

Mr Christopher Milligan

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Date: 5 Dec 2025

Re: Full Planning Application – Unit 8, The Beacon Centre, Solstice Park, Amesbury, SP4 7SZ

Proposed Use: Indoor Sport, Recreation and Fitness (Use Class E(d))

Dear Sir/Madam,

I submit this covering letter in support of the application for the change of use of **Unit 8, The Beacon Centre** to a community-focused boxing and fitness facility operated by **Relentless HQ Boxing & Fitness Ltd**.

This letter provides a clear summary of the proposal, addresses the Council's identified considerations—including **Principal Employment Area (PEA)** policy interpretation and **parking/transport concerns**—and sets out the operational benefits that the facility will bring to Amesbury.

1. Overview of Proposed Use

Relentless HQ will deliver a structured programme of **boxing, fitness, youth development and wellbeing services**, including:

- Non-profit derived junior and youth boxing sessions
- Structured group classes and 1:1 coaching
- Outreach programmes targeting local schools and military families
- Volunteer and part-time coaching opportunities

The internal fit-out is entirely removable, with **no alterations to the building shell**, maintaining the integrity of the existing commercial unit.
Floorplans are provided separately.

2. Principal Employment Area (PEA) Consideration

We acknowledge that **Solstice Park is designated as a Principal Employment Area** under Core Policy 35.

However, this proposal meets the objectives of the policy for the following reasons:

a. The unit has been unoccupied and does not serve active B-class demand

The application includes evidence of ongoing vacancy and lack of market uptake for storage/distribution uses.

b. The proposed use generates employment, not the loss of it

Relentless HQ will employ:

- **Part-time coaches and trainers**
- **Cleaning and safeguarding staff**
- **Administrative support staff**
- Opportunities for local volunteer coaches

This ensures the unit remains economically active and contributes positively to local employment levels—consistent with the PEA intent to sustain economic activity.

c. The use is compatible with surrounding commercial operations

The proposed E(d) use has:

- Controlled class sizes
- No outdoor activity
- No amplified noise externally
- Peak times that differ from traditional B8 traffic flows, reducing conflict on the estate

The business will therefore operate without impacting the functioning or attractiveness of Solstice Park as an employment area.

3. Parking & Transport

We understand the Council raised concerns regarding potential parking pressures within Solstice Park.

To address this:

a. Membership profile significantly reduces private car use

A substantial proportion of our membership is **junior and youth boxing participants**, who **do not drive**. The majority are:

- Dropped off by parents/guardians
- Arriving by foot or bicycle from nearby residential areas
- Attending sessions at off-peak estate hours

This naturally limits parking demand.

b. Staggered class schedules prevent peak-time surges

Classes will be strictly capped and spaced to ensure car park usage is spread evenly.

c. Existing shared car park capacity is more than adequate

The Beacon Centre car park experiences its lowest usage during our operational peaks (early morning and evening). The use therefore complements existing businesses rather than competing with them.

d. Sustainable transport encouragement

The facility will incorporate:

- Cycle storage
- Active travel promotion
- Youth attendance policies discouraging unnecessary vehicle trips

These measures align with the Local Transport Plan's aim to encourage sustainable travel.

4. Biodiversity & Environmental Considerations

As the proposal is **internal only**, with no external works, no land take, and no impact on habitat, the development meets the criteria for the **de minimis exemption from BNG**. Supporting policy confirmation is provided.

This is consistent with Wiltshire's validation requirements and national BNG thresholds.

5. Community Benefit & Social Value

Relentless HQ has historically operated as **Alive Amateur Boxing Club**, a non-profit serving Amesbury's young people. The transition to a sustainable business model will:

- Safeguard long-term boxing and fitness provision in Amesbury
- Provide a safe, supervised environment for young people
- Support health, discipline, confidence and wellbeing
- Contribute positively to Wiltshire Council's strategic objectives for resilient communities and youth engagement

These are material planning benefits that weigh strongly in favour of approval.

6. Employment Creation

As requested, this application confirms that Relentless HQ will generate ongoing employment including:

- **Paid part-time trainers and coaches**
- **Cleaning/maintenance staff**
- **Youth workers/safeguarding supervisors**
- **Administrative and membership support roles**

This represents a net gain in employment within the PEA, strengthening the justification under Core Policy 35.

7. Conclusion

The proposed change of use:

- **Retains an active economic role within a Principal Employment Area**
- **Increases local employment**
- **Produces minimal parking impact due to youth-dominant membership and controlled scheduling**
- **Delivers substantial community, health and social benefits**
- **Requires no external alterations and has no environmental impact**

Relentless HQ Boxing & Fitness Ltd respectfully submits that the proposal represents a **sustainable, low-impact, community-enhancing** use that aligns with Wiltshire's planning policies and supports Amesbury's wider social and economic objectives.

I trust this letter provides clarity and reassurance on the matters previously raised. Should further information be required, I am happy to provide it promptly.

Yours faithfully,
Mr Christopher Milligan
Relentless HQ Boxing & Fitness Ltd