing better shopping facilities	327	5.86	6.1%	4.0%	8.0%	6.1%	15.6%	21.4%	12.8%	13.1%	6.1%	6.7%
Providing community centres and village halls	325	5.48	6.2%	6.8%	8.6%	9.5%	19.4%	16.6%	12.3%	8.9%	6.5%	5.2%
Providing education and learning opportunities	330	5.73	4.5%	3.0%	8.8%	12.1%	14.8%	20.6%	13.6%	13.3%	3.6%	5.5%
Providing leisure and cultural facilities	334	6.19	2.1%	2.4%	6.6%	9.3%	15.0%	19.5%	16.2%	17.1%	5.7%	6.3%
Providing sheltered housing for older people	329	5.26	6.4%	5.5%	11.2%	11.9%	18.2%	15.8%	14.6%	11.9%	1.5%	3.0%
Providing support for post offices, shops and services in rural villages	344	3.95	16.3%	14.2%	16.3%	16.3%	14.2%	8.7%	6.1%	2.9%	2.6%	2.3%
Reducing Crime and Antisocial behaviour	354	4.28	15.0%	10.2%	15.5%	14.1%	12.7%	14.4%	9.0%	5.9%	2.3%	0.8%
Reducing traffic congestion	354	3.60	21.5%	15.5%	17.2%	13.0%	11.6%	11.6%	4.5%	2.5%	0.8%	1.7%
Repairing roads and pavements	361	3.32	29.1%	15.5%	13.0%	13.3%	12.5%	8.6%	3.3%	1.7%	1.7%	1.4%
Tackling climate change	323	4.73	13.3%	7.7%	9.9%	12.1%	21.4%	17.6%	4.6%	4.6%	2.5%	6.2%
Tackling flood risk	330	5.38	7.0%	4.5%	9.4%	10.6%	22.4%	17.6%	10.9%	7.3%	3.6%	6.7%

LDF Survey 2007: Climate Change

Analysis.: Q6a to Q6b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Climate change and global warming should be a top priority for action	400	30.5%	35.8%	14.5%	12.5%	6.8%
We should make a policy that encourages the development of renewable energy technologies within the district.	396	31.3%	49.0%	12.6%	4.0%	3.0%

LDF Survey 2007: Renewable Energy

Analysis.: Q7a to Q7f
 Filter.....: All Responses
 Score.....: Mean Score
 Cells.....: Analysis %, Responses

Analysis % Responses	Base	Mean										
			1 low	2 >	3 >	4 >	5 >	6 >	7 >	8 >	9 >	10 High
Solar power schemes	384	7.91	4.4%	2.1%	2.6%	1.6%	5.7%	4.2%	10.9%	18.2%	10.2%	40.1%
Wind energy	381	5.75	16.8%	7.3%	6.8%	6.0%	7.1%	9.4%	10.5%	11.3%	4.2%	20.5%
Hydro schemes (generating energy from moving water)	379	7.02	9.0%	5.0%	4.0%	2.4%	7.1%	7.1%	10.3%	14.8%	10.3%	30.1%
Biomass - energy from crops, wood fuel, straw, etc	371	6.24	7.8%	5.7%	5.4%	6.7%	12.9%	12.7%	12.7%	11.6%	5.9%	18.6%
Biomatter - agricultural waste such as poultry litter	370	7.11	4.3%	3.0%	2.7%	5.1%	10.8%	9.7%	14.3%	16.5%	7.8%	25.7%
Geothermal (generating energy from underground heat sources)	353	7.10	5.1%	5.1%	2.5%	3.1%	9.3%	11.9%	12.5%	11.3%	12.5%	26.6%

LDF Survey 2007: Sustainable Development

Analysis.: Q9a to Q9d

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
In the interests of reducing CO2 emissions and combating climate change, we could make a policy that would require new developments of a certain size to off-set a proportion of their predicted energy use by generating renewable energy on-site.	395	30.4%	45.3%	13.7%	7.6%	3.0%
We could set 10% as an appropriate minimum target for the generation of on-site renewable energy in new developments.	384	25.0%	40.6%	21.4%	8.1%	4.9%
We could encourage locally-based community heating schemes (which would use energy-efficient sources such as Combined Heat and Power and/or renewable energy).	372	28.5%	44.6%	17.5%	7.0%	2.4%
In the interests of reducing CO2 emissions and combating climate change, we could set targets for additional energy performance in new development, which would exceed the current minimum standards in the building regulations.	375	32.3%	37.1%	21.1%	5.6%	4.0%

LDF Survey 2007: The Impact of Population Change

Analysis.: New development should be targeted in settlements that already have the best range of facilities, services, transport and job opportunities.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 12 of the consultation document, we outlined the need for increased housing provision and employment in order to meet the expected growth in population

Analysis % Responses	
Base	100.0%
New development should be targeted in settlements that already have the best range of facilities, services, transport and job opportunities.	
Strongly agree	22.2%
Agree	47.8%
Neither agree or disagree	17.6%
Disagree	8.5%
Strongly disagree	3.9%

LDF Survey 2007: Growth in Salisbury

Analysis.: Most new development should take place in Salisbury with its existing services and facilities.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 12 of the consultation document, we identify the need to decide what role the city of Salisbury will take in accommodating the predicted level of growth within the district.

Analysis % Responses	
Base	100.0%
Most new development should take place in Salisbury with its existing services and facilities.	
Strongly agree	20.0%
Agree	40.0%
Neither agree or disagree	18.4%
Disagree	17.7%
Strongly disagree	3.9%

LDF Survey 2007: The Role of Settlements

Analysis.: Q15a to Q15d

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The council should continue to target new housing and employment development within the larger settlements across the district to protect their continued economic and social viability.	415	20.0%	55.4%	14.2%	6.3%	4.1%
We believe there should be more large scale housing development in Amesbury because new jobs created at Solstice Park, Porton Down and the expanding garrisons will encourage better local services and help regenerate the town.	420	26.4%	50.2%	14.5%	5.7%	3.1%
It may be appropriate to identify settlements which can accommodate growth to meet the needs of the wider area as well as their own. This would support local services and facilities and increase access to them from adjacent rural areas.	410	13.9%	49.8%	20.2%	11.0%	5.1%
Local settlements should retain their own distinctive character and individual identity.	430	65.6%	28.8%	3.5%	1.9%	0.2%

LDF Survey 2007: The Role of Larger Settlements

Analysis.: Q17a to Q17b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
New development in villages and smaller settlements should be limited to that which is necessary to maintain existing services and facilities.	414	32.4%	34.3%	11.8%	17.9%	3.6%
More new development should be allocated in order to try and grow the villages into viable local settlements with a greater range of services.	417	10.3%	30.0%	15.8%	24.5%	19.4%

LDF Survey 2007: The Role of Smaller Settlements

Analysis.: Smaller villages and settlements do not have enough services or jobs to support significant new growth, without increasing travel by car, which should not be encouraged.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 14 of the consultation document, the secondary villages, those which have at least one of the basic services, may also have a role to play in accommodating future growth.

Analysis % Responses	
Base	100.0%
Smaller villages and settlements do not have enough services or jobs to support significant new growth, without increasing travel by car, which should not be encouraged.	
Strongly agree	26.2%
Agree	40.0%
Neither agree or disagree	17.4%
Disagree	11.1%
Strongly disagree	5.3%

LDF Survey 2007: Settlement Clusters

Analysis.: These four distinct clusters of settlements have been identified where new growth will be encouraged to help safeguard and enhance the facilities they provide.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: Clusters of settlements which together share a range of services have been identified on page 14 of the consultation document and are set out below. We need to decide what role these settlements will play in accommodating future growth.

Cluster 1 - Winterbourne Dauntsey, Winterbourne Earls, Hurdcott, Winterbourne Gunner, Idmiston, Porton, Gomeldon.

Cluster 2 - Morgans Vale, Woodfa

Analysis % Responses	
Base	100.0%
These four distinct clusters of settlements have been identified where new growth will be encouraged to help safeguard and enhance the facilities they provide.	
Strongly agree	14.9%
Agree	46.8%
Neither agree or disagree	20.5%
Disagree	11.1%
Strongly disagree	6.7%

LDF Survey 2007: Rural Services and Facilities

Analysis..: We should enhance and develop facilities in settlements where they are lacking and safeguard land for such facilities in small rural settlements where people depend on them.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 14 of the consultation document, we identify that the distribution of services and facilities within settlements is not equal throughout the district.

Analysis % Responses	
Base	100.0%
We should enhance and develop facilities in settlements where they are lacking and safeguard land for such facilities in small rural settlements where people depend on them.	
Strongly agree	27.2%
Agree	55.6%
Neither agree or disagree	10.7%
Disagree	4.4%
Strongly disagree	2.2%

LDF Survey 2007: Providing Local Homes

Analysis.: Q25a to Q25e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should leave it to the market and public service providers to find sites for elderly and supported housing developments and consider them on a case by case basis.	410	8.3%	32.9%	17.1%	29.0%	12.7%
All new large scale housing developments should make provision for low cost, affordable or social housing.	442	35.5%	40.7%	7.7%	10.9%	5.2%
Provision of affordable housing should be left to discretion of the house builders	428	3.5%	7.5%	9.6%	39.3%	40.2%
Where local housing is needed, local sites should be actively identified in order to promote higher density developments that have more affordable or social housing units.	393	13.7%	35.4%	22.9%	19.1%	8.9%
Mixed private and social housing developments should be promoted on larger sites and smaller schemes should be targeted at local housing need where this exists.	408	15.4%	45.1%	21.3%	8.8%	9.3%

LDF Survey 2007: Affordable Housing

Analysis.: Q27a to Q27k

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Where new housing developments of more than 15 dwellings are approved, developers are currently required to make sure 40% of the new houses are affordable or social housing units.	407	17.4%	37.8%	18.4%	16.7%	9.6%
We should raise this level to 50% - it would need some public subsidy but will deliver around 500 and 800 additional affordable homes over the next 20 years.	397	12.6%	23.2%	20.9%	28.7%	14.6%
We should raise this level to 60% - this would require substantial public subsidy, but would deliver 1500 affordable homes in 20 years	375	6.4%	12.8%	24.3%	32.8%	23.7%
The provision rented accommodation should continue to be the priority.	398	15.8%	50.0%	27.1%	4.3%	2.8%
To help young and middle income households we should promote more shared ownership and assisted purchase schemes.	413	24.7%	57.1%	13.3%	3.4%	1.5%
Affordable housing is only sought on sites of 15 or more houses, so over half of new housing development is exempt from this requirement. We should lower the threshold to secure more affordable properties.	399	20.6%	30.6%	21.3%	17.5%	10.0%
We should reduce the threshold for affordable housing to 5 units and above.	403	13.4%	27.8%	18.6%	23.3%	16.9%
On smaller sites the required percentage of affordable houses should be lower than that required on sites of more than 15 new dwellings	394	17.3%	40.9%	21.1%	12.7%	8.1%
On new developments of less than 5 dwellings, it would be more appropriate to seek a financial contribution to help fund local affordable houses	385	11.2%	35.1%	25.7%	18.2%	9.9%
If left to the market alone it is unlikely that enough affordable housing sites will be identified.	392	31.6%	40.1%	18.4%	5.6%	4.3%

LDF Survey 2007: Affordable Housing

Analysis.: Q27a to Q27k
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
It is important to work proactively with parish and town councils to identify sites for 100% affordable housing schemes to meet local needs.	404	37.9%	39.9%	12.6%	6.2%	3.5%

LDF Survey 2007: Housing - Supply and Demand

Analysis.: Planning policies should ensure that the supply of new homes keeps up with demand.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 17 of the consultation document, we identify that trying to make sure that the new housing is actually delivered when needed. We need to decide how the houses we allocate land for actually get built.

Analysis % Responses	
Base	100.0%
Planning policies should ensure that the supply of new homes keeps up with demand.	
Strongly agree	20.2%
Agree	48.0%
Neither agree or disagree	16.6%
Disagree	10.0%
Strongly disagree	5.2%

LDF Survey 2007: Housing Sites around Salisbury

Analysis.: Q31a to Q31g
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
To the north western between Fugglestone Red and UK Land Command, Wilton.	432	25.0%	45.8%	20.1%	4.6%	4.4%
To the west at Harnham on land to the south of Netherhampton Road.	423	8.5%	35.0%	20.3%	22.2%	13.9%
To the northeast on land between Bishopdown Farm and the village of Ford.	414	7.2%	25.1%	27.1%	19.3%	21.3%
To the east of Laverstock below Cockey Down.	417	3.8%	16.3%	26.6%	19.9%	33.3%
To the north on land at the Portway near to Old Sarum.	423	15.1%	37.6%	22.7%	12.5%	12.1%
A new settlement based in the Bourne Valley	413	4.4%	13.6%	31.0%	21.5%	29.5%
An extension of Alderbury on land between the A36 by-pass and the village.	436	9.6%	24.3%	21.3%	11.2%	33.5%

LDF Survey 2007: Housing in Rural Settlements

Analysis.: Q33a to Q33e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Amesbury with Durrington and Bulford	411	22.6%	50.6%	18.0%	5.4%	3.4%
Mere	383	8.6%	35.5%	43.6%	7.3%	5.0%
Downton	395	8.9%	33.2%	33.7%	16.7%	7.6%
Tisbury	384	7.8%	37.2%	35.9%	12.0%	7.0%
Wilton	403	13.2%	42.4%	26.3%	11.9%	6.2%

LDF Survey 2007: Housing Provision in Larger Villages

Analysis.: Q35a to Q35e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
In the villages, ongoing infilling (building in spaces in areas that are already built up) could continue within approved boundaries.	408	20.8%	57.6%	8.8%	8.1%	4.7%
Alternatively, larger sites could be identified to address local affordable and market housing needs, and community facility deficiencies.	398	7.3%	35.2%	20.6%	25.1%	11.8%
Both options should be pursued together.	386	9.6%	37.6%	20.7%	21.8%	10.4%
An upper limit on the number of new homes for groups of villages should be set, based on local considerations	419	35.6%	43.4%	11.9%	6.0%	3.1%
Apart from in exceptional circumstances, new housing should not be provided within our smallest villages, hamlets and open countryside.	426	34.0%	32.6%	12.9%	12.4%	8.0%

LDF Survey 2007: Brownfield Development and Housing Density

Analysis.: Q37a to Q37c

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Maximising the re-use of brownfield land (previously developed land) reduces the demand for greenfield sites and should continue.	447	64.4%	28.6%	4.9%	1.1%	0.9%
Making the best use of new sites by encouraging higher housing densities of up to 50 dwellings per hectare should continue, provided design quality is high.	430	16.0%	35.3%	17.4%	23.5%	7.7%
In rural areas, housing densities of 30 dwellings per hectare should be encouraged to make best use of our scarce sites without spoiling local character.	430	16.3%	46.7%	16.5%	14.7%	5.8%

LDF Survey 2007: Gypsies and Travellers

Analysis.: The needs of gypsies and travellers should be addressed by identifying those areas where sites may be acceptable.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: On page 18 of the consultation document, we identify that the evidence suggests that the district already has a good range of sites for gypsies and travellers. We need to decide how best to assess and accommodate future need for such sites.

Analysis % Responses	
Base	100.0%
The needs of gypsies and travellers should be addressed by identifying those areas where sites may be acceptable.	
Strongly agree	15.9%
Agree	47.1%
Neither agree or disagree	16.3%
Disagree	9.9%
Strongly disagree	10.8%

LDF Survey 2007: Employment Sites

Analysis.: Q41a to Q41i
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Salisbury	377	25.2%	54.4%	9.0%	7.4%	4.0%
Amesbury	377	27.3%	59.4%	8.8%	2.1%	2.4%
Boscombe Down and Porton Down (extend existing allocation)	363	22.6%	56.5%	15.2%	2.8%	3.0%
Downton	350	9.7%	39.7%	31.7%	12.6%	6.3%
Old Sarum (extend existing allocation)	359	16.4%	48.5%	19.8%	9.2%	6.1%
Tisbury	342	9.9%	40.1%	33.6%	9.4%	7.0%
Wilton	348	12.1%	46.8%	26.4%	8.6%	6.0%
Mere	339	8.6%	40.1%	40.4%	5.6%	5.3%
Locate the largest amount of employment land in and around Salisbury	329	19.8%	31.0%	23.4%	16.1%	9.7%

LDF Survey 2007: Encouraging Employment

Analysis.: Q43a to Q43e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should continue to use planning policies to support existing businesses in the district rather than leave it to market forces.	366	19.1%	53.3%	16.7%	7.7%	3.3%
We should allocate sites specifically for office, warehousing and general industrial uses to reflect the trend away from manufacturing.	356	11.2%	46.1%	29.2%	10.7%	2.8%
Allocating sites for mixed employment uses can encourage specialist groupings such as office parks and research and development.	358	12.6%	60.9%	23.5%	2.0%	1.1%
Housing land has a higher value than business land. This can encourage redevelopment of business sites for housing, at the expense of local jobs. Policies should resist such redevelopment.	360	18.9%	49.2%	19.2%	10.3%	2.5%
Some older industrial buildings may no longer be suitable for modern employment purposes and might be appropriate for conversion to other uses, subject to safeguards and viability tests.	373	25.7%	62.7%	9.9%	1.1%	0.5%

LDF Survey 2007: The Rural Economy

Analysis.: Q45a to Q45d
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Farmers should be allowed more freedom to diversify into businesses not directly related to farming.	389	21.6%	56.8%	11.8%	8.5%	1.3%
Farmers should be helped to re-use redundant farm buildings for commercial and business uses.	395	22.0%	60.0%	11.6%	4.8%	1.5%
New small-scale business development in the countryside should be located near to larger settlements, to minimise travel and car use.	389	17.5%	55.5%	16.7%	8.5%	1.8%
Commercial equestrian activity makes an important contribution to the rural economy, and should be encouraged.	380	20.8%	46.8%	25.8%	5.3%	1.3%

LDF Survey 2007: Sustainability and Business Uses

Analysis.: Q47a to Q47d

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Business and commercial development should be required to address the causes and consequences of climate change and should not be considered a 'special case' or exempted.	389	34.7%	45.5%	13.1%	4.9%	1.8%
High environmental standards will be required for all new employment premises.	392	39.0%	50.0%	8.7%	1.5%	0.8%
New business development should be efficient in its use of energy and natural resources such as water.	393	48.1%	46.3%	4.8%	0.5%	0.3%
Encouraging people to work from home is environmentally friendly and should be encouraged through the design of new housing and a positive approach to the re-use of outbuildings.	388	31.4%	44.3%	19.6%	2.8%	1.8%

LDF Survey 2007: Social Inclusion

Analysis.: Q49a to Q49b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Developers should make a contribution towards the provision of local social facilities and services, particularly where this will help to improve access to services for those living on lower incomes.	392	40.6%	42.3%	9.4%	4.6%	3.1%
Developer contributions of this kind should be targeted to settlements where such services are available, even where this is some distance from the development site.	367	17.2%	32.2%	27.8%	18.0%	4.9%

LDF Survey 2007: Health and Welfare

Analysis.: Q51a to Q51e
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Health and welfare facilities should be concentrated in accessible locations and provided together in the same location where possible.	388	26.0%	60.1%	9.8%	3.6%	0.5%
Developers should make a contribution towards the provision or improvement of healthcare facilities, where the development increases demand for such services.	392	32.1%	48.5%	11.0%	5.4%	3.1%
All new development should take account of use by those with disabilities.	397	35.0%	46.3%	13.1%	4.3%	1.3%
The needs of very elderly residents should be addressed through the provision of new large-scale residential care facilities in the district.	385	12.7%	20.0%	25.2%	33.8%	8.3%
Alternatively, the emphasis for elderly care could be on smaller-scale local facilities dispersed around the district.	384	30.7%	50.8%	15.4%	2.9%	0.3%

LDF Survey 2007: Social and Economic Infrastructure

Analysis.: Q53a to Q53c

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
To ensure everyone has a good range of services within easy reach services should be provided in larger settlements, such as Salisbury, Amesbury, Downton, Mere and Tisbury.	391	28.9%	56.8%	10.7%	3.6%	-
To address problems faced by low income families, new development should be targeted to areas of greatest need even though this could mean significant new development in some rural communities.	369	6.0%	28.5%	29.5%	26.6%	9.5%
Developers should make a contribution, either by providing new facilities or through financial contributions to help tackle the problems of social deprivation within the locality of the development.	383	23.8%	45.2%	17.2%	9.1%	4.7%

LDF Survey 2007: Village Pubs, Shops and Post Offices

Analysis.: Q55a to Q55d

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should support and protect village shops, post offices and public houses.	432	64.4%	27.3%	5.6%	2.1%	0.7%
We should resist the change of use of such facilities unless it has been clearly proven that they are no longer viable.	427	52.2%	37.7%	4.7%	4.7%	0.7%
Allowing combined uses, such as a post office within a pub, should be encouraged where facilities might otherwise be lost.	431	52.2%	42.2%	2.6%	1.4%	1.6%
Some limited new housing in smaller settlements could help local pubs and shops to stay viable.	425	26.1%	52.2%	13.9%	6.1%	1.6%

LDF Survey 2007: Art and Culture

Analysis.: Q57a to Q57b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Arts, entertainment and cultural activities should be located in key settlements to ensure that everyone has reasonable access to a range of such facilities.	394	25.1%	50.8%	18.5%	4.6%	1.0%
There is a lack of adequate cultural facilities within Salisbury and the rest of the district.	386	3.9%	13.7%	29.8%	43.0%	9.6%

LDF Survey 2007: Transport

Analysis.: Q59a to Q59d

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
In order to ensure everybody has easy access to a range of services, facilities and cultural opportunities new development should be located in settlements with good public transport links.	408	26.5%	50.7%	11.5%	8.8%	2.5%
New development should encourage and facilitate the use of public transport, walking and cycling as alternatives to car travel.	419	40.1%	48.4%	8.4%	2.1%	1.0%
Major developments should encourage equality of access by providing adequate public transport choices to address the diverse needs of all sections of the local community.	409	38.1%	51.1%	8.8%	1.5%	0.5%
Developers should contribute towards public and community transport, walking and cycling improvements.	413	36.1%	40.0%	12.8%	7.0%	4.1%

LDF Survey 2007: Crime

Analysis.: Q61a to Q61b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Buildings and places should be designed in a way that helps to reduce crime and the fear of crime.	414	52.4%	42.8%	4.6%	0.2%	-
Developers should contribute towards preventative measures such as CCTV, lighting and community policing.	405	35.1%	37.8%	13.1%	9.1%	4.9%

LDF Survey 2007: Leisure and Recreation

Analysis.: Q63a to Q63b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Developers should contribute towards the provision of local sport, leisure and open space facilities, particularly where they are contributing to the demand for such facilities.	408	38.2%	45.6%	9.3%	3.7%	3.2%
Community access to public and private facilities - such as school and commercial facilities - should be encouraged and facilitated.	404	37.6%	51.2%	7.7%	2.0%	1.5%

LDF Survey 2007: Countryside and Nature

Analysis.: Q65a to Q65e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The natural environment is important to your quality of life.	429	77.6%	20.7%	1.6%	-	-
The natural environment should be protected and enhanced wherever possible.	430	74.0%	22.8%	2.1%	0.9%	0.2%
We should implement additional controls, over and above existing designations, that would further protect the natural environment.	415	48.4%	27.7%	15.9%	6.3%	1.7%
We should identify, promote and protect locally important landscape and nature sites.	428	62.9%	29.2%	5.4%	2.6%	-
We should improve access to the countryside for everyone through improved footpaths and cycle tracks.	416	44.7%	36.3%	14.2%	4.1%	0.7%

LDF Survey 2007: Nature Conservation

Analysis.: Q67a to Q67b
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We could place a lesser importance on the natural environment when considering the need for important new development.	419	2.1%	6.7%	6.0%	39.9%	45.3%
We should ensure that nature conservation measures are incorporated into all new development to ensure that developers address the ecological impact of new building.	424	49.3%	42.0%	5.4%	2.8%	0.5%

LDF Survey 2007: The Historic Environment

Analysis.: Q69a to Q69e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should extend controls over historic buildings, settlements and environments to help protect and enhance the unique character of the local area.	402	37.6%	38.3%	16.4%	5.7%	2.0%
We should identify historically important (but unlisted) buildings that need additional protection.	403	28.5%	53.8%	11.2%	4.7%	1.7%
There should be tighter controls in conservation areas, such as changing windows in a house.	407	20.6%	36.6%	25.1%	15.2%	2.5%
We should seek additional controls over certain forms of development in the Stonehenge World Heritage site, such as telephone masts and agricultural buildings.	401	29.4%	40.9%	19.7%	7.7%	2.2%
Regular surveys should be carried out to identify historic buildings at potential risk, supported by a strategy to protect and enhance them.	404	27.0%	54.0%	14.4%	3.5%	1.2%

LDF Survey 2007: Enhancing Historic Environments

Analysis.: Q71a to Q71g

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should produce plans for the enhancement of conservation areas and other historic environments rather than simply react to proposals as an when they are made.	403	27.8%	53.3%	12.7%	4.7%	1.5%
We should use public funds to enhance conservation areas and historic environments	394	18.8%	46.7%	24.4%	8.6%	1.5%
Utility companies such as water, gas, telecoms and power should ensure their work does not damage the appearance of the area	416	59.1%	36.5%	3.8%	0.5%	-
World heritage site status should be sought for Salisbury Cathedral and the Close	407	32.4%	33.2%	25.1%	5.7%	3.7%
We should improve information, interpretation and access to archaeological sites and monuments	402	17.7%	49.8%	27.1%	4.2%	1.2%
We should arrange training workshops to improve the skills of local craftspeople	399	21.6%	43.9%	23.6%	8.3%	2.8%
Owners of listed buildings should be provided with simple guidance about the restrictions that apply to them.	405	30.1%	57.0%	11.9%	1.0%	-

LDF Survey 2007: Leisure and Tourism

Analysis.: Q73a to Q73g
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should actively promote the provision of new hotels in South Wiltshire.	392	15.6%	47.7%	25.0%	9.4%	2.3%
We should encourage the provision of high quality conference facilities.	391	12.0%	47.8%	26.3%	11.5%	2.3%
We should resist the loss of hotels, B&Bs and guest houses.	395	19.0%	58.5%	17.2%	4.1%	1.3%
We should encourage tourism and leisure development in the rural area.	388	14.9%	50.8%	23.2%	7.5%	3.6%
We should encourage the provision of static and tourist caravan sites and holiday chalet developments.	396	2.8%	16.2%	25.0%	36.1%	19.9%
We should continue to support a new visitor centre for Stonehenge.	396	20.7%	44.7%	18.9%	7.6%	8.1%
We should encourage more leisure facilities (such as restaurants, pubs, bars and cinemas) to attract more people to come to Salisbury in the evening and at weekends.	393	9.2%	31.0%	29.3%	23.9%	6.6%

LDF Survey 2007: Retail and Shopping

Analysis.: Q75a to Q75i
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
We should continue to promote Salisbury as the main shopping centre.	403	31.8%	54.6%	10.9%	1.7%	1.0%
We should protect Salisbury from decline by redeveloping the Maltings and Central car park.	394	20.8%	42.9%	20.3%	9.6%	6.3%
We should maintain and enhance the role of Amesbury as a main shopping area.	343	20.4%	50.7%	27.7%	0.6%	0.6%
An out-of-town supermarket is needed to serve the growing population in Amesbury.	337	9.2%	23.1%	39.8%	19.6%	8.3%
An out-of-town supermarket would add to the decline of Amesbury town centre.	337	14.2%	32.0%	38.3%	11.9%	3.6%
We should try to find a site for a new supermarket in Amesbury town centre.	331	10.0%	30.2%	42.0%	13.9%	3.9%
We should protect and enhance the smaller shopping centres in Tisbury, Downton, Wilton and Mere. We should designate commercial areas in local centres, where loss of shops and services would be resisted.	355	29.0%	57.5%	12.1%	0.8%	0.6%
We should designate commercial areas in local centres, where loss of shops and services would be resisted.	181	16.6%	56.4%	23.2%	2.8%	1.1%
We should encourage the development of new shopping facilities in Durrington and protect and enhance the existing centre.	324	12.3%	43.5%	42.6%	1.2%	0.3%
We should protect and enhance our local outdoor markets.	370	46.2%	44.9%	8.1%	0.3%	0.5%

LDF Survey 2007: The Community Chest

Analysis.: Q77a to Q77e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Developers should be made to pay for measures to address the impact of their development on local communities.	373	39.7%	42.9%	9.4%	4.6%	3.5%
We should set up a 'Community Chest', (financial fund) to allow money raised from new developments to be targeted at priorities within the wider community area.	354	20.3%	42.1%	20.6%	11.6%	5.4%
We should target 'Community Chest' funding on the six main market town areas - Amesbury, Downton, Mere, Salisbury, Tisbury and Wilton.	346	11.0%	29.5%	32.7%	20.2%	6.6%
We should identify the things that new development will be expected to contribute towards in consultation with local communities.	358	27.1%	53.9%	13.7%	3.4%	2.0%
We should introduce a tariff system so that developers can work out in advance how much they will be asked to pay.	368	19.3%	55.2%	17.7%	4.6%	3.3%

LDF Survey 2007: Design and the 40' Rule

Analysis.: Q79a to Q79f
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The "40 foot rule" restricting the height of new buildings in Salisbury has served the City well and should be retained.	412	60.0%	22.1%	8.5%	8.0%	1.5%
The "40 foot rule" is too crude - a more flexible approach would encourage much needed new development in the City.	391	3.1%	14.1%	12.8%	35.8%	34.3%
We should impose higher standards to raise the quality of design for new development.	404	38.6%	45.5%	13.9%	1.5%	0.5%
We should adopt clear design guidance for all new development.	398	37.9%	47.2%	11.3%	2.3%	1.3%
New development should address the needs of all - particularly the elderly and disabled.	396	33.3%	46.7%	15.2%	3.0%	1.8%
We should require developers to demonstrate the steps they have taken to reduce crime and make places safe.	402	31.1%	45.8%	16.2%	3.7%	3.2%

LDF Survey 2007: Flood, Pollution and Waste

Analysis.: Q81a to Q81h
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
New development should encourage walking, cycling and the use of public transport.	417	41.2%	49.6%	6.5%	1.9%	0.7%
We should actively discourage unnecessary car trips into Salisbury city centre.	410	25.9%	37.3%	20.5%	12.2%	4.1%
We should establish a special air quality zone in Salisbury to alleviate pollution caused by car fumes.	393	17.6%	30.8%	31.6%	14.2%	5.9%
We should use developer contributions to support public transport services in rural areas.	405	27.9%	44.2%	14.6%	8.4%	4.9%
We should assess the flood risks associated with all new development.	420	61.4%	36.2%	1.9%	0.2%	0.2%
We should insist that developers contribute to the provision of recycling facilities in new developments.	411	39.2%	43.1%	8.8%	5.6%	3.4%
We should take tougher measures to protect supplies and reduce water consumption.	408	34.3%	46.3%	14.7%	3.9%	0.7%
We should minimise waste generation and energy consumption, by encouraging the use of renewable energy sources.	393	41.0%	45.8%	10.2%	1.8%	1.3%

LDF Survey 2007: The Aims of the Salisbury Vision

Analysis.: The overall aims set out in the Salisbury Vision should be supported.

Filter.....: All Responses

Cells.....: Analysis %, Responses

Text.....: Pages 42 and 43 of the consultation document highlight the main themes of the Salisbury Vision project. We would like your opinion on the objectives of the Salisbury Vision.

Analysis % Responses		
Base		100.0%
The overall aims set out in the Salisbury Vision should be supported.		
Strongly agree		22.3%
Agree		57.2%
Neither agree or disagree		15.0%
Disagree		3.5%
Strongly disagree		1.9%

LDF Survey 2007: The Vision - Transport

Analysis.: Q85a to Q85d
 Filter.....: All Responses
 Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The Vision proposes the development of a new station interchange, bringing together all public transport in the city.	394	36.3%	44.2%	10.2%	5.6%	3.8%
The Vision proposes to extend pedestrianisation of the city centre.	395	32.2%	41.3%	12.7%	10.4%	3.5%
The Vision proposes the removal of traffic from the historic city centre.	393	28.0%	34.1%	13.7%	17.3%	6.9%
The Vision proposes the remodelling of Southampton Road with new residential development, a dual carriageway and relocation of the college.	377	30.2%	37.1%	14.9%	9.0%	8.8%

LDF Survey 2007: The Vision - Development

Analysis.: Q87a to Q87e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The Vision proposes new shopping development on the Central Car Park with a new park between the watercourses, new square onto Fisherton Street plus a range of shops, homes and leisure opportunities.	387	17.6%	42.6%	19.4%	14.7%	5.7%
The Vision proposes the redevelopment of the Friary housing estate in consultation with residents.	379	15.3%	48.8%	31.9%	3.2%	0.8%
The Vision proposes the redevelopment of Churchfields industrial estate with a mix of residential-led purposes and finding better sites for the existing businesses.	387	31.0%	43.2%	16.5%	6.7%	2.6%
The Vision proposes the redevelopment of some key city locations such as Salt Lane and Brown Street car parks.	377	13.3%	35.8%	23.3%	16.4%	11.1%
The Vision proposes moving Salisbury College to a new site inside the ring road.	377	11.1%	32.9%	30.2%	13.5%	12.2%

LDF Survey 2007: The Vision - Public Realm

Analysis.: Q89a to Q89e

Filter.....: All Responses

Cells.....: Analysis %, Responses

Analysis % Responses	Base					
		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The Vision proposes a major investment in the public areas of the City, such as the Market Square, Chequers, Market Walk and Cheese Market, as well as the creation of new high quality public spaces such as Fisherton Square and Confluence Park.	374	25.9%	46.3%	15.5%	8.0%	4.3%
The Vision proposes that the public areas of our city centre could be upgraded through the implementation of high quality new seats, signs, lighting, surface treatments.	386	26.7%	50.5%	15.0%	6.0%	1.8%
The Vision proposes the enhancement of the Market Square into a high quality public space, which is a major focus for the City and an area for meeting, markets and events.	395	33.9%	47.1%	9.4%	6.3%	3.3%
The Vision introduces the idea of creating distinct character areas within the city centre, such as a cultural quarter based around the Playhouse and City Hall.	383	21.9%	46.5%	20.9%	8.1%	2.6%
The Vision proposes the 'greening' of the city through projects such as the planting of a green necklace around the ring road, upgrading our existing parks, enhancing the water meadows as a visitor and educational attraction and the development of a new park between the watercourses on the Central Car Park.	386	35.5%	44.8%	11.9%	5.2%	2.6%

Local Development Framework: Householder Survey 2007

Household Survey: LDF Planning Priorities

Analysis...: Q1a to Q1k
 Filter.....: All Responses
 Score.....: Weight WT1
 Cells.....: Analysis %, Responses

Analysis % Responses	Base	Missing											Mean
		No	1	2	3	4	5	6	7	8	9	10	
Addressing climate change and sustainability	5325	11.9%	7.2%	3.9%	2.9%	3.9%	13.0%	6.5%	7.3%	13.1%	5.8%	24.4%	6.76
Agreeing the future role of towns and villages	5325	13.0%	5.1%	4.6%	4.2%	4.5%	14.3%	8.9%	11.0%	14.4%	6.4%	13.6%	6.39
Decent affordable housing for all	5325	8.8%	2.5%	1.6%	2.1%	3.2%	8.5%	6.4%	7.9%	15.2%	8.3%	35.6%	7.82
A strong and prosperous economy	5325	10.8%	1.3%	1.1%	1.4%	2.1%	7.4%	6.5%	10.3%	19.6%	10.7%	28.7%	7.90
Safe and healthy communities	5325	8.7%	0.8%	0.9%	0.8%	1.4%	4.6%	4.0%	7.0%	15.9%	12.2%	43.6%	8.55
Protecting and enhancing the natural environment	5325	9.6%	1.0%	1.1%	1.5%	2.3%	7.3%	6.6%	10.2%	19.5%	11.4%	29.5%	7.94
Protecting and enhancing the historic built environment	5325	10.9%	2.1%	2.3%	2.8%	4.1%	11.1%	10.0%	12.2%	18.8%	8.7%	17.1%	7.09
Promoting tourism, leisure and shopping opportunities	5325	11.8%	4.6%	3.8%	3.7%	5.8%	15.1%	12.4%	13.4%	15.0%	5.7%	8.6%	6.21
Raising money from development to invest in communities	5325	13.7%	5.8%	4.2%	4.3%	6.4%	14.3%	10.9%	12.5%	13.6%	4.9%	9.3%	6.07
Improving the design of buildings and public spaces	5325	12.3%	4.5%	4.0%	4.3%	6.8%	14.0%	11.4%	12.6%	14.1%	5.4%	10.7%	6.24
Tackling flood risk waste and pollution	5325	8.1%	1.3%	1.7%	1.8%	2.7%	6.8%	6.3%	9.1%	16.2%	11.5%	34.6%	8.00

Household Survey: Salisbury Vision Priorities

Analysis...: Q3a to Q3p
 Filter.....: All Responses
 Cells.....: Absolute, Analysis %, Responses

Absolute Analysis % Responses	Base	No	Yes
The creation of new public transport interchange at the railway station for buses, trains and taxis	5325	2068 38.8%	3257 61.2%
Redesigning the A36 Southampton Road	5325	1589 29.8%	3736 70.2%
Making the city centre more pedestrian friendly	5325	2664 50.0%	2661 50.0%
Redevelopment of the central car park and Maltings for new shops, housing and a car park	5325	3398 63.8%	1927 36.2%
Redevelopment of the bus depot site in Castle Street for a new Salisbury College	5325	3920 73.6%	1405 26.4%
Redevelopment of the eastern approach and the Friary Estate in consultation with the local residents	5325	3837 72.1%	1488 27.9%
Refurbishment and increased use of the Guildhall	5325	3319 62.3%	2006 37.7%
Redevelopment of Churchfields Industrial Estate	5325	2816 52.9%	2509 47.1%
Redevelopment of Salt Lane and Brown Street for residential use	5325	4047 76.0%	1278 24.0%
Redevelopment of the bus station site	5325	3211 60.3%	2114 39.7%
Improvement of the Market Place as a central place for pedestrians	5325	2570 48.3%	2755 51.7%

Household Survey: Salisbury Vision Priorities

Analysis...: Q3a to Q3p
 Filter.....: All Responses
 Cells.....: Absolute, Analysis %, Responses

Absolute Analysis % Responses	Base	No	Yes
The provision of a new Fisherton Square linking Fisherton Street with the rest of the City and arts venues	5325	3302 62.0%	2023 38.0%
Enhancing the street scene in the chequers	5325	4212 79.1%	1113 20.9%
The development of a Harnham eco-park enhancing access to and understanding of the water meadows	5325	3127 58.7%	2198 41.3%
The provision of a new park in the heart of the City adjacent to the Millstream and River Avon	5325	3083 57.9%	2242 42.1%
The creation of a green 'necklace' of trees around the City centre and the ring road	5325	2563 48.1%	2762 51.9%

Household Survey: Community Priorities

Analysis...: Q5a to Q5s
 Filter.....: All Responses
 Score.....: Weight WT1
 Cells.....: Analysis %, Responses

Analysis % Responses	Base	No	1	2	3	4	5	6	7	8	9	10	Mean
Improved access to health services	5325	17.8%	4.0%	2.9%	2.6%	2.3%	10.4%	5.7%	6.3%	12.6%	6.8%	28.5%	7.36
Improved activities for teenagers	5325	15.3%	3.7%	2.7%	1.8%	3.2%	9.9%	6.9%	9.1%	15.2%	7.4%	24.8%	7.30
Improved facilities for young children	5325	20.6%	5.1%	3.8%	3.5%	4.8%	13.9%	8.5%	8.8%	11.6%	4.8%	14.5%	6.38
Improving job prospects	5325	20.5%	3.7%	2.7%	2.5%	3.1%	11.8%	7.6%	9.6%	14.9%	5.6%	18.0%	6.92
Improving public transport	5325	14.3%	2.9%	2.3%	1.7%	2.8%	9.3%	7.6%	8.8%	14.1%	8.2%	28.0%	7.52
Looking after the historic environment and listed buildings	5325	18.0%	3.3%	3.1%	2.3%	4.2%	13.2%	8.9%	9.8%	14.6%	6.3%	16.3%	6.80
Pomoting tourism	5325	22.9%	6.7%	4.7%	4.2%	5.5%	15.4%	10.1%	9.0%	11.3%	3.6%	6.6%	5.71
Providing more affordable decent homes	5325	13.8%	3.7%	2.3%	2.1%	3.4%	8.2%	6.9%	7.4%	12.3%	6.9%	32.8%	7.57
Providing better shopping facilities	5325	21.3%	7.2%	4.8%	4.2%	5.8%	12.9%	8.2%	8.2%	10.5%	3.9%	13.1%	6.01
Providing community centres and village halls	5325	19.7%	5.3%	3.7%	3.1%	4.6%	13.1%	9.5%	9.6%	13.3%	5.0%	13.1%	6.38
Providing education and learning opportunities	5325	18.8%	3.6%	2.5%	2.2%	3.2%	10.0%	7.9%	10.6%	15.9%	6.8%	18.4%	7.05
Providing cultural and leisure facilities	5325	19.8%	4.0%	2.8%	2.3%	4.7%	12.2%	10.2%	11.2%	15.5%	5.5%	11.8%	6.58
Providing sheltered housing for older people	5325	13.6%	2.1%	1.4%	1.6%	2.0%	7.7%	7.1%	9.3%	16.9%	9.3%	29.0%	7.79
Providing support for post offices, shops and services in rural villages	5325	8.9%	1.9%	1.1%	1.2%	1.5%	3.7%	3.6%	5.8%	12.5%	10.0%	49.7%	8.58
Reducing crime and antisocial behaviour	5325	9.1%	0.7%	0.9%	0.9%	0.8%	2.4%	2.5%	4.6%	9.6%	9.7%	58.8%	9.02
Reducing traffic congestion	5325	12.8%	2.5%	2.0%	1.5%	1.8%	5.3%	5.0%	6.6%	14.5%	9.6%	38.6%	8.12
Repairing roads and pavements	5325	7.9%	1.1%	0.9%	0.8%	1.2%	4.3%	4.5%	6.9%	14.2%	10.6%	47.4%	8.59
Tackling climate change	5325	20.0%	7.3%	4.0%	2.3%	4.1%	10.5%	5.7%	7.8%	12.1%	5.6%	20.5%	6.65
Tackling flood risk	5325	17.4%	5.7%	3.4%	2.5%	3.9%	9.6%	6.6%	8.1%	12.7%	6.5%	23.7%	6.98

Local Development Framework: Schools Survey 2007

Schools Survey: Planning Priorities

Analysis...: Q1a to Q1k
 Filter.....: All Respondents
 Score.....: Weight WT1
 Cells.....: Analysis %, Respondents

Analysis % Respondents	Base	Missing											
		Mean	No reply	1	2	3	4	5	6	7	8	9	10
Addressing climate change and sustainability	102	4.61	2.9%	22.5%	7.8%	12.7%	6.9%	15.7%	5.9%	3.9%	4.9%	3.9%	12.7%
Agreeing the future role of towns and villages	102	5.16	2.9%	9.8%	3.9%	14.7%	10.8%	20.6%	9.8%	6.9%	8.8%	2.0%	9.8%
Decent affordable housing for all	102	4.53	2.0%	22.5%	10.8%	11.8%	9.8%	10.8%	3.9%	7.8%	4.9%	2.9%	12.7%
A strong and prosperous economy	102	4.98	2.0%	8.8%	9.8%	14.7%	11.8%	19.6%	5.9%	6.9%	8.8%	1.0%	10.8%
Safe and healthy communities	102	4.68	2.0%	21.6%	9.8%	5.9%	8.8%	18.6%	10.8%	2.0%	4.9%	2.9%	12.7%
Protecting and enhancing the natural environment	102	4.79	2.0%	18.6%	7.8%	10.8%	12.7%	10.8%	8.8%	6.9%	7.8%	2.9%	10.8%
Protecting and enhancing the historic built environment	102	5.39	2.0%	9.8%	8.8%	5.9%	12.7%	14.7%	13.7%	8.8%	8.8%	2.9%	11.8%
Promoting tourism, leisure and shopping opportunities	102	5.56	2.0%	10.8%	10.8%	2.9%	12.7%	19.6%	5.9%	6.9%	3.9%	4.9%	19.6%
Raising money from development to invest in communities	102	5.45	2.0%	10.8%	2.0%	12.7%	11.8%	16.7%	11.8%	8.8%	5.9%	4.9%	12.7%
Improving the design of buildings and public spaces	102	5.27	3.9%	11.8%	6.9%	10.8%	12.7%	16.7%	6.9%	3.9%	6.9%	5.9%	13.7%
Tackling flood risk waste and pollution	102	5.13	3.9%	17.6%	8.8%	11.8%	5.9%	10.8%	5.9%	8.8%	6.9%	2.9%	16.7%

[Our future planning policies](#)
 On a scale of 1 - 10, with 1 the most important and 10 the least important,
 please rate each of the following planning priorities

Schools Survey: Vision Priorities

Analysis...: Q3a to Q3p
 Filter.....: All Respondents
 Cells.....: Analysis %, Respondents

Analysis % Respondents	Base	No reply	I support
The creation of new public transport interchange at the railway station for buses, trains and taxis	102	25.5%	74.5%
Redesigning the A36 Southampton Road	102	52.9%	47.1%
Making the city centre more pedestrian friendly	102	28.4%	71.6%
Redevelopment of the central car park and Maltings for new shops, housing and a car park	102	36.3%	63.7%
Redevelopment of the bus depot site in Castle Street for a new Salisbury College	102	44.1%	55.9%
Redevelopment of the eastern approach and the Friary Estate in consultation with the local residents	102	53.9%	46.1%
Refurbishment and increased use of the Guildhall	102	52.0%	48.0%
Redevelopment of Churchfields Industrial Estate	102	63.7%	36.3%
Redevelopment of Salt Lane and Brown Street for residential use	102	54.9%	45.1%
Redevelopment of the bus station site	102	36.3%	63.7%
Improvement of the Market Place as a central place for pedestrians	102	41.2%	58.8%
The provision of a new Fisherton Square linking Fisherton Street with the rest of the City and arts venues	102	56.9%	43.1%
Enhancing the street scene in the chequers	102	57.8%	42.2%
The development of a Harnham eco-park enhancing access to and understanding of the water meadows	102	49.0%	51.0%
The provision of a new park in the heart of the City adjacent to the Millstream and River Avon	102	52.9%	47.1%

Schools Survey: Vision Priorities

Analysis...: Q3a to Q3p
Filter.....: All Respondents
Cells.....: Analysis %, Respondents

Analysis % Respondents	Base	No reply	I support
The creation of a green 'necklace' of trees around the City centre and the ring road	102	38.2%	61.8%

Schools Survey: Community Priorities

Analysis...: Q5a to Q5s
 Filter.....: All Respondents
 Score.....: Weight WT1
 Cells.....: Analysis %, Respondents

Analysis % Respondents	Base	Missing											
		Mean	No reply	1	2	3	4	5	6	7	8	9	10
Improved access to health services	102	4.29	2.9%	24.5%	12.7%	9.8%	8.8%	12.7%	5.9%	4.9%	2.9%	2.0%	12.7%
Improved activities for teenagers	102	4.52	2.0%	32.4%	7.8%	7.8%	6.9%	10.8%	2.0%	4.9%	2.9%	4.9%	17.6%
Improved facilities for young children	102	4.58	2.0%	17.6%	9.8%	17.6%	9.8%	11.8%	5.9%	4.9%	6.9%	1.0%	12.7%
Improving job prospects	102	4.50	1.0%	23.5%	10.8%	10.8%	6.9%	15.7%	2.9%	8.8%	5.9%	1.0%	12.7%
Improving public transport	102	4.54	2.0%	16.7%	18.6%	9.8%	7.8%	8.8%	11.8%	5.9%	3.9%	3.9%	10.8%
Looking after the historic environment and listed buildings	102	5.42	2.9%	10.8%	3.9%	5.9%	13.7%	16.7%	15.7%	9.8%	4.9%	6.9%	8.8%
Pomoting tourism	102	5.92	2.9%	7.8%	9.8%	5.9%	7.8%	15.7%	10.8%	5.9%	6.9%	5.9%	20.6%
Providing more affordable decent homes	102	4.63	1.0%	22.5%	12.7%	4.9%	14.7%	10.8%	5.9%	4.9%	4.9%	2.0%	15.7%
Providing better shopping facilities	102	4.69	2.9%	24.5%	4.9%	6.9%	12.7%	15.7%	5.9%	3.9%	7.8%	2.0%	12.7%
Providing community centres and village halls	102	5.44	2.9%	8.8%	6.9%	9.8%	11.8%	14.7%	9.8%	9.8%	9.8%	6.9%	8.8%
Providing education and learning opportunities	102	4.92	2.9%	13.7%	9.8%	13.7%	8.8%	16.7%	6.9%	6.9%	2.9%	4.9%	12.7%
Providing cultural and leisure facilities	102	5.12	2.9%	12.7%	6.9%	12.7%	7.8%	14.7%	14.7%	5.9%	6.9%	3.9%	10.8%
Providing sheltered housing for older people	102	4.76	2.9%	17.6%	5.9%	16.7%	6.9%	18.6%	7.8%	3.9%	2.9%	2.9%	13.7%
Providing support for post offices, shops and services in rural villages	102	5.01	2.9%	17.6%	8.8%	6.9%	11.8%	12.7%	6.9%	7.8%	8.8%	3.9%	11.8%
Reducing crime and antisocial behaviour	102	4.02	2.9%	26.5%	13.7%	9.8%	10.8%	11.8%	3.9%	3.9%	5.9%	1.0%	9.8%
Reducing traffic congestion	102	4.80	2.9%	15.7%	12.7%	8.8%	16.7%	9.8%	4.9%	5.9%	4.9%	3.9%	13.7%
Repairing roads and pavements	102	4.68	2.9%	16.7%	9.8%	13.7%	6.9%	18.6%	6.9%	5.9%	5.9%	1.0%	11.8%
Tackling climate change	102	5.49	3.9%	19.6%	5.9%	5.9%	6.9%	12.7%	6.9%	6.9%	4.9%	5.9%	20.6%

Schools Survey: Community Priorities

Analysis...: Q5a to Q5s
 Filter.....: All Respondents
 Score.....: Weight WT1
 Cells.....: Analysis %, Respondents

Analysis % Respondents	Base	Missing											
		Mean	No reply	1	2	3	4	5	6	7	8	9	10
Tackling flood risk	102	5.11	3.9%	14.7%	9.8%	6.9%	10.8%	16.7%	6.9%	5.9%	5.9%	5.9%	12.7%

Schools Survey: Community Priorities

Analysis...: Q5a to Q5s
Filter.....: All Respondents
Score.....: Weight WT1
Cells.....: Analysis %, Respondents

Your local priorities

On a scale of 1 - 10, with 1 the most important and 10 the least important,
please rate each of the following planning priorities

City Area Community Committee 22 January 2008

Salisbury Vision report

Appendix B

**Our Place in the Future Consultation – Vision Objectives
Detailed comments (main questionnaire)**

Comment	No. of responses	Percentage of total comments (176)	Percentage of overall responses to the consultation (704)
Objectives are important/important to have bold Vision/agree	27	15.3	3.8
Need to retain, maintain and exploit historical past/feel of city/distinctiveness/character - not 'anytown' UK	21	11.9	3.0
Agree with parts of Vision	13	7.4	1.8
More consultation/detail/must recognise consultation	9	5.1	1.3
To much emphasis on developers/making money for developers/will increase property prices to cover costs/housing too expensive	8	4.5	1.1
Requirements of car users must be taken into account/ adequate parking retained	7	4	1.0
Can it be implemented?/will?/funding?/cost?	7	4	1.0
Support majority of Vision	4	2.3	0.6
Parish, Market town and community strategic plans need same weight/to be recognised	3	1.7	0.4
Too much interference/changes are short-lived	3	1.7	0.4
Doesn't go far enough	3	1.7	0.4
Decisions should not be subject to political whim/cost-political?/LGR	3	1.7	0.4
Expensive/unnecessary	3	1.7	0.4
No development in Alderbury, not suburb of Salisbury	3	1.7	0.4
College – move to depot not good idea/use area for housing/very expensive/no need	3	1.7	0.4
Miscellaneous*	59	33.5	8.4
TOTAL	176		

**Our Place in the Future Consultation – Public Realm Strategy
Detailed comments (main questionnaire)**

Comment	No of Responses	Percentage of total comments (281)	Percentage of overall responses to the consultation (704)
Concerned about losing medieval quality and appeal of Salisbury – development should keep with the character of the city – Don't want another new town!	25	8.9%	3.6%
Public Spaces proposals supported – it will improve the city centre	13	4.6%	1.8%
Opposed to the Water Meadows proposal – leave it alone	8	2.8%	1.1%
Support the greening of the city at all/most of locations	8	2.8%	1.1%
Need more information	8	2.8%	1.1%
Support the removal of car parking from the Market Place	7	2.5%	1.0%
Need Central Car Park / don't want to lose city centre parking	7	2.5%	1.0%
Costs / How will it be paid for? Need more information on the effect development would have on council tax	7	2.5%	1.0%
Agree with enhancement of Market Square	7	2.5%	1.0%
5 tick boxes does not cover all the options / too much information contained in section / problems with the questionnaire	6	2.1%	0.85%
Idea of cultural quarter / Fisherton Square is good / supported in principle	5	1.8%	0.71%
Market Square should have a water feature	5	1.8%	0.71%

Comment	No. of responses	Percentage of total comments (176)	Percentage of overall responses to the consultation (704)
Salisbury already has enough green spaces / disagree with greening the city / green necklace	5	1.8%	0.71%
Enhancement of water meadows should not just include Harnham / need to manage Laverstock water meadows as well	5	1.8%	0.71%
Better police presence required / need to design out crime	5	1.8%	0.71%
Cleaner and better maintained streets	5	1.8%	0.71%
Disagree with some elements of the Market Square proposals	4	1.4%	0.57%
Support pedestrianisation of Market Place	4	1.4%	0.57%
More consultation needed	4	1.4%	0.57%
Do not agree with creating distinct character areas in city centre	4	1.4%	0.57%
Market Square is fine as it is / disagree with Market Square works	4	1.4%	0.57%
Street furniture will have to be vandal proof / need to address vandalism	4	1.4%	0.57%
Support Harnham Eco-Park	3	1.1%	0.43%
Parks and gardens hardly attended now so how will enlarged areas be dealt with / Local authorities have a poor record with maintaining anything	3	1.1%	0.43%
Agree in principle with Eco-Park but need to protect water meadows - too much visitation could cause damage / care has to be taken to not over commercialise	3	1.1%	0.43%

Comment	No. of responses	Percentage of total comments (176)	Percentage of overall responses to the consultation (704)
Not sure how practical / realistic the proposals are	3	1.1%	0.43%
Encourage the development / expansion on the Salisbury Markets	3	1.1%	0.43%
Proposals just about Salisbury – need to consider wider SW area / should not be at cost to the rest of the district	3	1.1%	0.43%
Need to avoid flood risks at water meadows – provide hard landscaping and drainage systems	3	1.1%	0.43%
Must have a sensitive design – not too much glass, concrete and green lighting	3	1.1%	0.43%
Miscellaneous*	107	38.1%	15.2%
TOTAL	281		

**Our Place in the Future Consultation – Development Strategy
Detailed comments (main questionnaire)**

Comment	No. of responses	Percentage of total comments (264)	Percentage of overall responses to the consultation (704)
Removing parking will kill city centre/need to retain/replace parking – evening/night visitors/residents park and ride not the answer. Needs more thought. Use of car is inevitable and should be included in plans not removed completely. CCP development must have parking. Don't rely on public transport.	45	17.0	6.4
Need to know where businesses from Churchfields will go	12	4.5	1.7

Comment	No. of responses	Percentage of total comments (264)	Percentage of overall responses to the consultation (704)
Unsure of benefits of moving college to new site/don't move college/not convinced gains outweigh cost of losing bus station/why?	12	4.5	1.7
Churchfields – much needed, good location for hotels/conf centre/housing/offices/sports facilities	11	4.2	1.6
Commendable/agree/parts are in desperate of redevelopment	10	3.8	1.4
Agree with/agree with principle of development on Central Car Park	9	3.4	1.3
Proposals need more detail to allow comment	6	2.3	0.9
College inside ring road is an excellent idea/support relocation/depot good idea	5	1.9	0.7
Not a priority – council to concentrate on key tasks/what is the issue?/unnecessary	5	1.9	0.7
Churchfields with improved access could be a better site for college/nearer to transport hub	4	1.5	0.6
Road/cycle/bus links from Churchfields need improvement	4	1.5	0.6
Need Churchfields relief road/explore other option for link road (previously rejected)	4	1.5	0.6
Salt Lane/Brown St car park – needed for Bourne Hill, Salvation army, Methodist Church, Arts Centre, Catherine St, elderly	4	1.5	0.6
Small retailers are an important part of the mix in Salisbury/protect niche shops who can't afford new high rents	4	1.5	0.6
Where will money come from? Council tax?	4	1.5	0.6
Shortfall – lack of respected tertiary education facility/university – need campus to provide 21 st C facilities	4	1.5	0.6

Comment	No. of responses	Percentage of total comments (264)	Percentage of overall responses to the consultation (704)
Development (CCP) should depend on quality and aesthetic components of design/buildings should be in keeping (traditional style)	3	1.1	0.4
Salt Lane good idea/but still need parking	3	1.1	0.4
Friary – development depends on how residents view what new redevelopment offers. Consultation must be exercised. Biased and interested politics and media will frighten vulnerable tenants from even the most enlightened schemes.	3	1.1	0.4
Fisherton St is one of Salisbury’s attractions – proposed square should not destroy specialist shops or increasing rents destroy commercial viability. Small businesses add character	3	1.1	0.4
Needs careful consultation and planning/must be genuine consultation	3	1.1	0.4
Miscellaneous*	117	44.3	16.6
TOTAL	264		

**Our Place in the Future Consultation – Transport and Movement Strategy
Detailed comments (main questionnaire)**

Comment	No of Responses	Percentage of total comments (343)	Percentage of overall responses to the consultation (704)
Disagree with relocating the college / unnecessary	30	8.7%	4.3%
Agree with dualling / widening of Southampton Road / road improvements	28	8.2%	4.0%
Want Salisbury / A36 bypass	14	4.1%	2.0%

Too far from city centre to be major transport hub / need bus station to be close to city centre	13	3.8%	1.8%
Agree with remodelling of Southampton Road	12	3.5%	1.7%
Do not believe in anymore pedestrianisation/Disagree with removing cars from city centre / should be more car friendly / need access to city centre without relying on P&R	11	3.2%	1.6%
Need more information	11	3.2%	1.6%
Removal of traffic from centre will bar elderly and disabled / remember those who can't walk far	9	2.6%	1.3%
Supports pedestrianisation	9	2.6%	1.3%
Disagree with new residential at Southampton Road	8	2.3%	1.1%
Support the development of a transport interchange	7	2.0%	1.0%
Costs? How will it be funded?	6	1.7%	0.85%
Strongly encourage more public transport alternatives to the car / need improved bus services	6	1.7%	0.85%
Station interchange should provide shuttle service to city centre / need link between centre and interchange	6	1.7%	0.85%
To achieve aims a major change for Salisbury and south Wiltshire's transport systems is needed / Without improving transport rest of Vision will struggle / Transport must come first	5	1.5%	0.71%
Problems of a residential development next to dual carriageway / main route into the city?	5	1.5%	0.71%

Comment	No of Responses	Percentage of total comments (343)	Percentage of overall responses to the consultation (704)
Need to retain some parking in city centre / near transport interchange	5	1.5%	0.71%
Southampton Road is flood area	5	1.5%	0.71%
A36 Park & Ride should be situated at Whaddon / further than Petersfinger	4	1.2%	0.57%
If traffic removed from centre it would adversely effect shops / businesses	4	1.2%	0.57%
opening up north side of station to passengers	4	1.2%	0.57%
Agrees with removal of traffic from city centre	3	0.87%	0.43%
Extension of residential to Alderbury is not supported / keep Alderbury separate from Salisbury	3	0.87%	0.43%
Protect historic heritage /don't destroy old buildings / celebrate uniqueness of city	3	0.87%	0.43%
Southampton Road should never have been made into this mess in first place	3	0.87%	0.43%
Where will college go?	3	0.87%	0.43%
Miscellaneous*	126	36.7%	17.9%
TOTAL	343		

* Miscellaneous are other comments made by not more than two people

Salisbury Vision

Proud of our past . . . forging our future

FRONT COVER

DRAFT V07

Foreword

Cllr Paul Sample
Leader Salisbury District Council

Jane Scott
Leader Wiltshire County Council

Salisbury Vision – Final Document

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Executive Summary

1 Background

Beginnings

Salisbury's beginnings are well documented and no discussion on the city's future would be complete without a brief look into its past. By the start of the 13th century the settlement of Old Sarum had outgrown its location within the Iron Age hill fort east of the river Avon; the water supply was failing, the cathedral was in disrepair and the time had come for big decisions to be made.

And so it was that in 1220 Bishop Poore oversaw the laying of foundation stones for a new cathedral on the river Avon water meadows 1 ½ miles to the south. 38 years later the cathedral was consecrated and the future of the city of New Sarum, later to become Salisbury, was firmly established. Bishop Poore was also responsible for designing the chequer pattern street system, which like the cathedral, remains today as a reminder of 13th century vision and industry.

Salisbury's early growth and prosperity was built on the wool and cloth trade and by the middle of the 15th century it was thought to be the fifth or sixth largest city in England. Subsequent periods of decline interspersed with low growth meant that by 1801 the city's population was not much more than it had been 350 years earlier.

The industrial revolution of the 19th century had little impact on Salisbury and many of the city's medieval buildings remained standing next to 'modern Georgian houses. It was during this time that the city's beauty and in particular that of the cathedral was captured by artists such as Constable and Turner.

The city of Salisbury has grown and changed over the years but the views painted by Constable are still much as they were nearly 200 years ago. And the city's streets, though wider in places, still follow the original medieval chequer pattern. The past is very much alive in Salisbury today and it is this wealth of heritage that is one of its great strengths.

Salisbury today

Today, Salisbury's population is around 45,000 and it is the largest shopping and employment centre in Wiltshire, serving the residents of the city and the surrounding towns and villages. Salisbury is also a key base for the British Army and an important tourism destination.

The city and the immediate surrounding area is also home to a number of leading companies; hi-tech ventures, financial institutions and manufacturers who achieve excellence in their field, together with world class research facilities.

Salisbury has an excellent choice of schools, including some top-performing state grammar schools and highly regarded private establishments. And Salisbury College provides a range of higher and further education courses.

The city boasts over 200 independent and specialist shops and a mix of high street names. It has a cosmopolitan café culture, particularly around the Market Place, and a host of restaurants, pubs and traditional inns some dating from the 13th century. Salisbury provides great opportunities for cultural and general leisure activities. Music, theatre, dance, art, literature, sport and exhibitions all play an important role in the life of the city.

The city of Salisbury is an important tourist destination and attracts millions of people from the UK and overseas each year. Nearly three quarters of these visitors come just for the day, primarily to see the cathedral but also to visit nearby Stonehenge.

Salisbury's a great place, why do we need a vision?

There is no doubt that Salisbury provides a work-life environment and a quality of life that is much envied and sought after.

Built around the meeting place of five rivers, Salisbury is a beautiful medieval city set amongst outstanding countryside. Salisbury has an unemployment rate that is amongst the lowest in the country and it is popular as a place to both live and work. The city has good connections to the motorway network, excellent rail links to London and to the southwest via the A303.

Salisbury is an important centre in the south west of England. It is:

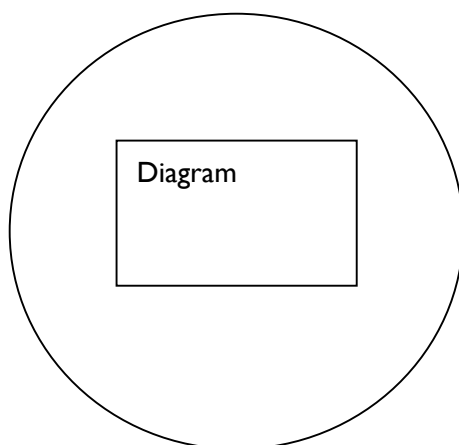
- a tourism destination of international significance;
- a business centre of regional importance;
- a sub-regional centre for retail, culture, housing and further education: and
- the centre of the Salisbury Diocese which covers most of Wiltshire and Dorset.

Nothing stands still, however:

Retail competition is increasing with new developments in Southampton, Bournemouth, Basingstoke, Andover and Winchester. Neighbouring towns and cities are also providing improved leisure and cultural opportunities whilst a lack of employment land close to the city threatens to restrict the growth and expansion of our local businesses. And our tourism industry continues to be challenged by low-cost airlines and newly developing domestic markets.

House prices are higher than the regional and national average whilst salaries are lower. People find it hard to get on the housing ladder and employers have difficulty in recruiting across a wide range of jobs and skills.

If we don't tackle these issues now there is a real danger that Salisbury will go into a spiral of decline that will be much harder to get out of in the future.



So we find ourselves, today, in a similar situation to that of Bishop Poore all those years ago. Clearly something needs to be done and big decisions need to be made once more if Salisbury is to maintain its position as one of the southwest's premier centres for business, tourism and retail. We need to make plans now if we want Salisbury to remain a pleasant and prosperous place where our children's children want, and are able, to live and work.

So what exactly is the Vision?

The Salisbury Vision is simply a plan which sets out what we propose to do over a period of time to improve the lives of everyone that lives in, works in or visits Salisbury. The Vision comes in two parts.

Firstly there is the vision statement. This is a short sentence which describes how we want Salisbury to be over the next 20 years. And by 'we', we mean our understanding of what the residents of Salisbury and south Wiltshire have told us. Closely linked to this are the eight components that make up a sustainable community, the key principles upon which the Vision is founded.

Almost without exception the residents of Salisbury and south Wiltshire have also told us that Salisbury is a one-off and they don't want it spoilt. So whatever we do to try and make the Vision happen, we will only succeed if we make sure that we don't destroy the city's unique and special character.

The second part of the Vision is a simple list of the things that we think we need to do to make the Vision happen. These are grouped into three categories – Traffic & Transport, Development, and something we are calling Public Realm. This means the spaces between and around buildings that are freely available for public use. They can be publicly or privately owned and include areas such as the Market Place, pavements and streets.

So the Vision's important but how has it been produced?

In February 2006 a team of consultants was appointed to develop the Salisbury Vision. This work was funded by Salisbury District Council in partnership with the South West Regional Development Agency and Wiltshire County Council. We discussed with the consultants what we thought the issues were and what our initial thoughts were on how they could be resolved. We also identified four key areas that we considered to be a priority.

The Maltings and central car park

The redevelopment of the Maltings and central car park to provide Salisbury with much needed additional retail space is crucial to the viability and vitality of the city centre. The existing Maltings shopping centre, with the exception of the Sainsbury's supermarket has performed very poorly. Although in a prime city centre location it feels cut off from the core of the city and it provides shoppers with a disappointing visit. It is thought that a new development would include apartments, bars, restaurants and a high quality public space together with parking.

Southampton Road A36

This is a main approach road to the city and the through route from the south to Bristol and Bath. There is frequent severe traffic congestion at peak times and weekends and it creates a bad first impression of the city with a mixture of unattractive industrial and large retail units either side of the road. It is essential that both traffic flow and its visual appearance is significantly improved.

The Market Place and Guildhall Square

This is the city's most important public space outside of The Cathedral Close. It is the centre of the city and for centuries it has acted as a focus of trade and a meeting place. For two days a week it is a hive of activity as people from near and far come into Salisbury to visit the city's popular and thriving Charter Market. For the majority of the time, however, it is little more than a tarmac car park. The quality of the seats, signs and lighting is poor and overall the Market Place is a huge disappointment. The 18th century Guildhall is one of Salisbury's most important and most popular buildings. It is the venue for a variety of uses and functions, with part of the building being used as Magistrates Courts. It is important that an alternative and appropriate use is found for the building when the Magistrates relocate to the Wilton Road in 2009.

The Churchfields Industrial Estate

This site has grown over the past 30 or so years to become the district's most important employment centre. It covers 33 hectares, is home to approximately 165 companies employing around 4,500 people and together they have a combined annual turnover of around £600 million. The site is bounded by the River Nadder on three sides and the railway line on the fourth making access to the estate difficult, particularly for Heavy Goods Vehicles (HGV). The only HGV accessible route to the estate runs through part of the city centre. Relocating the businesses that generate the HGV traffic to alternative locations near to the city centre and redeveloping the estate for alternative use is a priority.

One of the first things that the consultants did was to ask local residents what they thought was good about Salisbury and what they thought was bad. People were also asked what they would like to see changed or improved. From all of this work and from other research that was carried out the consultants then has a very good understanding of what the big issues were and what people's concerns were. As a way of resolving these issues and overcoming the concerns the consultants suggested three different approaches to the way that the city centre could be developed over the next 20-30 years. Within each approach there were a number of different options for each of the four priority areas and for the city centre overall.

Approach 1 Consolidation:

This was the least ambitious approach and it concentrated on making minor improvements rather than major changes. It included making general improvements to streets, squares and open spaces through planting and the removal of unnecessary signing.

Approach 2 Enhancement:

This approach proposed more extensive changes to improve the visual appearance of the city centre. This included removing traffic from core streets and the partial redevelopment of areas such as the Churchfields Industrial Estate.

Approach 3 Step Change:

This approach focussed on major changes aimed at greatly enhancing the city's environment, improving the overall shopping experience, providing additional jobs and housing. Proposals included major mixed use development on key sites such as the Churchfields Industrial Estate and the Maltings and central car park together with public transport improvements.

A three day public exhibition in was held in September 2006 at which people were asked for their views on the three approaches. There was an overwhelming preference for approach 3 Step Change which was seen by the majority of people as being the only approach that could bring about the change that was needed to deliver the Vision for Salisbury.

Over the following six months this approach was further developed and in April 2007 the consultants delivered their final report. This contained a masterplan for delivering major change and improvements to specific problems or areas within the city centre. To make sure that we, and the consultants, had really heard what local residents were saying a final period of public consultation was held between July and October. More than 5,000 people took part and gave us their views with nearly 80% supporting the overall aims of the Salisbury Vision project. Just 5.4% disagreed.

This final document, the Salisbury Vision, has, therefore, been painstakingly developed over a period of nearly two years. It is the result of extensive research and consultation and as such it probably provides the best view that we have ever had of how the people of Salisbury want their city to develop in the future.

2 The Salisbury Vision

The wider context

Sustainable Communities

In 2003 the government set out a long term programme for bringing about improvements to the places where people live. This programme is designed to strengthen the links between work, leisure and home by creating what are called *sustainable communities*. These are defined as:

“ . . . places where people want to live and work now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all”.

The sustainable communities programme lists a number of specific components that the government suggest are essential if a community is to be sustainable. These include decent homes at prices people can afford and good public transport.

During the development of the Salisbury Vision it became very clear that the people of Salisbury consider these same components to be most important to them. They affect the way we live and they define what people want Salisbury to stand for.

Active, inclusive and safe

Fair, tolerant and cohesive with a strong local culture and other shared community activities

Environmentally sensitive

Providing places for people to live that are considerate of the environment

Well designed and built

Featuring a quality built and natural environment

Well connected

With good transport services and communication linking people to jobs, schools, health and other services

Thriving

With a flourishing and diverse local economy

Well served

With public, private, community and voluntary services that are appropriate to people's needs and accessible to all

Fair for everyone

Including those in other communities, now and in the future

Well run

With effective and inclusive participation, representation and leadership

Climate Change

Climate change has been described as the greatest environmental challenge facing the world today. As temperatures rise across the world our weather changes; sea levels rise and the frequency of extreme weather patterns increases. This is a worldwide phenomenon and it affects the UK as much as it does anywhere else in the world.

The world climate has been changing naturally over very long periods of time. This is not a problem; the earth can cope with this pace of change. Climate change is, however, being accelerated by our activity – through the creation of greenhouse gases by the burning of fossil fuels for energy, by cutting down great forests for agriculture, by air travel, and as we are continually reminded even by simply driving in our cars. It is this that is causing the problem and it is this that we can do something about.

Internationally governments are agreeing that urgent action is needed to stop or slow down this change before even more irrevocable damage is done to the earth. The Kyoto protocol, a 15 year agreement signed in 1997 committed countries to take action on climate change. In December 2007 delegates from nearly 200 nations attended a United Nations Climate Change conference in Bali. The result of this meeting was a global agreement on cutting greenhouse gas emissions and on negotiating a new agreement to succeed the Kyoto protocol.

In the UK the government is introducing a Climate Change Bill, which sets out a new approach to manage and respond to climate change. But it is not just governments that must take action. Local authorities, large businesses and individuals all have a part to play.

To find out about your carbon footprint see www.climatechallenge.gov.uk

In a document which looks at the future it is only right that climate change should feature strongly. Within the Salisbury Vision there are dozens of initiatives that if implemented have the potential to damage the environment and add to climate change. Each initiative also has the potential to have a positive impact on the environment and thereby contribute to a slow down in the rate of climate change. Tackling climate change is a fundamental part of the Salisbury Vision.

Greenhouse gases EXPLANATION

Our promise

When delivering the Salisbury Vision we will try to ensure that every project is designed, planned and implemented in such a way that it contributes to an improvement in the quality of life for the residents of Salisbury and that it has the minimum impact on the environment. We will always try to make sure that everything we do benefits the local community and that, over time, it helps us reduce our carbon footprint to zero. In this way the Salisbury Vision will make a positive contribution to community cohesion and to tackling climate change, by creating a sustainable Salisbury community.

Salisbury

Vision statement

Our vision is:

For Salisbury to be a clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England's best places to live.

We will only be able to do this if we ensure that Salisbury:

- Retains its unique and special character; that it is a city with high quality streets and public spaces that complement its fine historic buildings and beautiful natural environment
- Is a sustainable city where residents, businesses and visitors choose the environmentally friendly option in everything they do; where pedestrians and not the car have priority and where the natural and built environments exist in harmony
- Is an accessible and welcoming city, both physically and socially; a city which is easy to get into and to move around in
- Has a thriving economy with a business base that offers opportunities for all levels of skills and for a wide range of jobs and professions
- Continues to be an important shopping centre with an unrivalled mix of small independent shops and major national retailers supported by cafes, pubs, restaurants and a thriving Charter Market
- Provides a diverse range of housing to meet a variety of needs
- Maintains its position as a cultural centre for the arts entertainment and sport
- Is an inclusive city where everyone is welcome and no one feels excluded
- Is a safe city with a low crime rate; a city free from the fear of crime where people feel able to walk the streets at any time of the day or night
- Welcomes visitors, exceeds their expectations and encourages them to return

Strategy statements

To help us achieve the Vision we have developed three overall strategies:

Transport and Movement

The main priority of the transport and movement strategy is to facilitate and encourage the use of environmentally friendly methods of transport particularly within the city centre. The strategy acknowledges and understands the importance of the car and the need for city centre parking but its focus is on alternative forms of transport. To support this the strategy includes plans to ensure that the city's core streets give the pedestrian priority and that new non-car linkages are provided between the city's key activity areas.

Public Realm

The main priority of the public realm strategy is to create an attractive, safe, clean and green city. The strategy contains proposals for a significant investment in the city's public spaces including the renaissance of the Market Place. Other existing areas will be greatly enhanced and new spaces will be created. The accent will be on establishing Salisbury as a naturally green city supported by a high quality, uncluttered and attractive street scene.

Development

The main priority of the development strategy is to significantly improve the city's position as a shopping and business centre by facilitating significant investment in the provision of modern retail and employment space. Three key areas – the Maltings and central car park, the Churchfields Industrial Estate and the Southampton Road are identified for major development, with seven other potential sites also identified. Emphasis will be given to encouraging the growth of newer innovative industries as well as to the development of the city's more traditional business base. The strategy also seeks to increase the supply of housing in the city and in particular the level of affordable housing.

3 Delivering the Vision

Strategic objectives and Vision projects

Our three Vision strategies contain 24 broad objectives. These have all come out of the work that went into developing the Salisbury Vision and they will all contribute to its delivery. To help us achieve each of these objectives we have identified a number of specific projects. These are specific pieces of work, some small and some large, each of which will bring about improvement in one or more of the three areas of Transport & Movement, Public Realm or Development.

This is an ambitious programme. Some of these projects are relatively easy to achieve, others less so, and a few will be very difficult. We can deliver some of these projects on our own but for the majority we will need to work in partnership with others. We have developed good working relationships with a range of external organisations and agencies and they, like the district and county councils, are committed to the aim of the Salisbury Vision. We will, therefore, work with them to ensure that our plans become reality. Some projects are aspirational in that the degree to which we can directly affect their implementation is limited. Where this is the case, our role will be to create an environment that will influence and encourage others to deliver the projects shown.

If we are successful in delivering the 24 strategic objectives we will achieve our Vision for Salisbury. We will have a city that is widely acknowledged as one of the best places to live in the UK. We will have a thriving economy, a strong tourism industry and a rich cultural base. Salisbury will be a safe, welcoming, inclusive city, and a truly sustainable community.

Partners

Many organisations have actively worked with us on the development of the Vision. The majority are members of the steering group which oversees the implementation of the Vision and we will work with them and others to deliver the Vision.

South Wiltshire Economic Partnership

The South Wiltshire Economic Partnership (SWEP) is a partnership between the district and county councils, local businesses and business organisations. The South Wiltshire Economic Partnership is committed to the development of a strong and sustainable economy in south Wiltshire for the benefit of local businesses. SWEP works in partnership with others to drive forward the growth of the south Wiltshire economy by supporting existing businesses and other organisations and by attracting inward investment. By providing the local business community with a single voice on economic development issues, SWEP also works to influence all levels of government and to provide a focus for the delivery of strategic change.

Salisbury City Centre Management Limited

Salisbury City Centre Management (CCM) was established to enhance the vibrancy and vitality of Salisbury city centre. Every year the Partnership strives to achieve this by working with Salisbury District Council and local businesses and organisations to ensure that the city is clean, attractive and successful. CCM's members include Salisbury District Council, retailers, local media, estate agents, hotels and public houses together with the Salisbury & District Chamber of Commerce and Industry, and the Federation of Small Businesses. Salisbury City Centre Management works closely with other partnerships, including the South Wiltshire Community Safety Partnership, the South Wiltshire Economic Partnership and the Salisbury & Stonehenge Tourism Partnership, to realise its work programme.

Salisbury & District Chamber of Commerce and Industry

The Salisbury & District Chamber of Commerce and Industry is an independent non-political and non-profit making organisation, funded mainly by subscriptions. The aims of the Chamber are to originate and promote all activities and plans that benefit or improve the commercial, industrial and professional life of the City and District of Salisbury. This includes supporting or opposing legislation or other measures which could affect its members. On behalf of its members the Chamber also works with local authorities, national government and with other organisations at various levels, such as Business Link, the South Wiltshire Economic Partnership and Salisbury City Centre Management Limited.

Salisbury Civic Society

The Salisbury Civic Society is a registered charity and it is affiliated to the Civic Trust (patron HRH the Prince of Wales). The objectives of the Society are to promote high standards of planning and architecture, to educate in the architecture, history and geography of the area and to secure the preservation, development and improvement of features of public interest within the Salisbury District.

Salisbury Cathedral

Salisbury Cathedral is a beautiful and historic building, an international symbol of Christianity and a world class heritage attraction. The Cathedral together with its Close is also a major part of the Wiltshire tourism industry and together they attract over 600,000 visitors a year from all over the world.

Salisbury & Stonehenge Tourism Partnership

The Salisbury & Stonehenge Tourism Partnership is a public/private sector organisation. Its principal aim is to market and promote Salisbury and south Wiltshire as a tourist destination to both domestic and overseas visitors. In doing so it promotes and contributes to the development of the local tourism industry and tourism related businesses. The Salisbury & Stonehenge Tourism Partnership also acts as a voice for the local tourism industry and is represented at South West Tourism and on the Visit Wiltshire Destination Management Partnership.

South West Regional Development Agency

The South West of England Regional Development Agency was established in 1999. Its most important role is to ensure the long-term economic success of the region. As such the Agency is responsible for providing regional economic leadership and its activities are focused on gathering and sharing the best intelligence for the benefit of everyone in the region, and promoting the South West both in the UK and abroad. The SWRDA was a partner with Salisbury District Council and Wiltshire County Council in developing the Salisbury Vision.

In delivering this Vision we also need to be aware of the work of local businesses and other organisations, and of any plans that they have for development within Salisbury. Where it is for the overall benefit of the residents and businesses of Salisbury and south Wiltshire we will, therefore, wherever possible support:

- Salisbury Cathedral in the development and implementation of its Masterplan
- The owners of the Old George Mall in their plans to broaden and enhance its shopping opportunities
- Salisbury College in its merger with the Wiltshire College and particularly any plans it may have to establish Salisbury as a centre of excellence for the provision of Higher Education in Wiltshire

What will success look like?

Ultimately we will have been successful if we achieve our Vision for Salisbury- for it to be *a clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England's best places to live*. Success also means keeping our promise to make sure that Salisbury becomes a truly sustainable community.

Each of us as individuals, whether we live in, work in or simply visit the city, will also have our own idea of what success looks like – for the Vision overall and for the issues that most affect us personally. And each of the Vision projects will also have their own measures of success.

One of our first jobs, now that the Vision has been published, is to examine what these many success factors may be. By doing this we will be able to critically monitor our progress and, therefore, ensure that we really do bring about the changes needed to deliver the Salisbury Vision.

Monitoring and review

The Salisbury Vision is a long-term plan for the period 2008 – 2015 and beyond. We will continuously monitor activity against the delivery initiatives and review progress annually. Where appropriate each annual review will also look at the strategic objectives and amend or adjust them if this is thought necessary for the achievement of the overall Vision for Salisbury. These reviews will also examine the local, regional, national and international environments to make sure that the Vision and strategic objectives are still valid.

4 The Plan

Strategic objectives

Strategy: Traffic and Movement

No	Objective
1	Traffic management Reduce traffic entering and circulating within the core of the city centre and provide safer walking and cycling routes
2	Public transport Give public transport users priority by improving public transport facilities and expanding services
3	Station interchange Construct a public transport interchange adjacent to the railway station which includes a new Station Square
4	Southampton Road Reduce congestion on the Southampton Road and improve the visual appearance of this key gateway to the city
5	Parking management Make it easier for motorists to park on the outskirts of the city centre core

Strategy: Public realm

No	Objective
6	Public Realm Strategy Develop and implement a comprehensive public realm strategy aimed at creating an attractive, safe, clean and green city
7	The Market Place Rejuvenate the Market Place (to include the Guildhall Square, Cheese Market and Poultry Cross) and create a public square of the highest quality in terms of design and construction
8	Fisherton Square Create a new lively urban space adjacent to the Playhouse, City Hall and relocated library
9	Salisbury Chequers Make the city's core streets more pedestrian oriented and improve their visual appearance by removing unnecessary signs and street furniture, by using high quality materials and through public art and creative lighting
10	Harnham Water Meadows Improve and increase access to the historic water meadows and provide learning and educational facilities whilst ensuring their continued conservation
11	The Green Necklace Improve the visual appearance of the ring road and the motorist's experience by establishing boulevard planting of sufficient maturity and presence

12	<p>Churchill Gardens Enhance the Churchill Gardens by providing a high quality public realm, new recreational and sporting facilities and attractions, and by extending the level of short stay parking</p>
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Strategy: Development

No	Objective
13	<p>Taller Buildings policy To explore the possibility of producing a Taller Buildings policy within then Local Development Framework (LDF).</p>
14	<p>The Maltings and central car park Develop a major retail led mixed use scheme to greatly enhance Salisbury’s position as a sub-regional shopping and cultural centre</p>
15	<p>Salisbury Guildhall Establish the Guildhall as the civic base of a new Salisbury City Council and as the focus for other complementary uses</p>
16	<p>Salt Lane car park Develop primarily for housing with possible live/work or small retail units and include a small public space</p>
17	<p>Brown Street car park Develop primarily for housing</p>
18	<p>Bus station Develop as a residential led scheme with other associated commercial use such as restaurant, bar and café</p>
19	<p>Bus depot Develop the site as a new non-residential location for the Salisbury College to provide high quality education and learning facilities</p>
20	<p>Old Manor Hospital Redevelop the site to include healthcare facilities, key worker housing and offices</p>
21	<p>Chipper Lane/Scots Lane Redevelop this area for hotel and leisure ensuring the sensitive conversion of any Listed Buildings</p>
22	<p>Churchfields Relocate inappropriate businesses (primarily those generating HGV traffic movements) to alternative locations close to the city and redevelop the site as a residential mixed use scheme which includes offices and a hotel/conference centre</p>
23	<p>Eastern Gateway Bring about significant transport, aesthetic and economic changes to the Southampton Road area through the development of a residential led scheme with other uses to include offices, community and local retail, retail/bulk goods alongside the existing uses</p>
24	<p>The Friary Maintain the Friary as a housing area but redevelop as a high quality mixed-tenure scheme with a high level of affordable housing</p>

Vision Projects

Strategy: Traffic and Movement

1 Traffic Management

Reduce traffic entering and circulating within the core of the city centre and provide safer walking and cycling routes

- a) Encourage and promote the use of the Park and Ride service.
- b) Develop a hierarchy of routes that restricts traffic movement to include;
 - o Pedestrian only routes which include footpaths.
 - o Tertiary routes. These are pedestrian focused streets within the central city core that are for use by buses, taxis, cyclists, servicing and existing residents only, enforced by appropriate access restrictions around the periphery.
 - o Secondary routes. These are localised traffic routes, outside the area covered by tertiary routes, allowing cars to access local destinations. These could include Home Zone areas within new and existing residential areas such as St Edmunds or Churchfields.
 - o Primary routes. These are an all vehicle route, including cars, lorries and HGV's intended to carry through traffic around the edge of the city centre.
- c) Improve the streetscape within the core of the city through shared surfaces giving priority to pedestrians and sending the message to drivers that they are secondary users.
- d) Minimise coach traffic through the city whilst ensuring drop-off points to service the Cathedral and city centre.
- e) Improve crossing facilities for pedestrians/cyclists and junction improvements along the A36, Ring Road.
- f) Provide or upgrade cycle routes along all major thoroughfares including Southampton Road, Exeter Street, Churchfields Road and Castle Street. These should link, where possible, with National Cycle routes passing through the city centre.

2 Public Transport

Give public transport users priority by improving public transport facilities and expanding services

- a) Provide key public transport stops next to significant city centre destinations or improve existing stops to cater for the increase in demand. This includes high quality shelters, signage and cycle parking.
- b) Complete and implement the Petersfinger Park and Ride.
- c) Provide bus lanes along the A36, Southampton Road to cater for the increase in demand following the opening of Petersfinger Park and Ride and the shift of users from private cars to public transport.
- d) Extend the Park and Ride service to Churchfields.
- e) Improve the rail station as a public transport interchange.

- f) Investigate the feasibility of establishing a railway halt close to the Southampton Road.
- g) Provide a west to east public transport link from Churchfields stopping at key destinations within the city centre to Southampton Road. This includes a bus/pedestrian and cycle only connection from Exeter Street through to Southampton Road.

3 The Station Interchange

Construct a public transport interchange adjacent to the railway station which includes a new station square

- a) Increase the number of parking spaces at the station to meet extra demand from rail passengers.
- b) Create a space for bus stops and bus turn around within the station forecourt.
- c) Extend and divert some of the bus services to serve the rail station.
- d) Provide layover space and facilities for bus services.
- e) Extend the Park and Ride service to serve the rail station.
- f) Create cycle parking and taxi ranks within the station forecourt.
- g) Create a new station square intended as an active urban space where people can meet, interact and people watch.
- h) Minimise the intrusion of car parking and vehicle access.

4 Southampton Road

Reduce congestion on the Southampton Road and improve the visual appearance of this key gateway to the city

- a) Improve the A36, Southampton Road as an important gateway to the city making it attractive for commuters and tourists; this could include separate bus/cycle lanes and high quality public transport stops.
- b) Increase the local bus frequency for local commuters.
- c) Rationalise the number of access points on to Southampton Road from adjacent streets and access roads.
- d) De-clutter, where possible, areas of the public realm through the rationalisation of highway signage, barriers, bollards and other highway related items.
- e) Include high quality, simple and coordinated public realm elements such as boulevard planting, street furniture, lighting, paving and public art.
- f) Subject to highway regulations, include high quality and sensitive surfacing to cycle lanes and bus lanes befitting a major gateway route into an historic city.

5 Parking Management

Make it easier for motorist to park on the outskirts of the city centre

- a) Maintain the existing car parks near the A36, Ring Road such as Culver Street, whilst closing car parks within the city centre such as Brown Street, Salt Lane, and Market Place.
- b) Remove on-street public car parking from the city centre and allocate the spaces for disabled people, cyclists and loading/unloading.

- c) Provide more tourist coach parking and layover at Park and Ride sites with drop off and pick up points close to the Cathedral and city centre.
- d) Design and Implement a signage and car park management system that directs the driver to the nearest car park at their initial entry corridor to the city centre and/or at Park and Ride entry points.
- e) Reduce the spaces at private car parks by implementing planning policy and utilise the spaces for commercial development.
- f) Implement a system where residential parking permits are converted to some form of access control system that identifies and allows residents and essential users to circulate within the city centre.
- g) Provide new car parking arrangements at the rail station interchange (multi - storey) and central car park as part of redevelopment proposals.
- h) Compensate for the loss of parking revenue by developing new sources of income.

Strategy: Public Realm

6 Public Realm Strategy

Develop and implement a comprehensive Public Realm Strategy aimed at creating an attractive, safe, clean and green city

- a) The public realm strategy should consider the different uses that individual parts of the city perform.
- b) The strategy should include a detailed policy and specification for:
 - Street furniture
 - Planting, trees and open space
 - Accent lighting
 - Signs
 - Public art
 - Surface treatments
 - The use of water as a feature
- c) The strategy should consider the city's:
 - Activity zones and the connections between them
 - Gateways and arrival points
 - Visual linkages and landmarks

7 The Market Place

Rejuvenate the Market Place (to include the Guildhall Square, Cheese Market and Poultry Cross) and create a public square of the highest quality in terms of design and construction

- a) This space is intended as a lively and active urban space for people to interact in and people watch which should include a high quality, coordinated and contemporary set of elements notably:
 - a. street furniture
 - b. planting
 - c. lighting
 - d. signage
 - e. public art

- b) Consideration should be given to the requirements of the Charter and other markets and their role within the Market Place. Every effort should be made, however, to minimise the operational requirements of the market and to focus on high quality, visually impressive markets that relate well to the buildings and uses around them.
- c) Remove all car parking from the Market Place and Guildhall Square.
- d) Make the space more pedestrian oriented through changes in surface treatment and highway design in favour of people, cyclists and buses.
- e) Maintain active frontages and spill out from land uses around the periphery of the space.
- f) Maintain simple, direct and obvious pedestrian links to Fisherton Square located outside the Playhouse/City Hall.
- g) The war memorial is in need of an enhanced and more respectful setting. Consideration needs to be given as to whether this is within a rejuvenated Market Place and Guildhall Square or elsewhere in the city.
- h) A form of water element should be included within the space to add variety and interest as well as a reference to the strong theme of water that defines Salisbury as a place at the confluence of five rivers.
- i) Any existing high quality trees should be respected within any future detailed design because of their importance to the character of the square.
- j) Consideration should be given to the need to incorporate the requirements of the October Fair in a rejuvenated Market Place; would this severely restrict what improvements could be made to the Market Place and would a 21st century fair (as opposed to a medieval fair) be better located elsewhere in the city?
- k) Any new design for the Market Place should not necessarily incorporate the existing diagonal footpath.
- l) Vibrant and creative accent lighting should be provided around the Guildhall, in particular, and in other parts of the square to accentuate the historic buildings around the edges.
- m) A rejuvenated Market Place should include the necessary infrastructure for events such as the Christmas Lights and the Charter Market.
- n) Public art should be provided within the Market Place and where feasible it should be sourced and designed locally.

8 Fisherton Square

Create a new lively urban space adjacent to the Playhouse, City Hall and a relocated library

- a) This space is intended as a lively and active urban space for people to interact in and people watch. It should include a high quality, coordinated and contemporary set of elements notably:
 - street furniture
 - planting
 - lighting
 - signage
 - public art
- b) Make the space more pedestrian oriented through changes in surface treatment and highway design.

- c) Maintain active frontages and spill out from land uses around the periphery of the space including the Playhouse and Library.
- d) Maintain simple, direct and obvious pedestrian links to Market Place and through the Western Chequers area.
- e) No parking other than for essential users such as disabled people. Servicing should be done to the rear or side of buildings to minimise visual intrusion of the environmental quality of the space.

9 Salisbury Chequers

Make the city's core streets more pedestrian oriented and improve their visual appearance by removing unnecessary signs and street furniture, by using high quality material and through public art and creative lighting

- a) The new and existing chequers are intended as lively and active streets for people to interact in and people watch. They should include a high quality, coordinated and contemporary set of elements notably:
 - o street furniture
 - o planting and street trees
 - o lighting
 - o signage
 - o public art
 - o paving
- b) Make the streets more pedestrian oriented through shared surface treatment, street planting and highway design more geared towards people, cyclists and buses.
- c) Rationalise parking in the grid of historic streets within the central core to essential users only such as disabled people.
- d) Ensure active frontages and spill out from uses around street edges, in particular through Castle Street, New Canal and Silver Street.
- e) Create a strong reference to the Cathedral on a number of the approaching streets such as Minster Street and Castle Street, Bridge Street and High Street. This may be achieved through public art, signage and lighting.
- f) Declutter and rationalise the streetscape from unnecessary traffic/parking, signage, bins, bollards, guard rails, service boxes and road markings.
- g) Develop a consistent material palette to create a coherent image for the city.
- h) Accentuate key landmarks and facades through creative lighting and emphasise key views to enhance legibility of the city at night, in particular along Castle Street due to the prominence of the Cathedral along this vista.
- i) Where possible, provide a strong framework of tree planting along streets and within spaces so that residents, visitors and workers can enjoy communal outdoor places.
- j) Use art installations to pay tribute to the rich history of the medieval city core and its importance as a unique planned settlement.
- k) Incorporate artistic lighting within the city core to create dramatic effects by night and exploit the environmental back drop of the River Avon and Millstream.

10 Harnham Water Meadows

Improve and increase access to the historic water meadows and provide learning and educational facilities whilst ensuring their continued conservation

- a) Work with the Harnham Water Meadows Trust and others to increase and improve access to the Harnham Water Meadows. This could include:
 - Raised boardwalks, bird hides and viewing platforms for people to use as part of the learning experience. These should be sensitively designed given the proximity to the SSSI.
 - New controlled access points from Town Path and Churchfields supported by interpretative signage that explains the purpose and content of the eco-park.
- b) Work with the Harnham Water Meadows Trust to provide a learning / education / information centre that will provide a focus for people interested in the water meadows and act as a point of information.
- c) Investigate the possibility of creating a small urban farm both as an educational resource, local attraction and where produce can be grown and sold locally.
- d) Improve and enhance the Town Path

11 The Green Necklace

Improve the visual appearance of the ring road and motorist's experience by establishing boulevard planting of sufficient maturity and presence

- a) Establish boulevard planting along the line of Churchill Way East, West, North/South as well as Wilton Road (where possible) and Southampton Road and to have sufficient maturity and presence to sustain a strong visual impact and environmental role.
- b) To achieve, where possible, double lines of tree planting including appropriate lighting to contribute to the overall visual effect.
- c) Ensure the protection of the southern open space network from significant new development in order to sustain the green necklace as part of a network enclosing the city centre.

12 Churchill Gardens

Enhance the Churchill Gardens by providing a high quality public realm, new recreational and sporting facilities and attractions, and by extending the level of short stay parking

- a) Provide a kiosk or refreshment area that is sensitively designed given the location and surrounding character
- b) Include Children's Play Equipment of sufficient size and standard, tennis courts and playing fields
- c) Include high quality, contemporary public realm elements such as seating, lighting, and signage.
- d) Establish a system of interconnected pathways allowing access to the riverside and open spaces
- e) Construct added sound and visual attenuation at the boundary with the Ring Road and Southampton Road which could include planting, timber boarding or other appropriate materials within a green setting.
- f) Extend short stay parking at the existing car park for visitors to the city and park users

Strategy: Development

13 Taller Buildings Strategy

To explore the possibility of producing a Taller Buildings policy within the Local Development Framework (LDF).

- a) Support the review of the current 40' rule (Salisbury District Local Plan policy D6) being carried out as part of the development of the LDF.
- b) Use this review to examine what scope there is to identify sites where allowing taller buildings, thereby making the most efficient use of land and facilitating the ongoing economic prosperity of the city, could be allowed without harming the cherished views of the cathedral spire.

14 The Maltings and Central Car Park

Develop a major retail led mixed use scheme to greatly enhance Salisbury's position as a sub-regional shopping and cultural centre

- a) Include within a redeveloped Maltings and central car park area:
 - An opened up Market Walk creating a strong link between the new development and the Market Place.
 - A high quality landscape setting for the new development with enhancement of the River Avon and Millstream edges.
- b) The establishment of a cultural hub by:
 - Improving or replacing the City Hall.
 - Improving the setting, appearance of and access to the Playhouse.
 - Providing an associated outdoor performance area.
 - Relocating the library.
- c) Improve and develop Fisherton Mill to add to the development of a cultural focus and identity in this area.

15 Salisbury Guildhall

Establish the Guildhall as the civic base of a new Salisbury City Council and as the focus for other complementary uses

- a) Following the departure of the Magistrates Courts to their new location convert the Guildhall into a civic base for the proposed Salisbury City Council.
- b) Any proposals should have due regard to the listed status, architectural integrity and historic context of the building.
- c) Investigate and develop other appropriate and complementary uses such as a venue for conferences and meetings.

16 Salt Lane car park

Develop primarily for housing with possible live/work or small retail units and include a small public space

- a) Any new development should have variety in height and form to create a more interesting street scene. Corner blocks should be generally of a higher scale. Include buildings up to 3 storeys in height.
- b) Provide a small public space or square that can utilise the existing active uses around it such as places of work and public houses should include appropriate lighting and street furniture.
- c) Ensure that active frontages at ground floor in particular will contribute to natural surveillance and activity of the public space or square

17 Brown Street car park

Develop primarily for housing

- a) Ensure that a connection through to Catherine Street is retained.

18 Bus Station

Develop as a residential led scheme with other associated commercial use such as restaurant, bar and café.

- a) Any new development should have variety in height and form to create a more interesting street scene. Corner blocks should be generally of a higher scale. Include buildings up to 3 storeys in height
- b) Ensure active frontages through windows and doors onto Endless Street and Brown Street

19 Bus Depot

Develop the site as a new non-residential location for the Salisbury College to provide high quality education and learning facilities

- a) Ensure the provision of a high quality learning centre and facilities, and encourage links between business and education in the Salisbury Vision area and the wider district.
- b) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly between Endless Street and Castle Street
- c) Any new development should have variety in height and form to create a more interesting street scene. Corner blocks should be generally of a higher scale. Include buildings up to 3 storeys in height allowing for key buildings of up to 5 storeys (subject to the Tall Buildings Strategy).
- d) Key buildings should be located at the intersection of Castle Street and Wyndham Street and at the end of Endless Street (if this area is required as a part of a wider proposal)

20 Old Manor Hospital

Redevelop the site to include healthcare facilities, key worker housing and offices

- a) Any development should retain and have regard for any Listed Buildings
- b) The treatment of new and existing development and the public realm needs to take account of the existing character within the area and aim to reinforce it but in a contemporary and creative way.
- c) Any new development should have variety in height and form to create a more interesting street scene.

- d) Include buildings up to 3 storeys in height allowing for corner buildings of up to 4 storeys.
- e) Ensure at least one connection from Wilton Road to Churchfields Road
- f) Provide a small square or space to act as a focus for the development. This should be located around the centre of the site or as a setting to any Listed Buildings

21 Chipper Lane / Scots Lane

Redevelop this area for hotel and leisure ensuring the sensitive conversion of any Listed Buildings

- a) Ensure active frontages through windows and doors facing Scots Lane and Chipper Lane
- b) Ensure the sensitive conversion of any Listed Buildings preserving and enhancing its architectural character

22 Churchfields

Relocate inappropriate businesses (primarily those generating HGV traffic movements) to alternative locations close to the city centre and redevelop the site as residential led mixed use scheme which includes offices and a hotel/conference centre

- a) Relocate the businesses remaining on Churchfields to the westernmost third of the site.
- b) Redevelop the remaining two thirds of the site as a residential led mixed use scheme which includes a hotel/conference centre.
- c) Include a major green public space and water area/s possibly with a kiosk / refreshment provision to serve local demand; this should be a point of architectural focus and increase vitality.
- d) Provide a viewing corridor to the Cathedral.
- e) Create pedestrian access to Harnham, to the Town Path and to the city centre.
- f) Include an eco-housing and/or an affordable housing development.
- g) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly to Churchfields Road, the water meadows, Town Path and Harnham
- h) Provide at least two green links from the east to the west sides of the River Nadder to contribute towards the environmental and ecological aspirations of the Vision
- i) Include buildings up to four storeys in height allowing for key buildings located around public spaces or at the end of key vistas and other buildings close to the station of up to six storeys creating the opportunity for higher densities around the public transport interchange.
- j) The use of grey water recycling, solar power generation, Combined Heat and Power units and other renewable energy sources across at least 60% of buildings within the site should be considered a priority.
- k) Areas of significant planting particularly to the south around the River Nadder should be retained.
- l) Carry out immediate short-term improvement to the Churchfields environment for the benefit of existing businesses and their customers.

23 Eastern Gateway

Bring about significant transport, aesthetic and economic change to the Southampton Road area through the development of a residential led scheme with other uses to include offices, community and local retail, retail/bulk goods alongside the existing uses

- a) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly to St Martins Church, Waterloo Road, Fowlers Hill and Tollgate Road.
- b) Include buildings up to three storeys in height allowing for key buildings of up to five storeys (subject to the Tall Buildings Strategy). Key buildings should be located at the A36 and Tesco roundabouts
- c) Provide a greater quality and quantity of open space around the River Bourne. This should include Children's Play Provision and adequate lighting, seating and interpretative/wayfinding signage.
- d) Rationalise the access roads onto Southampton Road but retain and include cycle/pedestrian links.
- e) Any new development needs to comply with the council's policy for out-of-town development.

24 The Friary

Maintain the Friary as a housing area but redevelop as a high quality mixed-tenure scheme with a high level of affordable housing and links through to the city centre

- a) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly to Friary Lane. and Exeter Street.
- b) Any new development should have variety in height and form to create a more interesting street scene. Corner blocks should be generally of a higher scale. Include buildings up to 3 storeys in height allowing for key buildings of up to 4 storeys (subject to the Tall Buildings Strategy) in order to protect views of the Cathedral.
- c) Any buildings that may make an architectural and urban design contribution to the vision for the area should be retained.
- d) Provide a landmark building at the A36 roundabout to act as an architectural showpiece at a key gateway to the city.
- e) New development should ensure the protection and enhancement of key views to the Cathedral.
- f) Provide a high quality cycle/pedestrian and bus only route from the A36 roundabout to Exeter Street.

Timetable

Insert a timetable showing the proposed start and end dates for each of the 24 strategic objectives.

Appendices

1 Technical Supplement

The following documents were used in the preparation of the Salisbury Vision. As such they form the Vision's technical supplement. They can be accessed via the Salisbury District Council website.

www.salisbury.gov.uk/vision

- Results of public consultation July – October 2007
- Vision for Salisbury: Area Development Framework (2007) Gillespies
- Salisbury Vision Baseline Report (2007) Gillespies
- Salisbury Vision Options Report (2007) Gillespies
- Sustainability Report: Sustainability Appraisal of the Salisbury Vision Area Development Framework (2007) White Young Green

2 Risk Assessment

During the development of the Salisbury Vision a detailed risk assessment was carried out and maintained by the steering group. As work begins on implementing the Vision individual risk assessments will be carried out on each of the delivery projects.

3 Equalities and Diversity Assessment

Equalities and diversity are an intrinsic part of the Sustainable Communities programme and as such they are fundamental to the Salisbury Vision. As work begins on implementing the Vision individual equalities and diversity assessments will be carried out on each of the delivery projects.

4 Bibliography

- Newman, Ruth and Howells, Jane (2001) Salisbury's Past. Phillimore & Co Publishers
- Office of the Deputy Prime Minister [*now* Department for Communities and Local Government] (2003) Sustainable Communities – Building for the Future
- The history of a city (2000) Salisbury Journal
- www.climatechallenge.gov.uk
- Salisbury Civic Society (2005) Streetscape – Streets for All (Accessible via the Salisbury Civic Society website www.salisburycivicsociety.org.uk)