

Amesbury

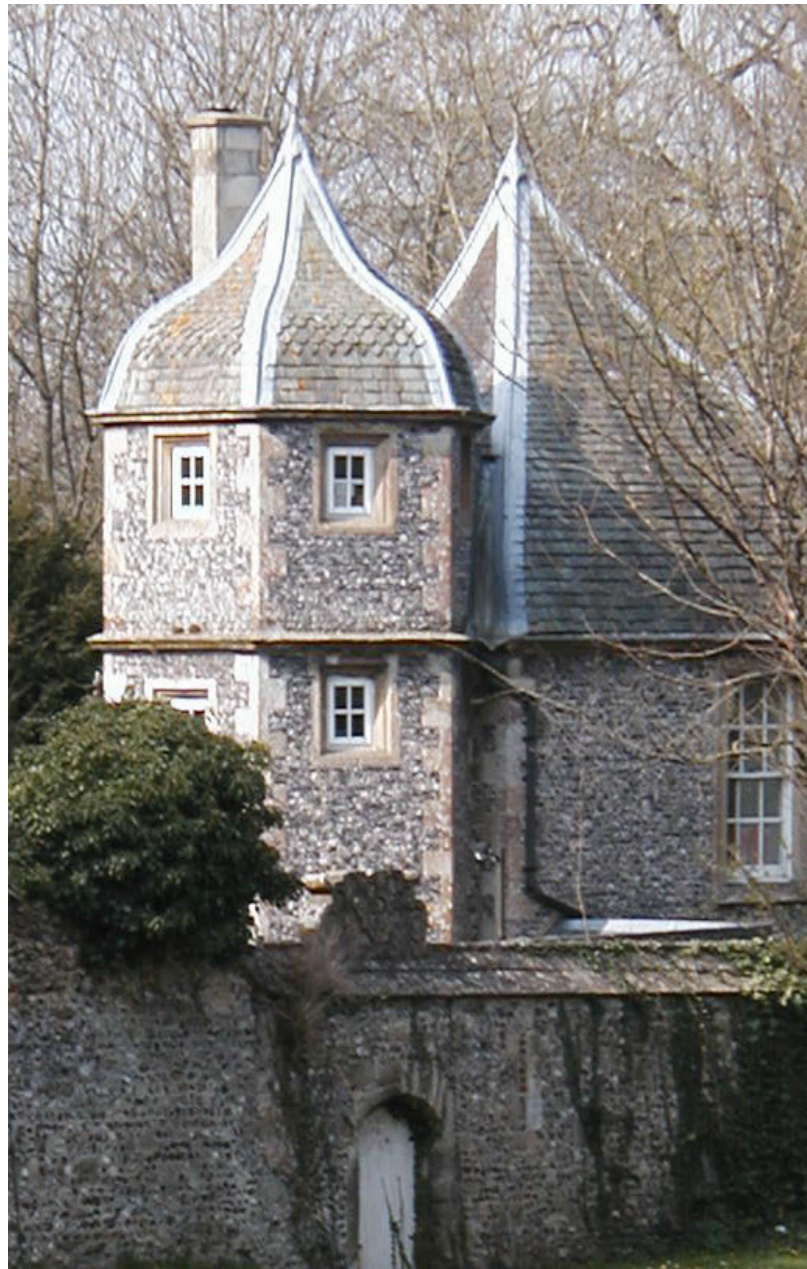
The Home of Stonehenge

COMMUNITY STRATEGIC PLAN 2006 -2016

Covering Amesbury and the hinterland area of Tilshead, Orcheston, Shrewton, Figheledean, Netheravon, Enford, Durrington (including Larkhill), Milston, Bulford, Cholderton, Wilsford & Lake, The Woodfords and Great Durnford.



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The George Hotel

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Foreground to Amesbury Abbey

Welcome to Amesbury

In the Plan which follows we outline our key challenges, our long term Vision and our Goals, projects and actions over the next five to ten years for Amesbury town and surrounding parishes of Tilshead, Orcheston, Shrewton, Figheldean, Netheravon, Enford, Durrington (including Larkhill), Milston, Bulford, Cholderton, Wilsford & Lake, The Woodfords and Great Durnford.

Many of our Plan's priorities are already being addressed by our partners in the public sector – and the private sector is already playing a key role in shaping our economy and housing. We anticipate that the major future role for Amesbury Market Towns Partnership (AMTP) will be in monitoring their progress and influencing, by the strategic steer of our Plan, the priorities for public and private sector spend. We aim to act, too, as a conduit for monitoring the delivery of this Plan, working with other partners to provide a vehicle for on-going dialogue with local people.

I have been privileged, as chairman of AMTP, to have had the support and commitment of AMTP members over the last two years. My thanks go particularly to them. AMTP is also grateful to the many local people and officers and members of local councils who have given us their time, their ideas and their energy to help develop this Plan.

Let's now put it into action.

Ian Mitchell - Chairman of Amesbury Market Town Partnership







Church Street

1. Executive Summary

Although Amesbury can trace its past history as a settlement back at least to the Bronze Age, its future in the next twenty years will be one of economic growth and population expansion, against a background of local government restructuring, greater demands on partnership working and major policy changes in the way development plans are drawn up. It is a challenging and exciting time for Amesbury. We welcome the opportunities that the decade will bring. At the same time we want to make sure that facilities and services for local people – the community infrastructure of our town – keep pace with our inevitable expansion.

Whilst our area has had many public and private sector studies and surveys in recent years (many of which we have drawn upon, with gratitude, for our own research), funding through Wiltshire Market Towns Partnership gave Amesbury an opportunity to develop its own, community-led strategic plan covering 10 years and cover long term Vision for the next twenty years.

And so, in 2004, with 'all Council' support, the Amesbury Market Town Partnership (AMTP) was born, with membership from residents, councillors, local businesses and community groups. Initially we approached our surrounding parishes for an all-area partnership approach to developing a community strategic plan. They were keen to link ideas with us but decided eventually to plough their own path. This Amesbury Community Strategic Plan therefore is essentially town-based, although many of our issues and solutions take in a wider area and we make links particularly to the Durrington Plan, published recently.

Our consultations with local people in 2005 and 2006 have shown us that a high priority in Amesbury residents' Vision for the future is re-vitalising and enhancing retail facilities in Amesbury in which the retail heart of the town plays a pivotal role - important not only for local residents, but also for tourism potential in the light of proposed improvements to Stonehenge





River Avon, Meadows

as a visitor attraction. We have become eclipsed by Salisbury as a shopping and cultural centre and we need to re-discover, support and celebrate local heritage, goods and services as part of a distinctive Amesbury 'offer' to residents and visitors alike.

Our second linked priority to help us achieve our Vision of Amesbury in 2026, centres on making sure we have enough affordable homes to rent or buy, so that our younger people can stay here, our families can grow here and our older people in need can be supported here. We also need to make sure we have developed sufficient sports, leisure and cultural facilities commensurate with the growth of the Town to become an even healthier and active community in 2026.

We want to continue to engage local people in debate about the projects and actions we put forward in the following pages. We want also to involve the many private businesses, public agencies and voluntary and community groups in Amesbury and the surrounding area to take an active part in implementing and reviewing this Plan. We intend therefore to work closely with Amesbury Town Council to agree a suitable organisational structure to take forward our work with the support and active involvement of local people.





Salisbury Road

The following pages outline our Plan. We begin by giving a background to the Amesbury area, its history and the major influences on its development. We also describe a snapshot of the Amesbury area in terms of its economy and the health and housing of its residents. Chapter 3 is an important chapter that describes the key challenges we face. These have been brought home to us through consultations with local people and through analysis of recent studies of our area.

Our statement of our Vision for Amesbury in 2026 has been honed through discussions with residents and businesses at a number of 'Issues and Solutions' meetings held in the town in 2006. Addressing our key challenges and discussing approaches to reaching our Vision of Amesbury 2026 led us to agree four Goals we should work to through this Plan:

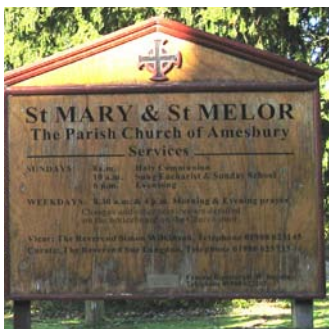
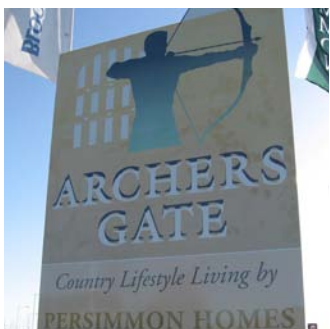
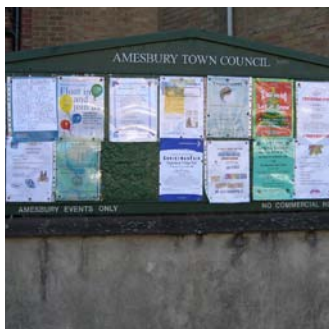
1. **Promote Amesbury as great place to shop, work and visit**
2. **Create better access to town facilities and services**
3. **Become a healthier, more inclusive community**
4. **Help long standing residents and newcomers to live and work sustainably in Amesbury and surrounding parishes**

The projects and actions we describe in Chapter 6 are the key steps we feel we need to take over the next five years to help reach our Vision. But they are not an exhaustive list. We anticipate that more projects and actions will come forward and other projects will fall away as the Plan is implemented and reviewed. This Plan aims to be flexible enough to accommodate that – it outlines the strategic direction of the town over the coming years and is not intended to be a detailed action plan. But detailed action planning will be needed next, when the Plan is published. For this stage we will need the on-going support of the local community and an organisational structure to take forward and monitor the progress of each of the key projects and actions of this Plan. At the time of publication of this Plan the nature and role of the organisational structure and how it will be supported is the subject of detailed discussions with our partners in town and district councils.





Bowling green R/O Antrobus House





Antrobus House

2. Profile of the Amesbury Area

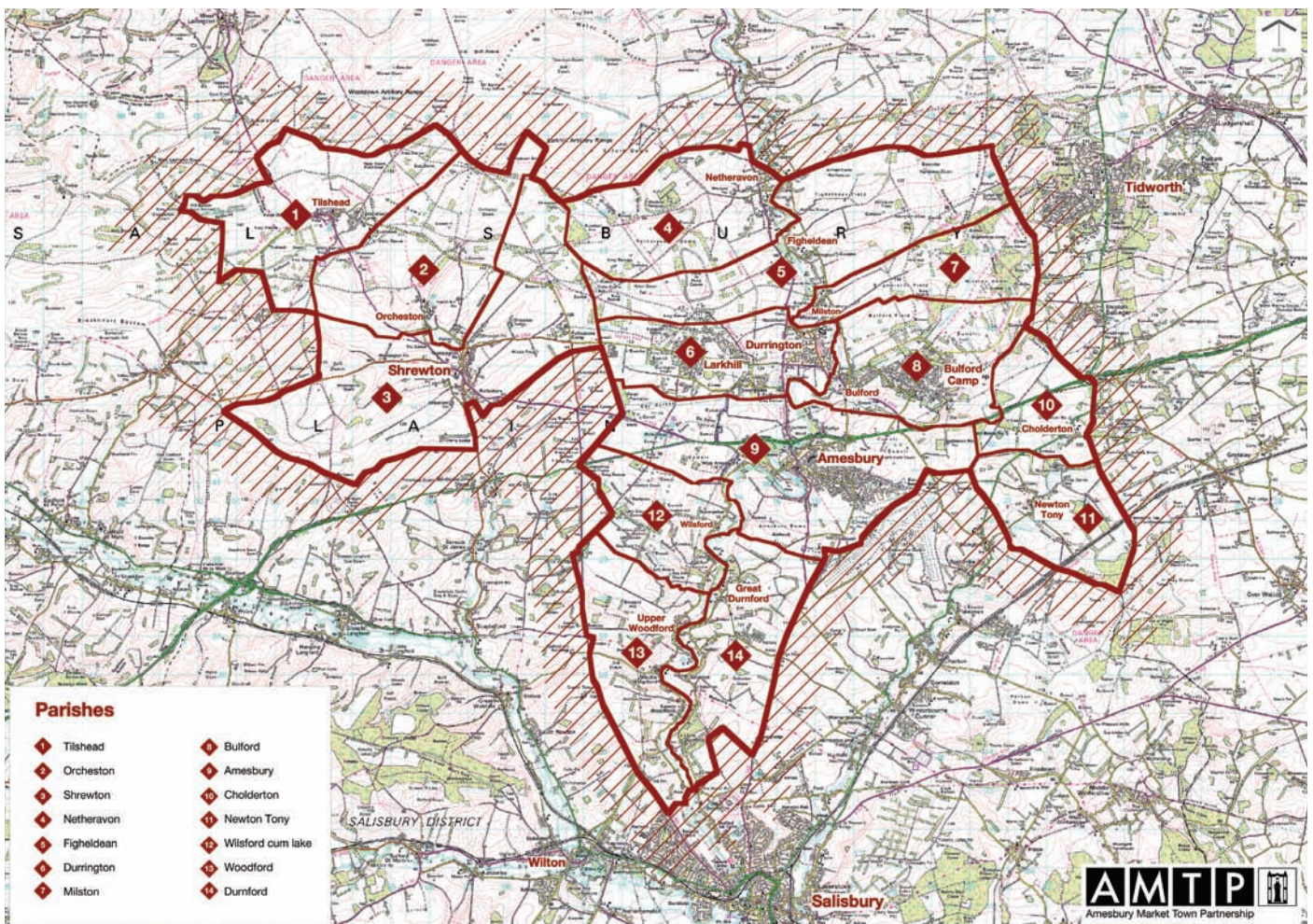
This chapter provides some key facts about the Amesbury area, to give a background for our Community Strategic Plan.

Amesbury is a small town with a population of around 9,500, overlooking the valley of the River Avon.



St Mary & St Melor Church

AMESBURY MARKET TOWN PARTNERSHIP - Community Strategic Action Plan Study Area





St Mary & St Melor Church Memorial

It is situated some 8 miles north of Salisbury with Salisbury Plain, a large military training area further to the north, on a major arterial route from London to the West Country. The town is surrounded by an ancient landscape. The parish boundary of Amesbury encompasses the ancient, Neolithic site of Stonehenge - a world heritage site which attracts over a million visitors a year. Large areas around Salisbury Plain and nearby Porton Down are designated as Special Protection Areas, to reflect the unique make-up of what is one of Europe's last natural semi-dry grassland habitats.

Amesbury is steeped in history. It is an older settlement than Salisbury, having been founded in 979 when an Abbey was set up. Unlike Salisbury, however, Amesbury has never really prospered over the centuries and went into somewhat of a sleepy stagnation after the Reformation. Its economic fortunes turned in the early 20th century with the arrival of large military camps at Bulford and Durrington and the development of a railway station and sidings to the east of the Town. The last 30 years has seen major house building projects to the east of the town with a new phase of 550 dwellings now being built. Another key influence is the Ministry of Defence airbase at Boscombe Down, a major research and development establishment which has been in operation since 1938 and which is now expanding its work force again after a period of privatisation.

Amesbury serves as the main service centre for its surrounding parishes of Tilshead, Orcheston, Shrewton, Figheldean, Netheravon, Enford, Durrington (including Larkhill), Milston, Bulford, Cholderton, Wilsford & Lake, The Woodfords and Great Durnford, although it has become overshadowed by Salisbury for shopping and major services. Although local people are dissatisfied with the quality and range of shops in Amesbury, in general they are happy with local health and other services and find them easy to access.

As part of the development of the Plan we undertook a profile of the people of Amesbury and the surrounding parishes – what we call in the diagrams below the 'Plan Area'. Fig. 1 shows the age structure of Amesbury town compared to the wider Plan area, Salisbury District, the South West and England. Amesbury has more infants and those aged 20-44 than Salisbury District, but fewer aged 45 and above. This indicates the Amesbury area has a younger population than Salisbury district as a whole, which probably reflects the two large Army Barracks at Bulford and Larkhill populations (around 4,000).

Fig 1: Amesbury Area Age Profile



Source: Census 2001



Salisbury Street

It is interesting to note that in the twenty years from 1982 to 2002 the population of Salisbury District grew by 11.4%. The Amesbury area gained approximately 493 people between 2001 and 2005 – a growth of 10.6% in 4 years. This highlights the rapid recent expansion in the town.

Amesbury is broken into the east and west wards. In terms of employment deprivation Amesbury east is ranked 61st out of 120 wards in Wiltshire, hence does not stand out as either deprived or affluent. Amesbury west is among the 30% most deprived wards in Wiltshire for employment. However it should be remembered in interpreting these figures that Wiltshire is a relatively affluent county.

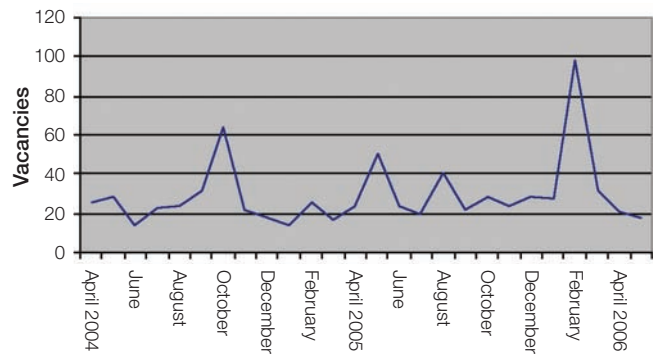
Both Amesbury east and west are more deprived in terms of income than employment. Amesbury west again appears worse off, being just outside the 20% most deprived wards in Wiltshire for income.

Economic activity is high in Amesbury (75.7%) compared to the rest of Salisbury (71.9%). Amesbury has fewer of the 16-74 year old population economically inactive through retirement than Salisbury District and indeed than in the South West generally.

There is a low proportion of self-employed people (6.67%), an indication of low levels of individual entrepreneurship, but this statistic also reflects the low levels of unemployment in Amesbury and the Plan area (example only 36 job seekers allowance claimants in Feb 2006), compared to the rest of Salisbury District.

The number of Job Centre Plus vacancies fluctuates throughout the year. For example, vacancies saw a sharp rise in early 2006, up to near 100 in February; they then dropped back to under 40 vacancies in April 2006.

Fig. 2 Amesbury Job Vacancies 2004 - 2006



Source Job Centre Plus

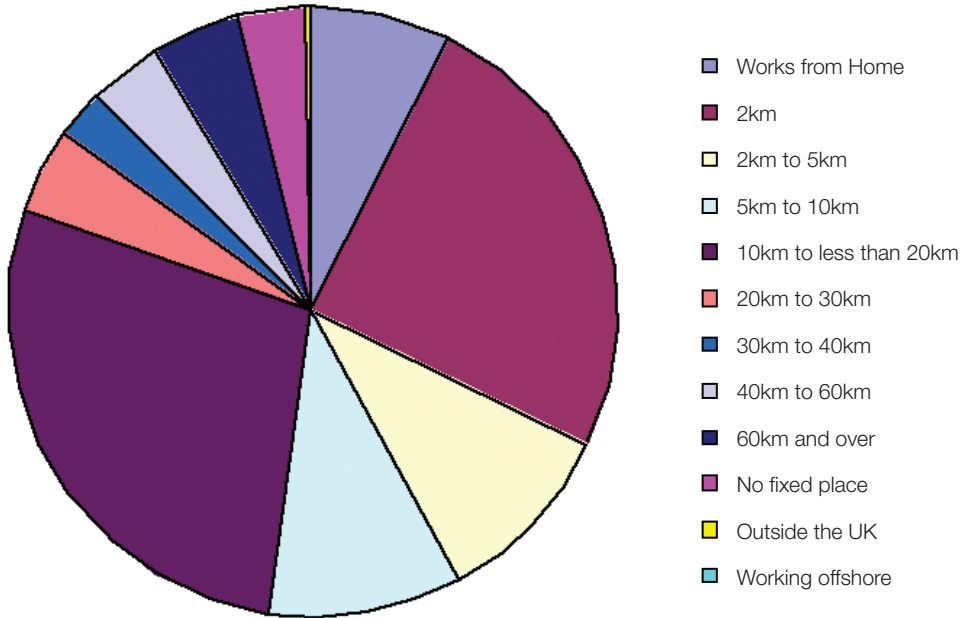
The largest employment sector in Amesbury is public administration and defence (20.43%). This figure is a lot higher than Salisbury District and the South West and reflects the importance to the economy of MoD activity in the area. However the Solstice Park major private sector employment allocation to the north east of the town, which is now being developed, will help to reduce the reliance on defence related jobs. A large proportion of employment in Amesbury comes in administrative, secretarial and elementary occupations, compared to Salisbury District and the South West. There is a lower proportion employed in professional occupations and skilled trades.

The majority of workers (60.9%) drive to work, compared to 56.6% in Salisbury District. Fewer walk to work (11.1%) than the district average. There are also fewer people who work from home (7.6%), when compared to district, regional and national averages. Amesbury has more workers travelling over 10km than the average for Salisbury District, the South West and England. This links to a high use of vans and cars as a method of travelling to work.



Salisbury Street

Fig 3: Distances travelled to work



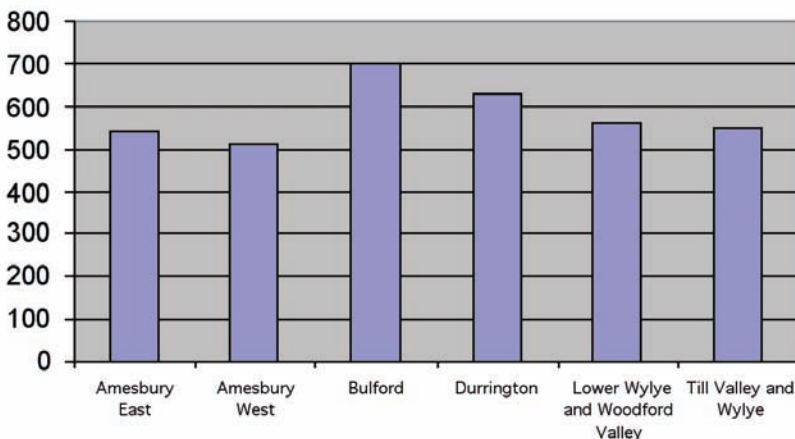
Source Census 2001

Fig 4 below gives weekly income in each ward. This provides a measure of income deprivation or affluence at local level. The area with the highest income is Bulford at £700 per week. The lowest is St Martin and Milford at £430 per week. Amesbury, split into east and west, has average income levels for the district.

Although the unemployment rates are low and the opportunities for economic expansion around Amesbury are high, the levels of educational attainment at GCSE and in professional show scope for improvement.

Average GCSE performance in Amesbury is low, with under half of those sitting GCSE exams gaining 5 A*-C grades. Amesbury also has the third worst score (out of 137 wards in Wiltshire) on education, skills and training.

Fig 4: Average Weekly Pay (ward level statistics)



Source: Neighbourhood statistics April 2001-2002, ONS



Amesbury Archer Primary School

Table 1: Educational attainment

2003-2004	Amesbury	Salisbury District	South West	England
15 Year Old Pupils	99	1189	57675	645386
Achieving 5+ A*-C	48.5	55.3	54.5	53.6
Average GCSE Point Score Per Pupil	316.5	337.6	347.4	339.3

Source: Neighbourhood statistics, ONS

Salisbury District has a highly educated population. However in Amesbury there are fewer people with top qualifications and more with no or low level qualifications compared to Salisbury District, South West and England.



Table 2: Qualifications gained

Qualifications	Amesbury	Salisbury District	South West	England
No qualifications	26.7%	23.7%	26.2%	28.9%
Level 1 qualifications	21.6%	17.5%	17.7%	16.6%
Level 2 qualifications	21.3%	21.4%	21.4%	19.4%
Level 3 qualifications	8.0%	9.1%	8.6%	8.3%
Level 4/5 qualifications	15.3%	21.4%	18.8%	19.9%
Other qualifications: Level unknown	7.2%	6.9%	7.2%	6.9%

Source: 2001 Census, ONS

Consultations showed that people felt that the area was underserved for sporting and recreational activities. This may link also to the fact that fewer people in the Amesbury Plan area describe themselves in good health (70%) compared to the district average (72.3%). However this is still above the South West (68.9%) and England (68.8%)

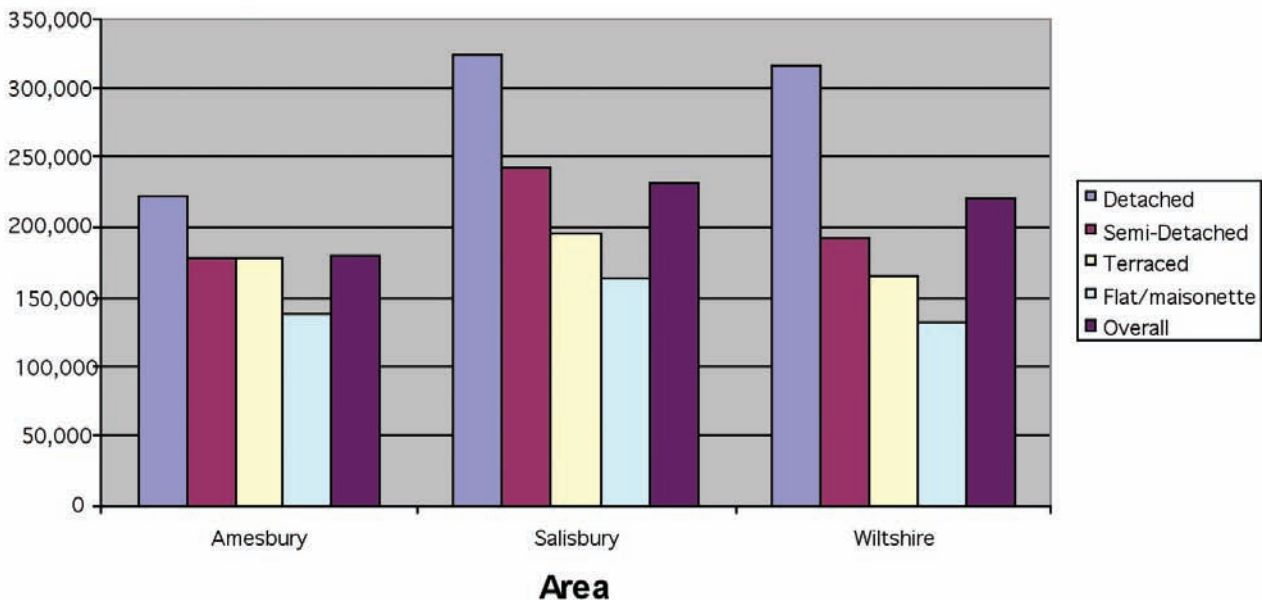




Amesbury Archer, Primary School

Fig 5 below shows the cost of housing in Amesbury to be below the average for Salisbury and Wiltshire. Like most local areas, house prices have risen significantly, however, over the last five years and average weekly pay rates show that the cost of buying their own house is beyond the reach of many local people.

Fig 5: Average House Price in Amesbury August 2006



Source 'nethouseprices' 2006



One key concern mentioned by local people in our consultations is crime and anti-social behaviour. In the most recent Crime and Disorder Audit (2004) Amesbury West featured as the 3rd placed ward in Salisbury District for recorded levels of crime (2002/03 figures) - behind St Martin & Milford and St Edmund & Milford) and the highest rated ward for violent crime and domestic violence, 3rd placed for domestic burglary, theft and handling offences and 2nd for criminal damage offences. The Amesbury community area as a whole usually features behind Salisbury community area as the second highest area for reported incidents of anti-social behaviour with 22% of the total reported incidents.



Solstice Park Business Park

3. Key Issues: The Challenges We Face

More Employment Opportunities

We face a decade of rapid change in Amesbury and the surrounding area. There will be significant economic growth over the next ten years. Two major sites are already being developed – Solstice Park and Porton Down. Consultation on the Porton Down Master Plan started in October 2006. Solstice Park is a £250 million mixed use Business Park fronting the A303 at Amesbury. The site contains an office park, an industrial estate, hotel, roadside and leisure facilities. Following the grant of planning consent in 2002, and the implementation of a new junction on the A303 to relieve the town centre, a number of phases have been approved, some are now under construction and new business occupations have taken place. These will provide for a wide range of job opportunities for local people as long as local educational attainment and the levels of appropriate vocational and management qualifications improve commensurately to meet the challenge. Solstice Park is expected to play a major role in the expansion of the South Wiltshire economy. Its central southern location and good transport links, coupled with close proximity to Porton Down and Boscombe

Down with their associated science and research and development facilities, will attract major companies and could potentially employ up to 7,000 people.

Major improvements are planned for the Stonehenge World Heritage Site, with protracted discussions for a multi-million pound heritage centre and associated road tunnel works.



Table 3 Summary of Key Developments in Amesbury area – current and proposed

Housing	Archers Gate development - 550 house
Commercial	Solstice Park - 160 acres
Research	Porton Down, Boscombe Down
Retail	New Town Centre Foodstore
Tourism	Stonehenge Visitor Centre, Holiday Inn and A303 Service Area
Leisure	Solstice Park Private Leisure
Environmental	River Avon Life Project
History and Culture	Stonehenge Heritage Area access
Defence	Salisbury Plan/Bulford Camp development
Transport	A303 development, town centre enhancement scheme, new Link Road



Archers Gate Housing Scheme

More People

Alongside industrial development, which will provide more jobs for local people, comes significant planned expansion in our population. 550 new homes are being built now for the Boscombe Down area. 138 of these will be dwellings specifically designated as 'affordable homes' to buy or rent by those in housing need, or at the starter end of the housing market. In the longer term there are 1200 homes planned in Boscombe Down plus other, smaller housing schemes planned for the Amesbury area in general.

We will welcome these initiatives, the new people to our area and the talents, skills and wages they bring that boost the local economy. But we are concerned that, despite considerable expansion in the projected number of houses for Amesbury, there will not be enough housing built that local people can afford - particularly for homes for the young people and young families we are especially keen should remain in or locate to the Amesbury area.

A housing needs survey of Amesbury undertaken by the District Council in 2002 indicated that the majority of affordable housing needed by local people was rented housing. This needs survey is being updated this year and we are concerned that the Council should consider at that time, too, the results of our own consultations in preparing this Plan. These indicate that in addition to rentals, affordable housing to buy at 'first tier' is also needed, as well as shared ownership, in order that local people can get a foot on the housing ladder. More housing for older people to rent and buy should also feature in order that larger homes can be freed up for growing families.





Salisbury Street

A Vibrant Town and Town Centre

Our consultations have told us that residents in both Amesbury and the surrounding parishes are concerned about the lack of choice in the quality and range of shops in Amesbury. There is also a recognition that as Amesbury has grown, its town centre has remained constrained in its ability to expand to cater for the growth. Despite the constraints imposed by Local Plan policy on out-of-town centre retail development proposals, there is a feeling among many that the focus for local shopping is shifting away from the town centre towards supermarket shopping in Salisbury or Andover - “there are just too

many estate agents and hairdressers, only one supermarket with no competition and nowhere to get locally produced meat and vegetables or get a decent cup of coffee” – and using the local shops on housing estates outlying the town centre. If we are to bring vitality back into the town and particularly the town centre we must address this by encouraging independent retailers with a diverse range of distinctive, interesting, quality products - particularly local food retailers - to set up businesses here, particularly in the town centre itself.





Salisbury Street/High Street
Junction

People tell us, too, that it's difficult to park in Amesbury town centre; traffic flows and cycle access routes are inadequate, cars park on pavements and large vehicles often block access points. It is felt, too, that some shop fronts are unattractive, public toilets in the town centre are poor and, without a variety in the shops, or farmers market or general food market to draw people into the town, there is no reason to try to park up, to explore or to browse.

Many people are concerned about personal safety and car safety in the town at night, some even seeing the town centre as a 'no go' area

after dark, with violence and general rowdiness they associate with the pub and clubs in the town centre. There is a need for more co-operation between the pubs and clubs of the town to prevent anti-social behaviour, as well as better lighting, more effective policing of the town centre and secure bicycle and motor cycle parking. Young people particularly mention the length of time that some graffiti has stayed on the buildings in the town, giving the impression that some parts of the town centre are uncared for and unloved, thus encouraging more graffiti to flourish.





Queensberry Bridge
Keystone Feature



An Opportunity to Visit

Local residents would like more visitors to come to Amesbury to see the historical elements of the town and its beautiful buildings, such as the St Mary and St Melor Church and Antrobus House. We have a rich architectural and archaeological heritage – for example the grave of the Bronze Age ‘Amesbury Archer’ is the richest ever found in Britain and contained the country’s first gold objects. Queen Guinevere is also reputed to be buried in Amesbury Abbey, now a private house. We are on the edge of the World Heritage Site of Stonehenge which attracts 840,000 visitors a year a figure which is to increase with the proposed new visitor centre– but Amesbury in itself is not promoted to great degree as a tourist destination.

There is a long history of antipathy in the town about the existence of Stonehenge within the town boundary - or more precisely of antipathy towards English Heritage who

manage the site. This seems to have masked any thought of preparation for change in terms of economic opportunity that Stonehenge and enhanced visitor facilities could bring to the town, including potential for employment or safeguarding Amesbury’s environment and purpose as a service centre.

Stonehenge is regarded as a world icon, attracting millions of people from all over the world. In terms of economic benefit to the town the potential is huge, especially if visitors are brought closer - to within walking distance – as is proposed by the establishment of a Visitor Centre at Countess. Indeed the town will be closer to the proposed Visitor Centre than the monument itself. Amesbury has the potential to become an attraction in its own right, for example by displaying artefacts as a museum or other cultural or educational centre. It would require only a small percentage of visitors to



Queensberry Bridge



such a cultural centre based in Amesbury to make a big difference to the town, attracting new businesses to locate to the town centre, thereby increasing its vibrancy as a retail centre.

The likely benefits and drawbacks of siting a Visitor Centre for Stonehenge – the so-called ‘Stonehenge Effect’ – have been the subject of heated debate in the town for some time. Some see the economic potential but feel that the result may not be entirely to the benefit of the local community, who seek more mundane but important local outlets for everyday living. We feel therefore that it is important for all concerned with the development of the area to look further ahead than the immediate issues and debate the likely long term effect of the Stonehenge Visitor Centre proposals on the town.

The first signs that businesses are recognising an economic opportunity can be seen Solstice Park with a number of visitor-orientated businesses, including a major international chain of hotels, under construction and three national chains of catering outlets now operating. In five to ten years the town could be much changed from the Amesbury of today. It may be, too, that the current public agencies’ studies of Stonehenge’s accessibility could result in improvements to the A303 which will, in turn, potentially increase the numbers of visitors to Amesbury and place additional pressure on traffic management, facilities and services infrastructure. It is therefore important that, while residents and agencies continue to engage in the Stonehenge debate, we take action now to promote the distinctiveness of Amesbury itself, improve its infrastructure and develop a robust tourism promotional strategy that helps to draw visitors into the town.



ANTROBUS
HOUSE
No 39

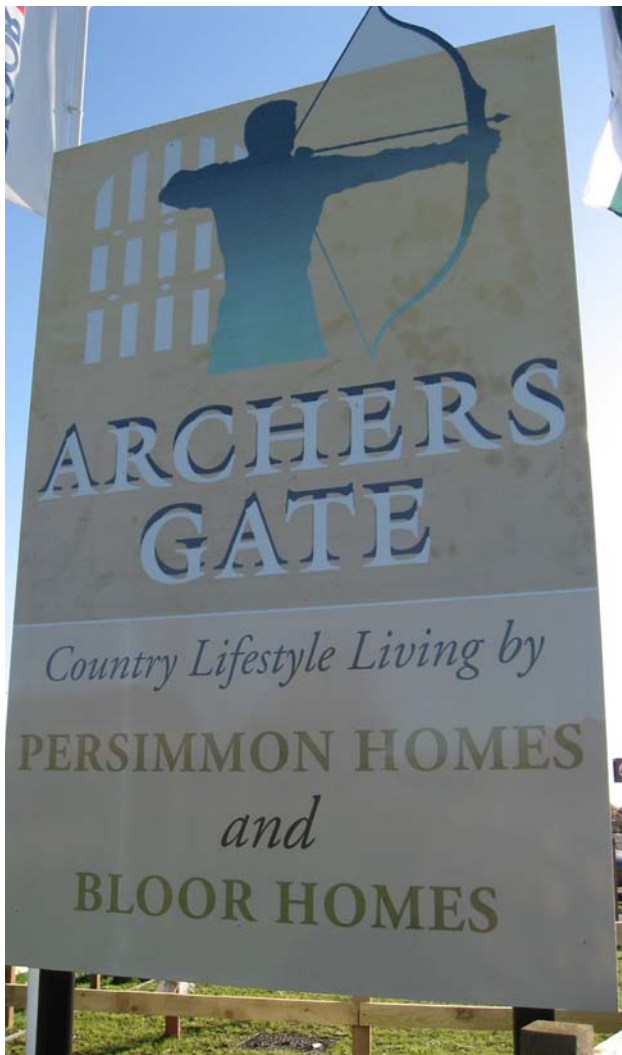
These railings were erected
to mark the Millennium,
replacing those taken in 1940
towards the War Effort.



River Avon Meadows

A Welcome for Villagers

We lack a community transport scheme to bring people to Amesbury for work, shopping and services, from the villages that surround us. Many in our surrounding areas have cars, and bus services are regular to village centres (although expensive for some pockets), but the lack of transport is an acute problem particularly for young people in outlying areas who wish to access Amesbury in the evenings, weekends and school holidays and for older people, disabled residents and families whose only car is used for work transport. Funding for enhanced public transport facilities has been secured from the Solstice Park and Archers Gate developments but the detail of these improvements has yet to be agreed.



Good Community Facilities

An important issue we highlight particularly is that we lack the necessary community facilities infrastructure for our growing population. Although we have a new community hall in the Archers Gate area as part of the agreements for new-build housing for Amesbury, still there is a general lack of community meeting spaces and sports, culture and leisure facilities, particularly in the east of the town. Antrobus House is an excellent, town centre space for community and public meetings, but its facilities for disabled people are inadequate, with no lift to the upper floor. There is a clear feeling that another, more flexible, multi-use community hall is needed for leisure and cultural activities, to include space for expansion and storage.

Another youth centre is needed, too, particularly as a drop-in centre for young people. Our consultations with young people and the groups that support them show also that in their opinion some of the outdoor facilities for sports are poor, with a need for more all weather outdoor pitches for football, rugby and cricket and improvements to the skatepark. Sports clubs report that the Recreation Ground is often water logged or fouled by dogs.

We take all the above as our key challenges for the future. In the following section we outline our Vision for an Amesbury area by 2026.



4. Our Vision for Amesbury in 2026

We envisage that by 2026 Amesbury will be the natural choice for residents from the town and surrounding parishes for a wide range of quality shopping in safe and convivial surroundings. We will have conserved the best of the past, celebrating our rich natural and archaeological heritage, but we will be also looking to the future with high quality design of houses, good transport and community facilities and a thriving retail and commercial centre to the town.

Amesbury will be above all a comfortable place for people to live, where our young people will be able to buy or rent homes and have meaningful education and employment. But we will also be an enjoyable and welcoming place for people to visit, with high quality parking and amenities.



Queens Falls Weir



5. Our Goals

We have taken time to consult local people about their key issues and concerns. We have particularly taken account of what young people, our residents of the future, have to say to us - and said to our partner agencies in other recent youth consultations.

In our Issues and Solutions Events, held in June and July 2006 we engaged with agencies, businesses and groups to discuss:

- What agencies and groups are already doing to solve the problems we had identified
- Other ideas for solutions where nothing was currently happening to address the problems we had identified.

Many possible projects and actions were suggested. These are listed at the end of this Plan and in the notes of the meetings that form an appendix to the Plan. But we know that in order to make a significant difference in the quality of life and sustainability of our area, we must prioritise our actions into focussed Goals. Having scrutinised the Amesbury Profile document prepared by Wiltshire County Council, carried out a review of strategies that already exist for our area and listened to the views of local people, we have decided that the following four Goals will shape our efforts in delivering our Plan and achieving our Vision:

- 1. Promote Amesbury as great place to shop, work and visit**
- 2. Create better access to town facilities and services**
- 3. Enable a healthier, more inclusive community**
- 4. Help long standing residents and newcomers to live and work sustainably in Amesbury and surrounding parishes**

In the section of the Plan which follows, we outline the key projects and actions we will undertake to reach these Goals.....



Focus DIY Store

6. Our Key Projects and Actions

Summary of Key issues to be addressed through this Plan

1. Lack of choice and diversity in retail shopping
2. Lack of Amesbury 'brand' tourism
3. Lack of parking and parking enforcement
4. Poor pedestrian and cycle access to town centre
5. Poor traffic flows around town
6. Town sprawl – centre shift
7. Lack of community facilities
8. Community Safety
9. Poor public toilets in town centre and recreation ground
10. Lack of community transport and poor estate/town links
11. Poor estate/town links
12. A303/town access at Countess Roundabout
13. More affordable housing needed
14. More emphasis on sustainability in new build homes
15. Poor Educational attainment

In this section are the high priority project and actions we will take to address the Key Issues above and to achieve our long term Vision of 2026. We have grouped our projects under our four Goals. All the Goals are of equal value, but all of our projects have been prioritised so that they add value to and complement one another.

A list of all the projects and actions we will be working on during the implementation of the Plan is included as a table at the end of the Plan. We have also identified, there, the potential partners we envisage will commit to work with us to deliver the actions, plus an idea of timescale within which the action or project will be started.





Queens Falls Weir





High Street

Goal 1: Promote Amesbury as great place to shop, work and visit

We will work hard to support our existing retail businesses in Amesbury town, and to encourage new businesses to set up. We will encourage particularly those businesses that local people have told us are important – another supermarket to provide competition for the existing Co-op, small independent food shops such as greengrocers, butchers and fishmongers, teasops and coffee shops. We believe that these are the retail businesses, connected back to local food producers in the area, which will bring back the vibrancy to the town and town centre. As a focus for encouraging local food production and building on this year's successful Continental Market in the Barcroft car park, we will work with the Town Council to instigate a regular Farmers Market in the town centre.

We welcome the 'Stonehenge Trader' as a method of promoting our local businesses through a local directory and we will work with the Salisbury Chamber of Commerce, Salisbury District Council and Business Link to develop co-ordinated retail business support schemes to encourage training, joint marketing and promotion of local businesses. However, we need to engage local retailers in this enterprise much more than we have been able to do in the past. As a first step we will work through the Local Area Agreement 'Economic Development and Enterprise' block and the Regional Development Agency specifically for a project to engage and support local businesses, to identify

their training and support needs and to develop opportunities for joint working. This project will build upon the retail study of the town commissioned by Salisbury District Council, due to be completed in November 2006.

We want to encourage more visitors to the town. We know we have great tourism potential in our architectural and archaeological heritage. We will work through the recently published tourism strategy for South Wiltshire which aims to 'increase the value and, where appropriate, the volume of tourism'. Residents tell us we should



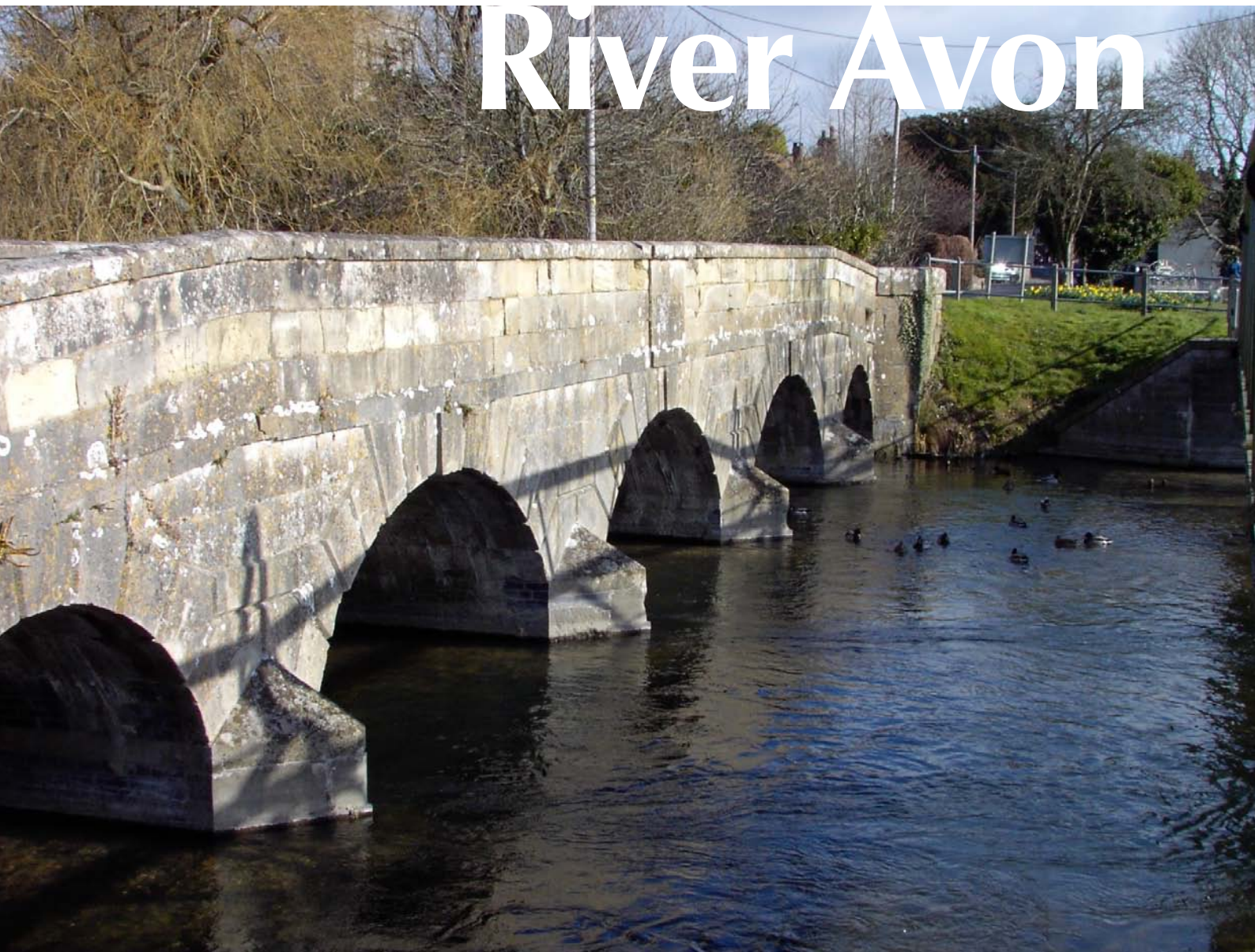


Amesbury Methodist Church

not aim to dramatically increase the numbers of tourists but the extra income from increased tourism will support the local economy and with specific actions we can increase the quality of the whole visitor experience in Amesbury.

An important step will be to make sure that any new Visitor Centre (planned as part of the Stonehenge improvements) has good interpretation, too, of Amesbury's amenities and its history in an Amesbury-specific leaflet and other promotional material. Transport must be available from Stonehenge to bring

visitors into the town. Visitors should then be encouraged through appropriate use of signage and a Town Trail to stay awhile, wander in the town centre, browse in the local shops, have some refreshments and visit local attractions. An important step in promoting the town will be for the Town Council to renew its membership of the Salisbury and Stonehenge Tourism Partnership to ensure joint marketing of the area. If the Town Council decides against membership renewal, then a local Amesbury tourism promotional strategy should be developed as soon as possible.





Bus Station

Goal 2: Create better access to town facilities and services

Access to the A303 has been improved since the development of Solstice Park. The Countess Roundabout has always been a bottleneck for traffic at peak times and the recent completion of the new 'all movements' junction on the east side of Amesbury, funded by the Solstice Park development will provide an alternative route to the A303 other than Countess Roundabout and help to relieve the Town centre.


A new link road is proposed and currently under construction around the south east of Amesbury from the A303 at Solstice Park to the new housing development at Archers Gate and linking to the A345. Local concern was expressed over this link road in view of its route through existing residential areas, amid fears of high volumes of traffic, traffic noise and lack of road safety. Despite alterations to the scheme jointly agreed between the Council and the developers, which resulted in the granting of planning permission, these concerns remain.

At the time of developing this Plan discussions are continuing with the Highways Agency about whether there should be improvements to the A303 near Stonehenge. An Inquiry into the proposed route and visitor centre begins in December of this year. If a scheme is progressed it is likely to include a flyover at the Countess Roundabout. This will ease traffic still further, but will also decrease Amesbury's visibility as tourist destination. Our consultations show that opinion in the town is divided about whether the proposals are a good idea and what form any improvements should take. What is clear, however, is that if a scheme goes ahead we need to be ready for it in the town.

Amesbury residents have been involved with Wiltshire County Council in the Amesbury Town Centre Transport Study, which was completed in June 2006. The possibility of altering flows of traffic in the town centre was examined but it was agreed by local stakeholders that the current arrangements for traffic on Salisbury St and High St were the most suitable and should be retained. Design work to improve the pedestrian environment on Salisbury Street is now underway. This will widen pavements, improve the surfacing and narrow the road to make it easier for shoppers to cross. At the same time work to look at the A345/Salisbury Street/Smithfield Street junction is being undertaken. We have asked that the County Council to consider also the possibility of including space for outside eating/coffee areas in the design of the road/pavement space, to create more of a café daytime 'piazza' ambiance to the street.

Recommendations have also been made to the County Council about improving pedestrian crossing facilities across the A345 and a network of cycle routes has also been drawn up. Design work on the Salisbury St improvements is now underway with input from local stakeholders, we will maintain a close monitoring of design proposals to ensure that local people's issues continue to be addressed.

The improvements in Salisbury St will lead to some overall reduction in parking but this will be offset by increased parking in the new Co-op development which can be used both for shoppers in the store and in the rest of the town. The taxi rank will also be increased in size and designated disabled spaces will be provided.



For long term sustainability, however, we want to encourage more people to make use of public transport to get into the centre of town – from outlying estates and from surrounding villages. We welcome and support mechanisms by the Health Protection Agency, Solstice Park and the Archers Gate developers to improve local public transport systems, which have been agreed by the District Council and which all local people can benefit from.

In the villages that surround Amesbury, young people, older people without cars and disabled people are severely disadvantaged by the lack of community transport to bring them into the town. We will work with the County Council to develop a pilot of a 'Wiggly Bus' community transport scheme that will serve the villages and will wobble off designated routes on demand in order to pick up and drop people living in places not served by private bus companies.

New Link Road



QinetiQ Sports Field

Goal 3: A healthier, more inclusive community

As our population continues to grow we must make sure that we have enough community facilities in Amesbury – particularly for social, sport, health and cultural activities and services. This issue is an important one which has been raised over and over again in our consultations. Young people particularly are concerned to have somewhere they can ‘drop in’ as a youth centre, socialise and get advice and help on housing, relationships and health matters. Clubs report a lack of meeting spaces at affordable prices for their activities. Antrobus House, although a good meeting space, has no disabled access to the upper floor. We feel that a solution to these issues may be to identify a site near the town centre for another multi-purpose community meeting facility that can have designated space for young people, bookable spaces for community meetings, counselling and health clinics, studio workspace or office space and a large space for cultural and arts activities. Joint funding for this project may come as a result of private development, public funding and lottery funding. We will pursue this idea with the appropriate agencies.

There is also a need for more all weather outdoor pitches, with changing facilities, for cricket, football and rugby. The community has a good relationship with the MoD and military pitches are available, but these are not sufficient for the growing number of young people and families whom we anticipate will be coming to live in the area.

As a first step to address issues of community space and sports facilities, we will encourage Amesbury Town Council and Salisbury District Council to build on their Rural Facilities survey (soon to be completed) and undertake or commission an audit of existing community spaces and outdoor sports facilities in Amesbury, to identify under capacity and over use.



We have been concerned, in the process of developing this Plan, about the statistical evidence and local perceptions that Amesbury has significant levels of anti-social behaviour, violent crime and criminal damage (see Section 2 of this Plan). We welcome the measures that have been taken in the past, e.g. door cameras for vulnerable people and an alcohol exclusion zone in the town centre. However, problems persist. Where these levels of crime can be attributed to young people, the situation may be alleviated by increasing facilities and opportunities for activities as above, in effect by giving young people more to do. We remember, too, that young people are also victims of crime. Local perceptions are of increased antisocial behaviour and violence as a result of excess drinking at the pubs and clubs in the town centre. As a first step we welcome the steps by

*QinetiQ Sports Field*

Outdoor Pitches

the Neighbourhood Police Team Initiative to bring the community together to discuss issues and solutions for crime. We also welcome the introduction of a new Community Special Officer role to bolster support already given by police to the town. We will encourage the Team to also bring together the Army and the licensees of private clubs and pubs in the town centre, to discuss what measures could be taken by pubs and clubs themselves to tackle these issues. We will also work with the District Council as licensing authority to ensure reviews of licences take place for pubs and clubs where there is persistent trouble.



Archers Gate Housing Scheme

Goal 4: Help local people to live and work sustainably in Amesbury and surrounding parishes

As in other parts of the country, house prices have risen considerably in the last ten years. We want to make sure that our young people can stay to live and work and raise families in the Amesbury area. We must therefore make sure that there are houses and flats that they can afford to buy. We welcome the District Council's intention to increase the proportion of affordable housing provided in new developments.

A housing needs survey of the area carried out in 2002 found that the highest proportion of housing need was in the rented sector. However, our own consultations would suggest that now a more diverse range of housing is needed. At the 'starter' end of the housing market, studio flats to buy are needed, to enable young people to get a foot on the housing ladder. Houses at affordable rents will always be needed but we encourage Housing Associations to also develop more shared ownership schemes as we have noted considerable interest in this form of tenure during our consultation discussions. Older people have told us, too, that they would like to be able to down-size to affordable supported housing in order to free up their larger houses for younger families.

Our discussions with parishes in our area have told us that they, too, have a need for affordable housing, to rent and to buy, but that they lack suitable sites. We support parish councils in their individual actions to address this problem and, at a strategic level we would encourage Salisbury District Council to investigate the possibilities of developing a Rural Community Land Trust to enable land donated for affordable housing to be held in trust in perpetuity for local community housing need.

Until recently, the design standard and sustainability of new housing in our area has been deemed to be relatively poor. With changes in government guidelines, which now promote greater energy efficiency in both existing and new housing, the sustainability of new housing has improved and will continue to improve in terms of energy efficiency of materials. Similarly with greater emphasis now being placed on good design the quality of design will also continue to improve. The approved Archers Gate housing development has been the subject of joint working between the District Council and the developers, the result of which is a quality scheme which the Council feel will represent a major change in the quality of the housing in the local environment. Similarly the Solstice Park development is being designed and constructed to a voluntary design code submitted by the Amesbury Property Company. We welcome the news that Salisbury District Council has produced a 'Design Guide' called 'Creating Places' to assist developers building new homes in the area. We urge them also to adopt a broader 'Sustainability Statement' as supplementary planning guidance on the type of design, and use of materials that are of acceptable standard for new housing in the district. The Statement should also include guidance on infrastructure in terms of community facilities, shops, services and open space that should be an integral part of any new development and in recommended methods of consulting with the community at an early stage over development proposals.



Welcome to
Archers Gate

An exciting development
of 2, 3 & 4 bedroom
properties

Show homes
Open Daily

01980 626775



BLOOR HOMES

Building for the Future bloorhomes.com



New Development
Countess Road/High St Junction

7. Working Together With Other Agencies

A review of the key strategies of public agencies that cover our area has been carried out with support from Salisbury District Council. We know we need to link in our ideas with existing strategies and help influence future strategies. We will deliver our Plan in partnership with these agencies in order to make our ideas successful. The table below indicates (•) whether a project or action we have in our Plan would make a contribution to a range of key strategies identified by key public agencies.

Project/Action	SWRDA Regional Economic Strategy 2006	Affordable Housing in Rural Areas 2006	Wiltshire Economic Strategy	Rural Regeneration Partnership Delivery Plan	Wiltshire Community Plan	Our Community Plan - Stonehenge Area	Wiltshire County Council Local Transport Plan	Amesbury Town Centre Transport Study	Tourism Destination Management Partnership	Local Area Agreement Blocks	National Lotteries	Reducing Crime and Combating Drug Misuse (SDC)	Parish Plans
Encourage new businesses to start up	•		•	•	•	•			•	•			•
Develop a regular Farmers Market	•		•	•	•	•				•			
Survey of retail business support needs	•		•	•									
Enhance and promote town and town centre retail facilities	•		•	•	•	•		•	•	•			
Promotional tools - better signage, Town Trail, Town Interpretation leaflet, Town Directory and Map	•		•	•		•	•	•	•	•			
Improve Traffic Flows and parking opportunities in Amesbury						•	•	•					
Community Transport networks and cycles routes (town and area)				•	•	•	•	•	•	•			•
Develop affordable housing schemes (town and rural)		•	•			•							•
Identify land for rural housing in parishes		•											•
Development of local Design Statements for good design, renewable energy and ongoing maintenance of playspaces, open spaces and buildings fabric		•		•	•	•							•
Develop more activities for leisure and sport				•	•	•				•	•	•	•
New multi-use community hall	•			•	•	•				•	•	•	
Promote better co-ordination of existing transport schemes				•	•					•			•
Audit of facilities for sport/community meeting space	•			•	•	•				•	•	•	
Agency/licencees forum				•	•	•				•		•	
Plan implementation support	•	•	•	•	•	•	•	•	•	•	•	•	•





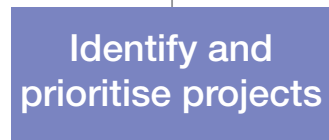
Church Street

8. How the Plan was developed

Stage 1:
Identify the key issues



Stage 2:
Analyse issues and develop solutions



Stage 3:
Getting approval to the Plan



Amesbury Junior School

In 2003 Amesbury received support from Salisbury District Council and funding from the Regional Development Agency for inclusion into the south west Market and Coastal Towns Initiative (MCTi). MCTi is a government-sponsored initiative to support market and coastal towns in community-led regeneration.

Our first action was to set up a volunteer steering group of residents, businesses and councillors, with administrative assistance from the Amesbury Town Clerk and advice on the regeneration process from Salisbury District Council. This became the Amesbury Market Town Partnership, which has overseen our consultation and plan development process.

We first asked over 200 people in Amesbury what they liked and disliked about the town. Then community consultations, surveys, questionnaires and community meetings were carried out in 2005 and early 2006 with over 1000 people - at our own events and taking an AMTP stall to other community events. These were followed in June and July 2006 with 3 well-publicised themed meetings of residents, businesses and agencies to discuss 'Issues and Solutions' to the concerns of local people and the challenges they face living and working in the area. In addition questionnaires were delivered to children and families in primary schools and young people in Stonehenge School.



Responses from our own consultations have formed the backbone of our Plan, but we have also considered statistical evidence for the area and the results of consultations carried out by public agencies over the last three years.

We have also received information from Town, District and County Councils on actions they are already taking to address the issues we have identified. They have pointed us to relevant public strategies that will underpin the projects and actions we put forward in this Plan.

Age	Resident		Non Resident	
	Male	Female	Male	Female
11 or Under				
12 - 18				
19 - 30				
31 - 40				
41 - 50				
51 - 60				
61 - 70				
71 - 80				
81 or Over				



Amesbury Abbey

9. Parish Priorities

Our Plan is based in Amesbury, but we know that it will only be successful if it has the support of residents in the surrounding parishes, too, as consumers of goods, facilities and services in Amesbury itself. We have visited several of the surrounding parishes to invite them to be part of this process and we will consult them on our Plan's contents and invite representatives to become part of AMTP for the future. In addition, we have sought views from village residents at our consultations and have included their suggestions within our priorities. Particularly we have studied the Parish Plan recently produced by Durrington to ensure a good 'fit' between our proposed actions.

We support Durrington's priorities for the future to 2016, which include:

- To build more affordable housing to allow people to remain in their local community
- For parish roads to be as safe as possible for all road users whether on foot or motorised transport
- To secure adequate defined parking to allow access to facilities within the Parish while alleviating parking problems in residential areas.
- To increase recreation land and facilities to exceed national guidelines
- To develop dedicated facilities to meet the needs of the younger community
- For residents to have access to range of local retail facilities including non food outlets.
- To enable improved access for all to a range of health services particularly dental services
- To be a community where people of all ages feel safe and are not intimidated, with regular uniformed police patrols on foot and in vehicles giving a visible law enforcement presence, and where criminal damage is minimal.





River Avon Meadows

10. How the Plan will be delivered

Studying our priorities for action, we anticipate that in many of our proposals the statutory sector will have a lead role. In these instances the role of AMTP will be in monitoring the Plan's implementation, influencing future strategy and in acting as a conduit for community engagement and dialogue with local people and community groups. However there are areas of the Plan where we ourselves will take the lead, to bring agencies together to develop necessary projects.

Following the publication of the Plan in March 2007, therefore, Amesbury Market Town Partnership will continue to act as an advisory group to agencies and groups delivering the Plan. We will meet quarterly with our partners in Town, District and County Councils to:

- Assess the progress being made in delivering the projects
- Evaluate the outputs being achieved and set new targets
- Abandon any projects which are not likely to proceed.

Our overall Strategy will be reviewed yearly at a public meeting to:

- Keep residents and businesses informed of the progress of the Plan
- Engage the community in any decisions being made on the future direction of the Plan
- Introduce new projects and ideas and new people into AMTP.





Salisbury Street

11. How To Contact Us

Amesbury Market Town Partnership is: Steering Group

- Ian Mitchell - Chairman AMTP, Amesbury Town Councillor and Operational Researcher
- Martyn Smith - Planning Consultant to the Amesbury Property Company
- Phil Edwards - Community Librarian, Amesbury
- Catherine Pike - Local Resident
- Margaret Strange - Local Resident and Town Councillor
- Richard Crook - Local Farmer
- Andy Carter - Local Resident
- Paul Langridge - Local Resident
- John C Noeken BEM - County Councillor for Amesbury
- Wendy Bright - Local Resident

Our Thanks.....

AMTP partnership members would also like to thank the following for their support and interest:

Jan Swindelhurst, Lynda Masefield (Fairlawn Hotel), Dawn Walters (Head, Amesbury Infants School), Helie Franklin(Community First), Dennis Edwards, Beverley Mitchell, D.R.Illsley, Mark Waddington, (1st Amesbury Scouts), Dennis Brown, Larry Evenett, Rosemarie Williams, Fred Westmoreland, Tim Martienssen (Wiltshire Market Towns Partnership).

- Website Support:** Colin Bracher
- Hosting AMTP Meetings:** Amesbury Infants School and Amesbury Library
- AMTP Administration:** Howard Piner - Amesbury Town Council Clerk
- Salisbury District Council Support:** Amber Skyring
- Wiltshire Market Towns Partnership:** Nikki Coyne
- Market and Coastal Towns Association Advice:** Charles Coffin
- Consultancy Support:** Hannah Reynolds Associates

How to contact Amesbury Market Town Partnership

Further copies of this Plan together with a CD of the Plan and a copy of: Amesbury Community Profile, Notes of Issues and Solutions Events, Parish Plans and other appendices can be obtained from Amesbury Town Council Offices.

12. Projects and Actions Tables



Action Plan

Our Vision for 2026

We envisage that by 2026 Amesbury will be the natural choice for residents from the town and surrounding parishes for a wide range of quality shopping in safe and convivial surroundings. We will have conserved the best of the past, celebrating our rich natural and archaeological heritage, but we will be also looking to the future with high quality design of houses, good transport and community facilities and a thriving retail and commercial centre to the town. Amesbury will be above all a comfortable place for people to live, where our young people will be able to buy or rent homes and have meaningful education and employment. But we will also be an enjoyable and welcoming place for people to visit, with high quality parking and amenities.

Our Aims

1. Promote Amesbury as great place to shop, work and visit
2. Create better access to town facilities and services
3. A healthier, more inclusive community
4. Help long standing residents and newcomers to live and work sustainably in Amesbury and surrounding parishes

No	Description of Project/Action	Direct contribution to Key Issues														
		Lack of choice and diversity in retail shopping	Lack of Amesbury 'brand' for tourism	Lack of parking and parking enforcement	Pedestrian and cycle access to town centre	Poor traffic flows around town	Town sprawl – centre shift	Lack of community facilities	Antisocial behaviour	Poor public toilets	Lack of community transport- estates/town links	A303 access from Countess R't	Lack of affordable housing (diverse needed)	Lack of land in rural parishes at affordable prices	Poor quality of new-build homes	Poor educational attainment
Promoting Amesbury as great place to shop, work and visit																
1	Encourage new businesses to start up in town	√					√									
2	Develop regular market for quality produce e.g. farmers market	√	√				√									
3	Promote town centre – Chamber of Commerce	√	√													
4	Explore range of parking – short term, coach, linkages between modes of transport			√		√	√				√					
5	Develop pedestrian and cycle routes around town				√					√						
6	Better signage at strategic points					√										
7	Develop idea of Amesbury brand and promote brand		√													

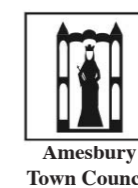
8	Amesbury-specific tourism leaflet promoting history of town		√															
9	Town Trail		√															
10	Town Directory and Map		√															
11	Create more parking			√														
12	Improve educational attainment and professional qualification attainment							√	√									√
Create Better Access to Town facilities and services																		
13	A303 access from Countess R																	√
14	Shuttle buses																	√
15	Improve traffic flows around town			√	√	√												√
16	Develop community transport e.g. Wiggly bus																	√
17	Create better access to public facilities for disabled people e.g. Antrobus House			√					√									
Healthier, more inclusive community																		
18	Develop more community, health, leisure and sports facilities on the back of new housing e.g. multi-use resource centres							√	√	√								
19	Support for Neighbourhood Police Team Initiative – Army/Licencees Forum									√								
20	Drop in centre for young people									√								√
21	Promote and develop more activities specifically for older people and disabled people			√				√										
22	Revisit licensing policies to crack down on alcohol related anti-social behaviour									√								
23	Support for implementation of this Plan	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Helping local people to live and work sustainably in Amesbury and surrounding parishes																		
24	Allocate sites for affordable homes for older people and units of studio flats to buy as starter homes												√	√	√			
25	Encourage Housing Associations and private developers to develop Design Statements with local communities for good design, renewable energy and good on-going maintenance of playspaces, open spaces and buildings fabric.																	√
26	Encourage self-build schemes												√	√	√			
27	Encourage SDC to change allocation criteria for exception sites to encourage affordable housing, especially in rural areas												√	√	√			
28	Encourage development of community land trust to hold land in perpetuity for affordable homes for local people in villages																	√
29	Encourage SDC to provide guidance to counter PPG3 re density of houses per hectare												√	√				

Amesbury Area Market Town Plan 2006 - 2016 Actions

Issues	Projects and Actions <ul style="list-style-type: none"> • <i>Specific Actions</i> <ul style="list-style-type: none"> ○ <i>(Short term – within 1 year)</i> ○ <i>(Medium Term – within 3 years)</i> ○ <i>(Long term – 5 to 10 years)</i> 	Potential partners
Education		
Educational attainment levels are low with scope for improvement (GCSE and professional qualifications)	Improve educational (GCSE) attainment levels and professional qualifications <ul style="list-style-type: none"> • <i>Host meeting of potential partners to discuss issues and possible actions (S)</i> 	Salisbury College WCC Learning and Skills Council Training providers
Community safety		
Crime and antisocial behaviour <ul style="list-style-type: none"> • highest rated ward for violent crime and domestic violence • 3rd placed for domestic burglary (although figures are not significantly large) and theft and handling offences, • 2nd for criminal damage offences. 	Reduce levels of alcohol related anti-social behaviour in town centre <ul style="list-style-type: none"> • <i>Bring together the Army, licensees of private clubs and pubs in the town centre to discuss measures that could be taken to tackle these issues (S)</i> • <i>Further analysis to be undertaken with all key stakeholders in delivering suitable solutions (S)</i> • <i>Work with SDC to ensure reviews of licenses take place for pubs and clubs where there is persistent trouble (S)</i> 	Community Safety Partnership Town Council Police Pub landlords Army
Retail/Tourism		
Lack of variety of shops	Create a unique place for residents and tourists to shop and encourage new independent businesses into the area <ul style="list-style-type: none"> • <i>Bring together retailers to discuss further in the first instance (S)</i> • <i>Build on recommendations from SDC Retail Survey 2006/7 re establishment of new supermarket in Amesbury (S)</i> • <i>Encourage SDC to carry out survey of retail business support needs (S)</i> • <i>Take first steps to establish a Chamber of Commerce/equivalent for Amesbury businesses (S)</i> • <i>Pilot weekly farmers market in Amesbury town centre (S)</i> • <i>Encourage the promotion of local business - through the Stonehenge Trader and other methods (S)</i> • <i>Co-ordinate retail business support schemes to encourage joint training, joint marketing and promotion of local businesses (M)</i> • <i>Consider the potential of creating space for outdoor eating/coffee areas as part of the street improvements - to create more of a 'piazza' ambience in the high street (S)</i> 	Chamber of Commerce. SDC MEDT Town Council Business Link Local Traders RDA
Some unattractive shop fronts	Create an attractive retail environment for shoppers and tourists <ul style="list-style-type: none"> • <i>Carry out audit of existing 'unattractive shop fronts and negotiate with retailers on options/solutions (S)</i> 	Chamber of Commerce. SDC MEDT, Town Council, Business Link, Local Traders RDA
Increase the quality of the whole visitor experience to Amesbury	Capitalise on Amesbury's tourism potential and attract and welcome visitors <ul style="list-style-type: none"> • <i>Create promotional tools – better signage Town trail, Town Interpretation leaflet, Town Directory and Map (S)</i> • <i>Bring together potential partners to discuss a cultural/educational centre for Amesbury to capitalise on 'Stonehenge Effect' (S)</i> 	Town Council, SDC, WCC, South West Tourism, S & S Tourism Partnership, RDA, English Heritage. English Nature Destination Management Partnership, Salisbury Tourism Partnership
Lack of distinctiveness of Amesbury	Create Amesbury as a 'brand /distinctiveness e.g. Marlborough is well known for antique shops, Glastonbury for its alternative therapies and philosophies – Amesbury to capitalise on 'Stonehenge Effect' <ul style="list-style-type: none"> • <i>Develop a robust tourism promotional strategy that helps draws visitors into the town (S)</i> • <i>Increase the value and where appropriate the volume of tourism (L)</i> • <i>Improve the tourism infrastructure(M)</i> • <i>Amesbury Town Council to renew its membership of the Salisbury and Stonehenge Tourism Partnership to encourage joint marketing of the area (S)</i> 	Town Council SDC, MEDT, Chamber of Commerce, local traders, private developers, South West Tourism, Destination Management Partnership, Salisbury Tourism Partnership

Community facilities and Leisure		
Public toilets are in a poor condition	Improve shopper/tourism amenity in Amesbury town centre <ul style="list-style-type: none"> • <i>Improve the quality/ maintenance/access of this facility (S)</i> 	Town Council
Lack of community meeting spaces, sports, cultural and leisure facilities particularly in the east of Amesbury	Another more flexible multi use community hall for leisure and cultural activities to include space for expansion and storage <ul style="list-style-type: none"> • <i>Ensure that information from the audit on community facilities takes into account in its recommendations the estimated population growth in Amesbury (S)</i> • <i>Affordable facilities for hire by the community for community meetings (M)</i> • <i>Explore opportunity for large space for counselling and health clinics, studio space or office space and large space for cultural or arts activities (M)</i> • <i>Explore opportunities of funding to support the above proposal (M)</i> 	Town Council, SDC, WCC, Salisbury College, Community Groups, Sports Council, Lottery, Private Developers
Lack of facilities for young people and families	Improve facilities for young people in Amesbury Area <ul style="list-style-type: none"> • <i>Explore opportunities to develop</i> <ul style="list-style-type: none"> ○ <i>another youth centre for young people including drop in centre for young people (including advice and help on housing, relationships and health matters) (S)</i> ○ <i>Increased range and quality of outdoor facilities (with changing facilities and storage) including all weather pitches for sports (S)</i> ○ <i>improvements to the skate park (S)</i> 	Town Council, SDC, WCC (Youth Service), Community Groups, Young People, Sports Council, Lottery, Private Developers
Transport		
Poor Traffic Flow and parking	Improve traffic flows and parking opportunities in Amesbury <ul style="list-style-type: none"> • <i>Improvements to Salisbury Street and High St (as per Transport Plan) (S, M)</i> • <i>Explore opportunities for secure parking bays for motorcycles and bicycles (as per Transport Plan) (S)</i> • <i>Undertake a study re parking re enforcement (S)</i> • <i>Create more parking bays (particularly for disabled) and taxi stands (S,M)</i> 	Town Council, SDC, WCC
Poor transport links between Amesbury and villages	Promote better co-ordination of existing transport schemes to key facilities, workplaces and services <ul style="list-style-type: none"> • <i>Encourage community transport networks linked in particular to ensure residents on the outskirts of town can access the town centre (S)</i> • <i>Support development of shuttle buses between key areas of town and outlying areas (S)</i> • <i>Explore potential of community transport 'Wiggly Bus' scheme between Amesbury and rural villages and hamlets (S)</i> 	Town Council, Parish Councils, WCC, RDA
Poor pedestrian and cycle ways in and around the Town Centre No cycling infrastructure	Improve access in and around Amesbury town centre <ul style="list-style-type: none"> • <i>Encourage WCC to draw up recommendation for improving pedestrian crossing facilities across the A345 (S)</i> • <i>Monitor implementation of Transport Plan re the creation of a network of cycle routes (S,M)</i> • <i>Act as co-ordination for consultation with local people on recommendation/proposals in the future (S,M,L)</i> 	Town Council, WCC
Tourist coaches have no where to park or drop off tourist in Amesbury. Nowhere for caravan/tourer to park up and access Town	Improve opportunities for tourists to access town centre <ul style="list-style-type: none"> • <i>Explore potential sites (S)</i> 	Town Council, SDC, WCC

Housing		
House prices (rent and buy, out of the reach of local people.	<p>Make sure that young people can stay to live and work and raise families in Amesbury area.</p> <ul style="list-style-type: none"> • <i>Make sure that there are houses and flats that young people can afford to buy and rent including starter homes e.g. studio flats (M,L)</i> • <i>Make sure that there are houses and flats that older people can afford to buy and rent including starter homes e.g. studio flats, so that they can downsize to free up larger homes (M,L)</i> • <i>Increase opportunities for supported housing in the area, including increased % of new developments for affordable homes, support for self-build schemes, more shared equity schemes (S,M)</i> 	Town Council, Parish Councils, SDC, Private Developers, Housing Associations, Private Landlords
Lack of suitable sites for housing in parishes in the hinterland	<p>Ensure a supply of affordable housing kept for local people in perpetuity</p> <ul style="list-style-type: none"> • <i>Support the parish councils in their individual actions to address this problem (S,M,L)</i> • <i>Encourage SDC to investigate the possibility of developing a Rural Community Land trust for affordable housing (S)</i> 	Parish Councils, SDC, Housing Associations
Need for use of sustainable materials in good design quality new build housing	<p>Good quality, well-designed and energy efficient homes</p> <ul style="list-style-type: none"> • <i>Encourage SDC to adopt a broader Sustainability Statement as supplementary planning guidance on the type of design, use of material that are an acceptable standard for new housing in the district and work with private developers and Housing Associations to implement (S)</i> 	Town Council, Parish Councils, SDC, Private Developers, Housing Associations
Amesbury Market Town Partnership		
Need to ensure the implementation of the Amesbury Market Town Community Strategic Plan	<p>Effective Partnerships to deliver, monitor and review the Plan</p> <ul style="list-style-type: none"> • <i>Launch the Plan (S)</i> • <i>Invite key stakeholders to an implementation planning session to gain commitment from agencies to develop actions further and deliver against proposed actions (S)</i> • <i>Strengthen the partnership by recruiting new steering group members who are also key stakeholders and develop appropriate delivery structure (S)</i> • <i>Seek funding for paid staff to provide administration and development support (S)</i> • <i>Continue to involve community (S,M,L)</i> 	Town Council, Parish Councils, SDC, WCC, Health Trust RDA, Local Businesses, Private Developers, Housing Associations



Wiltshire Market
Towns Partnership

The following Agencies have supported the development of the Amesbury Community Plan.