

Topic Paper: Working and Shopping

Calne Community Neighbourhood

Plan Ver. 8 May 2024



## Introduction

This topic paper demonstrates how the update of the Calne Community Neighbourhood Plan (CCNP) incorporates information and policies concerning the topic of local economy and shopping. The aim of the topic paper is to:

- Summarise the planning policy and guidance including recent updates relevant to this subject.
- Provide new evidence / guidance.
- Provide relevant local information.

The first Calne Community Neighbourhood Plan contained 4 policies, one to protect and support local employment, two policies relating to Calne town centre's public realm and implementation of the 2018 Town Centre Master Plan, and a fourth policy to protect and support local neighbourhood shops.

In the time since the making of the first plan in 2018, there have been significant economic changes including the lasting impacts of Covid-19 and online shopping. There have been new developments including:

- the expansion of Hills Waste Solutions and Quarry
- expansion of Deceuninck operations at the Porte Marsh Trading Estate
- planning permission for a Lidl supermarket and 10 small employment units at Porte-Marsh (note this permission was quashed and the application PL/2022/07887 has been consulted on again and is currently awaiting a decision)
- the refurbishment and expansion of the Grade 2 listed Lansdowne Strand Hotel
- the Churchill retirement housing development within the town centre which includes 4 retail units.

The town centre has seen closures including the Co-op supermarket and M&Co clothing store, although the latter has seen a new shop take over the unit. Within Calne Without farm diversification continues to play an important part to the rural economy with developments at Stockley, Mile Elm and Fishersbrook.

Updating the Plan presents a chance to consider and plan for new issues and community priorities that were not addressed as priority policies in the first plan. The updated plan will strengthen the support to our local visitor and farming economies that have a distinct and important role in providing local employment opportunities particularly within Calne Without Parish.

## National Policy Context

### Town & Country Planning Act (Use Classes)

**Use Class E** of the Use Classes Order 1987 was introduced on 1st September 2020. **Class E** allows for shops, offices, cafes, restaurants, GPs, light industrial, creches, gyms and others to change their use within the Class at any time without consent.

from the local authority. Importantly Town Centre frontage uses, offices and light industrial uses that were protected by separate planning policies are now amalgamated.

The updated Calne Community Neighbourhood Plan (CCNP) will need to respond to these changes to continue to support the local economy adding a further layer of economic policy protection to that provided by Wiltshire's Local Plan. This will specifically protect the places of work and vitality that make our area's economy distinct. We will aim to increase employment opportunities where they are most needed.

## **Wiltshire**

### **Wiltshire Core Strategy**

Until it is superseded by the new Local Plan, Wiltshire Core Strategy remains the adopted strategic plan up until 2026. It provides overarching policies to secure the protection of strategically important employment land and uses and town centres. It also allocates land to meet employment expansion needs forecast at the time of drafting the plan.

Policy CP8, Calne Spatial Strategy sets the currently adopted growth strategy for strategic employment land. It allocated 6 hectares of new employment land, including at Land East of Beversbrook Farm and Porte Marsh Plan Trading Estate

Core Policy CP35 protects specified Principal Employment Areas within employment uses B1, B2 and B8. This includes Porte Marsh Trading Estate. The policy aims to ensure there is sufficient supplies of protected employment land across the county to meet assessed employment land demands. This policy and the extent of protected sites is under review as part of the Local Plan Review. The demise of use class B1 (office and light manufacturing) and amalgamation into use class E will alter the effectiveness of protection policy can provide former B1 uses.

The Core Policy CP36 supports regeneration opportunities and aims to maximise the re-use of previously developed land. The provision of economic development on previously developed land will therefore be supported when it is in conformity and contributes to the area strategy. This includes Neighbourhood Plans.

### **Wiltshire Local Plan Review**

Wiltshire Local Plan review proposes new policies for 2020 - 2038.

Regulation 19 consultation draft seeks to protect Wiltshire's employment areas by applying policies to favour employment uses on these sites.

Policy 65 identifies Principal Employment Areas, including Porte Marsh Trading Estate. that are critical to the economic role of settlements. These should be protected from alternative uses with their continued use and intensification for

employment purposes encouraged. It also seeks to retain existing employment uses outside the Principal Employment Areas to maintain diversity and choice of sites for employers and allow for local business expansion.

Policy 9 “Calne Market Town” seeks to protect and provide new and existing employment land, ensuring the role and function of Calne is maintained as an important local employment centre.

Over the plan period (2020 to 2038) in addition to the delivery of approximately 1,230 homes, 5.1 ha of employment land will be provided at Calne, including: The remainder of the existing Core Strategy employment land allocation on East of Beversbrook Farm and Porte Marsh Industrial Estate; 0.5ha employment land with c570 dwellings to the North of Spitfire Road; and Allocation for 2.7ha of employment land on Land off Spitfire Road.

### **Wiltshire Employment Land Assessment 2018**

The economy of Wiltshire is robust, diversified and growing. However, it has experienced below-average economic growth since 1997 and has productivity levels below the UK level. The economic performance of Wiltshire is influenced by the sector mix and largely rural nature of the county.

There are three distinct Functional Economic Market Areas (FEMAs) in Wiltshire - the Wiltshire part of a larger M4/Swindon FEMA, an A303/Salisbury FEMA and an A350 FEMA that Calne is within. The A350 FEMA has the largest amount of industrial space (67% of the Wiltshire total), warehousing/logistics space (61%), and office space (62%).

Economic sectors that are strong within the CCNP area including Agriculture & Land Based Industries and Tourism are stated as priorities for growth and an associated need for land.

### **Calne Community Neighbourhood Plan Area Statistics**

2021 census information on workforce:

- 80% of those in work are employed, 14% self employed.
- 30% qualified to level 4 (Degree, HND, BTEC Higher Level, professional qualification)
- 17% work in professional occupations

The workforce is employed in the following top 4 sectors:

- Education 10%
- Construction 9%
- Retail 9%
- Public Administration 8%

Manufacturing has declined to 2% in line with Wiltshire and national trends. Crop and animal production employs 2% of the workforce

The primary employers in the CCNP area are:

- St Marys' and St Margaret's Independent school
- Bowood estate
- Hills Group
- 

The public sector activities accounts for the largest proportion of total household income in the CCNP area.

Education represents 32% of Public sector employment, Public Administration, which includes Defence 26%, Health 21%, Social services 14%, the remaining 6% is spread over many employment types such as waste collection and libraries.

### **Protecting and Promoting Sustainable and Local Employment**

Geographically, Calne is well positioned to attract business. It is on the A4, has excellent road connections to Swindon and Chippenham, as well as being quite central to Wiltshire and the A350 corridor. Its countryside, landscape and nearby tourist attractions support the visitor economy.

The 2018 neighbourhood Plan noted that there were around 7,000 people employed in the SN11 area. The Wiltshire Employment Land Update 2022 prepared for Wiltshire Council by Hardisty Jones Associates notes that Wiltshire has seen the same % increase in jobs as the South West with total employment in Wiltshire in 2019 was approximately 215,000 according to BRES (Hardisty Report Appendix 1). Taking into account part time and casual work, particularly that associated with the visitor economy, this would increase at certain times.

A number of staff employed in businesses in Calne and Calne Without commute in to the area for work, so not all vacancies are filled by local residents. There are fewer opportunities for employment for the higher qualified residents of Calne & Calne Without (Level 4 and above), with the necessity for the majority of them to work outside the area.

The 2021 census shows 32% of residents working at home and 15% travelling less than 5km for work (working within the CCNP area) leaving 53% travelling outside the plan area for work of these the majority travel between 5 and 20km to work.

The make-up of employers is in general a healthy mix with not too much of an over focus on one major employer. That is not to say that there are no sizeable concerns e.g., St Mary's and St Margaret's Independent Schools (475 employees), Kingsbury Green Academy (140 employees) and Springfield School (90 employees) within the education sector and in the rural part of the plan area, Bowood Estate (250 employees) and Hills Group (270 employees).

The Bowood Estate is the largest single employer within the rural area with approximately 250 full and part-time staff, 60% of whom live within 5 miles. This employment includes the Bowood House & Gardens; the Bowood Hotel, Spa & Golf Resort; and the Bowood Estate. The Estate owns local residential property which houses c.200 people and also owns a range of commercial property, including the Forest Gate Business Park, which provides 30 commercial units for businesses employing at least 75 people.

The Hills Group includes Hills Waste Recovery facility and Transport Depot at Lower Compton, Sands Farm Material Recovery and Hills Quarry at Sandpit Lane Calne and Hills RMC at Lower Compton. Hills have 270 employees. The local community has benefited from the Hills Group through local grants given through the Landfill Communities Fund to local clubs and community facilities ([See map for grants given](#))

The mix of employment in both Calne Town and Calne without is added to by the number of smaller businesses totalling over 100. (see list of businesses in appendix 1)

The Porte Marsh Trading Estate is well positioned for access to the M4 and to the new £121 million defence college of technical training at the former RAF Lyneham, MOD Lyneham, which, when fully up and running will train all 4 services. At present the occupation levels are very good with a broad mix of 100 businesses, covering a range of business to business and business to customer activities. The recent closure of Fabrinet and resulting loss of 100 jobs from the Estate is a blow but recent expansion by Deceuninck at Stanier Road included an extension to the existing warehouse to include B2 use and a new B8 storage facility adding 10,000m<sup>2</sup> additional floorspace. The estate offers a good opportunity to attract business with some large areas that are under-utilised and could fit expansion.

It is owned in part by Wiltshire Council with the remainder in private ownership. However, the Estate is looking tired and a bit run-down in places. Alongside the programme to encourage the use of more sustainable energy generation on the estate, a general smartening up and upgrading of facilities would be encouraged to attract more and a wider mix of businesses.

A planning application in 2021 approved by Wiltshire Council for a Lidl supermarket and erection of 10 employment units for use within Classes E(g), B2 and/or B8 on Wiltshire Core Strategy employment land allocation to the east of Oxford Road has since been quashed following a legal challenge by Tesco. New consultation on the proposal has been undertaken, application PL/2022/07887, and a decision is awaited.

A former Bowood farm at Forest Gate on the A4 at Pewsham provides 30 office/units for employment and/or suitable for start-up businesses in attractive surroundings and employs at least 75 people; Vastern Timber also provides both a service and employment in Studley. Other smaller farm diversification at Stockley

and Blacklands is providing smaller rural units.

Calne has 3 supermarkets - Sainsbury and Iceland, within the town centre and Tesco by the Porte March Trading Estate, these employ a range of full and part-time, mostly local staff. The town centre contains just over 104 premises, primarily retail outlets, the last bank closed in 2022 ([a LINK Banking Hub has been allocated for the town but the search for a site has yet to be undertaken](#)) but the centre has a wide range of service businesses including, solicitors, estate agents, accountants, hairdressers, public houses and restaurants.

The proximity to the major conurbations of Swindon, Reading and Bristol has meant that Calne and Calne Without has become attractive to the self-employed small businesses that have decided to set up and reside in the area.

The plan area has a significant number of out-commuters resident in Calne & Calne Without. The lack of local employment opportunities specifically for highly skilled and highly qualified local residents has added to this in the past but the post covid continuation of at least part of the week home working for many may redress the balance. The expansion of the number of apprenticeship courses offered at Wiltshire College particularly in the construction industry could also increase the opportunities for local young people.

### **Employment Sites in Calne**

The sites included in the Wiltshire Council Core Strategy document for employment are:

- CP35 - Protection of the Principal Employment Area (Porte Marsh Trading Estate)
- BD1 - Employment Land Allocation (opposite the Porte Marsh Trading Estate at East of Beversbrook Farm) (part of this has been lost to housing development and the last part has been the subject of a planning application by Lidl see earlier paragraph)

Sites included in the Wiltshire Local Plan (Reg 19 Draft):

- The continued protection of Porte March Trading Estate as Principal Employment Land.
- Ongoing development of existing Core Strategy allocation on East of Beversbrook Farm and Porte Marsh Trading Estate, a further 0.5ha employment land to the North of Spitfire Road; and
- allocation for 2.7ha of employment land on Land off Spitfire Road.

## Hopes for the Future

The continued business expansion of Calne will benefit from a combined strategy of a number of bodies/organisations to stimulate an attractive climate which encourages businesses to focus on Calne and see the opportunities to be developed.

For local Recruitment specialist CM Recruitment, it's about being skilled people being able to match the skills required by local employers and attracting the right businesses.

“With Calne having an ever growing population I think key to this and having jobs in the local area is the decent public transport links, as for example the likes of Bakkavor bakery in Devizes ship their temporary staff into them from Swindon daily as it's the only way they can reach the demand for the customers.

Calne needs to look at the types of employers its attracting, and is there any further land where they can expand the estate.”

The Visitor Economy provides an important opportunity for the area. In 2019 Calne became part of the Visit England Great West Way initiative. Locally, the South West region welcomed 2.6 million visitors, with these visitors spending £1.2 billion in 2017.

**Following a launch event attended by Lord Lansdowne of Bowood Estate and Calne Town Council Mayor, North Wiltshire MP, James Gray MP said:**

“I was very pleased to be able to support English Tourism Week and understand more about ‘The Great West Way,’ a fantastic initiative which offers an extraordinary variety of English experiences not found in any other part of the country. From its lively market towns and rolling open scenery to stately homes, North Wiltshire is a wonderful destination to visit. I am therefore pleased that through projects such as these we can inspire more people to visit and boost its profile.”

(Source: [James Gray MP website](#))

## Climate Change and Low Carbon Employment

The Mayor of Calne and Town Council declared a Climate Emergency on 17th June 2019, pledging to work towards making Calne Net Zero by 2030. Similarly, Calne Without Parish Council established a The Climate Emergency and Environment Working Group on May 17th, 2021. Both Councils support Wiltshire Council's ambition to achieve carbon neutrality by 2030.



Employment policies that promote and support employment developments within the CCNP area that contribute positively to achieving Wiltshire Council's ambition and the objectives of published local delivery strategy will form an important contribution to the overarching approach to low carbon development within the area. This may be through employment, new development that demonstrates exemplary approaches to sustainable and renewable energy building technology, encouraging sustainable and active travel and waste minimisation. It may also apply to retro-fitting of low carbon technology, including solar panels, micro-wind turbines or improved insulation to pre-existing premises.

## **Evidence and Community Feedback**

In gathering more detailed updated evidence to build locally specific and responsive employment and economy policies, detailed analysis and mapping of employment sites and places was undertaken (see figure XX). This underpins evidence of the diversity and distinctiveness of the local economy and informs the scope of new and updated policies now support.

Two stages of community and stakeholder engagement were undertaken to inform updates to employment policies. Initial consultation to inform updated priorities and objectives identified there continued to be a high level of importance were placed on;

- Employment, local job opportunities received large number of comments.
- Protecting employment was considered quite to very important by the majority of respondents.
- Local and independent employment an important asset
- Protecting and increasing local employment to limit out-commuting.

The Launch consultation (Full report 2022) showed 48% of respondents identified protecting and strengthening local employment provision in their top 5 while 58% identified delivering more employment as one of their top 5 things to transform. The town centre also scored high in the transform top 5 with 56% wishing to see changes to the town centre shopping and vitality.

Community employment survey questionnaires were publicised throughout Spring 2023. These produced returns from 64 residents within the SN11 area, 95% of whom were of working age and 89% were in work. Whilst it represents a small sample group it provided valuable insight into changing working patterns within the CCNP area. Whilst over 70% of respondents were employed (largely in public sector, administrative employment, more than half now worked at home or split times between home and workplace and 10% ran their own businesses. This suggests an increased need for viable home working environments and maintained good telecoms but also opportunities for more small business growth and reduced commuting. It also develops a greater connection with and viability of local facilities, even though there was little stated demand for a business resource hub.

*The survey did not represent a balance of feedback from people working in manufacturing, retail, hospitality or agriculture which are significant employers.*

Steering Group also sought input from local employers through survey questionnaire, which returned ten responses, and discussions with employers that represent the cross-section of employment types in the CCNP area. This identified;

Local employers asked identified a range of problems with recruitment.

“Finding anyone is very difficult, skilled or unskilled”.

“Cheap rural rented accommodation is necessary for the job and is difficult to find.”

“We have been able to recruit to recent vacancies, but the number of applicants overall is down. Applicants struggle to provide evidence of their skills and experience relating to the post they’re applying for in their application.”

“Qualified roles, specifically and currently swimming teachers. Lifeguards were an issue post-covid, but these are picking up now.”

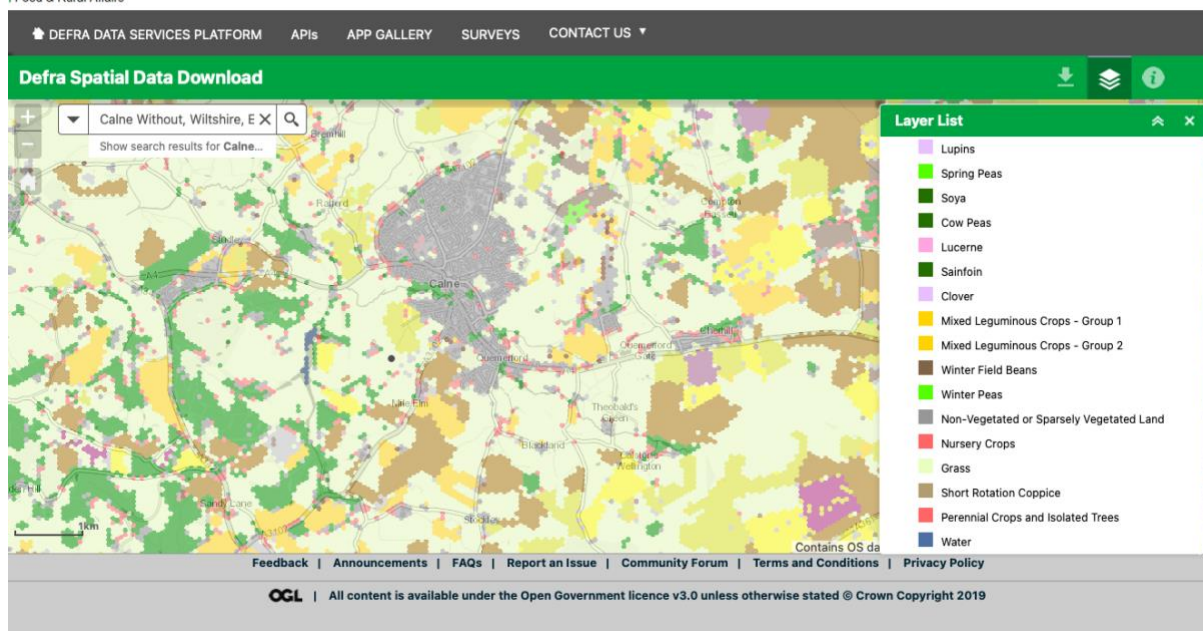
## **Supporting Local Agriculture and Farm Diversification**

### **Introduction**

#### **Agriculture in Calne Without Parish**

The vitality of the rural and farming economy in Calne Without is a key factor in providing rural employment opportunities as well as stewardship and nurturing of the rural landscape and biodiversity.

The 15 farms within the CCNP area reflect the scale and importance of successful and sustainable agriculture to the economy and the environment of Calne Without. The farms cover a full range of arable, livestock, dairy and equine businesses. The 3 large estates in the area Bowood, O’Neill and Bowden Park no longer farm their own land but rent it to local farmers both within and on the edges of the Plan area. A snapshot of the agricultural make up of the neighbourhood area and the majority of its rural landscape is given in the following figure ( x). Together agriculture provides work for about 250 people within the neighbourhood area. However, these may not be residents of it. The farms are identified on map/diagram xx.



The modern rural economy presents landowners and farmers with significant new challenges in maintaining viability and stability. Farming across the UK is experiencing changes in the scale of agriculture, post-Brexit transitions which are affecting labour supplies and funding. In addition, the impacts of climate change are creating yield volatility, but also reduced demand for meat and dairy due to climate concern.

Increasingly farmers have to turned to diversification that can offer considerable scope for improving the economic viability and securing the future of their farm businesses, with a significantly beneficial bi-product being the boost to the wider rural economy. In 2021 UK government identified that 68% of UK farmers have diversified, alongside running a traditional working farm. Within the plan area several farms have already diversified, for example Mile Elm farm has built on its dairy business selling milk and ice cream direct to the public but has also diversified to provide a dog exercise field, while Willowbrook farm, besides having a state of the diary, has several small business units. Continuing this farm diversification can open new employment opportunities for local people close to home and strengthen the rural economy of Calne Without.

Government planning legislation (use class R) has provided for farmers with the ability to use existing buildings to diversify to flexible business uses without the need for planning permission. But the neighbourhood plan can support and manage larger proposals that require consent.

Some larger diversification schemes can be very controversial, including the recent proposed solar farm at Forest Gate. Where planning consent is needed, care must be taken to ensure that any diversification development proposal is sustainable and compatible with the existing farming business and would not have a harmful impact on the environment, landscape or generate unacceptable traffic. In addition the uses must not compete with or threaten the viability of Calne Town Centre or shops in our villages or local neighbourhoods.

The Hardisty Jones Associate Wiltshire Employment Land Review Update 2022 states under demand for office space within the A350 FEMA (Functional Economic Market Area) “The greatest demand for offices is for self-contained small offices in rural parts of the county.” While the plan would resist speculative development within the countryside farm diversification could usefully be used to tap into this unmet demand and provide local employment opportunities.

CCNP will support the sustainable vitality of the rural economy and specifically the stable viability of the farms within its area. It will provide support for key worker housing developments where these are directly related to the needs of the farm.

It will support schemes for farm diversification that provide new opportunities for wider employment choices especially for highly qualified residents and younger people in knowledge based employment and within ancillary visitor and rural businesses. Farm diversification must contribute positively to local employment opportunities in sectors and a scale that does not compete with or harm their vitality.

It will give support to schemes that contribute positively to achieving carbon neutrality targets, where the Parish Council is satisfied the benefits outweigh impacts.

Highway safety and the reduction in the need to travel by car is a key CCNP priority. Farm diversification schemes will only be supported where they do not create highway safety issues for all users and do not promote unsustainable travel patterns.

### **Analysis and Community Feedback**

Examples of Diversification within the CCNP area.

- Farm shops selling local and farm produce. In Calne Without, there are a number of farm gate sales E.g., Mile Elm Milk, numerous gate sale of eggs and surplus produce. Note:VP Collins Farm Shop lies just outside the plan area at Bromham.

- Recreational and tourism-related activities - from holiday lets, camping and farm-stays to cafes, with the Bowood Estate having established itself as a regional attraction.
- Low-carbon renewable energy schemes e.g., Forest Gate solar farm.
- Small business premises e.g., Forest Gate on the Bowood Estate comprises of 30 business units totalling 20,700 sq. ft and Stockley and Willow Brook Farms at Stockley.
- Regular Car Boot Sale at the showground Hilmarton Road part of Beversbrook Farm(19/06588/FUL)
- Haines Construction at Beversbrook Farm (20/09579/FUL)

### **Quote from Helen Martin of Helen Martin Eventing at Stockley Farm**

In 2017 I shattered my knee and found myself in hospital for a fortnight faced with the prospect of trying to run a business from a hospital bed and being uncertain of my future physical ability to run the business I looked into diversification.

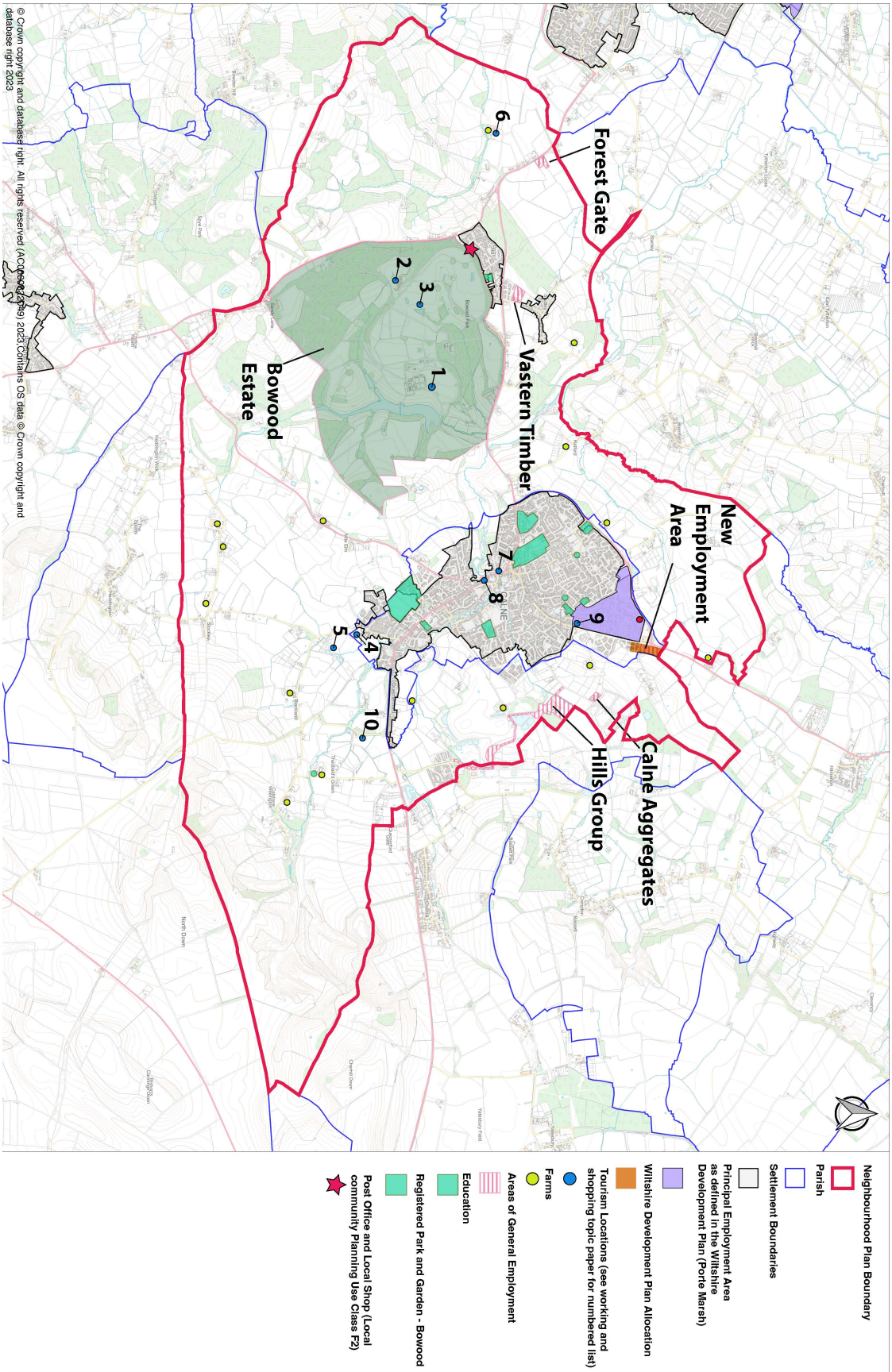
Being given the opportunity through the leader grant to diversify old farm buildings into office units has helped not only to support the existing farming business but local small businesses as well.

By giving rural businesses the space and opportunity to locate their business locally has in turn increased employment opportunities and helped support the local economy.

**Quote from Marcus Lee Estate Director at Bowood re: “The success of the Forest Gate development providing smaller units from the redevelopment of an old farm and the need for this to be safeguarded and promoted”.**

*“The Forest Gate Business Park comprises 30 office and light industrial units, converted from redundant farm buildings. 75-100 people work in the businesses operating at Forest Gate, making it an important commercial hub within the local economy. The ability to revitalise such sites not only creates new economic opportunity from redundant buildings, but also results in a range of unit sizes which enables tenants to scale-up as their business grows, rather than relocate outside the local area”.*





Map of Employment and Tourism locations

### Table of Tourism locations

No.	Tourism Facility
1	Bowood House and Gardens
2	Bowood Hotel and Spa
3	Bowood Golf Course
4	Atwell- Wilson Motor Museum
5	Blackland Lakes Health Club and Camping
6	Wilts and Berks Canal restored Pewsham locks.
7	Lansdowne Stand Hotel
8	Calne Heritage Centre
9	The Dog and Partridge
10	Blacklands Mill

### Policy Context

#### Town and Country Planning Act Use Class Order

The Town and Country Planning Act (Use Class Order) and NPPF and Wiltshire council provide a framework that enables limited diversification without the need for planning permission and a provides a broadly supportive approach to farm diversification.

Farms fall within specific agricultural use classes. These provide limited permitted development rights to enable diversification without the need for planning permission.

Part 3 of The Town and Country Planning (General Permitted Development) (England) Order focusses on changes of use and in particular Classes Q, R and S focus on the change of use of agricultural buildings.

**Class Q** enables the conversion of agricultural buildings to up to five new dwellings, the floor space is limited at 465 sqm and the structure of the building must be confirmed as capable for conversion. You also must be able to evidence that the building was previously used for agriculture on or before 20<sup>th</sup> March 2013.

**Class R** enables the conversion of agricultural buildings to a flexible commercial use up to 500 sqm and the building must have been last used for agriculture on or before 3<sup>rd</sup> July 2012.

**Class S** enables the conversion of agricultural buildings to state-funded schools or registered nurseries providing the building was used for agriculture on or before 20<sup>th</sup> March 2013 and the change of use does not exceed 500 sqm.

The benefit of being able to use PDR to diversify is it is a simpler, quicker and cheaper way to get farm development through the planning system.

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## **National Planning Policy Framework**

Para 28: Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:

- support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings
- promote the development and diversification of agricultural and other land-based rural businesses;

## **Wiltshire Core Strategy**

### **Core Policy 48**

#### **Supporting rural life**

Outside the defined limits of development of the Principal Settlements, Market Towns, Local Service Centres and Large Villages, and outside the existing built areas of Small Villages, proposals for residential development will be supported where these meet the accommodation needs required to enable workers to live at or in the immediate vicinity of their place of work in the interests of agriculture or forestry or other employment essential to the countryside. Proposals for accommodation to meet the needs of employment essential to the countryside should be supported by functional and financial evidence Improving access to services and improving infrastructure.

Proposals which will focus on improving accessibility between towns and villages, helping to reduce social exclusion, isolation and rural deprivation, such as transport and infrastructure improvements, will be supported where the development will not be to the detriment of the local environment or local residents.

#### **Conversion and re-use of rural buildings**

Proposals to convert and re-use rural buildings for employment, tourism, cultural and community uses will be supported where they satisfy the following criteria:

- i. The building(s) is/are structurally sound and capable of conversion without major rebuilding, and with only necessary extension or modification which preserves the character of the original building.
- ii. The use would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas.

## **Wiltshire Local Plan**

Policy 64 aims to support Wiltshire's rural economy including agricultural practices, such as agribusiness, intensive and organic farming, precision and sustainable agriculture, as well as diversification of existing rural based businesses.



.....“Employment development proposals .....will be supported that:  
i. are for farming; or  
ii. diversify and support an existing rural based business;” ....

## **Supporting the Local Visitor Economy**

### **Introduction**

As one of the oldest market towns in Wiltshire, Calne provides an attractive and important centre for the surrounding area. Calne itself has a rich heritage linked to coach roads, canal and rail travel, woollen broadcloth, and meat processing, which is revealed in its historic town centre.

The town centre is within Calne Conservation Area and notable buildings include St Mary’s Church, an array of listed properties on The Green and Calne Town Hall.

Located along on the A4, Calne is well positioned to explore the North Wessex Downs, an Area of Outstanding Natural Beauty.

The river Marden, which weaves through the town centre and Castlefield’s Canal and Riverside Park was voted Local Favourite in the Southwest in 2022. The river connects the town’s service, cultural and independent shopping offer with expansive green space and riverside walks, providing a strong platform for its vitality.

Together, Calne and Calne Without contain a distinct and strong visitor and tourism offer that make a particular and significant contribution to the identity and economy of the neighbourhood area.

The breadth of offering to the visitor economy can be thought of in the following categories:

### **Accommodation**

Hotels and other places to stay can be sources of valuable local employment. It is important to retain flexibility so that some premises can change their use as market conditions change but might return to hotels or guest houses in future should there be demand.

Calne contains a range of places to stay including Coaching Inns, Boutique B&Bs, Hotels and Bowood Hotel & Spa. There is a successful local campsite and a number of AirBNBs.

Increasingly farmers and agricultural landowners diversify in order to secure a viable livelihood. Providing visitor accommodation and small farm-based attractions can be a valued part of the wider visitor economy.

An example of this near Stockley is the Blackland Lakes camping and holiday park. The 15-acre site is an established visitor accommodation centre with 110 pitches for Caravans, Campervans, Motorhomes and Tents. The pitches have electricity hook up and 15 have hardstanding. In addition, there are fully serviced 'Premium Pitches' as well as lodges. The site is set within 6 tree lined paddocks with three small lakes for coarse fishing and wildfowl and public footpaths to areas of historical and ecological interest.

## **The Bowood Estate**

The Bowood Estate holds a particularly important position in Wiltshire's visitor offer. Bowood House with its estate landscape designed by Capability Brown, attracts in excess of 120,000 visitors annually and is the largest employer within Calne Without parish with about 220 full and part-time staff, 60% of whom live within 5 miles of the estate.

Since it opened to the public in 1975, there have been about 5m visitors to the gardens. In 2009, a hotel, spa and golf resort opened which offers 4 AA Red Star accommodation with 43 bedrooms and suites.

Additionally, the hotel provides a luxurious event venue, hosting parties, weddings, award ceremonies and gala dinners. The hotel has been awarded the Silver in the 'Large Hotel of the Year' category at the Visit England Awards for Excellence 2023.

The golf course is an official 18-hole PGA golf course and academy which not only offers memberships but 'play for a day' access.

PGA golf championships, triathlons, concerts and events are held throughout the year and draw visitors to the area.

The Spa offers spa days, treatments, spa breaks and memberships, attracting both local and visitor clients.

A 2005 master plan continues to shape the conservation and development programme for the estate. The Estate has also produced a conservation and development plan that prioritises its investment activities between 2020 and 2030 to continue to move the Estate into a position of long term financial stability. It focuses on four key areas;

- Providing diverse employment and career development opportunities
- To have a positive effect on the environment and heritage
- To retain and revitalise redundant buildings.
- To enhance the estate's repute as a leading attraction

**Quote from Marcus Lee Bowood Estate Director: "The importance to the local economy of Bowood House as a large tourist attraction "**

*"Since opening to the public in 1975, Bowood House & Gardens has welcomed more than five million visitors. Alongside this, more than 930,000 rounds of golf have been played since 1992 and nearly*

*250,000 guests have stayed in the Bowood Hotel since it opened in 2009. To offer these experiences, the Estate employs c.150 permanent staff and c.100 seasonal staff – making Bowood the major local employer and a significant contributor to the local economy.”*

## **Local events**

Bentley Model Railway Group host an annual exhibition in April at the Calne Community Campus.

May sees the annual Calne Lions duck race, a community event that attracts thousands of people to the town. 3,500 plastic ducks race down the River Marden with prizes for the winners of different categories and money raised going to local good causes.

Calne’s first Bike Meet was set up in July 2000 and this annual event has since gained Europe-wide recognition. In 2022 over 4000 bikers came to the town along with thousands of other visitors.

Both Atwell Wilson motor museum and local rotary club hold classic car days and drives which draws visitors from a wide area.

Calne Town Council hold a summer carnival and Christmas lights parade in the town centre plus annual fireworks display at the Beversbrook Sports ground. Additionally, there are twinning association events, a town crier competition and events hosted by the town Mayor.

Marden House host a Music & Arts Festival annually in October which attracts top musicians and many visitors.

Marden House, Wellington Barn, The Lansdowne Strand Hotel, Bug & Spider pub, Calne Town Hall, Bremhill View and Beversbrook Sports Centre host weddings, corporate events and parties throughout the year.

## **Sport and physical activities**

The Calne Community area has well established sports facilities including: Blackland Health Club, St Mary’s Sports Club, St Marys running and triathlon club, Calne Community Campus and the skate park. The St Marys Sports centre has hosted BUCS national university triathlon competitions.

Beversbrook Sports Facility, run by Calne Town Council host sporting events and training that bring 100s of people to the town weekly. They also provide training facilities for Swindon Town Football Club and their youth programme.

As previously mentioned, Bowood Estate has a PGA golf course which attracts people to the area on a regular and ad-hoc basis. The 2023 English PGA championship was played at Bowood.

There are several long-established pheasant shoots that take place in Calne Without during the season (November to February).

There are running events hosted locally including the Clock Change 10k and 5k runs and fun runs in March and October.

### **Things to see and do.**

Calne & Calne Without are on the route of the Great West Way, a touring route that links London and Bristol. The Great West Way was designed for self-guided travel and a website provides wide ranging information that draws visitors to the area.

Part of the Calstone & Cherhill downs are in the area and include Sites of Scientific Interest and scheduled monuments. Calstone Coombes provide a haven for some of the rarest insect species in Wiltshire and one of the very few sites in the UK where the Wart-biter bush cricket lives.

Calne and Calne Without are on the edge of the North Wessex Downs National Landscape. Nearby is the Cherhill White Horse, UNESCO World Heritage site of Avebury which includes Silbury Hill, the Sanctuary, Windmill Hill and West Kennet Long Barrow. Also nearby are access points to the Wansdyke Trail, White Horse Trail and The Ridgeway, all popular with walkers.

Sustrans cycle route 403 passes through the area on its route between Great Bedwyn and Semington. The route is popular with visitors and locals and provides an off-road means of visiting Calne. The route enters Calne from the Chippenham direction alongside the River Marden and Wilts & Berks Canal in Castlefield's Park.

Calne's thriving heritage quarter, conservation area and blue plaque trail provide interesting things to see when walking around the town.

### **Statistics**

Tourism is a major and growing part of the UK economy with 38 million international visitors in 2018 who added £23bn to the economy. UK residents also took 119 million overnight trips within the UK in 2018 spending £24bn. The sector is forecast to grow at 3% per year until 2025.

A survey taken in 2017 indicates about 5% of the visitors who come to Wiltshire visit Calne. This ranks Calne as 15th out of 24 in terms of the most visited market town in the county.

Recent refurbishment and expansion of the Lansdowne Hotel by Arkells Brewery in Calne town centre and of the former listed Lysley Arms to The Pewsham in Calne Without show business confidence in the area's visitor economy.

Supporting 29,000 jobs, the visitor economy is embedded within the fabric of the economy in Wiltshire, Source: **Recovery and Realignment Wiltshire Tourism Recovery Plan March 2021**

“National sentiment research carried out by ALVA and BVA/BDRC indicates that Wiltshire's is well placed to benefit from visitors wanting to get off the beaten track and discover new experiences away from crowds. Rural areas and towns that invest in tourism development and promotion have a good opportunity to benefit. “**Recovery and Realignment Wiltshire Tourism Recovery Plan March 2021**

Principles of the recovery Plan:

An acceleration and expansion of tourism zones as proposed in the Tourism Sector Deal, making the case for the Great West Way, which is 30% of the whole route and encompasses the whole of Wiltshire, to be included as a Tourism Zone

## **Analysis and Community Feedback**

Covid 19 has had a major impact on the visitor economy as a whole and the evidence from local businesses bares this out. While large attractions like Bowood House and Gardens saw visitor numbers drop dramatically some businesses benefited from the trend for “staycations”

Quote from Blackland Lakes Campsite

“At times people weren't allowed to travel outside the county so we saw a rise in lots of local people from all our neighbouring towns visit us. This trend has continued, and they have continued to come back as they like that we are local but when they are here, they still feel on holiday.”

Business have worked hard to regain their customers and provide the experiences that customers are looking for. An excellent example of this is the Bowood Hotel Spa and Golf Resort which has been awarded the Silver in the large hotel category at the 2023 Visit England Awards for Excellence.

Quote from General Manager Jeff Condliffe from the Bowood website

“This accolade is an incredible testament to the fantastic team that works tirelessly to make Bowood the destination that it is today. It reassures us that we are offering and delivering a guest experience that we can be proud of.”

## **Pubs**

Pubs both within the town and in the villages not only provide a facility for the local community but are an important draw for visitors from far and near.

Many offer a range of services from lunches and evening meals to entertainment and accommodation.

Two historic Inns in the area have recently undergone major renovations to expand and update their facilities attracting more visitors and bring more into the local economy.

The recently refurbished Grade 2 listed Pewsham pub is now a popular place for locals and visitors alike and provides a range of entertainments and space for hire for events alongside its core business.

The Lansdowne Strand a historic grade 2 listed coaching inn on the A4 and prominent building in the centre of Calne is undergoing works to expand its accommodation.

## **Policy Context**

### **National Planning Policy Framework**

Para 28 states Planning policies should.....:

- support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor.

facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres;

### **Wiltshire Core Strategy**

#### **Core Policy 39: Tourist Development**

Supports proposals for larger scale tourist attraction development of an appropriate scale.

Within market towns, villages and the countryside will be supported subject to a sequential assessment and sustainable development criteria.

#### **Core Policy 40:**

Supports proposals for Hotels, Bed & Breakfasts, Guest Houses and Conference Facilities or the improvement of existing facilities within market towns and rural locations subject to environmental highway and economic criteria.

## **Wiltshire Local Plan**

**Policy 69 (Tourism and Related Development)** responds to studies for the county identifying a lack in many types of different visitor accommodation. It identifies opportunities for growth including budget accommodation; holiday parks and eco lodges; boutique hotels in market towns; glamping, camping and caravan sites; pub and farm stay accommodation; activity holidays and residential centres. The Neighbourhood Plan area already contains and has potential for growth in several of these sectors.

The policy supports tourism related development and expansion of existing facilities within market towns, villages and the countryside subject to economic, transportation and environmental criteria and where existing housing is not lost to accommodation.

### **Calne Town Centre**

#### **Introduction**

Calne is one of the oldest Market Towns in Wiltshire, reflected in its town centre historic quarter around St Mary's Church and the heritage centre.

Benefiting from an award winning development in the late 1990's following the demolition of the former Harris factory Calne Town centre is focused on its river frontage and old coaching road the A4. The town centre contains just over 90 premises, primarily retail outlets, solicitors, estate agents, accountants, hairdressers, cafes food outlets, public houses and restaurants and a number of independent retailers.

A well developed public realm with spaces for the weekly market and local events, plus bespoke public art makes the town centre an attractive and welcoming place. The town also benefits from the Castlefield's Canal and River Park which links the town centre to the surrounding countryside.

Sainsbury's provided the anchor store for the 1990's redevelopment and sits at the eastern end of the purpose built pedestrian Phelps parade which itself has been upgraded to include a roof and upper floor residential accommodation, although could still benefit from further improvements to its shopping environment. This area also hosts the weekly market. The ground floor of the recently completed Churchill retirement development provides 4 new retail units adding modern space for new users.

Calne town centre has fared reasonably well through the national decline of town centre retailing and the increase of online shopping, with fewer than the national average of vacant premises. However, closures have occurred leaving vacant stores and redevelopment opportunities.

The Co-op supermarket closure was announced in February 2020, subsequent planning applications for redevelopment of the site for residential development have been submitted to Wiltshire Council but withdrawn by the applicant. The site remains an important redevelopment area in the town centre.

More recently M&Co on Phelps Parade which closed in Spring 2023 and has already reopened as the Factory Outlet Shop and a smaller unit CM3 has closed and almost immediately reopened as BUYology showing the town centre's current resilience.

Calne town centre has two supermarkets - Sainsbury, Iceland within the town centre, providing it with a quality and amount of convenience floorspace that contributes strongly to the attractiveness of the town centre.

The Sainsburys store has a convenience goods sales area of 1,344sq m and sells a wide range of fresh, refrigerated, frozen and pre-packaged food products. The store is served by two adjacent surface level car parking areas and makes an important contribution to the overall health and attractiveness of Calne town centre. Tesco store opened at Beversbrook Road, an edge of town location, in November 2017.

A [study by Avison Young](#) for Wiltshire Council in 2020 indicates that:

“In relation to the market share of town centre convenience goods stores, the Sainsburys store attracts 27% of all first choice main food trips which is lower than the 38% share of trips for the out of centre Tesco. The Sainsburys store also remains the second most popular second choice main food destination behind the Tesco store. The town centre Iceland store on Phelps Parade also attracts 7% of second choice main food shopping trips “

In terms of pedestrian flow, some of the highest levels of vitality can be found along Phelps Parade. Reasonable levels of vitality have also been observed along High Street and between the Sainsburys supermarket (and adjacent parking areas) and Phelps Parade. (Source Avison Young 2020)

Rapid changes in shopping patterns including the rise of online retailing have been compounded with the lasting impacts of Covid 19 and the increased cost of living on the footfall, vitality and viability of all retailing environments nationally.

However, it has been recognised that these impacts are not felt evenly across the sector.



Calne town centre is in a strong position, with relatively few vacant properties and a very good quality of environment linked directly to open space, the River Marden and local neighbourhoods.

However, the quality and attractiveness of the Town Centre is harmed by the volume of through traffic on the A4 and the air quality pollution it currently causes.

### **Calne Town Vision and Town Centre Master Plan 2013**

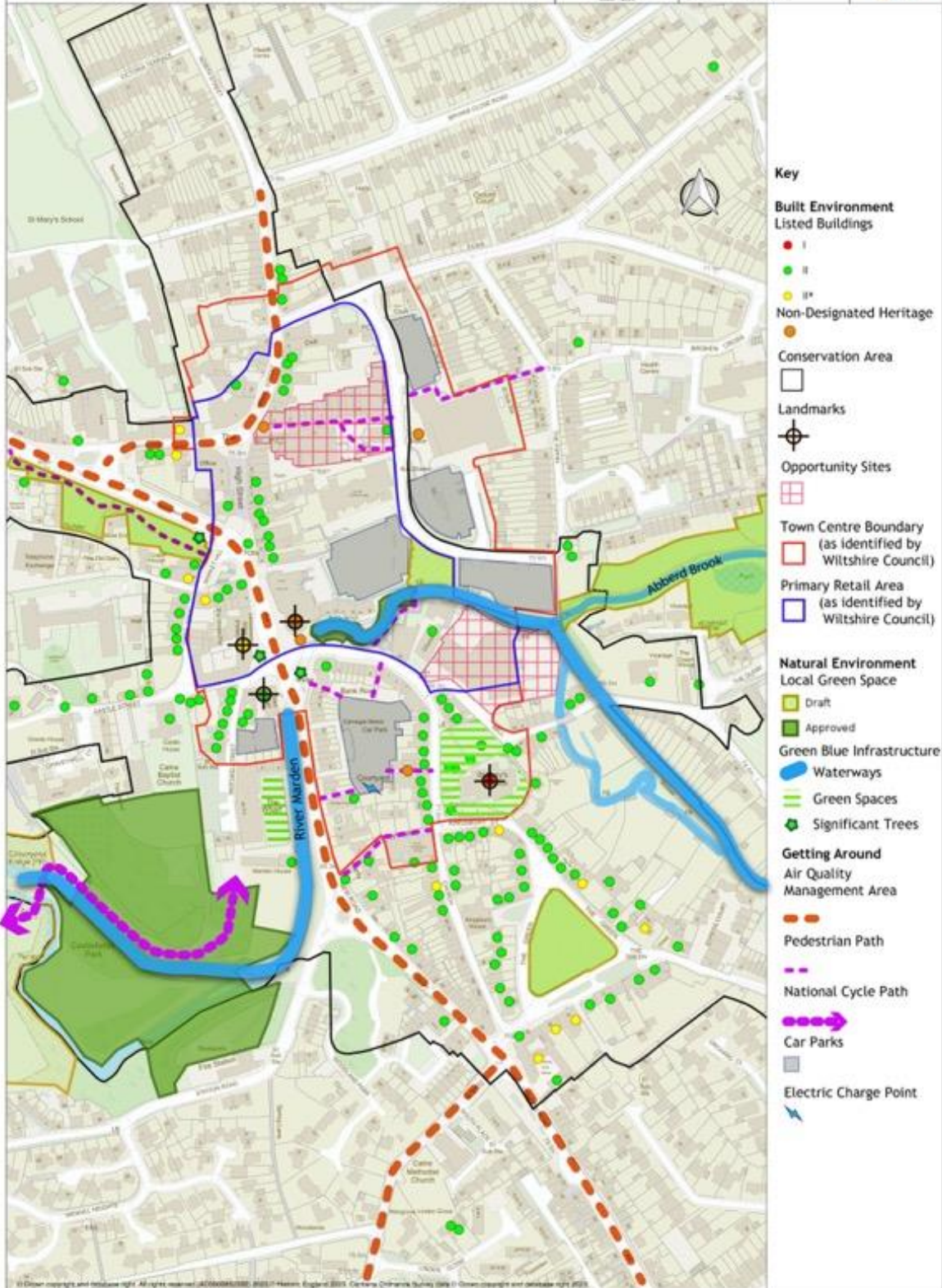
In 2012-13 The Town Council worked in partnership with Wiltshire Council to commission professional analysis and community consultation that informed a Town Vision and Scoping Study for the whole town and a Town Centre Master Plan that developed an agenda of actions to address key issues it identified. As a result of changes to the Town Centre and planning legislation the 2013 Town Centre Vision and Scoping Study and accompanying Master Plan has been withdrawn by the Town Council. The evidence and objectives that the Master Plan established have been reviewed to form the foundation of current aims for the Town Centre and have been carried forward in the updated CCNP. These can be read in figure XX (info Box).

### **Town Centre Objectives 2023**

Key objectives for the Town Centre are:

- providing an accessible, vibrant centre which supports an active community,
- supporting the growth of retail operations in the town centre,
- modernising the existing facilities and
- providing opportunities for future growth that support the objectives of the Calne Design Code,
- supporting social and cultural activities,
- protecting and enhancing the public realm,
- improving connectivity including pedestrian, cycle, public transport and vehicular links, and
- identifying opportunities for renewable energy.
- Improving air quality

The Town Council resolved in September 2023 to request for a scoping study to seek investment to remodel Phelps Parade.



## Community Feedback

Updated consultation throughout the development of the Neighbourhood

Plan supports the need for additional shops and services to allow residents to meet their needs. Independent shops, a wider range of food shops and additional restaurants and places of entertainment were all cited as desirable for the development of the town centre.

Feedback from the Neighbourhood Plan workshop included the following quote:

*“The lack of shopping diversity encourages people to shop out of town, so more retail provision is essential in the central area. If such cannot be provided in the near future, then policies should be incorporated into the plan to ensure that land is not permanently lost to other non-retail land uses.”*

The launch consultation identified a number of areas that residents supported within the town centre, notably the Pocket Park and Castlefield’s Canal and River Park. Others liked the heritage quarter and the older buildings.

However, several quoted the need for more and a better range of shops to serve the expanding population. Improvements to Phelps Parade were also suggested.

Quotes from launch survey

Proclamation steps

*“Love these steps as a local landmark and a mark of Calne’s history”.*

Castlefield Park

*‘Perfect location for a really nice park for children, benches for adults to sit, picnic area, little pop up coffee van etc’.*

Calne Library

*“This building is a great example of good design in an important location and a fabulous facility for the community. “*

Pocket Park

*“Pocket Park - An amazing community led town centre park area which makes use of an empty space - a space to enjoy.”*

Shopping

*“Need better shops, more general shops and no more charity shops”.*

*“I don’t feel proud walking through our town centre because it looks old and tired in places.”*

**Policy Context**

## National

### Town and Country Planning Act

#### Use Class E - Commercial, Business and Service

Use Class E of the Use Classes Order 1987 was introduced in September 2020. It amalgamates the former use classes of A1 (shops), A2 (financial and professional), A3 (restaurants and cafes), B1 offices and light manufacturing uses, as well as parts of D1 (non-residential institutions) and D2 (assembly and leisure) and puts them all into one new use class. Changes of use within this new class may be made without the need for planning permission. The new use class dramatically increases the retail, hospitality, employment and commercial use flexibility but removes planning policy powers.

### National Planning Policy Framework

The revised NPPF provides altered criteria that must shape policy for town centres.

Paragraph 86 states policies should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. It directs that planning policies should:

- (a) ... promote town centre vitality and viability - by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- (b) define their extent and primary shopping areas (not frontages), and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
- (c) retain and enhance existing markets or create new ones;
- (d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed,
- (e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre.
- (f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

87. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.

### **Wiltshire Core Strategy**

Calne Strategy policy CP8 identified potential for additional convenience retail has been identified for Calne in the Wiltshire Town Centre and Retail Study. It is important that this is directed to the central area of the town to help improve the retail offer and the vitality and viability of the town centre.

However these circumstances are likely to have changed due to rapid and significant changes in retail shopping patterns since the Core Strategy was published.

Policy CP38 Addresses retail and leisure uses. It seeks to enhance the vitality and viability of the town centres in Wiltshire through policies promoting the regeneration of central areas and delivery of new growth at settlements to support the vitality of centres.

The Core Strategy has defined Calne town centre and designated frontages and associated policies. However radical changes to use classes (see use class E and MA) have removed the ability for primary frontages to be defined within Calne town centre.

CP38 also addresses the need for a sequential approach to be taken when considering proposals for retail and town centre uses outside or on the edge of town centres. It is likely that the new Local Plan will carry this approach forward in line with the NPPF. It may reduce or remove the need for parallel policy in the CCNP.

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### **Wiltshire Local Plan Review**

**Policy 68 (Managing Town Centres)** defines Calne and having a “” transitional market town centre” where large shopping and service focused centres with smaller catchments than principal settlement including neighbouring Chippenham. In line with the NPPF it defines the town centre boundary and a primary shopping area within it. (See figure X). The methodology used in establishing these boundaries is set out within the Wiltshire Core Strategy Retail Review 2015, subsequently updated. Within Primary Shopping Areas proposals should retain and

enhance active frontages within Primary Shopping Areas to support the wider attractiveness of the town centre.

Use Class E reduces planning management of retail uses. The Local Plan seeks to focus economic, community and service activity within the town centre and to maximise protection and direction of retail, leisure and service frontage uses to the primary shopping area.

Generally, the following uses will be supported within Primary Shopping Areas:

- shops, food and beverage outlets
- financial and professional services
- other Main Town Centre and Use Class E uses which promote active ground floor uses and draw footfall.

Wiltshire Council envisage that further detailed policy to address town centre issues within each of the main towns is to be addressed through neighbourhood plans or another similar process. It will support local initiatives to bring forward town centre regeneration.

## **Local Neighbourhood Shopping**

### **Introduction**

In Calne there are small neighbourhood shopping precincts at: Newcroft Road; William Street and Harrier Close in Calne. To the east of the town centre, there are various small speciality retail premises on New Road and London Road, including a new small Asda supermarket, a Spar on James Avenue, and a Post office/general stores in Quemerford.

In Calne Without, a Village Store and Post Office in Derry Hill performs a vital role as a community facility.

The Neighbourhood Plan will continue to help ensure that existing and new residents have are able to shop for basic convenience goods and medicines within walking distance of their homes by maximising the policy protection provided to retain their retail use.

Many of the newer housing developments in the Neighbourhood Plan area have been built with little or no provision for retail or community facilities.

We need to provide local shopping facilities for more of our community,

given the lack of facilities provided in recent developments, for small top-up shopping and pharmacies nearer to where people live.

Policy WS5 is aimed at supporting local neighbourhood shopping floorspace which is likely to be under the 200 sqm threshold for sequential testing in the Core Strategy.

### **Local Public Houses**

There are a number of public houses/pub restaurants in Calne Without, including the George at Sandy Lane, the Lansdowne Arms at Derry Hill, and the refurbished Lysley Arms renamed The Pewsham on the A4 at Pewsham.

Local public houses are identified as community facilities in the NPPF.

Particularly in rural communities they perform an important role as a focus of the community. However, challenges in the viability of public houses at the national level has resulted in many changing hands and/or closing down to be converted to housing or non-community uses.

Despite temporary closures the pubs in the Calne Without have remained open and serve as informal local meeting points for the community including clubs and groups.

The Neighbourhood plan seeks to ensure local pubs are protected as part of the provision of the social/leisure facilities for our local community.

### **Community Feedback**

Residents have indicated that it is important to maintain the local retail offerings which do exist to ensure those without transport (public or private) are able to shop within walking distance of their homes. This was particularly evident in consultations with the elderly community and those in the village of Derry Hill and Studley.

The pop up consultation at Derry Hill, as part of the Launch survey, identified the importance of the Derry Hill Post Office and Store, in providing services and shopping needs of those without access to a car or wishing not use them. Similarly consultation with the older members of the community showed how important convenience shopping within a short walk are to them in retaining their independence. (See Launch Survey Full Report)

### **Policy Context**

**Town NDP Country Planning Act  
(Use Class Order)**

**Use Class E (see above)**

**Use Class F2 (Community Facilities)** was introduced on 1st September 2020 and covers some uses that government wishes to protect for use in the community including local shops where it is

a) mostly selling essential goods, including food, to visiting members of the public in circumstances where—

(i) the shop's premises cover an area not more than 280 metres square, and

(ii) there is no other such facility within 1,000 metre radius of the shop's location,

These **Use Class F2** uses are protected for local community use and therefore we are unlikely to ever see permitted development rights.

This would apply to village shop located at Derry Hill and Studley within the CCNP area.

All other shops that do not qualify fall within the new use class E and may alter to any of the business or other uses this wide ranging class enables through permitted development. This removes the ability of the CCNP or Wiltshire Council to protect these small convenience shops from changing use.

(See also Class E above)

### **Wiltshire Core Strategy**

Core policy CP38 addresses retail land use and development (see above)

CP38 also addresses the need for a sequential approach to be taken when considering proposals for retail and town centre uses outside or on the edge of town centres. It is likely that the new Local Plan will carry this approach forward in line with the NPPF. It may reduce or remove the need for parallel policy in the CCNP.

Proposals involving the loss of a community service or facility will only be supported where it can be demonstrated that the site/building is no longer economically viable for an alternative community use. Preference will be given to retaining the existing use in the first instance, then for an alternative community use. Where this is not

**Core Policy 49:** seeks protection of rural services and community facilities including post offices, local shop and public houses.

The policy recognises the importance of local rural facilities and services and their continued decline.



Core Policy 49 seeks to protect existing services and community facilities in Wiltshire through applying strict need and viability tests to any proposals to remove the community use. This will now apply to shops within Class F2.

In addition communities may progress designating buildings or uses as **Assets of Community Value**. Once listed as Assets of Community Value with the local authority, the local community will be informed if they are listed for sale within the five year listing period. The community can then enact the Community Right to Bid, which gives them a moratorium period of six months to determine if they can raise the finance to purchase the asset.

### Wiltshire Local Plan Review

**Policy 81 (Community Facilities)** seeks to ensure that, wherever possible, Wiltshire’s existing community facilities are retained and supported as a means to the vitality of the rural area, and to provide policy support for the delivery of appropriate new rural community facilities. It contains assessment criteria that will govern consideration of proposals that would result in the loss of community facilities, including qualifying convenience shops and public houses, and criteria to inform proposals for new facilities.

### Appendix 1 Survey of Businesses within the Plan Area as at Summer 2023

Company	Location	Buisness Type	Sector
<b>11:11 Yoga Studio</b>	Church Street, Calne	Health & Beauty clinic	2
<b>16 AirBNB rentals in the area</b>	Various	Hospitality	11
<b>1st Choice Stairlifts</b>	Portemarsh Trading Estate	Mobility aids	1a
<b>A.T.E. Solutions</b>	Forest Gate, Pewsham	Automatic testing systems	6
<b>Absolutely Cleaning Services</b>	Portemarsh Trading Estate	Cleaning	10
<b>Acanthus Accountant</b>	Old Derry Hill	Accountancy	6
<b>Active Plumbing Supplies</b>	Portemarsh Trading Estate		1a

<b>Ajmer Spice</b>	William Street, Calne	Takeaway Food	11
<b>AJS Autos</b>	Portemarsh Trading Estate		1b
<b>Alex oliver Associates</b>	Patford Street, Calne	Architect	6
<b>All boxed self storage</b>	Portemarsh Trading Estate		9
<b>Allen &amp; Harris Estate Agents</b>	High Street, Calne	Estate agents	1a
<b>Altex Engineering</b>	Portemarsh Trading Estate		14
<b>Alzheimers Society</b>	Forest Gate, Pewsham	Charity	2
<b>AM Autocare</b>	Portemarsh Trading Estate		1b
<b>Andrew Wilkins</b>	Stanley	Agriculture machinery	15
<b>Antica Roma</b>	High Street, Calne	Hospitality	11
<b>Appletree Nursery</b>	Prince Charles Drive, Calne	Education	3
<b>Aqualeak Detection Ltd</b>	Forest Gate, Pewsham	Leak detection	6
<b>Asda</b>	London Road, Calne	Retail	1a
<b>Aspire Sales Force Development Ltd</b>	Forest Gate, Pewsham	Marketing & sales consultancy	7
<b>Atwell Martin Estate Agents</b>	Church Street, Calne	Estate agents	1a
<b>Atwell Wilson Motor Museum</b>	Stockley Lane, Calne	Leisure	8
<b>Auto Cellular Installations</b>	Stockley Common, Calne		14
<b>Avon Group</b>	Portemarsh Trading Estate		13
<b>B Y Joinery</b>	Stockley Farm, Stockley		14
<b>Back Stage Technologies</b>	Portemarsh Trading Estate		6
<b>Bazaar</b>	Curzon Street, Calne	Retail	1a
<b>Beauty Barn</b>	Stockley Farm, Stockley	Health	2
<b>Bellamet</b>	Portemarsh Trading Estate		13
<b>Bentley MRG</b>	Portemarsh Trading Estate		8
<b>Berkley Square Private Clients Ltd</b>	Forest Gate, Pewsham	Financial Advice	12

<b>Best One (Silver Screen Stores)</b>	Newcroft Road, Calne	Retail	1a
<b>Beversbrook Sports Centre</b>	Beversbrook Road, Calne	Leisure	8
<b>Bevirs Law</b>	Market Hill, Calne	Solicitors	6
<b>BEX</b>	Portemarsh Trading Estate	Printing	13
<b>BGS Healthcare</b>	Wood Street, Calne	Personal Care	2
<b>BIL Equipment</b>	Portemarsh Trading Estate		14
<b>Black Dog cupcake company</b>	New Road, Derry Hill	Hospitality	11
<b>Black Nova Designs</b>	Portemarsh Trading Estate		13
<b>Blacklands Lakes</b>	Stockley Lane, Calne	Hospitality	11
<b>Blacklands Leisure Centre</b>	Stockley Lane, Calne	Leisure	8
<b>Blacklands Mill House</b>	Blacklands, Calne	Hospitality	11
<b>Blue Sky Learning</b>	Redman Road	Education	3
<b>Boatman Financial</b>	York Road, Calne	IFAs	12
<b>Boots Pharmacy</b>	Phelps Parade, Calne	Health	1a
<b>Bowood Estate</b>	Derry Hill, Calne	Landowner	15
<b>Bowood House &amp; Gardens</b>	Derry Hill, Calne	Leisure	8
<b>Bowood Spa &amp; Golf Resort</b>	Derry Hill, Calne	Hospitality	11
<b>BP petrol station</b>	Oxford Road, Calne	Retail fuel/food	1a
<b>Brittainia Removals</b>	Portemarsh Trading Estate		9
<b>Buildbase</b>	Oxford Road, Calne	Retail	1a
<b>Buns &amp; Grills</b>	Wood Street, Calne	Hospitality	11
<b>Butfield Breach Estate Agents</b>	High Street, Calne	Estate agents	1a
<b>Buttercups kindergarten</b>	Off Moggs Lane, Calstone	Education	3
<b>BW signs</b>	Portemarsh Trading Estate		13
<b>C &amp; C</b>	Church Street, Calne	Collectibles and antiques	1a

<b>C&amp;R Autos</b>	Portemarsh Trading Estate		1b
<b>Calne Appliances</b>	Church Street, Calne	Retail electrical goods	1a
<b>Calne Auto Repair Services</b>	Portemarsh Trading Estate		1b
<b>Calne Bed &amp; Breakfast</b>	North End, Calne	Hospitality	11
<b>Calne Catering</b>	Wood Street, Calne	Catering	11
<b>Calne Charcoal Grill</b>	High Street, Calne	Hospitality	11
<b>Calne Engineering Ltd</b>	Portemarsh Trading Estate		14
<b>Calne Family Health Centre</b>	Broken Cross, Calne	Health	2
<b>Calne Leisure Centre</b>	Whitehorse Way, Calne	Leisure	8
<b>Calne Liberal Club</b>	Oxford Road, Calne	Social Club	8
<b>Calne Library</b>	Curzon Street, Calne	Library	5
<b>Calne Pet Supplies</b>	Church Street, Calne	Animal supplies	1a
<b>Calne Pizza &amp; Kebab</b>	William Street, Calne	Takeaway food	11
<b>Calne Post Office</b>	Phelps Parade, Calne	Post office/shop	1a
<b>Calne Recreation Club</b>	Anchor Road, Calne	Hospitality	8
<b>Calne Rise Children's centre</b>	Prince Charles Drive, Calne	Education	2
<b>Calne Save on Tyres/ Hand car wash</b>	Portemarsh Trading Estate		10
<b>Calne Town Council</b>	The Strand, Calne	Local Government	5
<b>Calne Town Football Club</b>	Bremhill Road, Calne	Leisure	8
<b>Calne's DIY</b>	High Street, Calne	Retail	1a
<b>Carlton Business Centre</b>	Portemarsh Trading Estate		10
<b>Carters Barbershop</b>	Wood Street, Calne	Hairdresser	1a
<b>Centre News</b>	Curzon Street, Calne	Retail	1a
<b>Chalford Building Supplies</b>	Portemarsh Trading Estate		1a
<b>Charcoal Grill</b>	High Street, Calne	Takeaway food	11

<b>Charles Faye Estate Agents</b>	High Street, Calne	Estate agents	1a
<b>Chippenham Farm Sales Ltd</b>	Middle Lodge Farm, Derry Hill	Farm machinery sales	1a
<b>CM3</b>	Phelps Parade, Calne	Retail	1a
<b>CMD Recruitment</b>	Portemarsh Trading Estate	Recruitment agency	6
<b>Cole Farming Ltd</b>	Stockley Farm, Stockley		15
<b>Complete Oak Home Company</b>	Forest Gate, Pewsham	Oak frame homes design & build	4
<b>Concept Drawing &amp; Design</b>	Calne	Architect	6
<b>Coral</b>	Wood Street, Calne	Bookmaker	1a
<b>Costa coffee</b>	Phelps Parade, Calne	Café	11
<b>County Jewellers</b>	Phelps Parade, Calne	Jewellers	1a
<b>County Tyres</b>	Portemarsh Trading Estate		1b
<b>Cre8ive Studios</b>	Wood Street, Calne	Photography	6
<b>Cross Fit Box</b>	Portemarsh Trading Estate		8
<b>Customark Lighting</b>	Portemarsh Trading Estate		13
<b>Cyril H Thomas</b>	Curzon Street, Calne	Garage	1b
<b>D L Windows</b>	Portemarsh Trading Estate		4
<b>Daniel Lewis Interiors Ltd</b>	Portemarsh Trading Estate		1a
<b>Daylan Glead Roofing</b>	Stockley Farm, Stockley		4
<b>Debra</b>	Phelps Parade, Calne	Charity Shop	1a
<b>Deceunick</b>	Portemarsh Trading Estate		1a
<b>Derry Hill C of E Primary School</b>	Church Road, Derry Hill	Education	3
<b>Derry hill Post Office</b>	Church Road, Derry Hill	Post office/shop	1a
<b>Devine Cafe</b>	Church Street, Calne	Hospitality	11
<b>DMI Finance</b>	Forest Gate, Pewsham	Financial Services	12
<b>DMN Westinghouse</b>	Portemarsh Trading Estate		14

<b>Dog Grooming</b>	10 Old Derry hill	Animal care	10
<b>Doggy Day Care</b>	7 Old Derry Hill	Animal care	10
<b>Dogsbodies Pet grooming</b>	Willowbrook Farm, Stockley		10
<b>Dokic Joinery</b>	Portemarsh Trading Estate		14
<b>Dolphin Fish Bar</b>	Phelps Parade, Calne	Takeaway food	11
<b>Dominos Pizza</b>	The Pippin, Calne	Takeaway food	11
<b>Dorothy House</b>	Phelps Parade, Calne	Charity Shop	1a
<b>Dougs Diner</b>	Portemarsh Trading Estate	Hospitality	11
<b>Drainwizard</b>	Portemarsh Trading Estate		6
<b>Dunningham Accounting</b>	Orchard Close, Calne	Accountancy	12
<b>Dycotec</b>	Portemarsh Trading Estate		13
<b>E Wootten &amp; Son</b>	Wood Street, Calne	Funeral Director	6
<b>Eco Creations</b>	Wood Street, Calne	Retail	1a
<b>Ed's fish bar</b>	Newcroft Road, Calne	Takeaway food	11
<b>Education Advocacy UK Ltd</b>	Forest Gate, Pewsham	Educational advocacy	6
<b>Elm Workspace</b>	Portemarsh Trading Estate		14
<b>Engage Ltd</b>	Forest Gate, Pewsham	Defence & security consultants	6
<b>English Rose</b>	Church Street, Calne	Beauty	8
<b>Express Kebab &amp; Pizza</b>	Wood Street, Calne	Takeaway food	11
<b>Family Wise</b>	High Street, Calne	Genealogy	6
<b>Farmhouse Cafe</b>	Phelps Parade, Calne	Hospitality	11
<b>Fayes</b>	Beach Terrace, Church Street, Calne	Café	11
<b>Fineline</b>	Portemarsh Trading Estate		13
<b>Fynamore Primary School</b>	School Road, Calne	Education	3
<b>Gentleman's Barber</b>	Wood Street, Calne	Hair	1a

<b>Gift Box</b>	Church Street, Calne	Retail clothes and gifts	1a
<b>Giles &amp; Denning</b>	Portemarsh Trading Estate	Plumbers	6
<b>Goughs Solicitors</b>	New Library Buildings, Curzon Street, Calne	Solicitors	6
<b>Gridserve</b>	Patford Street, Calne	IT company	6
<b>Griffin Classics Ltd</b>	Portemarsh Trading Estate		1b
<b>Gurkha Baynjan</b>	New Road, Studley	Hospitality	11
<b>Guys &amp; Dolls Hair</b>	Oxford Road, Calne	Hairdresser	1a
<b>H C Starck</b>	Portemarsh Trading Estate		13
<b>H Crabtree Calne</b>	Portemarsh Trading Estate		9
<b>Haine &amp; Smith Optician</b>	Phelps Parade, Calne	Health	2
<b>Hair &amp; Beauty by Solo</b>	Church Street, Calne	Hair	1a
<b>Hairways</b>	London Road, Calne	Hair	1a
<b>Hale Veterinary Surgeons</b>	Church Street, Calne	Vet	6
<b>Hallmark</b>	Oxford Road, Calne	Photography	1a
<b>Handiwools</b>	Oxford Road, Calne	Wool & Craft supplies	1a
<b>Healthmatic</b>	Portemarsh Trading Estate		1a
<b>Helping Hands Care</b>	St Mary's Courtyard, Church Street, Calne	Personal Care	2
<b>Heritage Bed &amp; Breakfast</b>	Kerry Crescent, New Road, Calne	Hospitality	11
<b>HG Sims</b>	Portemarsh Trading Estate		14
<b>Hideaway Beauty</b>	Phelps Parade, Calne	Beauty Salon	1a
<b>High St Barbers</b>	High Street, Calne	Hair	1a
<b>Highlite UK</b>	Portemarsh Trading Estate		13
<b>HITZone Calne</b>	Portemarsh Trading Estate		8
<b>HM Hairdressing</b>	Wood Street, Calne	Hairdresser	1a
<b>Holy Trinity CoE Primary School</b>	Wessington Avenue, Calne	Education	3

<b>Howdens</b>	Portemarsh Trading Estate		1a
<b>HVDV</b>	High Street, Calne	Charity Shop	1a
<b>I Love Nails</b>	High Street, Calne	Nail salon	1a
<b>Iceland</b>	Phelps Parade, Calne	Food retailer	1a
<b>Image Car &amp; Commercials</b>	Bells Farm, Stockley		1b
<b>Infusions</b>	London Road, Calne	Hospitality	11
<b>ITFITZ</b>	Portemarsh Trading Estate		6
<b>J Sainsbury's</b>	The Pippin, Calne	Retail	1a
<b>Jack &amp; Jill Pre-school</b>	Duncan Street, Calne	Education	3
<b>Jade House</b>	Church Street, Calne	Hospitality	11
<b>JAM print</b>	Portemarsh Trading Estate		13
<b>JJ Transport</b>	Portemarsh Trading Estate		9
<b>JM Hair &amp; Beauty</b>	Hurricane Drive	Hair	1a
<b>Johnson &amp; Daltry</b>	Beach Terrace, Church Street, Calne	Funeral Directors	6
<b>Joshua Hilton Hair</b>	Portemarsh Trading Estate		1a
<b>Juniper Berry</b>	Wood Street, Calne	Hair	1a
<b>Just Shredding</b>	Portemarsh Trading Estate		9
<b>K4 Kitchens &amp; Bathrooms</b>	Portemarsh Trading Estate		1a
<b>Kerry Crescent Dental Practice</b>	Kerry Crescent, New Road, Calne	Health	2
<b>Kilima Farm, Campsite</b>	Between Reybridge and Derry Hill	Campsite	8
<b>Kingsbury Green Academy</b>	Whitehorse Way, Calne	Education	3
<b>Kingston House</b>	Derry Hill, Calne	Health	2
<b>KS Cleaning Solutions Ltd</b>	Forest Gate, Pewsham	Cleaning services	10
<b>Landsdowne arms</b>	Church Road, Derry Hill	Hospitality	11
<b>Landsdowne Strand Hotel</b>	Curzon Street, Calne	Hospitality	11



<b>Landsdowne Telecom</b>	Bowood Close, Derry Hill	Telecoms	7
<b>Launch to Learn</b>	William Street, Calne	Education	3
<b>LBP Fitness</b>	Portemarsh Trading Estate		8
<b>Little Button Jar</b>	Church Street, Calne	Haberdashery	1a
<b>LML Products Ltd</b>	Portemarsh Trading Estate		13
<b>Lucky Boat</b>	Wood Street, Calne	Hospitality	11
<b>LWC</b>	Portemarsh Trading Estate		1a
<b>Mabey</b>	Portemarsh Trading Estate		1a
<b>Mankey Monkey</b>	Portemarsh Trading Estate		1a
<b>Manor Farm</b>	Calstone		15
<b>Marden Court</b>	Quarr Barton	Sheltered Housing	2
<b>Marden Vale CoE Academy</b>	William Street, Calne	Education	3
<b>Maria's Pet Supplies</b>	High Street, Calne	Retail	1a
<b>Martins</b>	Phelps Parade, Calne	Post Office and newsagent	1a
<b>Mediquip</b>	Portemarsh Trading Estate		2
<b>Merrit</b>	Portemarsh Trading Estate		6
<b>mfg petrol station</b>	Oxford Road, Calne	Retail fuel/food	1a
<b>Milk @ Mile Elm</b>	Mile Elm, Calne	Retail	1a
<b>Minerva Serviclean Ltd</b>	Portemarsh Trading Estate		10
<b>ML Fulfilment Solutions</b>	Portemarsh Trading Estate		9
<b>Modelmaniacs</b>	Portemarsh Trading Estate		1a
<b>Monahans</b>	Forest Gate, Pewsham	Accountants	12
<b>Mount Soleil Ltd/Consol</b>	Portemarsh Trading Estate		1a
<b>MT Barnsley Ltd</b>	Portemarsh Trading Estate		9
<b>My Dentist</b>	Oxford Road, Calne	Health	2

<b>Northlands Surgery</b>	North Street, Calne	Health	2
<b>Oak Leaf Accountancy</b>	Stickleback Road, Calne	Accountancy	12
<b>Odette Funeral Director</b>	Portemarsh Trading Estate		2
<b>Odette Funeral Director</b>	Phelps Parade, Calne	Funeral Director	2
<b>Old Abbey Farm</b>	Stanley		15
<b>One Stop</b>	William Street, Calne	Retail	1a
<b>P&amp;E Board drylining</b>	Portemarsh Trading Estate		4
<b>Paddle Direct</b>	Portemarsh Trading Estate		1a
<b>PAMHS Powder &amp; Material Handling</b>	Portemarsh Trading Estate		14
<b>Pamplemouse</b>	Church Street, Calne	Hair	1a
<b>PAR Foods</b>	Portemarsh Trading Estate		1a
<b>Patford House Partnership</b>	Patford St & Harrier Close, Calne	Health	2
<b>Penn Court</b>	Oxford Road, Calne	Sheltered Housing	2
<b>Pentagon Electronics</b>	Portemarsh Trading Estate		13
<b>Pewsham Garage</b>	London Road, Pewsham	Garage	1b
<b>Pharmacy at Northlands</b>	North Street, Calne	Health	1a
<b>Phillips Removals</b>	Portemarsh Trading Estate		9
<b>Pinweld</b>	Portemarsh Trading Estate		14
<b>Pizzas Direct</b>	Portemarsh Trading Estate		11
<b>Premier Jobs UK</b>	Portemarsh Trading Estate		10
<b>Priestley Primary School</b>	Prince Charles Drive, Calne	Education	3
<b>Prune &amp; Broom</b>	North Street, Calne	Cleaning & Gardening	10
<b>PT Distinction Ltd</b>	Forest Gate, Pewsham	Personal Trainer Software	7
<b>Quemerford Post Office</b>	Quemerford, Calne	Post office/shop	1a
<b>Ray Center</b>	Portemarsh Trading Estate		14

<b>Real Hair</b>	Beach Terrace, Church Street, Calne	Hairdresser	1a
<b>Rebel Fitness Studio</b>	Forest Gate, Pewsham	Gym	8
<b>Right at Home</b>	Forest Gate, Pewsham	Personal Care	2
<b>Riverview portfolio</b>	Market Hill, Calne	Accountancy	12
<b>Robin Butler Engineering</b>	Portemarsh Trading Estate		14
<b>RotaryMotion</b>	Stockley Farm, Stockley		14
<b>Rowico</b>	Portemarsh Trading Estate		1a
<b>Royal Mail Sorting Office</b>	Curzon Street, Calne		5
<b>Rub a Dub Pre-school</b>	Petty Lane, Derry Hill	Education	3
<b>Salon XVIII</b>	High Street, Calne	Hair	1a
<b>Sampaguita</b>	St Mary's Courtyard, Church Street, Calne	Café/Caterer	11
<b>Samwidges</b>	Curzon Street, Calne	Takeaway food	11
<b>Sara Victoria</b>	Wood Street, Calne	Beauty	1a
<b>Sarah Jayne Beauty</b>	Abberd Way	Beauty	1a
<b>Sarivale</b>	Portemarsh Trading Estate	Public relations	6
<b>Scope</b>	Phelps Parade, Calne	Charity Shop	1a
<b>SES Ltd</b>	Wood Street, Calne	Garden Machinery	1a
<b>Signature Insurance Services Ltd</b>	Portemarsh Trading Estate		12
<b>Signs Express Bath</b>	Portemarsh Trading Estate		14
<b>Simply Flowers</b>	Church Street, Calne	Florist	1a
<b>Sivara Hair</b>	St Mary's Courtyard, Church Street, Calne	Hairdresser	1a
<b>SJW Accountancy</b>	Long Barrow Road, Calne	Accountancy	12
<b>Smart Integrated Solution</b>	Portemarsh Trading Estate		7
<b>Sommerford Minis</b>	Portemarsh Trading Estate		1b
<b>South Hills Nursery</b>	William Street, Calne	Education	3

<b>South West Auto Trimming</b>	Portemarsh Trading Estate		1b
<b>Southern Academy of Sport Ltd</b>	Forest Gate, Pewsham	Coaching	8
<b>Spar</b>	Sandpit Road	Retail	1a
<b>Spice of Bengal</b>	Wood Street, Calne	Hospitality	11
<b>Spiked Media</b>	Meadowsweet Drive Calne		7
<b>Spinetic Energy</b>	Portemarsh Trading Estate		14
<b>Sports Physiotherapy Calne</b>	Portemarsh Trading Estate		2
<b>Sprays Farm</b>	Calstone		15
<b>St Edmund's RC Primary School</b>	Duncan Street, Calne	Education	3
<b>St Marys/Margaret's and Sports centre</b>	Curzon Street, Calne	Education	3
<b>Sunnydays Children's nursery</b>	2 sites, Lickhill Road, School Road	Education	3
<b>Tamura Europe</b>	Portemarsh Trading Estate		1
<b>TaNTASTIC</b>	Portemarsh Trading Estate		1a
<b>Team Schemes</b>	Portemarsh Trading Estate		14
<b>Tesco</b>	Beversbrook Road, Calne	Retail	1a
<b>Tesco Express</b>	Harrier Close	Retail	1a
<b>The Bug &amp; Spider</b>	Oxford Road, Calne	Hospitality	11
<b>The Essex Group</b>	Portemarsh Trading Estate		1a
<b>The Factory Shop</b>	Phelps Parade, Calne	Retail	1a
<b>The Firs Care Home</b>	Oxford Road, Calne	Health	2
<b>The George Public House</b>	Sandy Lane	Hospitality	11
<b>The Hideaway</b>	Phelps Parade, Calne	Beauty	1a
<b>The Jenny Wren</b>	Newcroft Road, Calne	Hospitality	11
<b>The Mill Beauty Studio</b>	Lower Quemerford Mill	Beauty	1a
<b>The Pewsham</b>	Derry Hill, Calne	Hospitality	11

<b>The Retreat</b>	Stickleback Road, Calne	Beauty	1a
<b>The Springfields Academy</b>	Curzon Street, Calne	Education	3
<b>The Talbot</b>	London Road, Calne	Hospitality	11
<b>The Wharf</b>	Patford Street, Calne	Sheltered Housing	2
<b>The Wheatsheaf</b>	The Square, Calne	Hospitality	11
<b>Tiny Bubbles Nursery</b>	Portemarsh Trading Estate	Education	3
<b>Total Connections</b>	Portemarsh Trading Estate		13
<b>TTS Fitness Hub</b>	Portemarsh Trading Estate	Gym	8
<b>Turan Barbers</b>	Newcroft Road, Calne	Hair	1a
<b>Uppercrust catering</b>	Portemarsh Trading Estate	Caterers	11
<b>Vastern Timber</b>	Studley		4
<b>VFL Business Support</b>	South Place, Calne	Accountancy	12
<b>Vintage Bath Co</b>	Portemarsh Trading Estate		1a
<b>Webcox</b>	Portemarsh Trading Estate		14
<b>WEC</b>	Portemarsh Trading Estate	Renewables	6
<b>Well Pharmacy</b>	New Library Buildings, Curzon Street, Calne	Health	1a
<b>Wellbeing Clinic</b>	Church Street, Calne	Health & Beauty clinic	1a
<b>Wellington Barn</b>	Calstone	Hospitality	11
<b>Westcode</b>	Portemarsh Trading Estate		14
<b>Wilkins Builders Ltd</b>	Portemarsh Trading Estate	Construction	4
<b>Wiltshire Ranges and Stoves</b>	Portemarsh Trading Estate		1a
<b>Wok Express</b>	Harrier Close	Hospitality	11
<b>Wong's House</b>	Church Street, Calne	Hospitality	11
<b>Wood Street Inc</b>	Wood Street, Calne	Tattoo parlour	1a
<b>Wynstay Agricentre</b>	Portemarsh Trading Estate		15

<b>YMCA Humpty Dumpty nursery</b>	Whitehorse Way, Calne	Education	3
<b>Zombie Tints and Wraps Ltd</b>	Forest Gate, Pewsham	Car window tints	1b
<b>Dauntsey carboot</b>	A3102, Calne	Carboot sale	1a
<b>Haines Construction</b>	A3102, Calne	Builders	4
<b>Tree nursery</b>	Beversbrook Road, Calne	Tree nursery	15
<b>Henley Bros</b>	Sands Farm, Calne	Farm	15
<b>Bell M Penn farming</b>	Penn Hill farm, Calne	Farm	15
<b>RFC &amp; CI &amp; P Godwin</b>	Quemerford Gate Farm, Calne	Farm	15
<b>S Jones &amp; Sons</b>	Studley House farm	Farm	15
<b>Morley</b>	Blacklands Farm	Farm	15
<b>Guy, Jane and Josie Lewis</b>	Mile Elm Farm	Farm	15
<b>Kingsplay Farm Dairy Unit</b>	Willowbrook Farm	Farm	15
<b>Hoddinott</b>	Lickhill Farm	Farm	15
<b>O'Neill Estate</b>	Swerves Farm, Ratford	Farm	15
<b>Bell Farm</b>	Stockley	Farm	15

The sectors referred to in the Employer table are below:

**Census 21 sectors**

- 1a Wholesale and retail trade
- 1b Repair of motor vehicles and motor cycles
- 3 Education
- 2 Human health and social work activities
- 5 Public administration and defence; compulsory social security
- 4 Construction
- 6 Professional, scientific and technical activities
- 7 Information and communication
- 13 Manufacturing: High tech
- 10 Administrative and support service activities
- 8 Arts, entertainment and recreation; other service activities
- 11 Accommodation and food service activities
- 9 Transport and storage
- 12 Financial and insurance activities
- 14 Manufacturing: Other



Appendix 2  
Employee survey undertaken February 2023  
Online survey

Summary of survey responses

Number of responses 63

Employed: 55

Self Employed: 6  
Run a business: 6

Work from Home: 17  
Work at place of employment: 24  
Hybrid working: 19

Where do you work

The places identified include London and Cambridge, 2 respondents cover whole areas of the country, more local to the South West Bristol, Salisbury, Oxford, Bath and Swindon are reported as place of work.

11 respondents work in Calne with Chippenham, Devizes and Corsham reported as place of work by 8 respondents.

The majority of respondents travel by car or van despite alternatives being available sitting, time, cost, convenience and reliability as stopping them from using public transport.

Quotes from survey responses:

Delays in transport. Distance from home to bus stop. Cheaper by car.

Challenging. I would need to bus to Chippenham or Swindon and then either train to dicot change and then to Oxford or another bus to Oxford, it's a lot longer and more expensive than driving, It would be easier if we had a train service!

Infrequency and unreliability of public transport home

Bus and train would take far too long

Bus is not reliable enough and too slow.

Price and reliability of rail network



### Appendix 3

Employers survey undertaken February 2023

Online survey supplemented by requestes to specific major employers and sector representative employers.

#### Summary of responses

Number of responses: 9

Business Sectors Covered:

Agriculture, forestry and fishing;

Accommodation,

food and beverage service activities;

Arts, entertainment and recreation; other service activities;

Property,

Heritage;

Public administration and defence;

Leisure and Communities;

Repair of motor vehicles;

Human health and social work activities;

Manufacturing: Other;

Local authority service;

#### Where do staff work?

For 6 respondents staff work at their premises the other employ hybrid working.

#### Where do your staff live?

Calne ;Villages around Calne;Chippenham area;Swindon area;Melksham, Devizes, Cirencester, Marlborough ;

Calne ;Villages around Calne;B-O-A;

Calne ;Villages around Calne;Chippenham area;Swindon area;Devizes, Melksham, Lyneham, Trowbridge, Salisbury, Avebury, Marlborough;

Villages around Calne;

Calne ;

Calne ;Villages around Calne;Chippenham area;Swindon area;

Calne ;Villages around Calne;Chippenham area;

Calne ;Villages around Calne;Chippenham area;

Calne ;Villages around Calne;Chippenham area;Swindon area;

#### If you find it hard to recruit employees, which skills are difficult to find?

Technical land-based roles (forestry, gardeneing, greenkeeping etc); chefs; catering front of house; spa therapists

Sports Coaches

Qualified roles, specifically and currently swimming teachers. Lifeguards were an issue post-covid but these are picking up now. However there has been a detrimental affect on courses and availability to the swimming lesson delivery trained personnel

Cheap rural rented accommodation is necessary for the job and is difficult to find.

Experience  
Commitment

Qualified Professionals

Finding anyone is very difficult, skilled or unskilled.

We have been able to recruit to recent vacancies but the number of applicants overall is down. Applicants struggle to provide evidence of their skills and experience relating to the post they're applying for in their application.

Manual labour