



**South
Derbyshire**
District Council
Planning Services



INVESTOR IN PEOPLE

South Derbyshire Local Development Framework

LDF

core
strategy

South Derbyshire Local
Development Framework
(LDF)

Core Strategy Topic Paper

HOUSING

Economy

RETAIL & LEISURE
TRANSPORT
INFRASTRUCTURE
CLIMATE CHANGE & RENEWABLE ENERGY
WATER & FLOODING
BUILT ENVIRONMENT
SPATIAL VISION & STRATEGY



January 2010

South Derbyshire Changing for the better

Derby Housing Market Area Core Strategies

Economy Topic Paper

1.0 PURPOSE AND SCOPE OF TOPIC PAPER

1.1 This topic paper is number 2 of a set of nine. These are :

1. Housing
2. Economy
3. Retail and Leisure
4. Transport
5. Infrastructure
6. Climate Change and Renewable Energy
7. Water and Flooding
8. Built Environment
9. Spatial Vision and Strategy

1.2 The topic papers have been prepared to support the development of options for consultation as part of the preparation of South Derbyshire's Core Strategy. The topic papers bring together all relevant policies, evidence base and previous consultations that need to inform the Core Strategy. They include information and analysis common to the Derby Housing Market Area as well as content that is specific to the District.

1.3 The Topic Papers will be 'living documents' which will be added to as and when appropriate (e.g. when new evidence arises, or a consultation stage is completed). Ultimately, they will complement each consultation document, provide a growing summary of context in which the Core Strategy sits and help to justify the selected strategy and the policies that will support it.

1.4 This paper focuses on the economy of the HMA and the City. While most areas associated with planning have impacts on the economy, this paper focuses on the both on 'traditional' areas of office, industry and storage and distribution, but also considers other important sectors to the economy, including tourism. Other important areas for the economy, such as retailing, are analysed in other topic papers.

1.5 Also supporting the preparation of the Core Strategy is the Sustainability Appraisal. An initial Sustainability Appraisal Scoping Report was published in October 2008 and is available at the following link: http://www.south-derbys.gov.uk/planning_and_building_control/planning_policy/local_development_framework/the_core_strategy/default.asp

1.6 The Core Strategy options consultation includes an early view of key sustainability implications, which will be developed further into a full Sustainability Appraisal, and considered fully as the Core Strategy progresses.

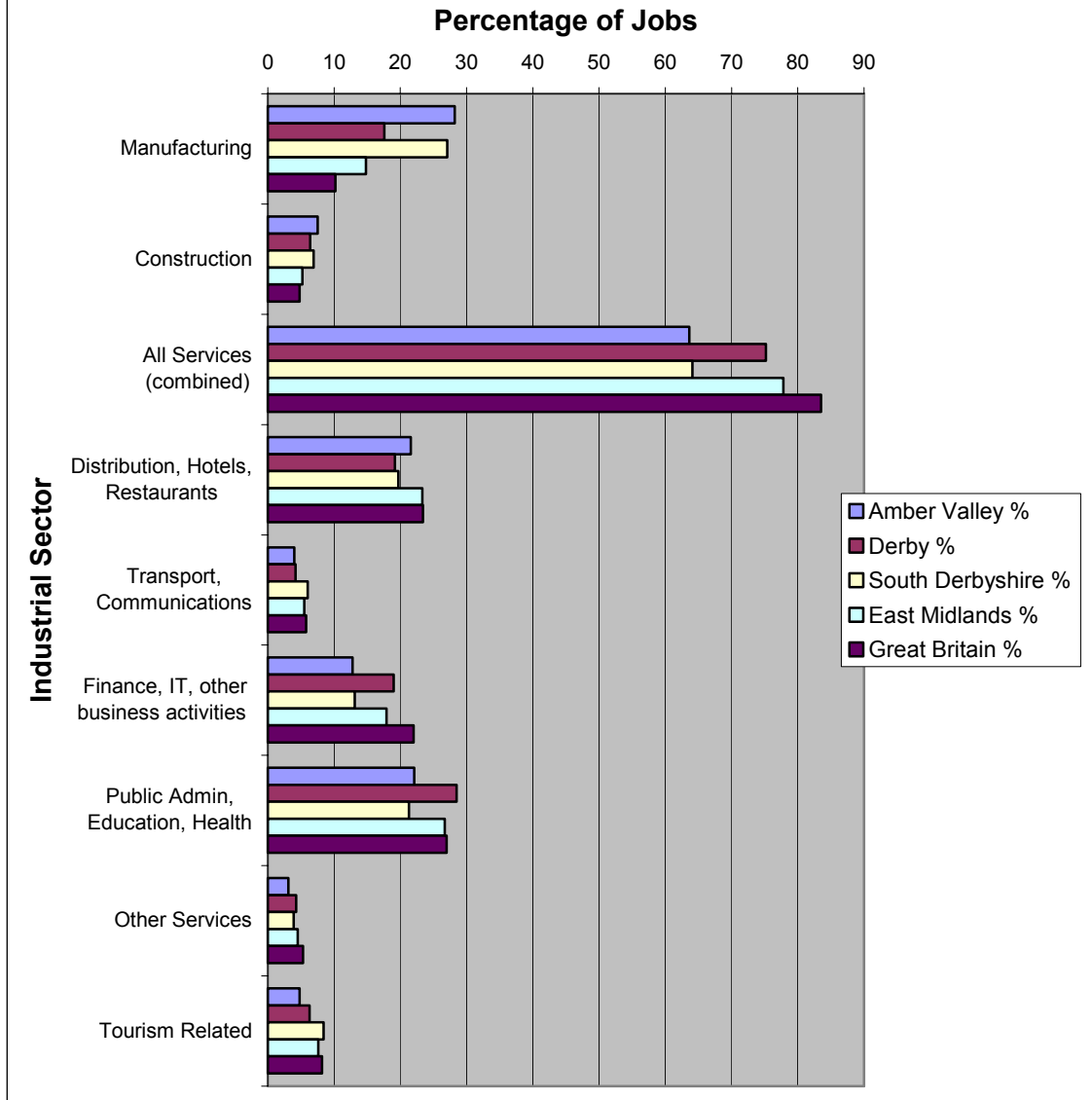
1.7 Finally a series of Area Profiles has been produced which looks at the characteristics and issues associated with different areas of South Derbyshire. These have been designed to help identify the issues that the Core Strategy should be seeking to address but also to help identify opportunities for dealing with them. These can be viewed at the following link: http://www.south-derbys.gov.uk/planning_and_building_control/planning_policy/local_development_framework/evidence_base/topic_papers/default.asp.

2.0 DERBY HOUSING MARKET AREA CONTEXT

2.1 The area of the Derby Housing Market contains Amber Valley Borough, Derby City and South Derbyshire District. As the main urban centre, Derby is the main economic driver for the HMA, with other concentrations of employment in Swadlincote, to the south and Alfreton, Belper, Heanor and Ripley to the north. Outside the urban areas, the rural parts of the HMA have traditionally been dominated by agriculture, although there are concentrations of business and industry in some of the larger villages.

2.2 The table below outlines the number of jobs in each sector in the three local authority areas and provides a comparison with the East Midlands and Great Britain. It should be noted that this data is taken from the Annual Business Inquiry which is based upon a sample. It should also be recognised that jobs in the tourism sector are also represented in other sectors, meaning that the sum of jobs represented in all categories is greater than the total number of jobs in the district.

Fig 1. Percentage of Employee Jobs by Industry, 2008



Source: Office for National Statistics

- 2.3 Derby HMA is one of the UK's most important centres for manufacturing in the transport manufacturing sector, with such companies as Toyota, Bombardier and Rolls Royce. These companies employ approximately 17,000 people between them and contribute significantly to the area's economy. Three of Derby's largest employers are in the public sector, with Derby City Council, Derby NHS Trust and the University of Derby employing approximately 21,000 people between them.
- 2.4 The presence of the M1, A38 and A50 represents a significant economic driver and this has meant an increasing amount of distribution related business in the area.

- 2.5 Both Amber Valley and South Derbyshire have net out-commuting. Whilst the majority is into Derby, there is also out-commuting to other main urban centres such as Nottingham, Chesterfield and Burton-on-Trent.
- 2.6 The National Forest is a key economic development initiative in the southern part for the HMA and aims to fulfil a range of environmental, social and economic objectives. In terms of economic development it is contributing to a more attractive environment, particularly in the former coalfield areas, acting as a catalyst for business growth and inward investment. It is also creating opportunities for growth and development of small and medium sized businesses and facilitating farm diversification, possibly providing a basis for the promotion of new business sectors such as the environmental economy. Tourism and leisure opportunities include attractions, accommodation, heritage and wildlife sites, events and festivals, and food and drink outlets.
- 2.7 The south of the HMA also benefits from the nearby location of the East Midlands Airport which acts as a major employer and is also attractive for businesses with need for travel. The 2005 survey of on-site employees at the airport indicated that there was a total of around 7,000 employees based on or near the airport site, employed by a total of 103 companies. Of these employees, over 1,500 lived in the Derby HMA.
- 2.8 The airport is the UK's leading airport for express freight and is the main centre of UK operations for DHL, UPS and the Royal Mail. Express freight is an increasingly important economic sector and as an essential contributor to the capabilities and competitiveness of other sectors of the HMA, regional and national economies. A 2006 report commissioned by EMA and emda¹ found that the express delivery industry directly employed 4,200 and overall supported 10,200 jobs in the East Midlands.
- 2.9 To the North of the HMA, other new developments may have an impact by drawing businesses and employees away from the area. These are developments such as Markam Vale on junction 29a on the M1 and the Lakeside development on junction 28.

3.0 EXISTING NATIONAL, REGIONAL, SUB-REGIONAL AND LOCAL POLICIES

National Policies

PPS1: Delivering Sustainable Development

- 3.1 The PPS says that planning authorities should:
- recognise that economic development can deliver environmental and social benefits,
 - recognise that wider sub-regional, regional or national benefits should be considered alongside adverse local impacts,

¹ 'Economic Impact of Express Carriers for UK plc', Oxford Economic Forecasting (OEF) and Mott MacDonald, January 2006.

- ensure that suitable locations are available for industrial, commercial, tourism and leisure developments,
- provide for improved productivity, choice and competition,
- recognise that all economies are subject to change,
- promote and facilitate good quality sustainable development,
- ensure that infrastructure and services are provided to support new and existing economic development and
- identify opportunities for future investment to deliver economic objectives.

3.2 Providing good access to jobs is a key theme.

PPS4: Planning for Sustainable Economic Growth

3.3 Economic development is broadly defined as all development within the ‘B’ Use Classes (offices, general industry and storage and distribution), public and community uses and ‘main town centre’ uses including offices and tourism development. The policy also applies to any development which provides employment opportunities, generates wealth or produces or generates an economic output or product. The PPS also addresses retail policy, the subject of a separate topic paper.

3.4 The Government’s overarching objective is sustainable economic growth. This means growth that can be sustained and is within environmental limits, but which also enhances environmental and social welfare and avoids greater extremes in future economic cycles. To achieve this, planning should build prosperous communities, reduce the gap in economic growth rates, promoting regeneration and tackling deprivation, deliver more sustainable patterns of development, reduce the need to travel and respond to climate change.

3.5 The promotion of town centre vitality and viability remains in place from earlier policy documents, with the government expecting new economic growth to be focussed into existing centres with the aim of offering a wide range of services to communities in attractive and safe environments. Problems of poor access to facilities should be remedied. Enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services, which allow a genuine choice to meet the needs of the entire community.

3.6 The PPS includes nine ‘plan making’ policies (plus a further ten on monitoring and development management). These are summarised below.

3.7 Policy EC1 “Using Evidence to Plan Positively” requires local authorities to assess the detailed need for land or floorspace for economic development, identify any deficiencies, assess the existing and future supply of land available for economic development and assess the capacity of existing centres to accommodate new town centre development. Existing allocations should be reassessed against policies in the PPS, particularly where they are for single or restricted uses.

- 3.8 Policy EC2 “Planning for Sustainable Economic Growth” sets out the detailed criteria for what should be included within a local authority’s development plan. This includes setting out a clear economic vision and strategy and proactively encourages sustainable economic growth.
- 3.9 Policy EC3 “Planning for Centres” states that local authorities should set out a strategy for the management and growth of centres. This should include flexible policies for centres which are able to respond to changing economic characteristics and encourage high density development, accessible by alternatives to the car. A network and hierarchy of centres should be defined based on a range of criteria.
- 3.10 Policy EC4 “Planning for consumer choice and promoting competitive town centres” states that local authorities should promote competitive town centre environments. This relates to all town centre uses including office development.
- 3.11 Policy EC5 “Site selection and land assembly for main town centre uses” states that local authorities should identify an appropriate range of sites to accommodate the identified need (in terms of this topic, this would mainly relate to office and tourism facilities). This should take account of the sequential approach and impact. Sites which best serve the needs of deprived areas should be given preference when considered against alternatives with similar location characteristics.
- 3.12 Policy EC6 “Planning for Economic Development in Rural Areas” says that local planning authorities should protect the countryside, locating most new employment development within or on the edge of local service centres and strictly controlling development away from existing settlements. The conversion and re-use of suitable existing buildings should be supported. The permissible scale of replacement buildings should be set out, as should the circumstances where they would not be acceptable. Farm diversification schemes should be supported where consistent with their rural location, as should equine enterprises.
- 3.13 Policy EC7 “Planning for Tourism in Rural Areas” supports sustainable tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, rather than harm, the character of the countryside and rural settlements and features.
- 3.14 Policy EC8 “Car Parking for Non-Residential Development” refers to maximum parking standards and is addressed in the Transport Topic paper.

PPG13: Transport

- 3.15 PPG13 says that a key planning objective is to ensure that jobs are accessible by public transport, walking and cycling and should give particular emphasis to this in identifying the preferred areas for the location of such land uses. Major travel generators, such as offices, should be focussed on town and city centres and major public transport interchanges. There should be a flexible approach to the use of residential properties for home working. In areas not

well served by public transport, consideration should be given to whether there is a meaningful link between a leisure or tourism related development proposal and the particular location.

- 3.16 In rural areas, jobs should primarily be sited at the most accessible locations and there should be adequate employment opportunities in order to reduce the need for long distance out-commuting. Farm diversification proposals should be encouraged particularly, but not exclusively, where this enables access by public transport, walking and cycling.
- 3.17 Sites and routes which could be critical in developing infrastructure for the movement of freight, including facilities for road to rail transfer, should be identified and, where appropriate, protected. Developments generating substantial freight movements should be located away from congested central areas and residential areas and ensure adequate access by trunk roads.

Regional and Sub-Regional Policies

- 3.18 The East Midlands Regional Plan (RSS8), approved in March 2009, provides the broad development strategy for the East Midlands up to 2026. It contains topic based policies and sub-regional strategies.
- 3.19 Policy 12 “Development in the Three Cities Sub-area” sets out the overall context for development in that part of the region, which includes the Derby HMA. It provides for the continued growth and regeneration of Derby and includes the need to balance jobs and homes thereby reducing the need to travel, to provide employment land to meet the needs of indigenous manufacturing and distribution and to attract new investment and to focus upon regeneration of inner urban areas and outer estates. Outside Derby, employment developments should be located within and adjoining settlements and should be in scale with the size of those settlements, in locations that respect environmental constraints. Development associated with East Midlands Airport should be focussed, where possible, within the surrounding Principal Urban Areas.
- 3.20 Policy 18 “Regional Priorities for the Economy” indicates that local authorities should work with emda and other organisations with economic responsibilities to implement the Regional Economic Strategy. It will be especially important to raise skill levels, develop the service sector and high value manufacturing and create innovative businesses, so that the region is better placed to maintain economic competitiveness.
- 3.21 Policy 19 “Regional Priorities for Regeneration” lists those areas of greatest identified need (including Principal Urban Areas and Sub-Regional Centres) upon which regeneration activity should be focussed.
- 3.22 Policy 20 “Regional Priorities for Employment Land” indicates that local authorities, EMDA and strategic partnerships should work together to undertake and keep up to date employment land reviews to inform the allocation of a range of sites at sustainable locations.

Policy 21 “Strategic Distribution” indicates that all stakeholders should work together to bring forward sites for strategic distribution, with preference being given to five broad locations, including the Derby HMA. Further criteria are listed, against which potential strategic distribution sites should be considered.

- 3.23 Three Cities Sub Regional Strategy Policy 4 (Employment Land) provides a list of factors to which authorities should have regard in reviewing their employment land allocations. These include the distribution of housing, regeneration objectives, the needs of individual industrial sectors and the requirements of East Midlands Airport.
- 3.24 Work on a partial review of the Regional Plan is currently in progress and although the economy is not one of those topics identified for re-evaluation, the economic implications of the development options to be considered will form part of this process.

East Midlands Development Agency – Regional Economic Strategy (2006)

- 3.25 This study outlines EMDA’s plans to develop the regional economy. It places the Derby Housing Market area as part of a 3 cities sub region. It sees Derby as one of the key areas to push the growth of the region. The key challenges for Derby and its surrounding area, in common to the other main urban areas in the East Midlands, is to become more competitive in relation to other centres around the UK. Another key challenge is to make sure that the areas of deprivation are able to take advantage of any future economic growth. Available at <http://www.emda.org.uk/res/>

National Forest Strategy (2004)

- 3.26 The Strategy sets out a framework within which a wide variety of individuals and partner organisations can participate in the creation of the National Forest. Among the key principles are to:
- stimulate and add value to social and economic development.
 - be a working forest - contributing to National timber supplies.
 - be sustainable - environmentally, economically and socially.
- 3.27 The Strategy indicates that the key drivers for change over over the ten year period from 2004 will be:
- development of the tourism, leisure and service sectors to meet the needs of the growing numbers of visitors to the area and the increasing resident population.
 - The increasing importance of the new woodland-related economy
- 3.28 Actions relating to Regeneration and the Economy are as follows:
- RE1: The National Forest Company (NFC) will seek to maximise the economic development potential of the Forest through joint working, especially at regional, sub-regional and county levels.
 - RE2: The NFC will work to maximise the economic benefits of Forest creation. A strategy and action plan to develop the Forest economy will be kept under review.

- RE3: The NFC will continue to support targeted regeneration programmes aimed at addressing pockets of economic and social deprivation in the Forest area.
- RE4: The NFC will encourage town centre improvement and management programmes which support tourism development and offer opportunities to promote and market the Forest.
- RE5: The NFC will encourage the provision of training and business development programmes to address the needs and opportunities arising from the Forest's development.
- RE6: The NFC will undertake regular monitoring of the economic and social impact of the National Forest

3.29 A related document **“A Vision and Action Plan for Sustainable Tourism in the National Forest”** sets out the Vision for Tourism in the National Forest to 2028 and the first five year action plan (2009-2014). The overall target is to deliver sustainable growth in the value of the visitor economy, with concentrated efforts towards growing the proportion of staying visitors.

3.30 **“Unlocking the Potential – Vision and Action Plan for the Heart of the National Forest (June 2009)”** This report sets out a Vision and Action Plan to 2026 for the “Heart of the National Forest”, a 10,000 acre area lying between Swadlincote, Ashby and Measham. It is intended that the area should become a major visitor destination with strategic green infrastructure set within a diverse forest economy. One of the identified challenges is to ensure that the emerging Core Strategies for the Local Development Frameworks for North West Leicestershire and South Derbyshire.

East Midlands Tourism Strategy 2003

3.31 The East Midlands Tourism Strategy 2003, created by East Midlands Tourism, comprises a vision and action plan to develop tourism as a growth sector in the region. It aims to increase the amount of the East Midlands Gross Value Added (GVA) contributed by the tourism industry and to increase the value of visitor spend by encouraging increased overnight stays.

3.32 The strategy identifies the cities in the East Midlands such as Derby as attracting visitors by providing high class leisure and retail opportunities. The National Forest in South Derbyshire and the Derwent Valley Mills World Heritage site, which runs through Amber Valley and into Derby, are identified as regional attractions.

3.33 A regional bi-monthly tourism forum has recently been initiated which aims to take advantage of the opportunities associated with the 2012 Olympics.

East Midlands Airport Master Plan 2006

3.34 UK aviation is set to grow over the next 20-30 years to meet the needs of the travelling public, of business and of the UK economy. The Master Plan explains East Midlands Airport's role in helping to achieve national, regional, local community and individual objectives, and will be reviewed every five years. The document contains details of economic impact, forecast growth, a development strategy to deal with this growth and how the impact of this

development would be managed. It supports Regional Plan Policy 12, (referred to above) indicating that development associated with the airport should be focussed, where possible, within the surrounding Principal Urban Areas.

- 3.35 Development and progress on the Master Plan and its development strategy's key aims and commitments is contained in the East Midlands Airport Master Plan 2006 Monitoring and Implementation Report 2008.

Derbyshire's Sustainable Communities Strategy 2006-2009

- 3.36 This highlights priority areas for improvement and sets tough targets to make life better for everyone who lives in, works in, or visits Derbyshire. A key priority is to increase economic prosperity, with fewer disadvantaged areas, by identifying and tackling the barriers people face in accessing jobs, increasing employment (in particular for disadvantaged or under-represented groups), increase economic productivity in rural areas, develop the local economy through regeneration, tourism and culture and encourage people to develop skills and qualifications through lifelong learning.

Derbyshire's Sustainable Communities Strategy 2009-2014 (Final Draft)

- 3.37 A key priority is to support a thriving local economy and sustainable communities so that businesses are competitive and make appropriate use of resources, people can develop the skills to enable them to access high wages and skilled jobs locally. This will be achieved by supporting sustainable and appropriate development of the local economy, particularly in deprived areas, market towns and rural communities and supporting local business particularly in tourism and leisure, high value engineering, rail and automotive industries, logistics, food and drink, creative industries, healthcare and public services and construction.

Derbyshire Local Area Agreement Indicators

- 3.38 A Local Area Agreement (LAA) is a three year agreement between government and a local area to deliver an agreed set of priorities. The current Derbyshire LAA contains was signed off by central government in June 2008 and comprises a range of improvement priorities based on local and national outcomes. The priorities relating to employment are to:

- "Reduce worklessness in disadvantaged communities". (NI153)
- "Develop the local economy and increase the economy and economic productivity". (NI172)

Derby and Derbyshire Economic Partnership – Sub Regional Investment Plan 2007 – 2011

- 3.39 The Derby and Derbyshire Economic Partnership was organisation set up to coordinate investment to help economic growth in a area that included the Derby Housing Market Area. The Sub Regional Investment Plan gives their priorities for investment up till 2011.

- 3.40 The document gives strengths and weaknesses for the sub region. The main strengths it gives which are relevant to the Derby Housing Market Area are:

- Higher business density than regional average
- High performing sectors such as Transport Equipment are mostly located within the sub region
- High rates of business start up when compared to rest of the region

3.41 It also gives some weaknesses which are relevant to the Derby Housing Market Area:

- Gross Value Added (GVA) levels in the sub region outside Derby are below regional and national averages
- Sub region has lowest forecast growth of Full Time Equivalent (FTE) employment out of all the sub regions in the East Midlands
- Polarisation of skill levels with high rates of high skill levels but also of high rates of people with no or low qualifications.

3.42 It identifies priorities for investment in the sub region. Those most relevant to the DHMA are:

- Development of business and enterprise centre with the city linked to the university.
- Development of workspace within the Derwent Valley World Heritage Site
- Further development of the A38/A50 manufacturing growth zone

3.43 Report available at <http://www.ddep.co.uk/Media/Document-Library>

Local Policies

South Derbyshire Sustainable Community Strategy 2009 - 2029

3.44 The Sustainable Communities Strategy, published by the South Derbyshire Local Strategic Partnership in 2009, sets out a strategy to promote quality of life in the District through joint working. In the context of employment the SCS seeks to achieve the following outcomes, under the heading "Sustainable Development":

- "Sustainable employment and support for people to access the skills required"
- "A robust and diverse economy, resistant to downturns and providing a strong base for sustainable growth" ;
- "High quality development that minimises impact on the environment"

South Derbyshire Economic Development Strategy 2008-2012 (2008)

3.45 The Strategy sets out an understanding of the economic challenges and opportunities currently facing South Derbyshire and to put forward a vision for the further development of the District to be implemented through partnership working between organisations operating in the District, including businesses, public bodies and voluntary/community sector organisations.

3.46 The Strategy notes that there are some 28300 jobs in the district, of which 70% are full time positions. Over a quarter of all employment is in manufacturing, representing more than twice the national average. More than half of these jobs are accounted for by Toyota. Employment in construction

and tourism are above the regional averages. Around two thirds of jobs in South Derbyshire are in the service sector, although in comparison with regional and national averages, many parts are under-represented.

- 3.47 The South Derbyshire economy has changed significantly in recent years and this is likely to continue, given that patterns of growth and decline in key sectors are consistent with national and regional trends.
- 3.48 Swadlincote is the main centre of economic activity in South Derbyshire. Historically the town was important for mining and pottery manufacture. These activities have been superceded by engineering and manufacturing industries and by public services. Some of the larger rural settlements, most notably Melbourne, Hatton, Hilton and Shardlow, also play host to a variety of businesses. Outside the settlements, the Toyota manufacturing plant and the Dove Valley Business Park represent significant employment centres.
- 3.49 The rural parts of the district, whilst still strongly associated with agriculture, have in recent years witnessed economic change through farm diversification and the rise of tourism. The establishment of the National Forest, which includes the southern half of the District, will provide further opportunities for growth in the tourism and woodland economies. The rural area has also traditionally been associated with the power stations at the Willington and Drakelow power stations. This activity has now ceased, although a recent planning consent for a gas fired power station at Drakelow suggests that electricity generation is likely to return to the District.
- 3.50 Whilst many headline economic indicators, such as unemployment and economic activity, are positive the District level indicators mask pockets of deprivation, primarily in the Swadlincote urban area but also in some rural settlements. People in the urban area and the south of the District are more likely to have no qualifications than the national and regional averages. Similarly the people most likely to have higher qualifications (NVQ4/5) are most likely to live in the rural north of the District (see Area Profiles).
- 3.51 In addition to being associated with historic economic activity, these differences reflect the quality of transport links. The north benefits from the presence of the A50 and the A38 trunk roads, which assist in the attraction of employment opportunities, whilst Swadlincote and the southern parishes are less well connected to the national highway network.
- 3.52 South Derbyshire has net out-commuting. Whilst the majority is into Derby the close proximity of Burton-on-Trent and Ashby de la Zouch to Swadlincote, together with the nearby presence of the East Midlands Airport, which acts as a major employer, results in significant cross-border movement.
- 3.53 The significant levels of development envisaged in the Regional Plan will lead to a growing population, which, combined with existing high levels of economic activity, emphasises the need to create additional employment opportunities, many of which will need to come through inward investment.

Consideration also needs to be given to the impact and relationship of developments in neighbouring areas.

3.54 The economic strengths and weaknesses affecting the district are summarised as follows:

Strengths:

3.55 The districts strengths are:

- Ability to attract inward investment, drawing on proximity to national road network, airports, The National Forest and existing major businesses.
- Growing business sectors (eg business services, wood-related, tourism)
- Unique visitor attractions, including the National Forest
- Potential to further exploit the tourism opportunities associated with the District's waterways, in particular the River Trent, the Trent and Mersey Canal and the former Derby and Sandiacre Canal which offers potential to be reinstated.
- Predominance of small businesses and above average levels of business formation indicating a potential for dynamism and employment creation
- Outstanding communication links to the national road network (A38/A50) and rail network
- Proximity to East Midlands Airport
- A range of development land often available at lower land/rental costs than in neighbouring areas. Major business parks currently under development with outstanding transport links, including rail access, a large workforce catchment, new site infrastructure and the capability to accommodate all sizes and types of business activity
- Rail lines with potential to be used for freight.
- Low unemployment and low levels of deprivation, although there are higher levels of unemployment and deprivation in parts, particularly within the Swadlincote urban area
- High levels of population growth
- High levels of economic activity, though quality of employment is an issue.
- A catalyst in the National Forest for a range of environmental and wood-based projects (eg using wood chip for heating)
- Further major brownfield sites with potential for redevelopment, including the former power station sites at Drakelow and Willington and parts of Woodville and Swadlincote

Weaknesses:

3.56 The districts weaknesses are:

- Dependence on traditional/vulnerable sectors, in particular manufacturing/engineering which are struggling in an increasingly competitive environment.
- Declining industries in rural areas – mining, agriculture, power generation

- A narrow economic base, with limited evidence of new and growing sectors
- Limited availability of conference and business training facilities
- Limited tourist facilities and visitor accommodation with which to maximise the potential of The National Forest and East Midlands Airport
- Potential vulnerability in that a small number of manufacturing businesses employ a significant proportion of the workforce
- Employment in the nationally growing sectors of banking, business, other services and the public sector is underrepresented compared with the national average.
- Limited supply of small and “grow-on” workspace, including managed accommodation on flexible terms with support available.
- Little speculative development; design and build and freehold ownership constraints on some available employment land; limited availability of smaller plots; limited provision for less intensive/attractive employment uses
- Little employment land available in the Swadlincote urban area
- Poor appearance of some business premises and parts of the district, especially within Swadlincote, including on highly visible arterial routes
- Little existing good quality office space and a lack of dedicated sites in attractive/accessible locations on which to promote new office development
- Poor road links to and within Swadlincote itself; congestion hotspots and parking issues both in urban and rural areas.
- Constraints on business operations imposed by weight restrictions on HGVs in the District and neighbouring areas; limited river crossings; lack of secure HGV parking; loading/delivery problems caused by poor parking
- Poor bus and rail links to employment sites, especially north-south links
- Limited public transport services vital to access services and opportunities, especially in rural areas and to employment growth centres; residents of Swadlincote have not greatly benefited from employment developments along the A50
- Issues of sites and premises allocated for employment uses not being on the market
- Limited usage of non-road based forms of freight movement, including both rail and waterway
- High levels of commuting, revealing a dependence on employment in neighbouring areas, including some in declining sectors. Of the District’s 41500 workers, just 16500 work in the District; the District’s resident workers exceed the jobs located in the District by 12500 (Census 2001)
- Growing employment demands associated with both high levels of economic activity and a growing population
- Potential for divides to emerge within the local community, for example a north-south divide seen in socio-economic groups, qualification levels and employment; Residents in the north of the District look towards

Derby and benefit from the opportunities and higher paid employment there

- Limited numbers of higher quality jobs available within the District.

Ambitions

3.57 The Strategy sets out a series of “ambitions” for the district.

Ambition 1 “Raising skills levels, promoting a culture of learning and improving training facilities” seeks to improve workforce skills, which are expected to be fundamental to future economic prosperity and growth” Among the indicative actions is:

- Explore the feasibility of expanding vocational training facilities in Swadlincote in order to improve access for local residents.

Ambition 2 “Attracting new inward investment and encouraging reinvestment by existing businesses” seeks to take advantage of the district’s central location, good road and rail links and the proximity of East Midlands Airport and by promoting the National Forest as a means of attracting more businesses that can offer higher skilled employment in the knowledge economy. Among the indicative actions is:

- To ensure the allocation of an appropriate quality and quantity of employment sites through the Local Development Framework to meet future inward investment requirements.

Ambition 3 “Developing tourism and the woodland economy, maximising the potential of The National Forest to address rural issues” seeks to address the decline in the traditional rural economy by realising the potential of the visitor and woodland economies, particularly through the opportunities presented by the National Forest. Among the indicative actions is:

- Support appropriate development for employment uses in rural areas through the planning process.
- Protect and improve natural and historic assets with visitor potential.

Ambition 5 “Improving accessibility to opportunities, particularly employment and training” seeks to improve links between centres of population and employment growth and ensure that residents benefit from inward investment attracted to the District. It recognises that links to Swadlincote are poor and public transport services are limited. Among the indicative actions is:

- Explore HGV issues including parking provision and cross-border weight limit issues.
- Pursue the implementation of the Swadlincote Regeneration Route, relieving congestion on a key arterial route and opening up new employment sites in Woodville.
- Promote the improvement of infrastructure and public transport services through the Local Transport Plan.

Ambition 6: “Providing sites and premises for future employment needs, co-ordinating provision with transport and other infrastructure” identifies the need for a co-ordinated long-term vision for the provision of employment land.

Associated indicative actions are to:

- “maximise the economic regeneration potential of public sector property portfolios” Need to identify public sector property portfolio.
- “Ensure the supply of appropriate employment sites for all sizes and types of businesses”
- “Introduce a grant scheme to support the conversion of redundant rural buildings to new uses – offices, workspace or tourist”
- “Protect existing employment land from development for other uses”
- “Develop and implement an Area Action Plan masterplan for the land between Swadlincote and Woodville”
- “Provide facilities for small enterprises, such as managed workspace linked to business support, small office and industrial units, meeting / conference facilities or incubation / innovation centres linked to the National Forest”

Ambition 7: “Continuing the revival of Swadlincote town centre as a service centre and focus for community and visitors.” This seeks to exploit opportunities for enhancing the vitality and viability of the town centre through public and private sector collaboration. There is considered to be scope for significant development, including office space provision, with substantial sites available within, and adjacent to, the town centre. Among the indicative actions is:

- to promote private sector investment, including the development of an evening economy based upon new leisure uses and food and drink outlets.

Adopted South Derbyshire Local Plan (1998)

3.58 The employment objectives of the Local Plan are:

- (i) To provide a framework in which existing firms can develop and grow and new firms are encouraged to move into the area;
- (ii) To realise the opportunities afforded by Toyota and related developments, the construction of the A50 Stoke-Derby Link Road and the National Forest;
- (iii) To meet the needs of industrial and business users on sites which:
 - (a) Minimise the impact upon the countryside, agricultural land and local communities;
 - (b) Make full and effective use of vacant, underused and derelict land, and that which is no longer required by public bodies;
- (iv) To direct a large amount of new development to Swadlincote where a plentiful supply of labour already exists in order to reduce out commuting and encourage further investment in the town;
- (v) To promote a healthy rural economy

Industrial and Office Design and Layout (2004) Supplementary Planning Guidance

- 3.59 This sets out detailed guidance on the design of employment developments.

Woodville to Swadlincote Town Centre Area Action Plan Issues and Options Consultation (2007)

- 3.60 The Council has commenced on the 'Woodville to Swadlincote Town Centre Area Action Plan' (AAP). The AAP is intended to bring forward much needed economic regeneration and environmental improvements on an area of largely under-used land between Woodville and Swadlincote Town Centre.

- 3.61 As an early stage in this process, an 'Issues and Options' consultation exercise took place during February 2007. The consultation set out three strategic options each of which proposed predominantly job-creating development, but with differing degrees of intervention in terms of the relocation of existing businesses in the area. Common to all options was the provision of Phase 2 of the Swadlincote Regeneration Route – a road linking Swadlincote Town Centre to Occupation Lane, and onwards to the A511, via Phase 1 of the route, which has already been implemented as part of the Woodville Woodlands development.

Overwhelming support was expressed for the 'vision' which had been set out in the consultation questionnaire i.e. "to open up opportunities for increased prosperity, access to jobs and a greener and safer environment". There was also strong support for the construction of the Swadlincote Regeneration Route, together with the provision of access to the area by non car modes of transport. Respondents broadly supported the pursuit of job-creating development and environmental improvements, but expressed a strong desire to avoid major house-building. In terms of development options, more people preferred the more radical Option 3, which included major redevelopment of existing industrial areas, to the other Options. However many also felt that it was important that existing businesses should generally remain in their current locations, with development and environmental improvements occurring around them.

- 3.62 Since this work was done, further advice has been provided by the Government Office on the phasing of Local Development Framework preparation, indicating that the Core Strategy should be brought forward ahead of the Area Action Plan. Therefore, whilst evidence and feasibility work continues, the Council has determined that the progression of the Area Action Plan to adoption should proceed the adoption of the Core Strategy.

Summary of National, Regional and Local Policy

- Employment policy should be evidence based, including regional level job targets disaggregated to local level and HMA level employment land reviews
- Development plans should set out an economic vision and strategy
- Development plan policies should provide for improved productivity, choice and competition and recognise that all economies are subject to change.
- Sufficient land should be provided to meet the employment needs of the district, balancing proposed housing growth
- Employment development should be sustainably located to allow convenient access by a range of transport modes including walking, cycling and public transport
- Provision should be made for small business workspace and grow-on units in South Derbyshire and for the expansion of established businesses.
- Existing viable employment sites should be protected against redevelopment for other purposes.
- The diversification of the HMA economy should be encouraged by providing for growth in tourism, leisure, high value engineering, transport equipment manufacturing, logistics, food and drink, the creative industries, health care, public services and construction, including potential inward investors
- Promote the regeneration of areas of deprivation including the Swadlincote and Woodville urban areas and some parts of Derby.
- Swadlincote town centre should be revived as a focus for community and visitors, including new office space provision.
- There is a need to improve the appearance of some industrial areas in the District, particularly along arterial transport corridors in Swadlincote.
- Within rural areas locate most new development should be located within or on the edge of local service centres. The conversion and reuse of suitable existing buildings, including farm diversification, should be supported.
- In the National Forest encourage growth in the tourism and woodland-related economies and take advantage of opportunities to encourage regeneration through environmental enhancement. Encourage the development of the Heart of the Forest as a major visitor destination.
- Planning policy should take a flexible approach to home working
- Sites and infrastructure critical to freight movement should be identified and protected. Developments generating substantial freight movements should be away from residential areas and close to trunk roads
- Sites for strategic distribution should be brought forward in the region
- Development associated with East Midlands Airport should be focused on Principal Urban Areas, including Derby, where possible

4.0 EVIDENCE BASE / STUDIES

East Midlands Land Provision Study (EMLPS) – East Midlands Regional Assembly 2006

- 4.1 The study estimated the future net need for employment land to 2021 and 2026 for each Housing Market Area, based on economic employment forecasts commissioned by the East Midlands Regional Assembly from Experian. It looked at how much employment land would be needed if the draft Regional Plan were successfully implemented.
- 4.2 The study found that Derby HMA needed less employment land than was actually in use in 2003. To 2016, 6 ha less was needed, to 2026, 10 ha less. This forecast was then balanced against the current stock of undeveloped employment land, made up of outstanding allocations and permissions. In the Derby HMA there was 459 ha. This, therefore, suggested that there was an oversupply of land of 469 ha to 2026, although it was admitted that these figures were surrounded by potentially large margins of error, and that local employment land studies would be needed.
- 4.3 However, in considering the allocation of employment land at the East Midlands Regional Plan Examination in Public, the Panel noted in its report that there was little support for the Study among consultees in terms of the robustness of the assumptions used and the suitability of the general approach taken. It therefore concluded that local planning should be guided by a policy that requires local authorities, emda and sub-regional strategic partnerships to work together in housing market areas to undertake and keep up to date employment land reviews (see Derby Housing Market Area Employment Land Review, below). This formed the basis of Policy 20 in the Regional Plan.

East Midlands Strategic Distribution Study (EMDA 2006)

- 4.4 The Study considered future land requirements for logistics development and the rail freight growth target identified under Key Policy 5 of the Regional Freight Strategy which sets a target of 30 additional trains per day with origins or destinations in the region by 2015. It identified the sub-regions best suited to accommodating strategic distribution sites, having regard to the need for market demand and central location to markets, good quality railway access, good quality road access, and access to labour. Among these was the Derby HMA.
- 4.5 In regard to selection criteria for specific sites, the Study indicated that, in addition to the criteria referred to in the previous paragraph, a commercially attractive strategic logistics site must be at least 50ha in size, have a suitable configuration allowing for intermodal terminal facilities etc., and be located away from incompatible neighbours.
- 4.6 Leading on from this, a Strategic Distribution Site Identification Study has been commissioned by emda. It will focus on the Three Cities Sub Region, which includes the Derby Housing Market Area, and is intended to provide more clarity of understanding to enable local authorities and other partners to

more effectively implement Regional Plan Policy 21. The Study is expected to be completed in Spring 2010.

East Midlands 2009

- 4.7 This document, published by the East Midlands Development Agency, updates the Regional Economic Strategy Evidence Base to inform on-going policy and programme development. It comprises a wide range of information and analysis, including Sub Regional profiles. In relation to South Derbyshire it notes the relatively high levels of population growth and the comparatively youthful demographic profile. Among the local authority areas within Derbyshire, South Derbyshire is identified as having the most skilled occupational structure with higher average earnings than those found in the region as a whole. Levels of social and economic deprivation are found to be low. However, it notes that since the beginning of the economic downturn the rate of increase in claimant unemployment has been greatest in South Derbyshire.
- 4.8 Those areas of activity identified as being priority sectors in the region include the manufacture of transport equipment, food and drink production and construction, each of which is represented in South Derbyshire (Toyota, Nestle, Roger Bullivant Ltd). Among these employment in the transport equipment and food and drink sectors is expected to grow marginally over coming years, whilst employment in construction is expected to contract.
- 4.9 The full document may be viewed at
<http://www.intelligenceeastmidlands.org.uk/content/view/1363/>

Derby City Partnership – Demand for Skills in Derby and Derbyshire 2009 – 2023 April 2009

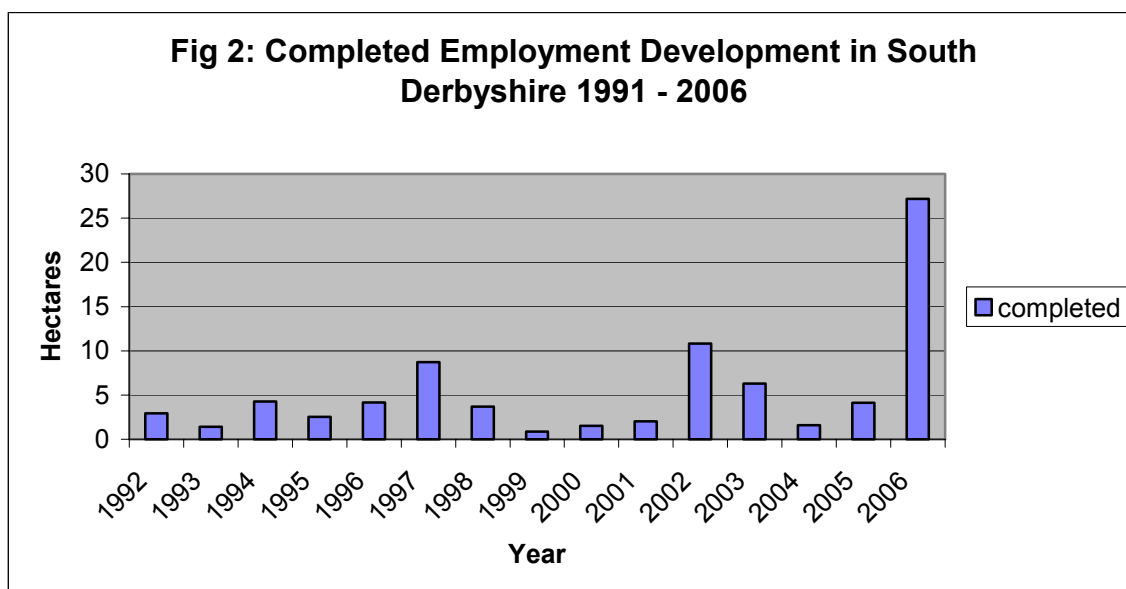
- 4.10 The objective of this research project was to establish the skills sets that would be required by priority sector employers within Derby and Derbyshire between 2009 and 2023. The priority sectors were retail, tourism, hospitality and leisure, health and social care, the public sector, manufacturing, logistics and creative industries. The report showed the numbers of businesses and jobs likely to be created by priority sectors and identified the skills gaps likely to emerge. It then considers how these might be addressed by further education and adult education providers.
- 4.11 An analysis is made of each local authority area. Of the businesses in South Derbyshire within priority sectors 22% were classed as retail, 18% as manufacturing and 17% as hospitality businesses. Of the total number people employed by priority businesses in South Derbyshire 44% were in manufacturing, 15% in health and social care and 13% in hospitality
- 4.12 Study available at
<http://www.derbyskills2023.co.uk/reports/Final%20Report.pdf>

Local Studies

Derby HMA Employment Land Review (March 2008)

- 4.13 This review assessed the supply, need and demand for employment land and premises (use class B) in the Derby HMA. It was carried out by BE Group, on behalf of Amber Valley Borough Council, Derby City Council and South Derbyshire District Council, to provide a robust evidence to underpin and inform their Local Development Frameworks to 2026.
- 4.14 The BE Group updated the Derby HMA land forecast set out in the East Midlands Employment Land Provision Study, (see above) using more up to date base data (2006, rather than 2003). The results showed little variation from those of the regional study. However because of the complexities of economic structural change, the BE Group found it difficult to wholly endorse EMRA's forecast of land need. Instead, the land need requirements presented as recommendations in the HMA Employment Land Review were based on the extrapolation of past trends. The BE Group found that results of this exercise were largely supported by the views gained through surveys of businesses, land agents and public agencies.
- 4.15 Based on 2006 employment land availability monitoring results, it was calculated that there was an oversupply of employment land for the HMA as a whole of 9.98 ha. In regard to the individual local authority areas, Amber Valley was found to have an oversupply of 7.65 ha, Derby had an oversupply of 82.65 ha and South Derbyshire an undersupply of 80.32 ha. This figure excluded sites which were under construction, which measured 20.56 ha in total. In addition, between 31 March 2006 and 31 March 2009, a further 2.31 ha of land not identified in the Review became available. These sites need to be deducted from the overall requirement, reducing the current undersupply to 57.45 ha.
- 4.16 In Amber Valley most of the effective land supply needed was made up of Cinderhill and Denby Hall Business Park (combined 56 ha). There were limited options to replace existing poor quality sites, but there was an apparent oversupply of land, and therefore the need to allocate further was minimal.
- 4.17 In Derby there was an oversupply of employment land, but as it was the economic driver for the sub-region and it would be contradictory to deallocate land, unless absolutely necessary. Its employment land base also provided solutions for retail, leisure and sui generis uses, given the complex nature of its property/employment market, being a city. Given the land quality problems in Amber Valley it could also be argued that it offered surplus capacity to this area to accommodate business that could not find appropriate land or property to the north.

- 4.18 To meet South Derbyshire’s undersupply, sites at Woodville, Drakelow and Willington might be suitable although there were possibly substantial infrastructure costs associated with them. More land was needed in Swadlincote and the area to the north of Occupation Lane Woodville, seemed sufficient for this. Elsewhere it was suggested that the District might be able to utilise some of Derby’s surplus, with particular reference to the good quality Chellaston Business Park, which would be situated close to its northern border.
- 4.19 The Review also incorporated an assessment of the quality of established industrial and business sites, sites with unimplemented planning consents for employment development and Local Plan employment land allocations, providing an indication as to which should be retained and which should be considered for alternative uses.



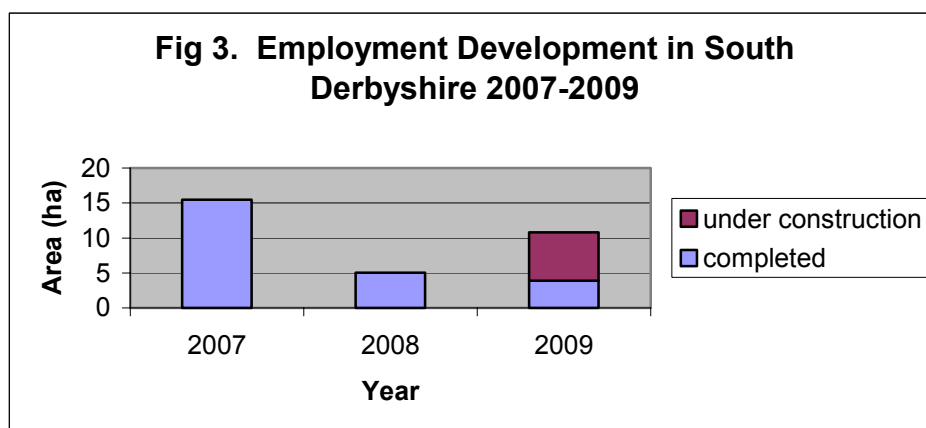
Source: South Derbyshire District Council 2006

South Derbyshire Local Development Framework Annual Monitoring Report, December 2009

- 4.20 The East Midlands Regional Plan base date is 1st April 2006 and progress in the provision and development of employment land has been, accordingly, measured from that date. A summary of the availability of new employment land as at 31 March 2009 is set out in Table 1.

TABLE 1. SUMMARY OF INDUSTRIAL LAND AVAILABILITY IN SOUTH DERBYSHIRE AT 31 MARCH, 2009	
Completions since 1st April 2006	24.41 ha.
Under construction	6.87 ha.
Sites with planning permission	34.48 ha.
New land allocated in the adopted South Derbyshire Local Plan (1998)	13.00 ha.
EMPLOYMENT LAND SUPPLY	78.76 ha.

- 4.21 Between April 2006 and March 2009, the amount of new land developed for industrial and business purposes was 24.41 ha, with a further 6.87 ha that were under construction at the time of the 2009 survey.



Source: South Derbyshire District Council 2009

- 4.22 Within the District 47.48 ha, comprising outstanding planning permissions and allocations in the adopted Local Plan, can be identified as available for industrial and business development. Together with the 31.28 ha developed since 2006 or under construction, a total of 78.76 ha is allocated.
- 4.23 Of the 47.48 ha identified in Table 1 as being available as at 1 April, 2009 (outstanding planning permissions and industrial allocations), 34.48 ha (72.62%) had the benefit of planning permission including those parts of industrial estates that remain undeveloped but are covered by the original permission. The Local Plan allocation to the South of Cadley Hill Industrial Estate, Swadlincote, amounting to 13 ha of new land, upon which no permission has yet been granted, makes up the total. It should be noted that Hilton Business Park is not included on this list as it represents land with an established employment use and does not therefore contribute toward new land provision.

South Derbyshire Business Incubation Centre Report

- 4.24 This report, produced for the South Derbyshire Local Strategic Partnership in March 2009, investigates the possibility of establishing a Business Incubator Centre in South Derbyshire, looking at such issues as need, the type of facility that might be required and potential locations. Business incubation is a combination of business development processes, infrastructure and people designed to nurture new and small businesses by helping them to survive and grow through the early stages of development.

4.25 The Study concludes that there is a need for such a facility within the district with Swadlincote seeming to offer the best location. With regard to size, there is a need to find a site to accommodate a building of some 2500 sqm internal floorspace to accommodate around thirty businesses.

Call for Employment Sites

4.26 To gain an understanding of the choices available for meeting employment land needs through the respective Local Development Frameworks of Derby City and the two districts, a “call for employment sites” exercise is being jointly undertaken by the three local authorities.

4.27 In the absence of suitable guidance from elsewhere, it was determined that the methodology should broadly follow that employed for the purposes of the Derby HMA Strategic Housing Land Availability Assessment, with revisions to reflect the particular characteristics of employment-related development.

4.28 A questionnaire was prepared and was circulated among land agents, businesses and public agencies. It was also made available to download online. Potential site allocations submitted by consultees will be supplemented by sites put forward by the local authority officers based upon knowledge of their respective areas. All sites will be assessed according to a range of criteria to determine whether they could provide potential strategic sites for employment development.

4.29 The results of the analysis will be available later in the year and will be used to inform future stages of the Core Strategy and LDF.

Summary of Evidence Base / Studies

- South Derbyshire exhibits high levels of population growth and a youthful demographic profile. It has the most skilled occupational structure among Derbyshire authorities. Overall levels of social and economic deprivation are relatively low, although the figures mask pockets of deprivation, e.g. in the Swadlincote urban area.
- Among East Midlands priority sectors, food production, transport equipment and construction are well represented in South Derbyshire.
- The East Midlands Land Provision Study suggested that there was a substantial oversupply of employment land in the Derby HMA, (469 ha)
- The Derby HMA Employment Land Review indicated that the extent of the oversupply of employment land in the Derby HMA was marginal (9.98 ha) and that there was a need to identify an additional 80.32 ha of land to meet the needs of South Derbyshire. There was a need to identify more land to meet the needs of Swadlincote, the employment development potential of the former power station sites should be considered and there was potential for South Derbyshire to take advantage of part of Derby's employment land supply.
- Since 2006 24.41 ha of land has been developed for industrial and business purposes and a further 6.87 ha is under construction. Current land supply measures 43.48 ha.
- A Strategic Employment Land Availability Assessment is currently underway and will identify, and assess the suitability of, potential employment sites in the Derby HMA.
- The East Midlands Strategic Distribution Study identified a regional need for rail served strategic distribution facilities and identified the Derby HMA as one of the preferred broad locations for such development. Further work is being undertaken by consultants to identify potential sites in the Three Cities Sub Area.
- There is a need for a business incubation centre in South Derbyshire, most probably located in the Swadlincote urban area.
- Employment at East Midlands Airport, including express freight operators, is forecast to continue to grow. The airport will be an increasingly important economic driver for the HMA.

5.0 OUTCOME OF PUBLIC CONSULTATION

Issues and Ideas Papers

5.1 Responses to the “Issues and Ideas” consultation can be summarised as follows:

HMA wide

5.2 The Derby HMA is not an appropriate location for Strategic Distribution. It should be located within close proximity to the East Midlands Airport, but close enough to serve Derby, Nottingham and Leicester

South Derbyshire

5.3 The main messages which came through from the LDF Core Strategy Issues and Ideas consultation were as follows:

Location

5.4 There was support for locating new employment development close to, or with easy access to, residential areas, including provision in the Swadlincote / Woodville area and the Derby fringe. Employment and housing growth needed to be balanced. However, there was also seen to be a need for rural employment provision to enable economic diversification.

Analysis

5.5 These views are consistent with National and RSS policy, which seeks to concentrate employment development in urban areas, whilst providing for the diversification of the rural economy.

Business Sectors

5.6 It was felt that any job opportunities should be appropriate to the employment needs of the local workforce. There was support for the attraction of high technology employment and new industries, such as green technology. There was also seen to be a need to capitalise on economic assets such as Rolls Royce. Growth in tourism and, within the National Forest, the woodland economy were supported. There were mixed views regarding warehouse development and strategic distribution.

Analysis

5.7 These views are broadly consistent with the Regional Economic Strategy, the Regional Spatial Strategy the South Derbyshire Economic Development Strategy and the National Forest Strategy. RSS Policy 21 indicates that sites should be brought forward for strategic distribution in the Region, giving priority to those which can be served by rail. The East Midlands Development Agency study to identify the most suitable locations in the Three Cities Sub Area is likely to consider potential sites within South Derbyshire.

Accommodation

5.8 There was support for the provision of good quality employment premises. There was also support for the expansion of established business premises

where needed and acceptance of the redevelopment of derelict or otherwise obsolete employment premises for alternative uses.

Analysis

- 5.9 These views are broadly consistent with the South Derbyshire Economic Development Strategy. The release of established employment premises for non-business uses only where it can be demonstrated that the site is no longer suitable for business purposes is consistent with sustainability objectives. This is because such sites tend to be conveniently accessible to residential areas and their protection avoids the need to compensate for losses by identifying new greenfield sites.

6.0 WORKING TOWARDS OPTIONS FOR CONSULTATION

Key issues for South Derbyshire

- 6.1 The key employment issues that have been identified through both consultation and evidence gathering, as highlighted in this document, are as follows:
- I There is a need to provide sufficient land for industrial and business development to meet employment needs**
 - II There is a potential need to accommodate a large scale rail-connected strategic distribution facility within the Housing Market Area**
 - III There is a need for employment development to be directed to sustainable locations**
 - IV There is a need to encourage economic diversification throughout the district**
 - V South Derbyshire Issue 3. There is a need to alleviate economic deprivation in the Swadlincote urban area**
 - VI South Derbyshire Issue 4: There is a need to address gaps in employment accommodation provision**
 - VII There is a need to improve access to employment opportunities**
 - VIII There is a need to improve the appearance of some industrial areas in the District, particularly along arterial transport corridors**
 - IX There is a need to raise workforce skill levels**
Strategic Employment Aims for South Derbyshire
- 6.2 The employment issues listed above have been considered and the following aims have been set out to address these:
- 1. Ensure the provision of sufficient land for industrial and business development to meet the employment needs of Derby HMA residents.**
 - 2. Ensure that new employment development is directed to sustainable locations.**

3. **Protect established good quality employment sites and premises against redevelopment for alternative purposes.**
4. **If potentially suitable sites for rail served strategic distribution facilities are identified in the HMA, consider their allocation for development.**
5. **Ensure that sites identified for employment development are collectively suitable for a wide range of business sectors and accommodation types and sizes.**
6. **Assist in the economic regeneration of the Swadlincote Urban Area.**
7. **Provide for the accommodation needs of start up businesses, established growing businesses and inward investors**
8. **Improve the appearance of some industrial areas**
9. **Provide for the expansion of vocational training facilities in Swadlincote**

6.3 These issues and aims have been considered alongside those set out in the remaining topic papers. On this basis strategic objectives for both the Derby HMA and South Derbyshire have been drafted and have been included in the main consultation document. These are set out below with those of particular relevance to the Economy topic highlighted.

(Draft) South Derbyshire Strategic Objectives:

6.4 The South Derbyshire strategic objectives are as follows:

SDSO 1

To ensure future development is locally distinctive and environmentally sustainable through the achievement of design excellence, addressing the threats and causes of climate change and reducing waste and pollution

SDSO 2

To ensure the needs of an ageing population, and a higher than average proportion of younger people, are recognised in shaping all aspects of our communities

SDSO 3

To enable a robust and diverse economy, resistant to downturns and providing a strong base for sustainable growth

SDSO 4

To ensure the District's housing stock is decent, suitable and affordable and balanced with access to employment opportunities

SDSO 5

To ensure our communities can be safe, clean, vibrant, active and healthy

SDSO 6

To ensure sustainable, living and working rural communities

SDSO 7

To reduce the need to travel and to encourage travel by sustainable modes of transport, providing access to jobs, shopping, leisure, services and facilities from all parts of the District.

SDSO 8

To ensure the social, physical and green infrastructure needed to support strong growth levels is provided at an appropriate time and accessible to our communities

SDSO 9

To respect and enhance the varied character, landscape, cultural, heritage and natural environment of our fast growing District

SDSO 10

To make the most of the economic, social and environmental opportunities presented by the District's central location within the National Forest

SDSO 11

To make optimum use of previously developed and under-used land

SDSO 12

To enhance and develop the role of Swadlincote town centre and its wider urban area as a focus for living, working, shopping and leisure

SDSO 13

To ensure growth in South Derbyshire is co-ordinated with development in adjoining areas both within and outside the Derby HMA

(Draft) Derby HMA Strategic Objectives:

6.5 The Derby HMA strategic objectives are as follows

- 1) To promote the principles of sustainable development and address the causes and mitigate and adapt to the impacts of climate change, including flood risk, particularly from rivers and surface water
- 2) To deliver economic success, making the Derby Housing Market Area an attractive location for major employers and inward investment, and address inequalities through the regeneration of deprived communities
- 3) To grow and strengthen the roles of Derby city centre and the Derby Principal Urban Area, Swadlincote sub-regional centre and, in Amber Valley, the market towns of Alfreton, Belper, Heanor and Ripley
- 4) To build on relationships within and outside of the HMA, particularly with the Northern, Greater Nottingham and Leicester and Leicestershire areas in the East Midlands and Burton-upon-Trent in the West Midlands

- 5) To give priority to making best use of previously developed land and vacant or under-used buildings in urban or other sustainable locations
- 6) To bring forward mixed use sustainable urban extensions to Derby Principal Urban Area and urban extensions elsewhere in the HMA
- 7) To provide sufficient housing to meet the needs of communities that is decent, suitable and affordable
- 8) To provide high quality, well designed and sustainable development, working towards zero-carbon development and Building For Life standards, minimising resource consumption and waste and maximising opportunities for renewable energy generation and recycling
- 9) To increase biodiversity and protect and enhance the strategic green infrastructure, open spaces, landscape and townscape character, cultural and heritage assets, and designated sites, including the Derwent Valley Mills World Heritage Site
- 10) To promote equality and community cohesion, healthy and active lifestyles and support improvements in community safety, particularly for children and young people
- 11) To make the best use of existing infrastructure and to fully integrate and coordinate new development with investment in and provision of new infrastructure, taking into account changes to our population including the needs of older people, children and young people
- 12) To enhance transport links and public transport accessibility to deliver an integrated transport system and achieve viable travel choice, reducing car use, especially commuting

Options

6.6 The purpose of the Core Strategy Options Paper is to set out alternative ways in which South Derbyshire could develop and change over the next 15-20 years. However, for the Economy topic area there are several aims for which no strategic options have been formulated. The reasons for this are varied and include current gaps in the evidence base, prescriptive national or regional policy providing limited scope for alternative approaches and/or the aims not being considered to represent strategic matters. Some of the aims will be dealt with at a later stage in the Core Strategy process, or in subsequent planning documents published after the Core Strategy. The aims covered by this include:

3. Protect established good quality employment sites and premises against redevelopment for alternative purposes.
5. Ensure that sites identified for employment development are collectively suitable for a wide range of business sectors and accommodation types and sizes.
7. Provide for the accommodation needs of start up businesses, established growing businesses and inward investors

8. Improve the appearance of some industrial areas
9. Provide for the expansion of vocational training facilities in Swadlincote

6.7 The aims for which Strategic Core Strategy Options have been formulated are discussed below and the Options themselves can be found in the main consultation document.

- 1. Ensure the provision of sufficient land for industrial and business development to meet the employment needs of Derby HMA residents.**

6.8 The Derby Housing Market Area Employment Land Review indicated that the employment land supply (376 ha) exceeded the forecast need for the Local Development Framework period 2006 to 2026 (366 ha). Broken down by individual local authority area, there was found to be an oversupply of land in Amber Valley (7.65 ha) and Derby City (82.65ha) whilst South Derbyshire had an undersupply (80.32 ha). These figures did not take account of any losses of established employment sites over the Core Strategy period.

6.9 The Strategic Options relating to this aim ask whether the Core Strategies of the three HMA authorities should collectively provide for employment development land in accordance with the Employment Land Review recommendation, or whether the development of less or more land than this should be provided for. In considering the implications of these Options account is taken of the need to provide sufficient land to meet market demand and provide choice, accommodate economic structural change, regenerate areas of economic deprivation, take account of the potential loss of industrial and business sites to other uses, minimise the loss of greenfield land and avoid blighting land through oversupply.

Relevant Options and Objectives

- HMA Employment Growth Options 1 - 3

- 2. Ensure that new employment development is directed to sustainable locations.**

- 6. Assist in the economic regeneration of the Swadlincote Urban Area.**

6.10 The consultation document presents sets of Options for both the PUA and Non-PUA parts of the district. Consideration is given to the need to balance new housing development with employment provision in the Derby fringe, Swadlincote and rural settlements, the need for locations to be attractive to investors, the need to regenerate areas of deprivation (including the Swadlincote Urban Area) and the need to minimise loss of greenfield land.

Relevant Options and Objectives

- PUA Employment Options 1 - 3
- Non-PUA Employment Options 1 - 2

4. If potentially suitable sites for rail served strategic distribution facilities are identified in the HMA, consider their allocation for development.

6.11 Although the Sub Regional Strategic Distribution Sites Identification Study is not yet complete, it was considered appropriate to consult on potential broad locations for such development in the Derby HMA. The Options identify the former Drakelow and Willington power stations, the A50 / A38 interchange at Burnaston and Sinfin Moor to the east of Chellaston as potential opportunities. Responses to the consultation exercise will be considered alongside emerging evidence moving forwards.

Relevant Options and Objectives

- Strategic Distribution Options 1 - 5

If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, Braille or audio format upon request.

Phone: 01283 595795

email:customer.services@south-derbys.gov.uk

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如果你需要这份文件的中文翻译·或者需要传译员的帮助·请联系我们。这些数据也备有大字体印本、盲人点字和录音带，欢迎索取。

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यदि आपको ये दस्तावेज किसी दूसरी भाषा में चाहिये, या किसी दुभाषिये की सेवाओं की जरूरत है तो हमें सम्पर्क करनी कृपया करें। ये जानकारी माँग करने पर बड़े अक्षरों, ब्रैल या आडिओ के रूप में भी उपलब्ध करवाई जा सकती है।

ਜੇ ਤੁਹਾਨੂੰ ਇਹ ਦਸਤਾਵੇਜ਼ ਕਿਸੇ ਦੂਸਰੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦਾ ਹੈ, ਜਾਂ ਕਿਸੇ ਦੁਭਾਸ਼ੀਏ ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਦੀ ਕ੍ਰਿਪਾ ਕਰੋ ਜੀ ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕਰਨ ਤੇ ਵੱਡੇ ਅੱਖਰਾਂ, ਬ੍ਰੇਅਲ ਜਾਂ ਆਡਿਉ ਦੇ ਰੂਪ ਵਿਚ ਵੀ ਉਪਲੱਬ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।

اگر آپ یہ ڈاکیومنٹ کسی اور زبان میں چاہتے ہوں، یا اگر آپ کو کسی ترجمان کی خدمات درکار ہوں، تو براہ کرم ہم سے رابطہ کریں۔ درخواست کرنے پر یہ معلومات بڑے پرنٹ، بریل یا آڈیو فارمیٹ میں بھی دستیاب ہیں۔



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