

Armishaw's Site, Netherhampton Road, Salisbury

Assessment of Retail & Town Centre Planning
Policy

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1. Introduction

Scope and Purpose

- 1.1 This report has been prepared by Nexus Planning ('Nexus') for Wiltshire Council ('WC') in relation to a current planning application on land at Netherhampton Road, Salisbury (hereafter referred to as 'the Armishaw's site').
- 1.2 The proposed development, which is explained in more detail later in this section, comprises:
- "Mixed-use commercial development including a convenience/food retail unit, a drive-through coffee unit, two B8 units with ancillary office use, and the retention of an existing B8 warehouse, along with associated parking, access, and servicing arrangements".*
- 1.3 The applicant for the proposed development is Mr Armishaw of Armishaw Removals ('the Applicant').
- 1.4 The WC planning application reference is PL/2025/05762.
- 1.5 Based upon our instructions from WC, this report provides advice on retail and town centre planning policy issues associated with the proposed development. In particular, given the location of the application site and the type and scale of the proposed development, this report provides written advice on the relationship of the proposed development with the sequential and impact planning policy tests. A more detailed review of salient planning policy in the development plan and material national planning policy can be found in Section 2 of this report.
- 1.6 With regards to the information submitted by the applicant in support of this application, we have focused our review on the following:
- a. A 'Planning Statement' ('PS') prepared by RAW Planning and dated June 2025; and
 - b. Various plans and drawings, including existing and proposed site, and ground floor plans.
- 1.7 In addition, this advice report makes reference to the contents of the Retail and Town Centres Position Statement (April 2025) prepared by Nexus on behalf of Wiltshire Council as part of the on-going Wiltshire Local Plan Review ('the 2025 Retail Study'). The 2025 Retail Study provides a partial update to the Wiltshire Retail and Town Centres Study 2020¹ prepared by Avison Young ('the 2020 Retail Study') and is an evidence base document for the new Wiltshire Local Plan.

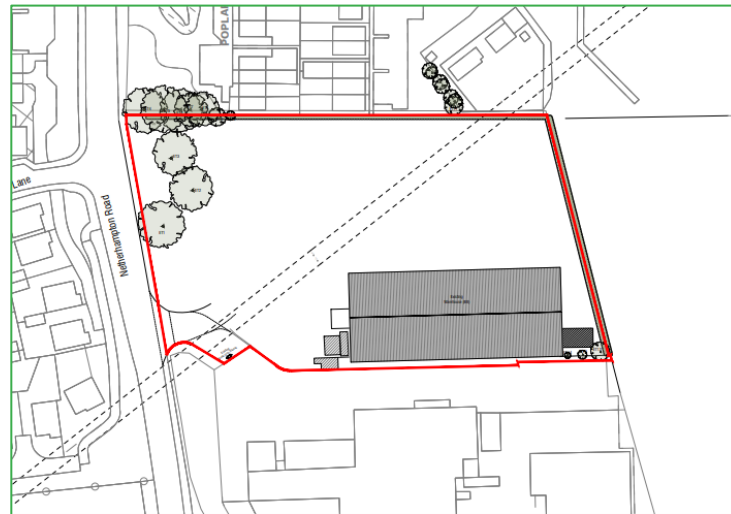
The Application Site and the Proposed Development

The planning application site and its planning history

- 1.8 The site subject to this planning application lies to the south of Netherhampton Road, which is located to the west of Salisbury city centre. Figure 1.1 shows the extent of the application site (edged in red).

¹ Dated November 2020

Figure 1.1: Armishaw's site, Netherhampton Road, Salisbury – application site for PL/2025/05762



1.9 The site is occupied by an existing B8 warehouse, which is proposed to be retained on site. The remainder of the site comprises hardstanding used for the parking and operation of removal vehicles. There are also a number of TPO protected trees to the north-eastern corner. The application site area extends to 1.01ha.

1.10 Vehicle and pedestrian access to the site are obtained via Netherhampton Road to the northern frontage of the site.

The proposed development

1.11 The proposed development has three main elements:

- a. A proposed Class E(a) retail store, extending to 400sq m, as set out at paragraph 3.1 of the Planning Statement. As per the application form, the proposed sales area is 250sq m, however there is no detail on whether this is proposed to be split between convenience and comparison goods. There is no intended operator explicitly listed by the applicant on the Planning Statement, however Proposed Location Plan 10-001 P4 indicates that the end user is intended to be Tesco. The identity of the intended operator is noted although our assessment has been approached on the basis of the proposed Class E(a) retail land use and the unit being operated as a convenience style grocery store.
- b. A food and beverage unit of 198sq m. The submitted application indicates that the use of this unit will be Class E(b), as set out in the application form. The information submitted in support the application refers to this unit as a coffee shop. This may be the intended purpose (to reflect the intended occupier for the unit) but no specific restrictions are offered in relation to the proposed food and beverage use. In relation to the format of the proposed unit, this includes a large internal seating area for customers, along with a physical 'drive-through' element. As a consequence, we have approached this assessment on the basis of the proposed use being a Class E(b) café/restaurant food and beverage use.
- c. Four Class B8 trade counter units with ancillary offices, extending to 270sq m each.

1.12 The planning history of the application site are related to industrial use with three permissions for warehouse use granted between 2017 and 2020 however all permissions have since lapsed.

Content of this Advice Report

1.13 The remainder of this report is structured in the following manner:

- a. Section 2 provides a summary of the salient retail and town centre land use planning policy context for the proposed development;
- b. We provide an assessment of the proposed development against the sequential and impact planning policy tests in Section 3; and
- c. Finally, we provide a summary of our assessment in Section 4, along with our advice and recommendations to WC.

2. Planning Policy Context

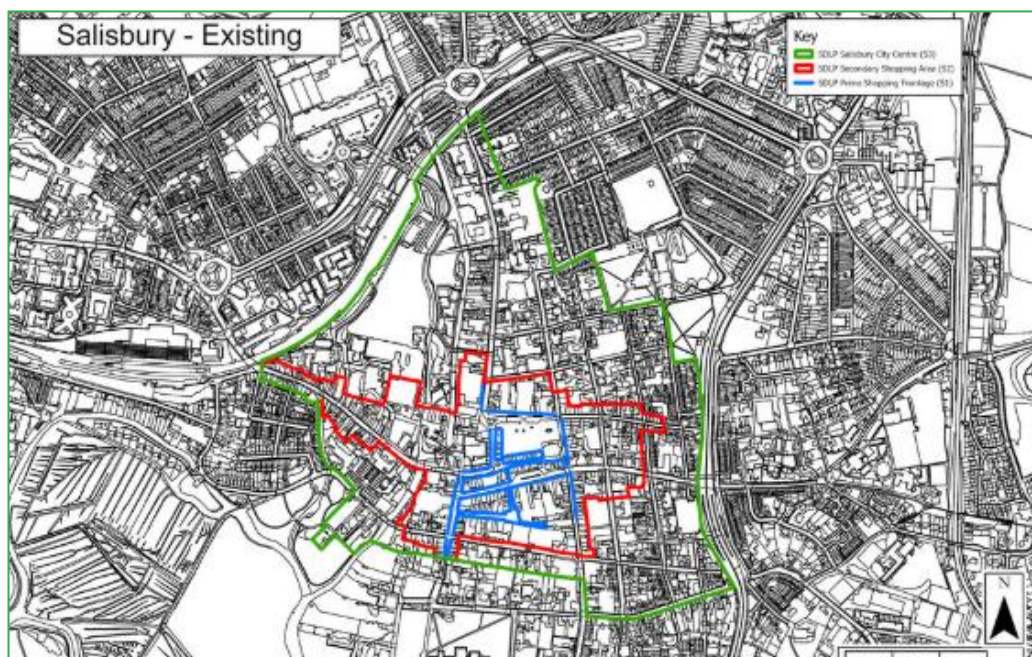
Introduction

- 2.1 The development plan for the application site comprises the Wiltshire Core Strategy (2015) and those saved policies within the Salisbury District Local Plan ('SDLP') (2003).
- 2.2 In addition to the contents of the development plan, WC are currently preparing a new Local Plan. The most recent consultation on the draft Local Plan – the Regulation 19 consultation stage – took place between September and December 2023. The draft Local Plan was submitted to the Secretary of State for examination on 28 November 2024. The Stage 1 hearing relating to the Duty to Cooperate (DtC) was held on 24 June 2025, with the Inspector's Post Hearing letter published on 4th July 2025 indicating that examination can progress to Stage 2.
- 2.3 The content of the draft Local Plan will be a material consideration for this planning application, although the weight which can be attributed to its contents is reduced.
- 2.4 A further material consideration for this planning application will be the contents of national planning policy within the National Planning Policy Framework ('NPPF'). The current version of the NPPF was published in December 2024².

The Development Plan

- 2.5 An extract of the development plan policies map, showing the various defined boundaries and frontages for Salisbury city centre is contained in Figure 2.1 below. These definitions are based upon the contents of the SDLP.
- 2.6 The application site lies outside of the defined city centre area, and outside of the defined primary and secondary shopping frontages.

Figure 2.1: extract from development plan policies map for Salisbury city centre



² With amendments in February 2025.

- 2.7 Given the location of the application site and the content of the proposed development, Policy 38 of the Core Strategy will apply to this proposal. It notes that:

"All proposals for retail or leisure uses on sites not within a town centre in excess of 200 sqm gross floorspace, including extension of existing units, must be accompanied by an impact assessment which meets the requirement of national guidance and established best practice, and demonstrates that the proposal will not harm the vitality or viability of any nearby centres. All such proposals must also comply with the sequential approach, as set out in national guidance, to ensure that development is on the most central site available."

- 2.8 Some of the town centre policies in the SDLP have been saved until the new Local Plan has been adopted. Policies S1, S2 and S3 of the SDLP deal with proposals within the defined primary frontages, secondary shopping areas and central shopping areas. As a consequence, these policies do not directly apply to this particular proposal. None of the saved policies in the SDLP deal with retail development proposals located outside of defined 'town centres.'

Material Planning Policy Considerations

NPPF (2024)

- 2.9 Section 7 of the NPPF deals with main town centre uses, including retail and commercial leisure uses. It outlines the scope of planning policy considerations from a development management perspective, particularly the sequential and impact tests.

- 2.10 In relation to the sequential test, paragraphs 91 and 92 note that:

"91. Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. 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."

92. When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored".

- 2.11 In relation to the impact test, paragraph 94 notes that:

"When assessing applications for retail and leisure development outside town centres, which are not in accordance with an up-to-date plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m² of gross floorspace). This should include assessment of:

a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and

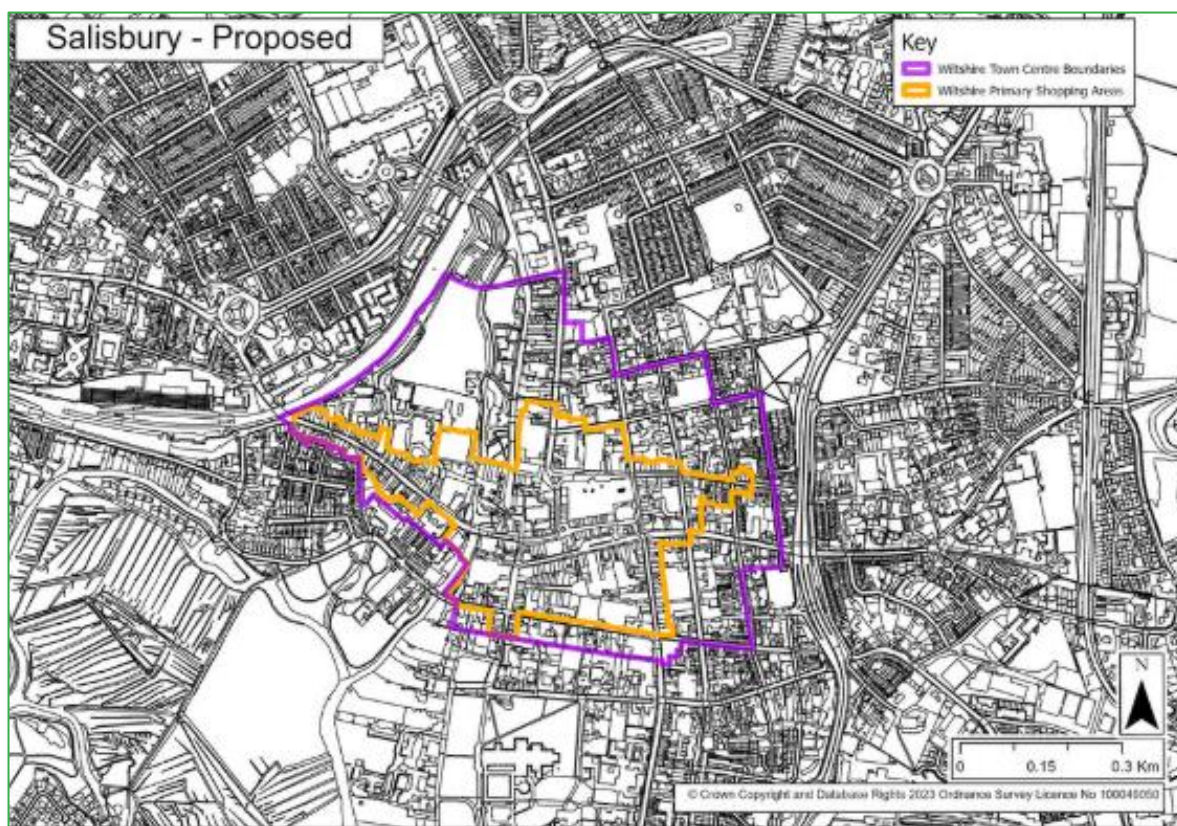
b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme)".

- 2.12 The NPPF is supported by the Planning Practice Guidance ('PPG') which, for retail and town centre issues, provides guidance on the application of the sequential and impact planning policy tests. The contents of the PPG will be referred to later in this advice report when discussing the relationship of the proposed development with these two policy tests.

The Draft Wiltshire Local Plan

- 2.13 As noted earlier in this section, WC has consulted upon its Regulation 19 version of the new draft Wiltshire Local Plan, with the draft Plan submitted to the Secretary of State for Examination in November 2024.
- 2.14 Figure 2.2 below show the proposed town centre and primary shopping area boundaries for Salisbury city centre, as set out in the Regulation 19 consultation document. From the outset, it will be noted that the change to two boundary definitions for Salisbury (and other town centres in Wiltshire) brings the new Local Plan in line with national planning policy.

Figure 2.2: proposed town centre and primary shopping area boundaries in Salisbury city centre (Draft Wiltshire Local Plan, Regulation 19 consultation version)



- 2.15 It will be noted that the application site will continue to be located outside of the proposed boundaries for the 'town centre' and the primary shopping area of Salisbury.

3. The Key Retail & Town Centre Planning Issues

Introduction

- 3.1 From the outset of this advice, it should be noted that our focus has been on the Class E(a) and Class E(b) elements of the proposed development. These are classified as main town centre land uses in the NPPF.
- 3.2 As set out in Section 2 of this advice report, the application site lies outside of the defined city centre and secondary shopping area boundaries (along with the primary shopping frontage) in the development plan. As a consequence, based upon this location, there is a requirement to apply the sequential test. This approach is also reinforced by the location of the application site outside of the proposed 'town centre' and primary shopping area boundaries in the new draft Local Plan.
- 3.3 Given that the retail and leisure floorspace associated with the application is greater than 200sq m, the impact planning policy test in the development plan and national planning policy will also apply.
- 3.4 We consider each policy test in turn below.

The Sequential Test

- 3.5 The application site is located in an out-of-centre location, 2.2 miles south-west of Salisbury City Centre primary shopping area.
- 3.6 RAW Planning acknowledge, at paragraph 5.6 of the PS, that in line with Core Policy 38 of the Wiltshire Core Strategy, and paragraph 91 of the NPPF, a sequential assessment must be submitted alongside the application. However, RAW Planning go on to argue that locating the proposed convenience food retail unit in Salisbury city centre would likely result in duplication of uses within the centre. Similar conclusions have been reached for the proposed food/beverage unit in terms of the existing provision of similar uses within the city centre.
- 3.7 RAW Planning also argue, at paragraph 5.7 of the Planning Statement, that the local convenience store will serve a local catchment area, who would not seek to travel to the city centre for top-up, basket sized shops as intended to be provided by the proposal.
- 3.8 Whilst RAW Planning are correct to raise the issue of 'catchment areas' in relation to the application of the sequential test, no information is provided about the individual characteristics of the retail and / or food/beverage units and there is no attempt to distinguish between the catchment areas of the proposal and similar facilities in the city centre. Therefore, we are not convinced that the applicant has been able to provide sufficient information and analysis to demonstrate that the city centre can be excluded from the sequential test due to catchment area issues. Therefore, based upon the available information, we consider that a sequential assessment is required as part of this application, and the applicant has failed to conduct one.
- 3.9 We have therefore undertaken our own sequential assessment for the application. We have chosen alternative sites to assess based on work recently undertaken as part of the assessment of application PL/2025/05931 at for a convenience retail unit at Ayleswade Road. Although this application at Netherhampton Road would realistically serve a slightly different catchment, there is unlikely to be any material difference in the assessment of alternative sites between the Netherhampton Road and Ayleswade Road proposals. As a consequence, alternative site and premises within and on the edge of Salisbury city centre have been assessed. The city centre is the nearest defined 'town centre' to the Netherhampton Road application site, and therefore, it is reasonable to review the same sites for both proposals. In

addition, it is to be noted that the proposed convenience retail units in both planning applications are also of a comparable size.

- 3.10 In reviewing the approach to the sequential test, it will be important to give proper consideration to the specific aspects of this proposal: a convenience style retail unit and a food/beverage unit. As no assessment has been undertaken, the applicant has not sought to argue whether there is a need to consider disaggregation of the units as part of the sequential assessment.
- 3.11 The convenience food retail unit, and the food and beverage unit have been submitted as part of the same application, however there no clear functional relationship between the two uses. It is therefore reasonable that these proposed units could be placed in separate locations. Therefore, it is our opinion that the proposed food and beverage unit should be considered separately as part of the assessment of alternative sites and that, in the interests of flexibility, the physical drive-through element should be removed from the assessment.
- 3.12 As a consequence, we consider that a site assessment parameter of between 360sq m-440sq m for the convenience food retail unit, and a floorspace size of 178sq m-220sq m for the food and beverage unit should be employed. Thus, providing a flexibility of plus/minus 10% variance in floorspace when assessing alternatives. Overall, we consider that this is a reasonable approach. In addition, in the interests of flexibility, we do not consider that there is a requirement for on-site parking when considering alternative sites/locations, due to the nature of the proposed retail and food/beverage uses.
- 3.13 We therefore assess sequential alternatives for the proposed convenience retail unit and the food and beverage unit separately.
- 3.14 The following sites has been identified, as vacancies in, or on the edge of, Salisbury city centre.
1. 14 Minster Street, Salisbury, SP1 1TP
 2. 13 New Canal, Salisbury, SP1 2AA
 3. 2 Queen Street, Salisbury, SP1 1EY
 4. 33 Catherine Street, Salisbury, SP1 2DQ
 5. 45 New Canal, Salisbury, SP1 2AA
 6. 1 High Street, Salisbury, SP1 2NH
 7. 36 Blue Boar Row, Salisbury, SP1 1DA
 8. 28 / 28A Market Place, Salisbury, SP1 1TL
 9. 2 – 3 Priory Square, Salisbury, SP2 7TL
 10. 8 Queen Street, Salisbury, SP1 1EY
 11. 34 High Street, Salisbury, SP1 2NT
 12. 4 Endless Street, Salisbury, SP1 1DL
 13. The Old George Brewery and Old George, Rolleston Street / Winchester Street, Salisbury, SP1 1D
 14. 1 High Street, Salisbury SP1 2NH
 15. 35 Brown Street Salisbury SP1 2AS
 16. 37 Salt Lane, Salisbury SP1 1EG
 17. 92 Crane Street, Salisbury SP1 2QD
 18. 46 Fisherton Street, Salisbury, SP2 7RB
 19. The Bell and Crown, 83 Catherine St, Salisbury SP1 2DH
 20. The Pheasant Inn, 19 Salt Lane, Salisbury SP1 1DT

Convenience Retail Unit assessment

- 3.15 With the exception of Site 7 (36 Blue Boar Road), Site 13 (The Old George Brewery), Site 19 (The Bell and Crown) and Site 20 (The Pheasant Inn), the vacant units listed above are too small to accommodate the proposed convenience retail unit. The floorspace sizes range between 44sq m and 193sq m, of the units are too small to accommodate the proposed convenience food retail unit at Netherhampton Road, even allowing for flexibility. The convenience retail unit would require a minimum GIA of 360sq m, and therefore sixteen of the units are not suitable alternatives for the proposed development.
- 3.16 Site 7 (36 Blue Boar Row) is large enough at the ground floor (at 375sq m) to accommodate the proposal however the building is being marketed as a whole, with a floorspace of over 1000sq m across four floors. Whilst it is reasonable that upper floors could be used for ancillary purposes, the proposed layout of the store indicates that this such surplus space is not required for a store of this size. The layout of the building, which is a Grade II listed building is irregularly shaped, and as such removal of internal walls would most likely be required to accommodate the proposed sales area. We consider that the works required to convert the vacant public house to any food retailer would require changes to the façade and glazing that are unlikely to be supported by Council. As such the site is not suitable.
- 3.17 It is similar for Site 13 (Old George Brewery), and whilst it is considered that the existing ground floor is large enough to accommodate the proposed convenience retail unit at the ground floor, the works required to the Grade II heritage building in order to accommodate this would be extensive and most likely impact on the heritage value of the building and the character of the Salisbury Conservation area, and therefore are unlikely to be supported by Council. As such the site is not suitable.
- 3.18 Site 19 (The Bell and Crown) and Site 20 (The Pheasant Inn) can be assessed similarly as above at paragraph 3.16 and 3.17, whereby as former public houses, which are heritage listed, issues are raised with regard to constrained ground floors that would require material alterations that may conflict with heritage controls. As such these sites are also not suitable.
- 3.19 There are also three sites allocated within the Development Plan or Draft Local Plan Review which can be included as part of this sequential assessment. These are: 40 Blue Boar Row, 37-39 Rollestone Street and Land at the Maltings and Central Car Park.
- 3.20 40 Blue Boar Row is located within the PSA of the Town Centre, with a GIA of 1,324sq m over four storeys. The ground floor at 810sqm is big enough to accommodate the proposed store. However, the former restaurant floorplate is irregular in shape with narrow areas that would not allow an unrestricted sales area. The site similarly contains a surplus of floorspace at ground and upper levels. The building is terrace style (ungraded) building with Grade II heritage buildings either side and is located within the Salisbury Conservation area. There is a permission (PL/2022/04289) dated October 2023 for eleven residential units, and a small (101sq m) ground floor commercial unit. The consented commercial unit is too small to accommodate the proposal. There is also a live application (PL/2025/06321) for a ground floor drinking establishment and managers dwelling at the upper three floors, which was validated 29th July 2025. The approved permission and proposed planning application for the site demonstrate that redevelopment to allow for ground floor use with upper storey residential use is possible and maintains the terraced style of the building to align with the streetscape and character of the Salisbury Conservation area. However, even with redevelopment, the ground floor floorplate would be constrained by the narrow width of the building, and it is accepted that this would be unsuitable, even with full redevelopment of the site.
- 3.21 37-39 Rollestone Street is an irregular shaped edge of centre site comprising a car park. It is currently available and being marketed. The site has an existing planning permission for four dwellings (PL/2024/02540) granted in November 2024. However, we note that the narrow road, and heritage graded wall would significantly limit access to the site for servicing

capabilities. The heritage graded wall is a notable feature of the site, and as part of the residential approval was retained and featured, which a functioning convenience retail unit would be significantly limited by. As such we conclude that the site is not suitable.

- 3.22 The remaining focus for the sequential test is the Maltings and Central Car Park site, which is located to the north of the application site. This is a large site which is split into two parts. The southern section comprises a collection of shops, services, and other commercial uses around the Maltings, which includes a large Sainsburys supermarket unit and adjacent (decked) car parking area. The northern element of the site comprises a large surface level car parking area, which is bounded by the main railway line to the west, the Maltings shop units to the south, further commercial premises, a coach park and the River Avon to the east, along with an electricity sub-station to the north.
- 3.23 The Maltings and Central Car Park area has long been identified as a key redevelopment site in Salisbury city centre for many years. This has included allocations in the development plan and assessments of the site, for the purposes of the sequential test, in relation to previous foodstore/supermarket proposals elsewhere in Salisbury. The existing development plan allocation for the site and also proposed draft allocation in the new Local Plan, both of which are reinforced by the 2019 Maltings Masterplan and the 2020 Central Area Framework documents, promotes mixed use development of the site, with a small-scale retail element. Therefore, the scale of proposed convenience retail unit would be suitable for the intent of the Maltings/Central Car Park Site. However, in terms of availability, the site is not readily available for development. The proposed development is not accompanied by a significant redevelopment scheme and existing units including 30-36 Fisherton Street is not available. As established above 2-3 Priory Square which is located within the Maltings site has already been concluded to be too small.
- 3.24 Therefore, and with no other sites being highlighted for assessment, we consider that the proposed development meets the provisions of the sequential test, as set out in Policy 38 of the development plan and paragraphs 91 and 92 of the NPPF.

Food and Beverage Unit Sequential Assessment

- 3.25 With regard to the food and beverage unit, as set out above, it is reasonable, in the interests of flexibility, to remove the drive-through element of the proposed unit as part of the sequential assessment. Applying a 10% reduction to floorspace (178sq m), the following sites are big enough to accommodate the proposed food and beverage unit:
- 36 Blue Boar Row, Salisbury, SP1 1DA
 - 28 / 28A Market Place, Salisbury, SP1 1TL
 - The Old George Brewery and Old George, Rollestone Street / Winchester Street, Salisbury, SP1 1D
 - 40 Blue Boar Row
 - 37-39 Rollestone Street
 - The Bell and Crown, 83 Catherine St, Salisbury SP1 2DH
 - The Pheasant Inn, 19 Salt Lane, Salisbury SP1 1DT
- 3.26 We turn now to the previously raised issues of constrained ground floor layouts and heritage restrictions as set out in relation the vacant former public house units. In reality, the fitout required for a food and beverage unit (in particular a coffee shop) to adapt to a heritage former public house use is much more flexible. Whilst a convenience retail unit requires unencumbered floorspace for sales area, a food and beverage unit could be adapted to a more constrained and restricted floorspace without the need for extensive works. Therefore, the vacant units at 36 Blue Boar Row, The Old George, The Bell and Crown and the Pheasant Inn could feasibly accommodate the proposed use. Therefore, based upon the information available to us at this time we do not consider that the food/beverage element of the proposal passes the sequential test.

- 3.27 However, as concluded above, there is no sequential alternative for the convenience retail unit. We therefore consider that whilst the proposed units could reasonably be split up and located separately, the submitted scheme has applied for both uses. Whilst it is feasible that the food and beverage unit could be located at one of the sequentially preferable sites listed above, based on our conclusions, the two units could not both be accommodated in alternative locations, even if separated.
- 3.28 On that basis it is reasonable to conclude that although RAW Planning is incorrect in their argument that a sequential assessment is not required, having undertaken our own assessment, we conclude that there are no sequential preferable locations for both the convenience retail store and the food and beverage unit.
- 3.29 As a consequence, and with no other sites being highlighted for assessment, we consider that the proposed development meets the provisions of the sequential test (on the basis of the inability to accommodate both elements in the city centre), as set out in Policy 38 of the development plan and paragraphs 91 and 92 of the NPPF.

Impact

- 3.30 RAW Planning at paragraphs 5.4-5.9 of the PS have utilised the same justification (as the sequential test) for not providing an impact assessment for the proposed retail and food and beverage units (citing that both uses would meet a local need and duplicate existing city centre facilities).
- 3.31 This is an incorrect interpretation of policy. Core Policy 38 (Retail and Leisure) is explicit in stating that requires that any retail or leisure proposals on sites outside of town centres, with a gross floorspace of more than 200sq m (including extensions to existing units), must be supported by an impact assessment. As such an impact assessment should have been undertaken for the convenience retail unit (400sq m) and the food and beverage unit (198sq m), as together they exceed the local threshold.
- 3.32 Therefore, in the absence of an assessment from RAW Planning, we have undertaken our own assessment. Our assessment for the Netherhampton proposal is based upon the following specific parameters:
- a. It will be noted that the information submitted by RAW Planning the application form indicates a tradeable area for the convenience retail unit of 250sqm, however there is no indication of whether this will be split into convenience and comparison sales. We have therefore applied 250sq m sales area, wholly dedicated to convenience sales.
 - b. We note that an intended operator has been not explicitly identified by the applicant within the Planning Statement, however a reference in Proposed Location Plan 10-001 P4 indicates that it is intended to be a Tesco. Therefore, whilst not confirmed to be the operator, an up-to-date turnover of a Tesco Express has been used to estimate turnover and impact of the proposed Netherhampton store. This sales density figure has been drawn from the Retail and Town Centres Position Statement (April 2025) which is £12,682/sq m for convenience goods.
 - c. In order to estimate the pre-impact turnover of existing stores and centres in and around Salisbury, we have adopted the most-up-date market share and turnover data, as contained in the 2025 Retail Study.
 - d. Given the similarities between the convenience store elements of this proposal and the Ayleswade Road proposal, we have utilised our trade diversion figures from the Ayleswade Road advice report. In particular, the Netherhampton Road proposal is similarly located on the southern side of the River Avon. It is also located adjacent to the Harnham local area which is currently not served by any substantial foodstores. As such, it can be assumed that an element of trade diversion would come from a One Stop Local Convenience

store (69 Netherhampton Road) which is physically the closest food store to the site, although the store is considerably smaller than the proposed. It is also assumed that similar levels of trade diversion would come from the M&S Simply Food (Downton Road) and the Nisa Local (The Crescent). To align with the data of the 2025 Retail Study these three stores, and any associated diversion are included under "Other" of the Salisbury edge/out of centre stores.

- e. Additionally, we note that there are two recently approved foodstores in Salisbury, including the ASDA London Road store which was approved on 27th June 2025 and has a convenience sales area of 1,939Ssqm, and the Lidl Churchill Way West store which was approved on 18th July 2025 and has a convenience sales area of 1,162sqm. Therefore, there is the requirement to assess the cumulative impact of these stores with the proposed convenience unit at Netherhampton Road.
- f. Our convenience goods impact assessment is contained in Table 1 at Appendix 1 to this report.
- g. Looking beyond the financial impact assessment for the proposed Class E(a) retail store, our wider impact assessment for Netherhampton Road also includes consideration of the likely impacts of the proposed (Class E(b)) food and beverage unit. This will also focus upon the effects on Salisbury city centre and, for the avoidance of doubt, assumes that the food/beverage unit will have a Class E(b) use³.

3.33 Based upon the approach outlined in paragraph 3.32(d) above, Table 1 at Appendix 1 indicates that the proposed retail store will divert circa £0.6m of its £3.2m turnover from convenience goods stores in Salisbury city centre. This will lead to a small -1.2% impact on the future 2030 turnover of the convenience goods sector in the city centre. On its own, this level of solus trading impact is, in our opinion, unlikely to materially affect the future viability of the convenience goods sector in the city centre.

3.34 In addition to the solus impact of the proposed store at Netherhampton Road, Table 1 at Appendix 1 also provides an assessment of the cumulative impact on existing stores and centres across Salisbury. This has utilised the turnover and trade diversion estimates of the committed Lidl and ASDA stores contained within the advice provided by Nexus to Wiltshire Council in relation to the Lidl, Salisbury application (PL/2024/09079).

3.35 The cumulative impact analysis in Table 1 indicates that the overall impact on the convenience goods sector in the city centre will be -5.9%. Whilst part of this overall impact is due to the Netherhampton Road proposal, we do not consider that it will have a materially different effect upon the city centre to the conclusions already reached in relation to the Lidl and ASDA store commitments.

3.36 Therefore, we have reached the view that whilst this proposed development is likely to lead to an element of trade diversion from the city centre, the scale of these effects will not be so great as to suggest a significant adverse impact upon the health of the centre.

3.37 An impact assessment of the food and beverage unit was similarly not undertaken by the applicant. It is appropriate therefore that a qualitative assessment of impact is undertaken, on the basis that we consider a financial impact assessment is unlikely to be warranted in this case. Food and beverage units are a common feature of 'town centre' environments and, therefore, it is likely that there will be some diversion of trade from both in-centre and out-of-centre facilities in the local area. In order to understand this pattern of diversion in more detail it is important to be clear over the trading function of the proposal. As noted in Section 1 of this advice report, the applicant has proposed that the food and beverage unit will operate from Class E(b). Such uses are present in the city centre and, as a consequence, this element of the proposal will add to the overall level of impact. In particular, it will be another reason to take some minor

³ i.e. it will not have a sui generis hot food take-away use.

levels of trade away from the city centre. However, on its own, we do not consider the proposed Class E(b) food and beverage unit is likely to lead to a significant adverse impact on the city centre, nor is it likely to materially increase the overall level of impact on the city centre (when combined with the proposed retail store).

3.38 As a consequence, we consider that the proposed development meets the provisions of Policy 38 of the development plan (insofar as it relates to impact considerations) and paragraph 94 of the NPPF.

3.39 Should the Council be minded to grant planning permission for this proposal, we recommend that controls should be applied in order to limit the uses to those applied for including:

- a. A control on the specific use class of each unit including convenience retail unit (Class E(a)) and the food and beverage unit (Class E(b)).
- b. A control on the maximum sales area of the convenience retail unit to 250sq m all of which will be devoted to the sale of convenience goods.

4. Summary and Conclusions

4.1 This report has been prepared by Nexus Planning for Wiltshire Council in relation to planning applications at Netherhampton Road.

4.2 The proposed development at Netherhampton Road comprises:

Mixed-use commercial development including a convenience/food retail unit, a drive-through coffee unit, two B8 units with ancillary office use, and the retention of an existing B8 warehouse, along with associated parking, access, and servicing arrangements.

4.3 Based upon our instructions from Wiltshire Council, this report provides advice on retail and town centre planning policy issues associated with the proposed development. In particular, given the location of the application site out of centre, along with the type and scale of the proposed development, this report provides written advice on the relationship of the proposed development with the sequential and impact planning policy tests.

4.4 With regards to the sequential test, the site is located in an out of centre location. The applicant has incorrectly determined that a sequential assessment is not required. However, we have undertaken our own assessment and concluded that there are no suitable alternative sites located in, or on the edge of, Salisbury city centre that could accommodate the proposed convenience retail unit. We consider that whilst it is feasible that the food and beverage unit could be located at one of the sequentially preferable sites listed above, it is the reality that, based on our conclusions, both units could not be accommodated in an alternative location and that is the scheme that has been submitted. As a consequence, we consider that the proposed development meets the provisions of the sequential test, as set out in Policy 38 of the development plan and paragraphs 91 and 92 of the NPPF.

4.5 The applicant has not submitted a retail impact assessment for this proposal. This is an incorrect interpretation of national and local policy. Therefore, we have conducted our own assessment which has found that the level of trade diversion from Salisbury city centre will not be of a material scale to be detrimental to its future vitality or viability.

4.6 When reaching the above conclusion, we have taken into account the following factors:

- The scale of the above proposed convenience food store
- The likely pattern of trade draw to the proposed development and trade diversion from existing stores, include the majority of the proposal's trade to be diverted from existing out of centre food stores and supermarkets.
- The food and beverage unit is of a scale that diversion of trade from Salisbury city centre minimal and will not have a material impact on its viability and vitality.
- The health and function of Salisbury city centre, which is unlikely to be materially affected by the proposed development and its associated trading patterns.

4.7 As a consequence, we consider that the proposed development meets the provisions of Policy 38 of the development plan and paragraph 94 of the NPPF.

- 4.8 Should the Council be minded to grant planning permission for this proposal, we recommend that controls should be applied in order to limit the uses to those applied for (including controls over the retail sales in the proposed convenience stores).

Appendix 1: Updated Impact Assessment



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TABLE 1: CONVENIENCE GOODS IMPACT - PROPOSED RETAIL STORE, NETHERHAMPTON ROAD - SOLUS AND CUMULATIVE

	PRE-IMPACT TURNOVER, 2030 (£m)	TRADE DIVERSION TO LIDL (£m)	DIVERSION TO ASDA (£m)	RESIDUAL TURNOVER POST LIDL & ASDA (£m)	IMPACT OF LIDL & ASDA (%)	DIVERSION TO NETHERHAMPTON ROAD CONVENIENCE STORE (%)	DIVERSION TO NETHERHAMPTON ROAD CONVENIENCE STORE (£m)	RESIDUAL TURNOVER POST NETHERHAMPTON ROAD PROPOSAL (£m)	SOLUS IMPACT OF NETHERHAMPTON ROAD (%)	CUMULATIVE IMPACT (%)
Salisbury Edge/Out of Centre Stores										
Aldi, London Road	£24.9	£1.8	£3.7	£19.3	-22.4%	0%	£0.0	£19.3	0.0%	-22.4%
Co-op, Castle Road	£3.3	£0.0	£0.0	£3.2	-0.9%	0%	£0.0	£3.2	0.0%	-0.9%
Co-op, Wilton Road	£1.3	£0.0	£0.0	£1.3	-0.9%	0%	£0.0	£1.3	0.0%	-0.9%
Lidl, Hatches Lane	£21.4	£2.4	£3.7	£15.3	-28.6%	5%	£0.2	£15.1	-1.0%	-29.3%
Tesco Express, Wilton Road	£1.4	£0.0	£0.0	£1.4	-0.8%	0%	£0.0	£1.4	0.0%	-0.8%
Tesco Extra, Bourne Centre,	£62.5	£4.4	£11.3	£46.8	-25.2%	23%	£0.7	£46.0	-1.6%	-26.4%
Waitrose, Churchill Way West	£44.5	£2.9	£4.1	£37.5	-15.8%	5%	£0.2	£37.3	-0.4%	-16.1%
Other	£10.9	£0.0	£0.0	£10.9	-0.4%	32%	£1.0	£9.9	-9.3%	-9.7%
Lidl, Churchill Way West	£0.0	-	£2.1			5%	£0.2			
ASDA						5%	£0.2			
Ayleswade Road										
Netherhampton Road										
Salisbury City Centre Stores	£54.8	£0.7	£1.9	£52.2	-4.8%	20%	£0.6	£51.6	-1.2%	-5.9%
M&S, New Canal	£7.3	£0.1	£0.1	£7.1	-2.7%	5%	£0.2	£7.0	-2.2%	-4.8%
Sainsbury's, The Maltings	£16.4	£0.4	£1.0	£14.9	-8.8%	5%	£0.2	£14.8	-1.1%	-9.8%
Local Shops, Salisbury City Centre	£2.6	£0.0	£0.0	£2.6	-0.9%	5%	£0.2	£2.4	-6.2%	-7.0%
Tesco Metro, Castle Street	£24.4	£0.2	£0.6	£23.6	-3.4%	5%	£0.2	£23.4	-0.7%	-4.0%
Iceland, Castle Street	£4.1	£0.0	£0.1	£4.0	-3.6%	0%	£0.0	£4.0	0.0%	-3.6%
Salisbury Sub-Total	£225.0									
Elsewhere		£0.9	£0.7			5%	£0.2			
Total		£13.3	£27.6			100%	£3.2			

Notes:
Pre-impact 2030 turnover taken from 2025 Retail Study.
Trade diversion to committed Lidl and ASDA stores taken from Nexus advice to Wiltshire Council in relation to Lidl proposal.