

# Swindon and Wiltshire

## Strategic Economic Plan

January 2016

Using our pivotal location  
in southern England to  
create wealth, jobs and new  
business opportunities

-  Skills and talent
-  Transport infrastructure
-  Digital capability
-  Place shaping
-  Business development



**swindonwiltshire**  
Local Enterprise Partnership

A young man and an older man, both wearing high-visibility yellow safety vests, are looking down at a document or set of plans. They are standing in front of a brick building under construction, with scaffolding visible in the background. The scene is brightly lit, suggesting daytime.

## Introduction

This document updates and revises the Swindon and Wiltshire Strategic Economic Plan which was approved by Government in April 2014. It builds on the work achieved to date in bringing forward key developments approved through rounds 1 and 2 of the Local Growth Deal as well as progress towards the delivery of the European Structural and Investment Fund, the Higher Futures Programme (our City Deal Skills Brokerage Programme) and the Swindon and Wiltshire Growth Hub.

Five strategic objectives have been identified in this Strategic Economic Plan extending across the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) area. In addition, we have reviewed the geographic coverage of the three Growth Zones which were originally identified in 2014. The Growth Zones remain our focus for targeted investment; these are Swindon-M4 Growth Zone, the A350 Growth Zone and the Salisbury-A303 Growth Zone. Each Growth Zone has its individual strengths, characteristics and investment needs which are reflected in our Investment Plan.

The 2016 Strategic Economic Plan therefore highlights the priorities and future opportunities for investment through to 2026. Our key priorities for investment are focussed on making Swindon and Wiltshire the best location for business across central southern England.



# Contents

02

Introduction

04

Swindon and Wiltshire: Our place

12

From vision to action

18

Priority sectors

19

Our Growth Zones

22

Governance



Dstl Crown Copyright



# Swindon and Wiltshire: Our place

We want to use our pivotal location in southern England to create wealth, jobs and new business opportunities set within a spectacular landscape that provides an exceptional quality of life. We will focus on our existing strengths and our base of established business sectors to build an outstanding, sustainable business environment in which our economy will thrive.

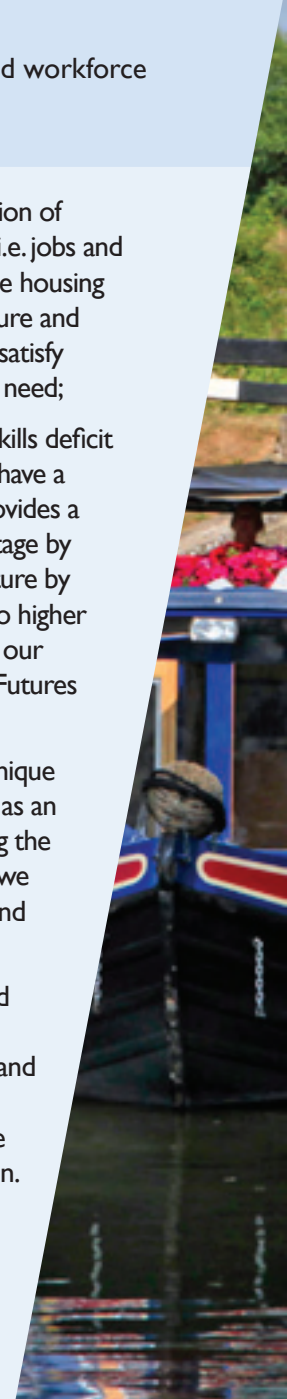
## Our competitive advantage is based upon:

- A pivotal central southern location with geographic proximity to major economic centres including London, key airports, and coastal ports;
- A dynamic, knowledge-based economy with nationally important clusters in life sciences, advanced manufacturing, financial and professional services, digital and information and communications technology (ICT) and land-based industries;
- A resilient and attractive rural economy with world class landscape, heritage and visitor attractions;
- An economically significant military presence;
- Strong small and medium sized enterprise (SME) growth with high levels of innovation and business survival; and
- A vibrant economy with a skilled workforce and low unemployment.


By 2026, we want to be world-renowned for innovation, entrepreneurialism and our great quality of life. Our population will have increased from 699,000 in 2014 to 764,000, matched by employment providing higher skilled jobs and high value economic growth.

The strength of our proposal lies in how we will accelerate economic growth by smarter use of our resources. We have a very clear idea of what we want to achieve:

- Support the Swindon-M4 Growth Zone into a new phase of growth, building on its strengths in manufacturing and commerce and making its urban areas attractive to investors;
- Deliver the significant growth planned for the A350 Growth Zone, exploiting the digital cluster and advanced manufacturing capacity, and investing in the regeneration of the urban areas;
- Restructure the Salisbury A303 Growth Zone's economic base, leveraging the opportunities provided by the presence of the Military, Life Sciences and Defence Technologies specialisms at Porton, and building on its world class reputation as a visitor destination;
- Align the acceleration of economic growth i.e. jobs and investment with the housing growth, infrastructure and utilities needed to satisfy existing and future need;
- Get ahead of the skills deficit 'curve' so that we have a workforce that provides a competitive advantage by being fit for the future by improving access to higher education through our innovative Higher Futures Programme;
- Use our military unique selling point (USP) as an enabler in achieving the economic growth we intend to deliver; and
- Ensure publicly owned land is freed for use to facilitate economic growth and increase the area's contribution to the wealth of the nation.





The background is a collage of three distinct images. On the left, a canal lock with a boat and a person. In the center, a person paragliding with a red and white canopy. On the right, a golf course with a sand trap. The text is overlaid on a semi-transparent blue rectangle at the bottom.

Set within a spectacular  
landscape that provides an  
exceptional quality of life



## Our economic opportunity

In 2014, we identified five SMART objectives which we aspired to achieve by 2026 in order to capitalise on our strengths and address our weaknesses through strategic investment and intervention. These were to:

- Increase the employment rate to 80%. This has nearly been achieved. For the year to June 2015, the employment rate stood at 78.6%;

- Sustain the number of patents granted per 100,000 population. Between October 2014 and October 2015, 670 patents were granted to businesses based in Swindon and Wiltshire which is 95.8 per 100,000 population<sup>1</sup>. In addition, the area has seen significant growth in employment in knowledge-based businesses (an increase of 22.7% between 2011 and 2014);
- Increase the proportion of the workforce (resident and non-resident) with a Level 4+ qualification from 33% to 52%. We recognise that we have more to do here; by December 2014, 36.8% of the Swindon and Wiltshire workforce was qualified to this level;
- Improve young people's attainment at 16 (including English and Maths) and 19 to beyond the national average. GCSE attainment levels between 2011 and 2015 have remained relatively static

across Swindon and Wiltshire whereas they actually fell across England<sup>2</sup>. By 2014, 85.4% of 19 years olds in England had achieved a Level 2 qualification; in Wiltshire this stood at 86.1% and 83.3% in Swindon compared to 81%, 81.8% and 75.9% respectively in 2011; and

- Ensure 100% superfast broadband coverage across the area including all strategic sites. Work is underway to improve access to broadband across Swindon and Wiltshire. By March 2016, phase 1 of the Wiltshire Online programme will be complete and there will be the opportunity for 91% of premises to connect to superfast broadband. The Swindon Superfast Broadband programme aims to improve current coverage (>24mbps) of 80% to 99.5% by June 2016.

We will continue to monitor these SMART objectives but given the significant progress we have made already, we aspire to do more. We have re-defined the three Growth Zones within each of the broader economic corridors which transect the SWLEP area. These Growth Zones are where we have the potential to have the greatest economic impact not only in terms of the growth of Swindon and Wiltshire but also contributing to the growth and reputation of UK PLC.

Indicator	Target	Actual
% Employment Rate	80	78.6
Patents per 100,000 population	83.2 GB	95.8
% Workforce with a Level 4 Qualification	52	36.8
% 19 year-olds with a Level 2 Qualification	85.4	83.3 Swindon 86.1 Wiltshire
% Superfast broadband access	100	99.5 Swindon 91 Wiltshire

<sup>1</sup>In 2009, the figure was 38.1 per 100,000. Source <https://www.gov.uk/government/publications/ipo-patent-data>

<sup>2</sup><https://www.gov.uk/government/publications/local-authority-interactive-tool-lait>. GCSE 2011: Swindon 52.4%, Wiltshire 60.5% and England 59.0%; 2015: Swindon 52.2%, Wiltshire 59.6% and England 52.8%. The way in which education data are collected changed in 2013 with the result that levels appear to have fallen for England. For attainment levels to remain static locally is therefore a reflection of improved performance.



## Swindon and Wiltshire as a hub for innovation

Innovation continues to be central to our Strategic Economic Plan. It is typified by the number of global innovators who have invested and prospered in the Swindon and Wiltshire area such as Honda, Intel and Dyson as well as the presence of a number of innovation-driven sectors including health and life sciences, pharmaceuticals, mobile telecommunications, digital and high value manufacturing. They actively continue to invest in research, design and development, create new employment and offer supply chain opportunities for smaller companies in the local area and beyond

Swindon is also home to seven national Research Councils as well as the Space Agency and the presence of the University of Bath's Sustainable Technology Centre at Wroughton all add to the innovative character of the area.

Investment by the military over the last century has generated exceptional commercial opportunities which have driven innovation. A unique ICT infrastructure has built up around Corsham where the Ministry of Defence (MoD) and the private sector have invested heavily in secure communications and data storage. Corsham is home to a growing cluster of digital industries as well as the most secure cloud data centre and electrical supply in the country. There are also strong links with the 100,000 Whole Genome Project and secure Government communications. As 'big data' and cyber security become even more important in the digital economy nationally and

internationally, the economic potential of this infrastructure to create a leading digital economy cluster is evident.

The presence of the military in south Wiltshire at Porton has led to the development of a cluster of health and life sciences companies adjacent to the Defence Science and Technology Laboratory (Dstl) and Public Health England with specialisms in microbiology, immunisation and medical care. Leading edge work is also undertaken by Dstl in cyber-security at the site. The availability of strategic sites across Swindon and Wiltshire plus the growing network of development sites across Corsham, Porton, Salisbury and Swindon therefore have the potential to draw in new investment nationally and from overseas. These investors will benefit from our unique combination of expertise with the potential to foster collaborative activity and spur further innovation and invention.

The effect of this activity is already visible with employment in knowledge-based Industries having increased by 15% between

2012 and 2014 to 65,600, nearly twice the growth experienced nationally (8.2% across Great Britain). Continued growth in these industries will be important to underpin the development of new high value activity and job creation.

### Home to Innovation

- Global innovators
- 7 national research councils
- Space Agency
- Sustainable Technology Centre
- Unique ICT infrastructure
- Secure communications and data storage facilities
- 100,000 Genome Project
- Military presence
- Public Health England
- Defence Science and Technology Laboratory
- Fast growing number of knowledge-based industries.



## Our population has grown rapidly

The population of Swindon and Wiltshire continues to grow at above the national rate and was the fourth highest rate of growth of all Local Enterprise Partnerships at<sup>3</sup> 13.9% between 2001 and 2014. The majority of this increase has been amongst people of working age attracted to the area by employment and the lifestyle on offer (11.6% Swindon and Wiltshire; 8.6% England and Wales). That said, over recent years the number of working age people in the area did fall so the Army Basing

programme will be important in bringing in additional skilled people of working age to offset this as well as the attraction of additional workers on the back of economic growth. It will be important that planned housing completions are brought forward on schedule in order to sustain population growth in the future.

## Our contribution to national housing targets

Work will be undertaken to prepare the evidence base for housing growth and Local Plan development to 2036. The Local Plans for Swindon and Wiltshire

will set out what is intended to happen across the area, when and where this will occur and how it will be delivered. Housing needs will be identified through an independent assessment including identifying key sites which are crucial to the delivery of the housing strategy and by addressing the future needs and opportunities of the area. Between 2015 and 2026 there is a residual requirement for 42,480 new homes to be built, 23,171 of which are required between 2015 and 2021 thereby contributing 2.3% of the Government's target of building 1,000,000 new homes by 2021.

## Our economic opportunity

- Exploit our potential to attract further inward investment and support the development of SMEs in high value sectors to balance growth in the South East;
- Extend our reputation as a hub for specialist sectors in Life Sciences, Advanced Manufacturing; Financial and Professional Services; Digital and ICT and Land Based Industries.
- Rapid population growth; and
- Strong jobs growth forecast.



<sup>3</sup>After London LEP; Greater Cambridge and Greater Peterborough LEP and South East Midlands LEP.





## Strong jobs growth is forecast

There are strong prospects for employment growth in the area. According to econometric forecasts in the 2013 Economic Assessment, 30,000 additional jobs are forecast between 2010 and 2020 across Swindon and Wiltshire, twice the rate of growth predicted nationally owing to good representation in sectors predicted to perform well, such as professional services. This forecast is consistent with the rate of growth being planned for in Local Plans. The employment projections indicate that the occupational profile of the area is predicted to continue to shift towards higher-level occupations, with the greatest levels of growth expected among managers, professionals and associate professionals.

## Our economic challenge

Our strategic location and connectivity is both a strength and a weakness. It is no coincidence that the peaks in our historic economic growth coincided with the arrival of the Great Western Railway in 19th century and the M4 five decades ago.

Our focus here is on the regeneration of Swindon town centre, the delivery of major housing developments as well as employment sites at Junctions 15 and 16 (Swindon) and 17 (Chippenham). These locations have greatest potential for growth and have the added benefit of easy links to surplus public sector land. Swindon

and northern Wiltshire forms part of the wider M4 corridor that stretches from London, via Reading through to Bristol and Wales. Much of the M4 to the east and west has been fully developed. The new work on the electrification of the Great Western Main Line will significantly improve connectivity to key towns and cities.

The western economic corridor not only joins the area together as a key route running north to south across Wiltshire, but facilitates access to the Midlands and beyond to the north and south to the coast with its various ports and airports and Europe beyond. Our focus here is on delivering substantial growth in the advanced manufacturing and design and digital sectors; transport infrastructure developments along the A350 including rail improvements to support future economic growth, maximising the agglomeration effect of settlements along the A350;

and town centre regeneration programmes in Chippenham and Trowbridge.

The southern corridor extends along the A303 and the west of England rail line which offer second arterial routes to London and the far South West connecting Salisbury with the southern Home Counties, Gatwick and Heathrow airports, Exeter, Plymouth and beyond. Our focus is to restructure the economic base of the area, focussing on innovation particularly in the life sciences, defence technology and science including cyber security and the regeneration of Salisbury city centre.

Throughout Swindon and Wiltshire, we face the challenge of improving provision for higher skills and education in order to enable residents to compete for the high value jobs we are seeking to bring to the area. In capitalising on our strengths we will look to address the weaknesses in our economy.



Dorl Crown Copyright

## Declining competitiveness

While there is evidence of high levels of productivity and good prospects for overall economic growth in Swindon and Wiltshire, competitiveness has been in decline. Taking the period 2001-2013 England experienced growth in nominal Gross Value Added of 61.7%. In contrast Swindon and Wiltshire saw growth of just 50%. While Swindon GVA is above the national average, it is below average in Wiltshire. Investment is therefore required in setting the right infrastructure in place to improve productivity in the A350 and Salisbury A303 Growth Zones and ensure that Swindon and Wiltshire attracts businesses which create value, supports and encourages existing businesses to grow and builds on its reputation as a top location for foreign-owned firms.

## The impact of the recession

The UK has emerged from its longest and deepest recession in the post-war era. There is evidence that the effects have been particularly marked in Swindon where the employment rate fell from 82% in March 2008 to 72% in March 2013. However, since 2013 Swindon has experienced strong economic growth, attracting new businesses and increasing

employment by approximately 5% and the employment rate is now 76.4% (for the year to June 2015). In Wiltshire, the employment rate fell from 77% to 74.5% in the same period but has recovered to 79.7% (for the year to June 2015). Notwithstanding this, the GVA impact in Wiltshire is lower than Swindon. Investment is required to increase value in addition to ensuring that the economy is once again operating at, or close to, full employment to maximise wealth generation and ensure living standards continue to rise. Although there is still room for further improvement particularly in Swindon, our aspiration to reach 80% employment rate across Swindon and Wiltshire has nearly been achieved.

## Youth unemployment

Nationally, young people have been particularly affected by the recession and to an extent this has also been the case in Swindon and Wiltshire. In November 2013, the overall claimant count<sup>4</sup> was 7,880 and 28.6% of those claiming were aged 16-24. By October 2015, this figure had fallen to 4,385, 25.4% of which were aged 16-24. There has therefore been improvement locally with the claimant count falling significantly and the total number is modest at 1,115 young people which represents just 1% of all residents aged 16-64.

## Educational attainment at 16 and 19

Primary schools in Swindon and Wiltshire perform significantly above the English average. However, after Key Stage 2 school performance across Swindon and Wiltshire is mixed. Generally speaking, Wiltshire schools have performed significantly above the English average since 2013 in terms of the percentage of pupils aged 16 achieving five or more A\*-C GCSEs, while Swindon schools have narrowed the gap with the average for England but still remain below it. At age 19, between 2009/10 and 2013/14, increasing numbers of young people at Swindon schools achieved Level 3 qualifications. However, Swindon still underperforms nationally by 6%, whilst Wiltshire exceeds the England average<sup>5</sup>. We want to see our educational attainment rise to be significantly above the average for England in order to support the needs of the future economy and to better the economic prospects for our future working age residents.



<sup>4</sup>Job Seekers Allowance plus Universal Credit Claimants

<sup>5</sup>Source: Department for Education performance tables at Key Stage 5





## Low rates of higher education participation in Swindon, higher rates in Wiltshire

Local businesses have identified the lack of a ready workforce with higher level skills as a major barrier to future growth. In 2013-14, 35% of students in Swindon with A levels or a Level 3 qualification went onto higher education and although the figure for Wiltshire was higher at 54%, both were appreciably lower than the national average of 58%. Those students who do go on to higher education tend not to return to the area once they have obtained a degree, and since Swindon and Wiltshire does not have a significant higher education presence, it does not attract nearly enough people to gain a Level 4 qualification or above to replace those that leave. The aspiration for a higher education presence in the area therefore remains an important one. The number of graduate level jobs in the local economy is forecast to increase from 33.6% to 41.1%;

this means that 83,000 more people with a Level 4 qualification or above will be needed by 2020. The delivery of the Higher Futures Programme (Swindon and Wiltshire's City Deal Skills Brokerage Programme), will be important in driving participation figures up locally, but this issue is compounded by the lack of a significant university presence in the area, which would enable greater access to higher education.

## Low rates of firm formation but good survival rates

Business start-up rates have improved from 3.9 per 1,000 of the population in 2011 to 5.1 in 2013 but they still remain below average in comparison with England and Wales (5.6 in 2013). Of those firms that do start-up however, business survival rates are strong, consistently above the national average, for example the five-year business survival rate (i.e. businesses established in 2008 through to 2013 which were the worst years in terms

of the recession) in Swindon and Wiltshire was 46.9% compared to just 41.3% for England and Wales. We need to continue to support entrepreneurialism by providing access to business advice and guidance through the Swindon and Wiltshire Growth Hub.

## Transport

None of the main north-south road connections in the wider sub-region are fit for purpose and the increasing unreliability of these routes is significantly constraining business and development growth. In Salisbury, there are capacity issues on the A36 Southampton Road which is a key gateway into the city. The regeneration of Swindon town centre and the significant development growth planned in Chippenham, Salisbury and Trowbridge need to be supported by improved local transport systems to help create more sustainable settlements. In addition, improved rail connections are being compromised by a lack of key infrastructure. Further train service enhancements are hampered by the single track line through Melksham and the growth ambition for Corsham may be compromised by the lack of a rail station. Salisbury station has growing capacity and interchange issues, and improvements are needed at Chippenham and Westbury stations to help facilitate service enhancements and support their important hub roles.

## Our economic challenge

- Declining competitiveness;
- The impact of the recession;
- Educational attainment at 16 and 19;
- Low rates of higher education participation in Swindon;
- Low rates of business formation; and
- Inadequate transport infrastructure to support expansion plans.



## From vision to action

We will be bold and ambitious in our plans, we will retain and capitalise upon the economic assets that exist already and we will seize new opportunities over the next decade to ensure our strategic vision for the future is achieved.

### Our vision for Swindon and Wiltshire in 2026

Swindon and Wiltshire in 2026 is world-renowned for its innovation, entrepreneurialism and great quality of life. Its blend of vibrant urban centres, busy market towns and outstanding rural landscape make it the best place in Britain to live, work and visit. A well-connected, attractive, vibrant place, our population continues to grow at a rate that out-strips many parts of the country, with more people choosing to live and work locally.

### Our Strategic Objectives

Based on where we are and where we want to be by 2026, we have identified five strategic objectives to stimulate public and business investment, and lever maximum return on investment. These strategic objectives apply across the whole of Swindon and Wiltshire but there will be targeted investment to address the specific priorities of each of our three Growth Zones. Skills and talent and business development interventions will be available to businesses and learners across the whole of Swindon and Wiltshire. In addition, whilst the priority sectors may cluster in individual or multiple Growth Zones, businesses in these sectors are more widely located and will still be supported through sector development activity.

### Strategic Objectives

- 1 Skills and talent - we need an appropriately skilled and competitive workforce to achieve our growth ambitions;
- 2 Transport infrastructure improvements - we need a well connected, reliable and resilient transport system to support economic and planned development growth at key locations;
- 3 Digital capability - we need to deliver excellence in digital connectivity and cyber transformation to achieve business growth, innovative public services and influence societal change;
- 4 Place shaping - we need to deliver the infrastructure required to deliver our planned growth and regenerate our City and Town Centres, and improve our visitor and cultural offer; and
- 5 Business development - we need to strengthen the competitiveness of small and medium sized businesses and attract a greater share of foreign and domestic investment into the area.



## Strategic Objective 1: Skills and talent - we need an appropriately skilled and competitive workforce to achieve our growth ambitions.



The SWLEP has identified four themes in its Skills Plan under which action will be progressed to achieve this objective. These are:

- **Improve the skills system.** Making the education and skills system more effective and responsive to the needs of employers and learners;
- **Skills for growth.** Helping businesses develop skilled workforces that will support long term sustained growth and improved productivity within the local economy;
- **Skills for inclusion.** Supporting the development of an inclusive economy, helping people to overcome barriers to employment, to enter and stay in the workforce; and
- **Maximise the impact of skills.** Delivering the wider priorities within the Strategic Economic Plan i.e. as an enabler to achieve other SEP priorities.

### Priority actions

#### Skills system:

- Ensure there is a robust and responsive post 16 education and skills sector operating to meet the needs of learners and employers which is financially efficient, sustainable and operates from campuses which are fit for purpose;
- Improve progression routes to employment in the post 16 education sector; with strong employer involvement in the curriculum to ensure improved employability;
- Deliver options to enhance higher education participation across Swindon and Wiltshire meeting the demand for higher level and degree-level qualified employees locally; and
- Ensure that the learning and skills offer reflects the needs of the area, including the priority sectors, providing effective Science Technology Engineering and Maths (STEM) skills.

#### Skills for growth:

- Develop a skilled and competitive workforce meeting the needs of employers;
- Develop higher level skills provision through smarter engagement between the higher and further education sectors and business;
- Achieve a higher proportion of individuals employed in higher skilled and higher value-added roles (Level 4 and above) in priority sectors; and
- Embed apprenticeships as an established route to employment and maximise the opportunities to grow higher and degree apprenticeships.

#### Skills for inclusion:

- Improve educational attainment, exceeding the national average, at age 16 (including English and Maths) and at age 19;
- Realise the potential of residents with barriers to employment, including young people and older workers and develop innovative approaches to providing support; and
- Ensure impartial and independent professional careers advice and guidance is operating across schools and colleges.

#### Enabler of other priorities:

- Ensure military service leavers and existing employees have clear pathways to new skills and flexible learning.

# 2

**Strategic Objective 2: Transport**  
infrastructure improvements - we need a well-connected, reliable and resilient transport system to support economic and planned development growth at key locations.



Transport is one of the main constraints to growth and without significant investment in our transport infrastructure we will find it difficult to unlock future development. There are a number of transport interventions that are required, some of which can be delivered over the short-term while others will require planning, development and consultation through to 2026 at substantial resource cost. These will be crucial in terms of effectively bringing forward housing and employment land and supporting our regeneration and growth ambitions, and they will be assessed in terms of their economic efficiency.

## Priority actions

- Deliver key road junction and infrastructure improvements to support economic and planned development growth;
- Deliver a whole corridor approach to traffic management and maintenance on key routes to improve reliability and resilience;
- Deliver packages of integrated transport schemes to support the development and regeneration plans for Chippenham, Salisbury, Swindon and Trowbridge;
- Deliver rail capacity and connectivity improvements to support economic growth and help realise improved travel opportunities;
- Lobby Government to address the unreliability of north-south road connections in the sub-region to support development and business growth both across Swindon and Wiltshire, and in neighbouring LEP areas; and
- Lobby Government and work with Highways England, Network Rail, train operating companies and other key bodies to improve key strategic routes to the Midlands and south coast ports, Cardiff, Bristol and the Thames Valley, London and South East, and South West.



**Strategic Objective 3:** Digital capability - we need to deliver excellence in digital connectivity and cyber transformation to achieve business growth, innovative public services and influence societal change.

### Priority actions

- Develop and implement a Digital Technologies Strategy to support business growth, inward investment, skills development and public sector resource efficiency;
- Deliver 100% high-speed broadband and mobile coverage and prepare for the delivery of ultrafast broadband; and
- Support business and residents to take up and maximise their use of additional broadband capacity to support business growth and community development.

We will build on our unique data security and fibre capacity<sup>6</sup> to be at the forefront nationally and internationally in the development and application of digital, cyber technologies and big data applications. This will require new cross-sector collaboration and will be pivotal in delivering our innovation aspirations.

We need to maximise the potential of this capacity and capability and increase the profile of the area. This will build on the ability of research organisations to manipulate big data; support the efficiency and transformation of the public sector and the way in which it interacts and supports its customers. We also need to support the productivity and

competitiveness of our business base through the delivery of high speed broadband and mobile connectivity and develop the skills of the local workforce in the use and application of digital technologies.

<sup>6</sup>2% of worldwide email traffic travels through Corsham





## Strategic Objective 4: Place shaping - we need to deliver the infrastructure required to deliver our planned growth and regenerate our city and town centres, and improve our visitor and cultural offer.



Our towns and cities are making the transition from heavy industry and traditional manufacturing towards more knowledge-based activities which rely on the availability of a skilled workforce. A location's success therefore is tied to its ability to attract and retain highly educated and professional employees and entrepreneurs who often have more flexibility than others in choosing where to live and work, and quality of life is often a major factor in their choice of location. Our urban areas therefore need to be repurposed to meet the needs of a growing population, support new business activities and attract suitable workers. The link between the provision of quality housing and mixed used development supported by the appropriate infrastructure, including transport, energy and broadband delivery, is fundamental to this and will ensure that our towns and rural settlements are attractive and comfortable places in which to live and work. Our place shaping activity will therefore look to re-invigorate our key settlements and build on their competitive advantages making them attractive environments for residents, workers and visitors.

### Priority actions

- Deliver the investment needed to accelerate the delivery of strategic housing and employment sites to ensure that growth is accommodated sustainably;
- Deliver infrastructure improvements to support economic growth, support higher value skilled employment and attract inward investment;
- Develop increased energy infrastructure resilience for businesses and residents;
- Deliver the master plans for the regeneration of Chippenham, Salisbury, Swindon and Trowbridge to deliver a strong economic, cultural, leisure and visitor offer;
- Support the sustainable development of market towns and rural communities to ensure the right economic, social and visitor infrastructure is in place to ensure their long term resilience and safeguard their attractiveness;
- Deliver the Army Basing Programme as an exemplar of successful military-civilian integration; and
- Develop a strong visitor economy resulting in new investment as well as increased trade, visitor spend and national and international staying visitors.



## Strategic Objective 5: Business development

- we need to strengthen the competitiveness of small and medium sized businesses and attract a greater share of foreign and domestic investment into the area.

Business support is a critical element in supporting growth and we will continue to provide a single point of entry for businesses in the area to access publically funded business support. To remain competitive we also support high growth businesses to innovate or export as well as supporting those which will benefit from access to specialist support and leadership and management training.

We need to attract new investment into the area and our inward investment activity will be undertaken mainly through working with partners such as UKTI. We will also build on the culture of innovation in Swindon and Wiltshire supporting smart specialisation<sup>7</sup> and innovation principally in our priority sectors.

<sup>7</sup>Priority areas for knowledge-based investment based on our strengths and comparative advantages.

### Priority actions

#### Business support

- Deliver the Swindon and Wiltshire Growth Hub to support the needs of SMEs;
- Address the low rates of business formation by improving access to specialist public and private business support providers;
- Support a network of incubation units meeting the needs of start-up and micro businesses; and
- Support the Government's aspiration that 25% of public sector contracts are fulfilled by SMEs.

#### Inward investment

- Build on our national reputation for innovation and world-class assets to attract inward investment;
- Develop internationally recognised clusters of digital technologies and life sciences activity by building premises, capacity and linkages between research and development and manufacturing capabilities; and
- Strengthen the advanced manufacturing sector supply chain.

#### Smart specialisation

- Develop Swindon and Wiltshire as a nationally significant player in the UK's energy sector, with particular strengths in the low carbon energy generation sector and the application of hydrogen technologies; and
- Support smart specialisation and innovation in our priority sectors as the drivers of economic growth.



*Dstl Crown Copyright*



## Priority sectors

We have identified a number of key sectors and industries in the area which have good prospects for growth. However, the SWLEP is keen to support innovation and the creation of entrepreneurial culture in the business community across all sectors. However, there will be some specific work undertaken to support our priority sectors to exploit the potential for high-value, higher-skilled economic growth and smart specialisation in the future.

In addition, we acknowledge that there are sectors which are important to the Swindon and Wiltshire economy, for example in terms of scale or service delivery, but which may not be driven by innovation, experience high growth or support higher skilled-higher value employment. These include the visitor economy and adult health and social care. The transition to a low carbon economy is also identified as a key driver of change that will create new opportunities in many sectors, for example energy generation, innovation and sustainable construction. We will therefore develop a 'watch list' and monitor trends across all sectors and consider changes in our socio-economic structure which may require specific strategic consideration in the future.

### Priority Sectors

- Advanced engineering and high value manufacturing;
- Health and life sciences;
- Financial and professional services;
- Digital and information and communications technology; and
- Land-based industries.

### Sectors to Watch

- Visitor economy;
- Adult health and social care;
- Low carbon economy; and
- Construction.



# Our Growth Zones



We want to recognise the functional economic geography of our area and we have identified three Growth Zones where there are currently large agglomerations of economic activity with the greatest capacity for supporting sustainable growth in the future. A geographic concentration of people and business has been shown to contribute towards improved economic performance and productivity, delivering wider economic benefits as a consequence.

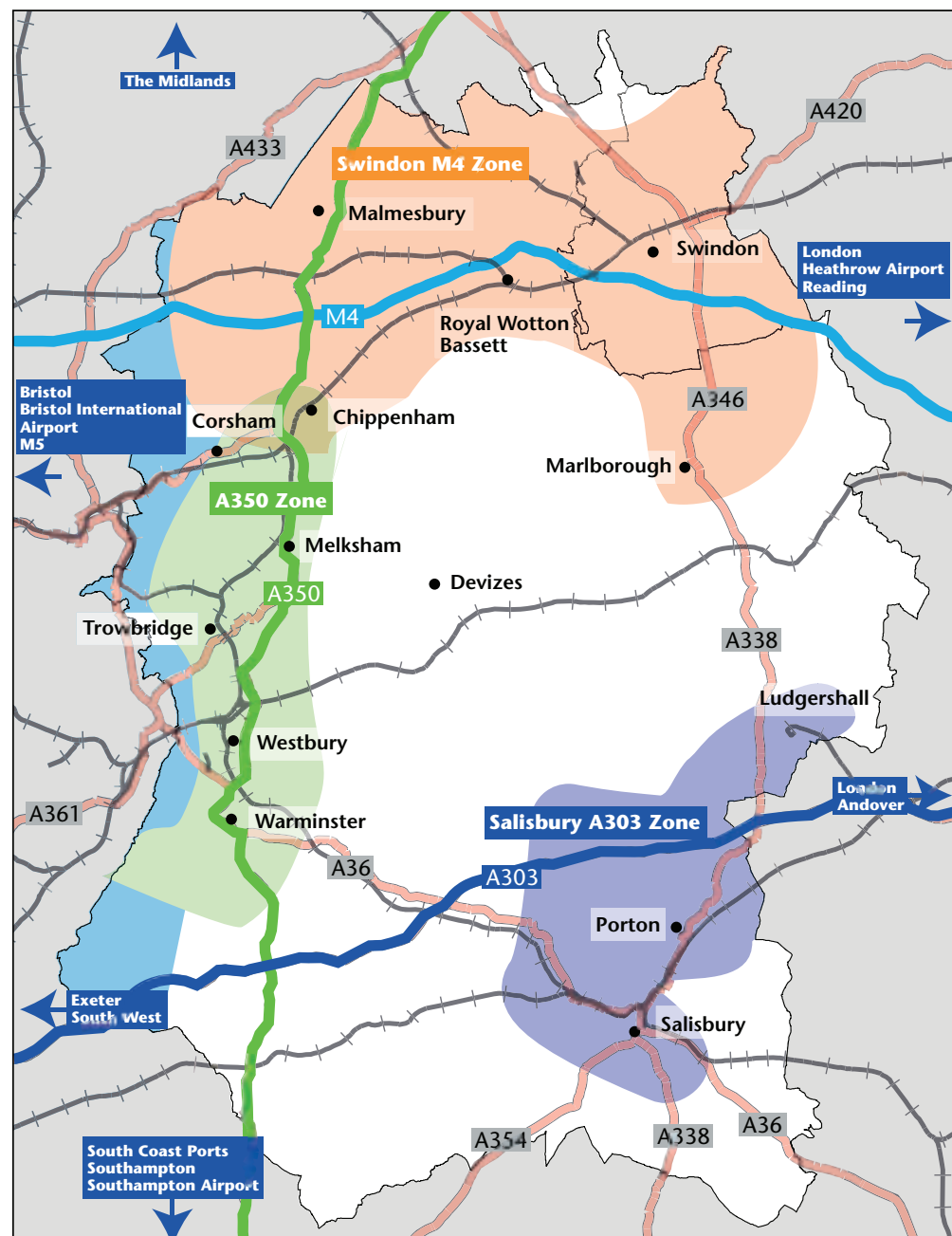
Transport has a key role to play in this; efficient transport networks can serve to increase the 'effective density' of a location by increasing the number of people who can access the area quickly and easily. This expands the prospective pool of talent to businesses, creates opportunities for networking and helps to attract supporting services and amenities. Transport investment can also unlock employment and housing sites which, if in the right locations, can facilitate accelerated economic growth. We will target investment in the Growth Zones to exploit these advantages.

Chippenham and Corsham are included in both the Swindon-M4 Growth Zone and the A350 Growth Zone as they are pivotal locations in the development of both the M4 and A350 economic corridors. Their inclusion in the Swindon M4 Growth Zone is important as they offer the potential to extend growth into the area that has developed out of London through to Reading and Swindon, as well as the potential to draw in investment from the west out of Bristol and Bath through the development potential at Junction 17. They are also an important link in the A350 Growth Zone, fostering business development and creating clusters of like minded businesses. The A350 Growth Zone which extends from Malmesbury to the north to Warminster in the south.

Each of our Growth Zones has different circumstances through which opportunities for economic growth and investment exist, representing different challenges and opportunities (Document 1). Therefore it is necessary to identify unique target objectives within our Growth Zones that represent our Strategic Objectives at a more local level.



Figure 1:  
Growth  
Zones in  
Swindon and  
Wiltshire<sup>8</sup>



#### Key Statistics

	Swindon-M4 Zone	A350 Zone	Salisbury-A303 Zone	Chippenham and Corsham	SWLEP
GVA per job filled as % SWLEP	50	21	11	9.8	-
Employees 2014	161,700	79,400	41,800	26,500	303,800
% Growth in Employees 2012-2014	7.2	12.4	6.3	27.4	7.4
% Employees in Knowledge Intensive Businesses	23.2	18.6	26.2	16.6	22.7
% Growth in Employees in Knowledge Intensive Businesses 2012-2014	11.6	25.7	9.7	9.6	14.9
No. businesses as % SWLEP	46	25	15	8.7	-
No. SMEs (0-249 emps)	15300	8200	4900	2320	33100
No. large businesses 2015 (>250 emps)	75	35	15	10	125
Rail journey time to London from Swindon, Westbury, Salisbury & Chippenham	1 hr 1m	1hr 37m	1hr 29m	1 hr 16m	-
Distance to London from Swindon, Trowbridge, Salisbury & Chippenham (miles)	80	112	88	99	-

<sup>8</sup>Data for Chippenham and Corsham are included in the data for both the Swindon-M4 and the A350 Growth Zones. Data are also separated out in the table to show their respective contribution to both Zones.



## Strategic Objective

## Growth Zone

### Swindon-M4

### A350

### Salisbury-A303

#### Skills and talent

Invest in new and existing further and higher education facilities throughout the urban centre to significantly improve provision and quality of Level 3 and Level 4 qualifications throughout the area.

Invest in local further and higher education facilities to maximise opportunities to access specialised training facilities aligned to our key sector areas.

Enhance our further and higher education offer in the area, ensuring providers are able to deliver the skills provision required and facilities that are attractive to students and fit for purpose.

#### Transport infrastructure

Invest in transport packages and schemes to support housing and employment growth and the regeneration of Swindon town centre as well as the significant development growth planned in Chippenham, Trowbridge and Salisbury to create more sustainable settlements where people want to work, live and visit.



Invest in the A350 primary route through western Wiltshire to ensure it can fulfil its north-south strategic function and support the significant economic and development growth.

Work with the Highways Agency to ensure that the A36 can fulfil its strategic role and support significant economic and planned development growth in and around Salisbury.

Invest in improving and extending our transport networks to enhance connectivity options and help reduce congestion at key pinch points.

Strengthen the local rail infrastructure to help support economic and development growth, maximise opportunities for enhanced rail services and improve interchange within and between modes.



#### Place shaping

Invest in targeted urban regeneration to maximise the opportunities for inward investment in existing assets and development sites throughout the urban town centre and develop the cultural offer in Swindon.

Maximise opportunities to deliver urban development sites, improve local infrastructure and attract new investment into our town centres to unlock urban expansion, deliver new homes and improve the economic resilience of local high streets.

Maximise opportunities to accelerate the delivery of strategic housing sites across the city of Salisbury through investment in infrastructure and enabling works.



Accelerate opportunities to improve the resilience of our urban centres to ensure they are competitive regionally to reduce leakage of market share and to attract inward investment into strategic urban development sites.

Invest in diversification of visitor economy opportunities in the area, complementing our existing assets and maximising visitor spend and stay duration.

# Governance

Since the last Strategic Economic Plan was published in March 2014, an enormous amount of work has been undertaken by the SWLEP Board and partner Unitary Authorities to embed open, transparent and robust governance and delivery arrangements. This section sets out our ongoing commitment to:

- embedding further the structure and governance of the SWLEP;
- ensuring the Joint Strategic Economic Committee develops the shared commitments of the two unitary authorities;
- developing joint scrutiny arrangements to ensure public accountability;
- successfully managing the delivery of the SEP vision and projects; and
- monitoring and reporting on our progress in a transparent manner.

## Underpinning our approach are two key principles:

- The role of the SWLEP is to provide strategic leadership to enable the growth of the economy of Swindon and Wiltshire by articulating a business voice and collaboration with the leaders and executive members of the two unitary authorities; and
- Primary responsibility for delivery of the SEP will lie with the two unitary authorities and other local partners, thereby ensuring SWLEP remains a strategic body, holding partners to account for their delivery of priority actions.

The SWLEP has a Board of 14 members and is constituted in such a way as to ensure that it is business-led, with its Chair and three-quarters of all members representing the business community. Sitting alongside the

business community is the active involvement of local government through the role of the leaders of the two unitary authorities as board members.

The Chair of the SWLEP and all business representatives are elected by the SWLEP Board on a three-year rotating basis. Further details of the SWLEP purpose, Board membership, and Board operations can be found in the SWLEP Constitution. The SWLEP is an unincorporated association.



## SWLEP Board responsibilities

- The development, review and refreshing of the Strategic Economic Plan;
- The successful and effective delivery of the Higher Futures Programme, the Strategic Economic Plan, the Growth Deal and projects resourced by the Growing Places Infrastructure Fund and the European Structural and Investment Fund; and
- The approval of scheme funding on the basis of recommendations from the Commissioning Group.





Figure 2 shows the governance structure for the SWLEP which applies to the assurance of value for money with public expenditure. It shows the relationship between the SWLEP Board, Subgroups, the Joint Strategic Economic Committee, the SWLEP Secretariat, SWLEP Commissioning Group, SWLEP Delivery and Performance Team, Accountable Body (Wiltshire Council) and Joint Scrutiny and Audit. The SWLEP Assurance Framework (approved by Government in March 2015) outlines the process by which the SWLEP Board takes investment decisions.

In order to promote further collaboration between the two unitary authorities and provide local democratic oversight of the implementation of the SEP, the unitary authorities established

a Joint Strategic Economic Committee (JSEC) under sections 101(5) and 102 of the Local Government Act 1972 and other enabling legislation.

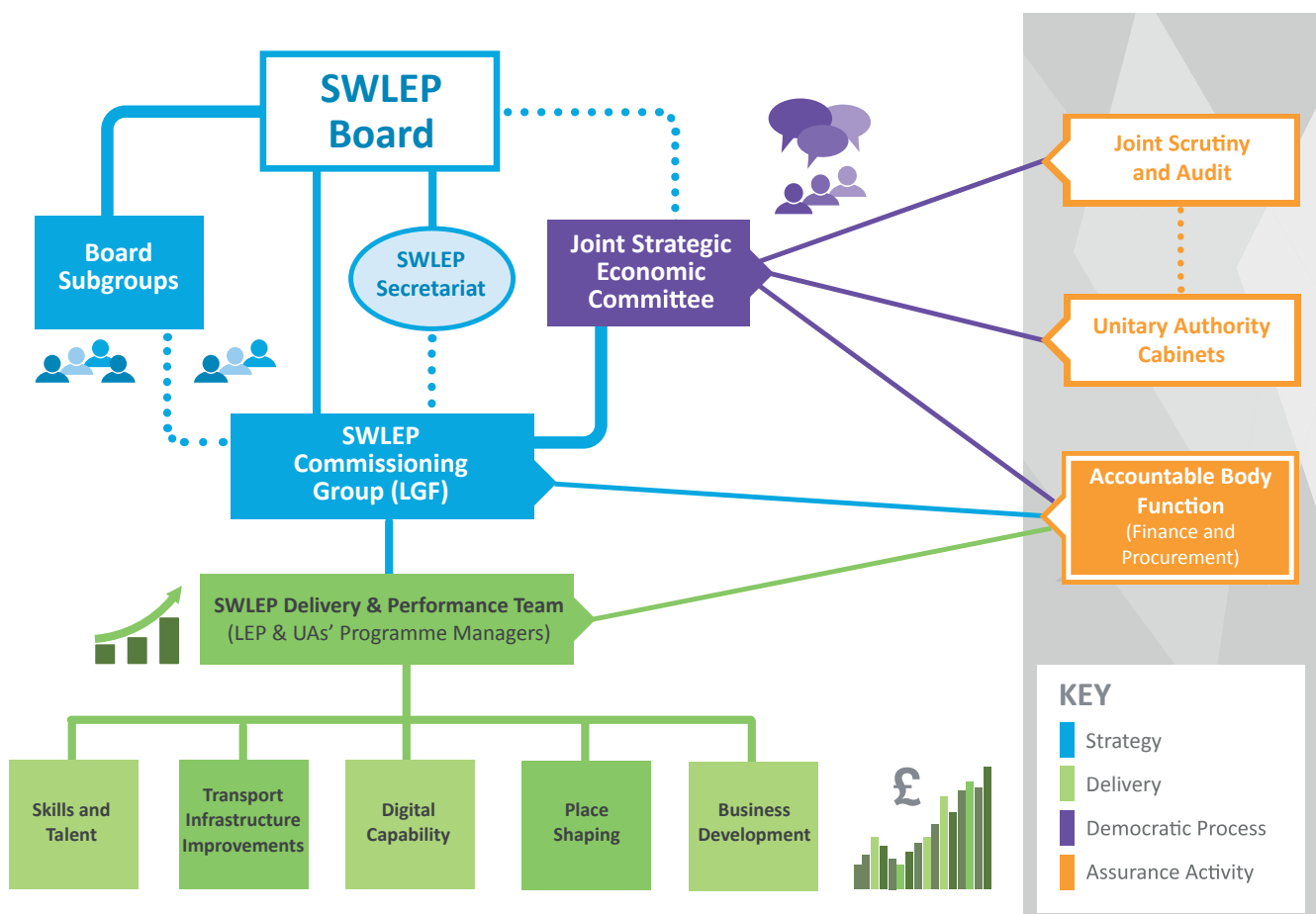
### JSEC functions

- Oversee the delivery of the SEP;
- Co-ordinate the local government contribution to the delivery of the SEP and the Local Growth Deal;
- Support the Accountable Body in ensuring the proper and effective use of the Single Growth Fund and other related funding;
- Act as the formal link between local government and the SWLEP; and
- Facilitate and enable collaboration between the unitary Authorities on economic development and associated activities.

### Reporting and accountability

The Secretariat and Programme Managers will report to the SWLEP Board (via the Commissioning Group), the JSEC and central government on a scheduled quarterly basis, providing a RAG rating of actual against planned progress for each of the interventions in that priority. SWLEP will report publicly on our progress including an annual review; commencing at the end of year 1 of LGF funding.

Figure 2: SWLEP Delivery and Governance Structure



## Contact

Email: [administration@swlep.co.uk](mailto:administration@swlep.co.uk)

Telephone: 01225 713205

Using our pivotal location  
in southern England to  
create wealth, jobs and new  
business opportunities



**swindonwiltshire**

Local Enterprise Partnership



### 2.3.1 Meeting Housing Policy Objectives – Supporting Information

The Chippenham Urban Expansion project supports several Government ambitions for housing as set out in the Housing White Paper, 'Fixing our broken housing market' (February 2017), namely: unlocking public sector and local authority land, building homes faster, diversifying the market and helping people now.

The Housing White Paper estimates housing need in England to be at least 225,000 to 275,000 new homes per year to meet demand, and the Government target has been set to 300,000 per year. As part of the emerging Local Plan being prepared jointly with Swindon Borough Council for the period 2016-2036, housing need for Wiltshire is being reassessed in line with the revised housing need methodology identified in the Housing White Paper.

Wiltshire housing need was previously identified in the Strategic Housing Market Assessment (SHMA, November 2017) which followed best practice at the time to identify housing market areas and assess levels of housing need. The SHMA reported a significant increase in housing need for the Chippenham HMA (22,500 homes between 2016-2026), an increase of 57% compared to the level of housing planned for the period 2006-2016. If a housing requirement for Chippenham was set to a pro-rata 57% increase in need, housing requirement for 2016-2036 would be more than 7,000 dwellings. Chippenham Urban Expansion will contribute to the government's house building targets by delivering 7,500 homes in Chippenham.

#### *Building homes faster: Ensuring infrastructure is provided in the right place at the right time*

Chippenham is a desirable location to both live and work, with direct connectivity to the M4 corridor and direct rail access to Bristol, Bath, Swindon, Reading and London. It is also located on the north-south A350 corridor which plays an important economic role in west Wiltshire. Whilst the location of the town makes it strategically important, it is also considered a desirable place to live with amenities and an environment commensurate to its size.

The town is recognised by the Swindon and Wiltshire LEP (SWLEP) as a key town for growth and supporting the economic success of the area, is a principle settlement in the SWLEP A350 Growth Zone.

The importance of Chippenham is further reinforced by significant recent investment in the town. The SWLEP are investing £16 million of Local Growth Fund in the Chippenham Station Hub Masterplan which is being delivered in partnership with Network Rail and complements the ongoing Great Western Main Line electrification programme. This is helping leverage private sector funding with one of Chippenham's major employers submitting plans to invest in a new headquarters within the masterplan area. The masterplan will also help unlock opportunities to deliver housing and retail and will support the planned electrification of the Great Western mainline which serves Chippenham station.

The SWLEP has invested in phased improvements to the A350 Chippenham bypass and at M4 Junction 17, whilst also investing in skills and training by supporting expansion of Wiltshire College, Lackham to the south of Chippenham which includes providing an Agricultural Technology Centre.

These investments highlight the importance and ambitions of the town and support the Chippenham Urban Expansion project. The project will further the government's objective to ensure that infrastructure is provided in the right place at the right time as the scheme will increase the desirability of the area whilst contributing to meeting housing demand in the area through increased supply, facilitated by the construction of the distributor road.

#### *Supporting Garden Towns and Villages*

The Garden Village concept will be at the heart of the Chippenham Urban Expansion which will be developed in line with the principles in the Garden Communities Prospectus (August 2018). This will include community engagement to shape the development proposals helping to ensure support for the scheme as well as ensuring development is in keeping with the existing nature of Chippenham and designed to a high quality.

The development will have a unique sense of identity as it will be focussed around community facilities which will be well integrated with the town, alongside employment opportunities and housing. This will help to improve self-containment by providing more jobs in a range of employment sites to ensure employment is accessible to the local population.

*Building homes faster: Boosting local authority capacity and capability to deliver*

The HIF funding will enable the construction of the distributor road by Wiltshire Council which will unlock development sites within the wider Chippenham Urban Expansion site, these are either owned by Wiltshire Council or privately owned. As such Wiltshire Council will have a key role in coordinating and controlling the delivery of the plots which are subsequently unlocked. The Rawlings Green site on the wider urban expansion site is already allocated in the Chippenham Site Allocations Plan 2006-2026 (CSAP, adopted May 2017) which will ensure homes can be built faster.

The council has a proven track record of working with developers and their partners in delivering high quality, well-planned schemes and the HIF investment will allow Wiltshire Council to take control of the planning process for the development sites already owned by the Council. It will improve the speed and quality with which planning cases are handled by streamlining the process for the sites and identifying the process and delivery phasing at an early stage.

*Diversifying the market: Supporting housing associations and local authorities to build more homes*

The HIF forward funded investment will allow Wiltshire Council to unlock both Local Authority owned and private development land for housing which it would otherwise not be possible to build on due to the cost of transport infrastructure required to access the sites. Also, due to the lack of coordination of the private market this land has not been developed previously but the Council plans to develop the land themselves and take on the coordination of the sites. The Council will be able to monitor the development of the sites and have an oversight of the land which will be beneficial to the speed of delivery.

*Diversifying the market: Backing SMEs/self-build/encouraging innovation*

Wiltshire Council have a prominent role on the SWLEP Place Shaping sub-group, which brings together SME house builders, planning authorities, self-build industry and Homes England. Wiltshire Council therefore have oversight of funded place-shaping projects, monitoring delivery and identifying emerging strengths and weaknesses. Sustainable construction is identified as a priority sector which the SWLEP and Wiltshire Council are keen to support as identified in their Strategic Economic Plan (2016).

Wiltshire Council see Chippenham Urban Expansion as an exemplar project for encouraging diversity in the housebuilding market. As a significant landowner of the development land, Wiltshire Council are proposing to market a proportion of their sites to innovative SME housebuilders and for self-build plots, in order to give people more choice over the design of their homes, and also to encourage innovative and modern methods of construction in house building.

*Helping people now: Helping households who are priced out of the market to afford a decent home*

Wiltshire Council has a clear commitment to providing affordable housing, affordability of homes is a key priority outlined in the 'Wiltshire Housing Strategy 2017 – 2022' document (published 2017). The council is in partnership with nine affordable housing providers as part of the Wiltshire Housing Development Partnership. The partners work together to maximise the provision of affordable housing in Wiltshire, providing a variety of accommodation types, tenures and sizes to meet the identified housing need.

In accordance with Wiltshire Core Strategy Policy 43, Wiltshire Council will deliver a quantum of affordable housing (40%) on the site.



# Strategic Housing and Economic Land Availability Assessment

**Methodology**

August 2017





<b><u>1.</u></b>	<b><u>INTRODUCTION</u></b>	<b><u>3</u></b>
<b><u>2.</u></b>	<b><u>CONTEXT</u></b>	<b><u>4</u></b>
<b><u>3.</u></b>	<b><u>METHODOLOGY</u></b>	<b><u>6</u></b>
<b><u>4.</u></b>	<b><u>STAGE 1 – IDENTIFICATION OF SITES AND BROAD LOCATIONS</u></b>	<b><u>8</u></b>
<b><u>5.</u></b>	<b><u>STAGE 2 – SITE AND BROAD LOCATION ASSESSMENT</u></b>	<b><u>10</u></b>
<b><u>6.</u></b>	<b><u>STAGE 5 – FINAL EVIDENCE BASE</u></b>	<b><u>13</u></b>
<b><u>7.</u></b>	<b><u>APPENDIX 1 – CONSTRAINTS APPLIED IN ASSESSMENT</u></b>	<b><u>14</u></b>
<b><u>8.</u></b>	<b><u>APPENDIX 2 – EXCLUSIONARY CONSTRAINTS APPLIED IN ASSESSMENT</u></b>	<b><u>16</u></b>
<b><u>9.</u></b>	<b><u>APPENDIX 3 – DWELLING MIX AND DENSITY BY SIZE CLASS AND HOUSING MARKET AREA</u></b>	<b><u>17</u></b>
<b><u>10.</u></b>	<b><u>APPENDIX 4 – KEY VALUES AND ASSUMPTIONS FOR VIABILITY MODELLING</u></b>	<b><u>19</u></b>

## 1. Introduction

- 1.1 Paragraph 159 of the National Planning Policy Framework (NPPF) requires local planning authorities (LPAs) to prepare a Strategic Housing Land Availability Assessment (SHLAA) “to establish realistic assumptions about the availability, suitability, and the likely economic viability of land to meet the identified need for housing over the plan period”. Paragraph 161 (second bullet point) identifies the advantages of carrying out land assessments for housing and economic development in tandem, to ensure that sites can be considered for the most appropriate use.
- 1.2 Wiltshire Council has therefore prepared a Strategic Housing and Economic Land Availability Assessment (SHELAA) of the suitability, availability, and achievability of land for both housing and economic development.
- 1.3 While forming an important part of the evidence base for the plan-making process the report in **itself does not determine whether a site is allocated for future development**. Consequently, those sites included in the SHELAA will have very limited weight in decision making.
- 1.4 This SHELAA updates and replaces the earlier Strategic Housing Land Availability Assessment (SHLAA) and will be expanded to also include economic uses for sites. All sites previously considered within the SHLAA reports are now considered within the SHELAA.
- 1.5 The structure of this report has been written in line with National Planning Practice Guidance first published in 2014 and most recently updated in 2015<sup>1</sup>.

---

<sup>1</sup> Housing and economic land availability assessment guidance (Updated 27/03/2015)  
<http://planningguidance.communities.gov.uk/blog/guidance/housing-and-economic-land-availability-assessment/>



## 2. Context

- 2.1 The Government published the Planning Practice Guidance (PPG) in March 2014 which postdates the previous SHLAA methodology. Included within the PPG is a broad steer and methodology which should be used in producing the SHELAA report and is the approach adopted for this document. The core outputs of this process are:
- a. A list of all sites or broad locations considered, cross-referenced to their locations on maps
  - b. An assessment of each site or broad location, in terms of its suitability for development, availability, and achievability (including whether the site/broad location can be considered viable) to determine whether a site is realistically expected to be developed and when;
  - c. Contain more detail for those sites which are considered to be realistic candidates for development, where others have been discounted for clearly evidenced and justified reasons;
  - d. The potential type and quality of development that could be delivered on each site/broad location, including a reasonable estimate of build out rates, setting out how any barriers to delivery could be overcome and when;
  - e. An indicative trajectory of anticipated development and consideration of associated risks
- 2.2 The Government requires Local Authorities to identify and update annually a specific supply of deliverable sites<sup>2</sup>; these sites are assessed and presented separately in the council's Housing Land Supply Statement<sup>3</sup>.
- 2.3 This report will focus on providing outputs **a**, **b**, and **c**. It will also provide an assessment of whether sites are developable in the short (1-5 years), medium (6-10 years), or long (10+ years) terms. Information on outputs **d** and **e**, for sites that are likely to be delivered in the short or medium term, can be found in the Housing Land Supply Statements.
- 2.4 Local Authorities are also required to demonstrate how economic needs of their areas can be met and ensure there is a sufficient supply of sites to support jobs and businesses and in doing so secure economic prosperity. More detail for suitability of land for employment uses will be carried out as part of the Employment Land Review process.

---

<sup>2</sup> Deliverable sites are those that are available now, offer a suitable location for development now, and are achievable with a realistic prospect that housing will be delivered on the site within five years and in particular that the development of the site is viable as described in footnote 11 of the NPPF

<sup>3</sup> Housing Land Supply Statement 2016 <http://www.wiltshire.gov.uk/housingland-supply-statement-march--update.pdf>

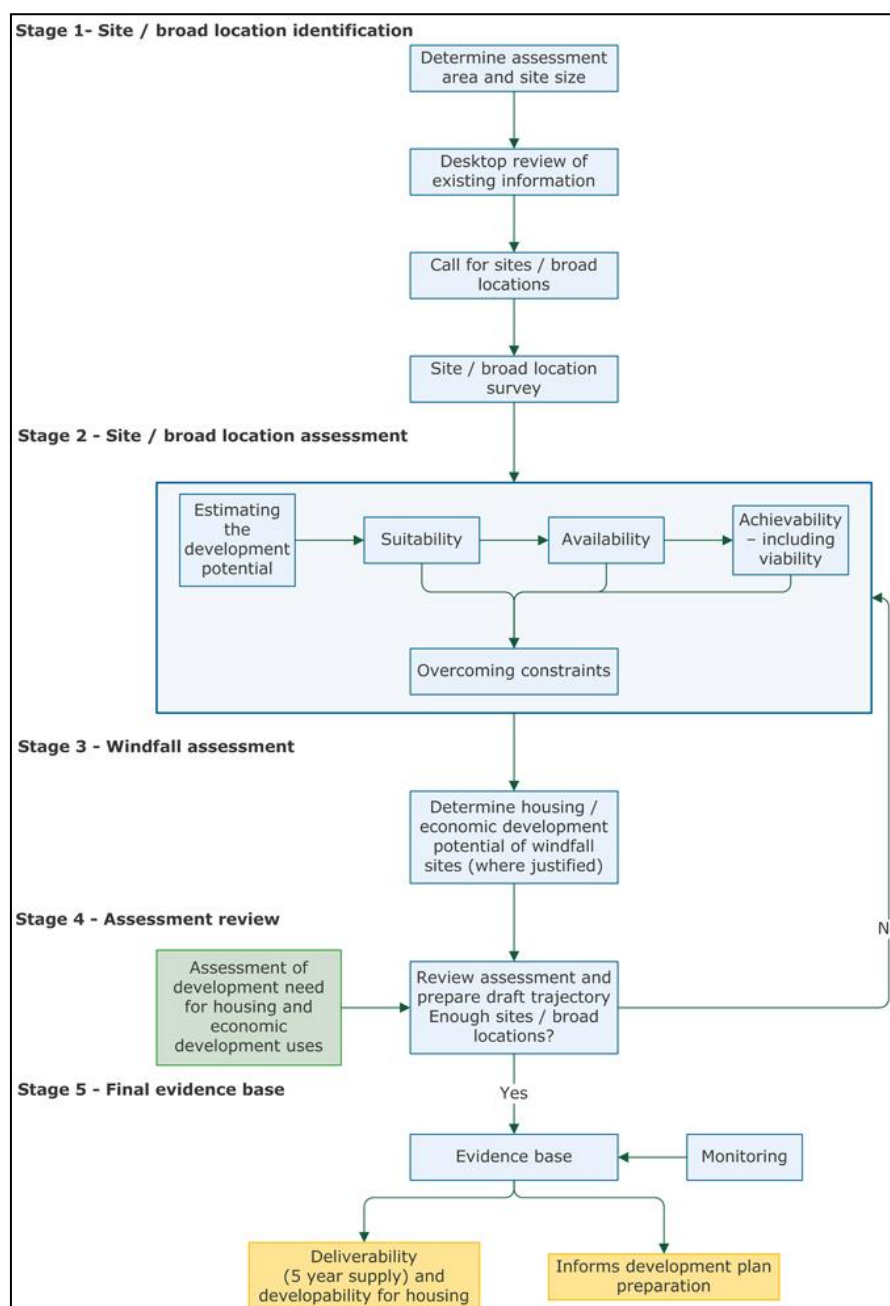
- 2.5 It is important to note that whilst the SHELAA identifies potential sites, it does not allocate them for development or add weight to the site for the purpose of decision making on a planning application. The allocation of future sites for development will only take place through the Local Plan process which will undergo full consultation and an examination in public.

### 3. Methodology

3.1 This section sets out the approach for preparing a SHELAA in line with the Planning Practice Guidance (PPG). The PPG states that an assessment should meet the following aims:

- a. Identify sites and broad locations with potential for development;
- b. Assess their development potential and suitability; and
- c. Assess the likelihood of development coming forward (the availability and achievability)

3.2 The flow chart below sets out the Council's approach and is consistent with the PPG. Detailed information on the current housing land supply is available within the Housing Land Supply Statement.





### **Call for Sites**

- 3.3 The Council carries out an open 'Call for Sites' to be submitted for an assessment of their development potential. This process helps to ensure that a variety of options can be considered when preparing a Local Plan. The assessment process will be reviewed annually to account for:
- a. New sites submitted for consideration
  - b. New planning permissions and/or sites which have been completed
  - c. Change of circumstances on existing sites such as changes in ownership or constraints which may alter the outcome of assessments
  - d. Withdrawal of sites that are no longer available for development
- 3.4 While the 'Call for Sites' is ongoing the Council will publish a review date on its website each year to allow for that year's review of the SHELAA report to take place. For this report the review date of 1 January 2017 was chosen – as such all sites that were submitted to the council prior to this date are assessed in this report.

### **Joint Working**

- 3.5 The PPG recommends that the assessment area should preferably cover the housing market area and functional economic market area, but may cover a local planning authority area where appropriate.
- 3.6 It also recommends that where possible the SHELAA should be undertaken jointly with other authorities within the Housing Market Area. Wiltshire is working in partnership with Swindon Borough Council towards a shared review of the Functional Economic Market Areas (FEMA) and Housing Market Areas (HMA) which may lead to opportunities for further partnership work on the SHELAA.
- 3.7 The Council will continue to work with neighbouring authorities as part of the Local Plan preparation process in line with the Duty to Cooperate.
- 3.8 A review of SHELAA reports produced by other local authorities was conducted as part of a peer review exercise to ensure that this report was similarly useable and accessible.

#### 4. Stage 1 – Identification of sites and broad locations

##### Determining the Assessment Area

- 4.1 Wiltshire is composed of three Housing Market Areas (HMA) as shown in Figure 4.1 below:

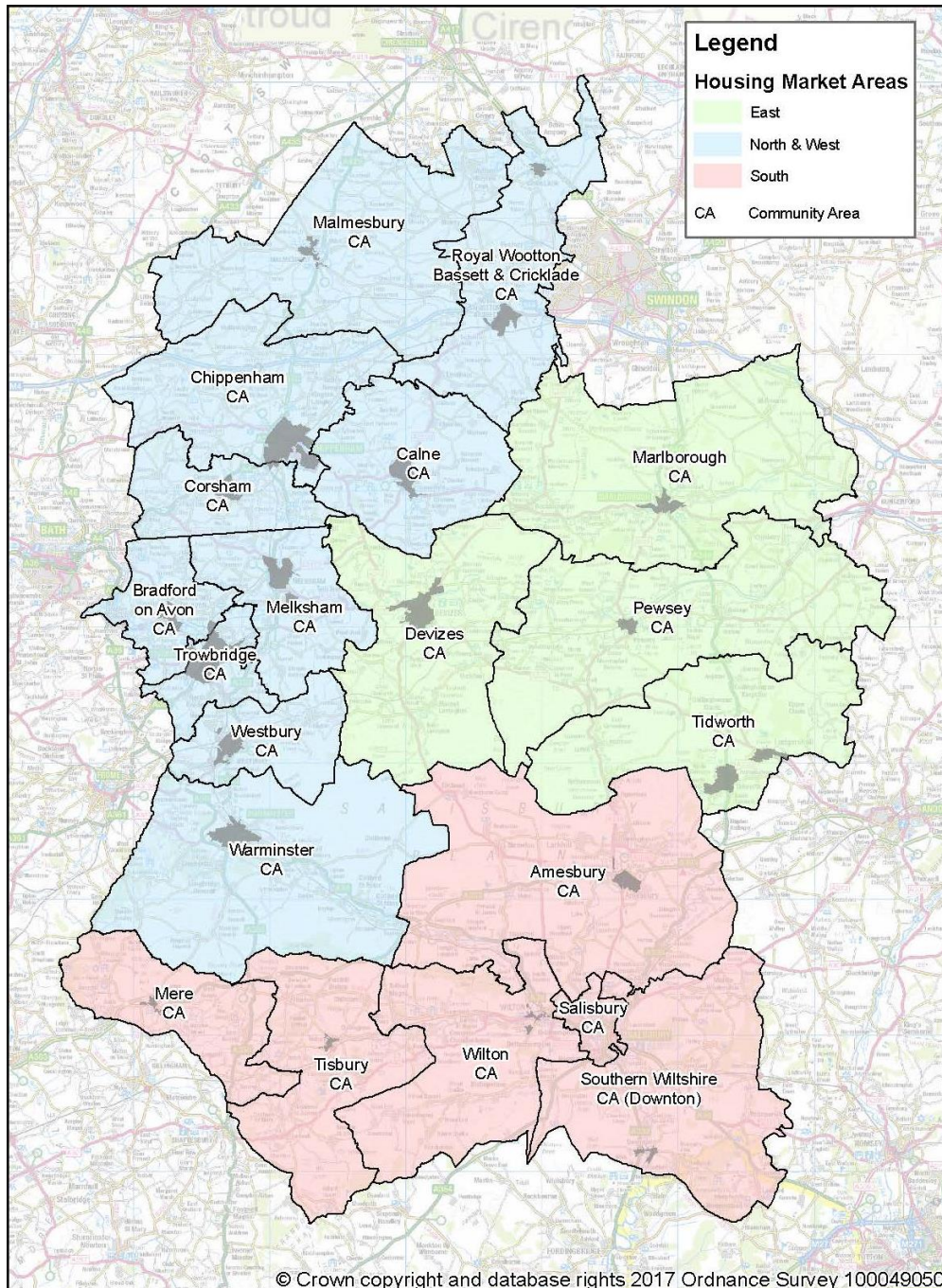


Figure 4.1: Housing Market Areas and Community Areas in Wiltshire

- 4.2 This SHELAA review covers the Wiltshire Council administrative area and the three HMAs contained therein. The Council will be proactive in its approach of working with landowners and stakeholders to identify additional land with development potential.

## Desktop Review of Existing Information

- 4.3 The PPG advises that plan makers should be proactive during the Desktop Review stage in identifying a wide range of possible sites and broad locations for development including existing sites that could be improved, intensified, or changed.
- 4.4 The PPG states that sites included in the assessment should be drawn from the Call for Sites as well as a number of sources, including:
- a. Existing housing and economic development allocations and site development briefs not yet with planning permission
  - b. Planning permissions for housing and economic development that are unimplemented or under construction
  - c. Planning applications that have been refused or withdrawn
  - d. Land in the local authority's ownership
  - e. Surplus and likely to become surplus public sector land
  - f. Vacant and derelict land and buildings (including empty homes, redundant and disused agricultural buildings, potential permitted development changes e.g. offices to residential)
  - g. Additional opportunities in established uses (e.g. making productive use or under-utilised facilities such as garage blocks)
  - h. Business requirements and aspirations
  - i. Sites in rural locations
  - j. Large scale redevelopment and redesign of existing residential or economic areas
  - k. Sites in and adjoining villages or rural settlements and rural exception sites
  - l. Potential urban extensions and free standing settlements
- 4.5 This SHELAA has identified sites from **a**, **b** and **c**, which in turn may include sites from sources **d**, **e**, **f**, **g**, **h**, **i**, **j**, and **k**.
- 4.6 Unimplemented and under construction permissions (**b**) are monitored through existing housing and employment processes and further information on housing permissions is available in the HLSS.
- 4.7 Refused and withdrawn applications (**c**) have been assessed through a desktop review and are included in the Appendix 5 output reports.
- 4.8 In this SHELAA no sites have been sourced as potential urban extensions and free standing settlements (**l**).
- 4.9 Sites in this SHELAA are drawn from the existing SHLAA evidence base as well as new sites that have been submitted to the Council through the Call for Sites. This SHELAA will consider all sites of 0.25ha or above.



## **5. Stage 2 – Site and broad location assessment**

- 5.1 There are three components to the assessment of sites and broad locations:
- a. Suitability
  - b. Availability
  - c. Achievability
- 5.2 The assessment will use a joint desktop and site survey approach to ensure that sites are approached systematically and comprehensively.
- 5.3 The PPG states that site surveys should be proportionate to the detail needed for a robust appraisal and sites that are considered to be more realistic for potential development should be surveyed in greater detail. Sites that are identified as being unsuitable through the desktop survey will not be visited.
- 5.4 Once the desktop review of sites is complete, sites requiring a survey are identified and a survey will be conducted of the site and its surroundings as appropriate. For this SHELAA report site surveys will only be carried out on sites that have not previously been surveyed through previous SHLAA assessments. Sites with current or extant planning permissions will be surveyed as part of the annual HLSS process.
- 5.5 The purpose of a site visit is to ratify the desktop assessment exercise to establish what type and scale of development may be appropriate, what barriers may affect the availability of the site, and how they could be overcome or mitigated. Also, if the site is already being developed then what stage of development is it at.

### **Suitability**

- 5.6 The desktop review is the first part of the process that facilitates an initial judgement as to whether a site is suitable. The Council has access to a considerable amount of information in the form of existing maps, databases, and studies. This information will help to inform the assessment of the deliverability and developability of sites, including any site constraints.
- 5.7 Constraint information from a range of sources and key stakeholders has been identified through the Desktop Review in addition to the constraints held by the Council as a statutory undertaker. These are available in Appendix 1.
- 5.8 The PPG advises that the assessment of the suitability of sites and broad locations should be guided by existing and emerging policy at the local and national level in addition to the market or industry

requirements in the corresponding Housing Market or Functional Economic Market Area.

- 5.9 Each site and broad location will be spatially assessed against existing and emerging local and national policies. It is not possible through this process to definitively determine suitability, only unsuitability, and as such only 'Unsuitable'<sup>4</sup> site area will be identified at this stage.
- 5.10 Appendix 2 provides the exclusionary criteria used in the determination of whether a site, or any area of a site, is 'Unsuitable'. Further details for each site identified as such will be provided in its site profile.
- 5.11 If a site is identified during the desktop review stage as 'Unsuitable' then it will not be taken forward for further assessment as part of this year's SHELAA report. It should be noted that the exclusion of a site from the SHELAA report does not exclude it from being reconsidered during the annual review prior that precedes each annual SHELAA report.

### **Availability**

- 5.12 The PPG advises that a site can be considered available for development when there is confidence that there are no legal or ownership problems.
- 5.13 Suitable sites identified from previous SHLAA assessments may be accompanied by detailed information that allows for a confident determination of availability. Suitable sites identified from other sources may not be accompanied by a similar level of information and subsequently may not allow for a confident determination of availability.
- 5.14 At this time full legal surveys of all submitted sites is not possible and, as such, the council has made use of the best available information, (including parcel geometries available through the Land Registry INSPIRE View Service<sup>5</sup>), in the assessment of all suitable sites only.
- 5.15 This process presently does not allow for a confident determination of availability but does provide an indication of availability. This is a result of some individual parcels of land possibly having multiple owners, or conversely multiple parcels of land having a common owner.

### **Achievability**

- 5.16 This is essentially an assessment of the economic viability of the site and whether it can be feasibly and reasonably achieved at a particular

---

<sup>4</sup> An Unsuitable site is one where the developable area of the site is less than 0.25ha after all exclusionary criteria have been applied to the site.

<sup>5</sup> Land Registry INSPIRE View Service and Metadata

<https://data.gov.uk/dataset/land-registry-inspire-view-service-and-metadata>

point in time. As such, the Council will only carry out achievability / viability testing on sites that have been found to be suitable.

- 5.17 Core Policy 57 does not provide a specific density figure for residential development. As a result, and in line with best practice, the development potential of each suitable site is identified through an assessment of existing development schemes.
- 5.18 Through assessment of existing development a range of development sizes, typical densities, and mix of dwelling types have been established for each HMA. Suitable sites within each HMA are assessed using these typical densities and mix of dwelling types to determine their viability. Full details on the site size classes, typical dwelling mix and typical density can be found in Appendix 3.
- 5.19 Housing viability testing is carried out for each HMA, at each site size class, using the HCA district wide viability testing model. Appendix 4 contains details of the values used in this viability model.

### **Deliverability**

- 5.20 As per NPPF Footnote 11 a site can only be considered deliverable if it is available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years and in particular that development of the site is viable. Sites with planning permission should be considered deliverable until permission expires, unless there is clear evidence that schemes will not be implemented within five years.
- 5.21 Those sites that are considered deliverable are presented separately in the HLSS.



## **6. Stage 5 – Final evidence base**

- 6.1 The SHELAA output reports, available separately as Appendix 5, contain three of the core outputs identified in the PPG:
- a. A list of all sites or broad locations considered, cross-referenced to their locations on maps
  - b. An assessment of each site or broad location, in terms of its suitability for development, availability, and achievability (including whether the site/broad location is viable) to determine whether a site is realistically expected to be developed and when;
  - c. Contain more detail for those sites which are considered to be realistic candidates for development, where others have been discounted for clearly evidenced and justified reasons;
- 6.2 Due to the quantity of sites within Wiltshire it is necessary to split Appendix 5 into manageable output reports to improve its usability. Output reports have been created for sites within each Community Area.
- 6.3 Each output report is presented by Community Area, then Settlement, then Reference. Each site has a single A4 profile containing a map of the site and the surrounding area as well as a short table detailing site characteristics pertinent to the assessment, description, and brief notes on its suitability, availability, and achievability; as well as whether the site is deliverable, and an indication of the timescale in which it may possibly be developed.

## 7. Appendix 1 – Constraints applied in assessment

Source	Document	Name (Abbreviation)	Policy
Environment Agency		Flood Zone 2 (FZ2)	CP67
		Flood Zone 3 (FZ3)	CP67
		Source Protection Zones (SPZ)	CP68
Health and Safety Executive		Consultation Zone (HSE)	
Historic England		World Heritage Site (WHS)	CP59
		Scheduled Ancient Monument (SAMS)	CP58
		Historic Parks and Gardens (HPaG)	CP58
		Registered Battlefield (RB)	CP58
National Grid		High Voltage Lines (HVL)	
		High Pressure Pipelines (HPP)	
Linewatch		Oil Pipelines (OP)	
Natural England		National Parks (NatPrk)	CP51
		Area of Outstanding Natural Beauty (AONB)	CP51
		Site of Special Scientific Interest (SSSI)	CP50
		Special Area of Conservation (SAC)	CP50
		Special Protection Area (SPA)	CP50
		Ancient Woodland (AW)	CP50
		RAMSAR Sites (RAMSAR)	CP50
		National Nature Reserve (NNR)	CP50
		Grade 1 Agricultural Land (AGLCG1)	
		Local Nature Reserve (LNR)	CP50
Wiltshire and Swindon Biological Records Centre		County Wildlife Sites (CWS)	CP50
Wiltshire Council	Core Strategy	Settlement Framework Boundary (SFB)	CP1
		Small Villages	CP1
		Strategic Allocations (Allocation)	CP2
		Chippenham Masterplan (CP9)	CP9
		Melksham Canal Link (CP16)	CP16
		Salisbury Central Area (CP22)	CP22
		Trowbridge Masterplan (CP28)	CP28
		Trowbridge Low Carbon Renewable Energy Network (CP30)	CP30
		Affordable Housing Zones	CP43
		Historic Canal Route (CP53)	CP53
		Cotswold Water Park (CP54)	CP54
		Air Quality Management Areas (CP55)	CP55
		Listed Buildings (CP58)	CP58
		Conservation Area (CP58)	CP58
		Housing Market Areas (HMA)	CP2
		Planning Permissions – Internal Monitoring (PP)	
		Saved Policy Strategic Allocations (Allocation)	CP2

Source	Document	Name (Abbreviation)	Policy
		Green Belt (GB)	CP51
	Minerals Policy	Minerals Site Allocations (Allocation)	
		Minerals Resource Zones (MRZ)	
		Minerals Safeguarding Areas (MSA)	
	Waste Policy	Waste Site Allocations (Allocation)	



## 8. Appendix 2 – Exclusionary constraints applied in assessment

Constraint	Abbreviation	Interaction with Site
Extant planning permission	PP	Area intersected by constraint
Core Strategy allocation	Allocation	Area intersected by constraint
Special Protection Area	SPA	Area intersected by constraint
Special Area of Conservation	SAC	Area intersected by constraint
Site of Special Scientific Interest	SSSI	Area intersected by constraint
RAMSAR	RAMSAR	Area intersected by constraint
National Nature Reserve	NNR	Area intersected by constraint
Green Belt	GB	Area intersected by constraint
Flood Zone 3	FZ3	Area intersected by constraint
Flood Zone 2	FZ2	Area intersected by constraint
Health and Safety Executive Consultation Zones	HSE	Area intersected by constraint
Settlement Framework Boundary	SFB	Site >100m from Settlement Framework Boundary, or; Site >100m from a Site <100m from Settlement Framework Boundary

## 9. Appendix 3 – Dwelling Mix and Density by Size Class and Housing Market Area

**South HMA Dwelling Mix and Density by Site Size Class based on Completed / Commenced Permissions  
2009/10-2014/15**

South HMA Site Size Classes	Flat					House				Grand Total	Density
	1	2	3	4+	Total	-2	3	4+	Total		
<b>Class 1: 0-31</b>	13%	17%	1%	0%	32%	18%	26%	24%	68%	100%	42.98
<b>Class 2: 32-100</b>	9%	12%	0%	0%	21%	16%	34%	29%	79%	100%	35.44
<b>Class 3: 101-170</b>	6%	4%	0%	0%	10%	22%	35%	32%	90%	100%	35.67
<b>Class 4: 171+</b>	8%	7%	0%	0%	15%	19%	41%	25%	85%	100%	30.53

**East HMA Dwelling Mix and Density by Site Size Class based on Completed / Commenced Permissions  
2009/10-2014/15**

East HMA Site Size Classes	Flat					House				Grand Total	Density
	1	2	3	4	Total	-2	3	4+	Total		
<b>Class 1: 0-19</b>	12%	9%	0%	0%	21%	21%	26%	29%	79%	100%	37.02
<b>Class 2: 20-67</b>	8%	34%	1%	0%	44%	13%	24%	18%	56%	100%	62.85
<b>Class 3: 68-160</b>	8%	17%	0%	0%	25%	16%	25%	34%	75%	100%	36.46
<b>Class 4: 161+</b>	2%	9%	0%	0%	11%	27%	41%	20%	89%	100%	32.32

**North and West HMA Dwelling Mix and Density by Site Size Class based on Completed / Commenced  
Permissions 2009/10-2014/15**

North and West HMA Site Size Classes	Flat					House				Grand Total	Density
	1	2	3	4	Total	-2	3	4+	Total		
<b>Class 1: 0-19</b>	14%	12%	1%	0%	27%	27%	26%	18%	73%	100%	47.83
<b>Class 2: 20-62</b>	7%	20%	0%	0%	27%	16%	28%	26%	73%	100%	47.67
<b>Class 3: 63-129</b>	7%	13%	0%	0%	20%	14%	36%	30%	80%	100%	37.53
<b>Class 4: 130+</b>	10%	19%	0%	0%	29%	11%	34%	26%	71%	100%	39.51

Prior to 2009/10 completions were simply recorded as dwellings. From 2009/10 detail around bedroom number and dwelling type were also collected.

Site Size Classes were determined using Natural Breaks (Jenks) utilising completion and commencement data within ArcGIS software.

## 10. Appendix 4 – Key Values and Assumptions for Viability Modelling

Costs			
Build costs	per sq m	£950.00	
Additional costs	per sq m	£95.00	
S106 payments	per unit	£10,000.00	
CIL Charges	per sq m	East	£55.00
		North and West	£55.00
		South	£85.00
Developer return	% GDV	Private	20.00%
		Affordable	20.00%
Fees	% of build cost		12.00%
Marking costs	% of sale value		3.00%
Legal fees	% of land value		0.50%
Site acquisition costs	% of land value		1.75%
Development Finance	% of build and land cost		7.50%
Land values	per hectare	Greenfield	£21,000.00
		Brownfield	£482,000.00
Existing use value premium	% of land value	Greenfield	20.00%
		Brownfield	20.00%

Wiltshire Council operates two CIL charging zones, one lower zone at £55.00 per sq m and one higher zone at £85.00 per sq m. These charging zones also determine the level of affordable housing required at 30% and 40% respectively. For the HMA wide viability assessment the both values have been used, however the table above represents the zone which contained the greatest proportion of suitable sites.

Land values were retrieved from Tables 2 and 3 from the 2015 DCLG guidance document: 'Land value estimates for policy appraisal'<sup>6</sup>

Dwelling Sizes			
<b>Flat</b>	sq m	1-bed	46
		2-bed	59
		3-bed	90
		4-bed	110
<b>House</b>	sq m	2-bed	69
		3-bed	92
		4-bed	117

Dwelling sizes were retrieved from Gross Internal Area (GIA) column of Table 3.2 from the Dwelling size survey produced for CABE by Scott Wilson<sup>7</sup>

<sup>6</sup> DCLG (2015) Land value estimates for policy appraisal  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/407155/February\\_2015\\_Land\\_value\\_publication\\_FINAL.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/407155/February_2015_Land_value_publication_FINAL.pdf)

<sup>7</sup> Scott Wilson (2010) Dwelling size survey



Sales			
Sale value	per sq m	East	£2,978.00
		North and West	£2,283.00
		South	£3,070.00
Ground rents	per annum		£400.00

Sale values were determined using the median values for Land Registry Price Paid<sup>8</sup> data for each HMA divided by the sq m of a 3-bed house.

Affordable Housing			
Requirement	% of units	East	30.00%
		North and West	30.00%
		South	40.00%
Return per unit		Social rent	NBHB
Flat	1-bed	£39,188.00	£56,000.00
	2-bed	£47,322.00	£79,000.00
	3-bed	£56,786.00	£120,000.00
	4-bed	£68,144.00	£160,000.00
House	2-bed	£55,507.00	£79,000.00
	3-bed	£60,982.00	£107,000.00
	4-bed	£67,167.00	£140,000.00
Affordable mix	% of affordable units	15.00%	85.00%

<http://webarchive.nationalarchives.gov.uk/20110118095356/http://www.cabe.org.uk/files/dwelli ng-size-survey.pdf>

<sup>8</sup> Land Registry Price Paid Data <https://www.gov.uk/government/statistical-data-sets/price-paid-data-downloads>

Information about Wiltshire Council services can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact the council by telephone 0300 456 0100,  
by textphone 01225 712500,  
or email [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)

如果有需要我們可以使用其他形式（例如：大字體版本或者錄音帶）或其他語言版本向您提供有關威爾特郡政務會各項服務的資訊，敬請與政務會聯繫，電話：0300 456 0100，文本電話：(01225) 712500，或者發電子郵件至：[customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)

Na życzenie udostępniamy informacje na temat usług oferowanych przez władze samorządowe hrabstwa Wiltshire (Wiltshire Council) w innych formatach (takich jak dużym drukiem lub w wersji audio) i w innych językach. Prosimy skontaktować się z władzami samorządowymi pod numerem telefonu 0300 456 0100 lub telefonu tekstowego (01225) 712500 bądź za pośrednictwem poczty elektronicznej na adres: [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)

ولشائر کونسل (Wiltshire Council) کی سروسز کے بارے معلومات دوسری طرزوں میں فراہم کی جاسکتی ہیں (جیسے کہ بڑی چھپائی یا آڈیو ہے) اور درخواست کرنے پر دوسری زبانوں میں فراہم کی جاسکتی ہیں۔ براہ کرم کونسل سے 0300 456 0100 پر رابطہ کریں، ٹیکسٹ فون سے (01225) 712500 پر رابطہ کریں یا [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk) پر ای میل بھیجیں۔

يمكن، عند الطلب، الحصول على معلومات حول خدمات مجلس بلدية ويلتشير وذلك بأشكال (معلومات بخط عريض أو سماعية) ولغات مختلفة. الرجاء الاتصال بمجلس البلدية على الرقم ٠٣٠٠٤٥٦٠١٠٠ أو من خلال الاتصال النصي (تيكست فون) على الرقم ٧١٢٥٠٠ (٠١٢٢٥) أو بالبريد الإلكتروني على العنوان التالي: [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)