

STROUD DISTRICT LOCAL PLAN: PROPOSED MODIFICATIONS MAY 2005

4. EMPLOYMENT AND TOURISM

Proposed Modification M/04/14/T: Modify paragraph 4.1.1 with a factual update

4.1.1. Stroud District Council is committed to help build the economic prosperity of the District, ~~and this is included~~ as a key **corporate aim of the 1999/2000 Business Plan**. Under this key aim, a number of broad initiatives are indicated that will contribute to its achievement. These initiatives are integral parts of the preparation and implementation of a variety of Council policy documents including the Local Plan and the strategies covering economic development, town centre regeneration, tourism and cultural development. The Council works alongside many partners in striving to achieve this aim including Gloucestershire County Council, Gloucestershire Rural Community Council, Gloucestershire **First Regional Development Agency**, The Link Group and Stroud College.

Proposed Modification M/04/03/T: Modify paragraph 4.1.2 to reflect recommendation 4.6 of the Inspectors Report

4.1.2. This chapter deals with the land-use elements of that aim. In particular it deals with employment land issues and the role of tourism. In this Plan the term 'employment land' means land that provides for jobs in the business use, light industrial use, general industrial use and storage/distribution use categories as defined in the Use Classes Order 1987 as B1, B2 and B8 uses respectively **together with "sui Generis" industrial uses**. It is these uses that are central to the functioning of the District's economy. However, it is recognised that other activities, for example, retailing, are significant employment generators and this is reflected elsewhere in the Plan.

Proposed Modification M/04/15/T: Modify Section 4.3 with factual updates

4.3. The District's Economy

4.3.1. ~~Stroud District's average unemployment rate of 2.41% is 62% below the national average and 52% below the regional average.~~ As of January 2005, Stroud District had an unemployment rate of 1.3%, below the County average of 1.6% and the regional (1.5%) and national

averages (2.4%). As a result, the area does not qualify for assisted area funds from the UK Government or EU.

4.3.2. The lack of external funding limits the economic development activities that can be carried out in the District. Therefore it is essential that available resources contribute to widening the economic base, focusing on particular needs and helping to ensure that all sections of the community benefit. The underlying unemployment rate hides particular areas of disadvantage:-

- Some localities within wards have particular indicators of deprivation, notably around Stroud, Dursley and Cam where long term unemployment ~~is between 8% and 12%~~. **makes up over 20% of total unemployed claimants.**
- ~~Average weekly earnings in the District are amongst the lowest in the County.~~ At £409.88, average gross weekly pay in Stroud is above the County average of £391. However, Stroud lags behind the more affluent Cheltenham and Cotswold districts in terms of earnings.
- Stroud and Dursley have suffered a decline in investment resulting in vacant shops and reduced numbers of people visiting the towns. **However, Stroud's stock of 4,460 Vat registered businesses increased by 60 businesses in 2003, at a rate (1.35%) twice the County average (0.66%).**
- Some rural parts of the District suffer specific problems relating to accessible transport, child care facilities and business services.

4.3.3. ~~However, compared to many areas of the UK, Stroud District has a flourishing local economy. In the period 1991-1996 employment grew by 8.1% in the District compared with 4.4% in Gloucestershire and 3.2% in the UK. Over the period 1998 - 2003 employment grew by 5.7% in Stroud compared with 9.6% in Gloucestershire, 10.3% in the South West and 5.6% in Great Britain. Its former strength remains in the engineering/manufacturing sector has declined but it still performs better than nationally. , where~~ The higher proportion of jobs reflects the historical association with this form of employment within the District.

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Proposed Modification M/04/15/T: Continue to Modify Section 4.3 with factual updates

4.3.4. A lower The proportion of jobs and slower growth in the service sector indicates, amongst other factors, the influence of that major centres such as Cheltenham, Gloucester and Bristol, have on the District. These centres attract commuting workers from across the District leading to a lessening of the self-containment of the District. Travel to work patterns from the 1994 2001 Census indicate that only 58% 64% and 51% of trips remained within the Stroud Valleys and the South Vale (based on Dursley and Cam) respectively. With the increasing influence of the major centres, relatively little new recent employment provision in the District and losses of small scale businesses, it is reasonable to **assume conclude** that out-commuting to alternative employment locations outside the District **has increased in recent years** remains a problem in delivering sustainable communities.

Proposed Modification M/04/16/T: Modify Section 4.4 with factual updates

4.4. Central Government Advice

4.4.4. PPG7: ~~The Countryside, Environmental Quality and Economic and Social Development 1997~~ **PPS7: Sustainable Development in Rural Areas 2004** encourages rural enterprise in a sustainable manner while seeking to safeguard the best features of the countryside. It advocates diversification of the rural economy and acknowledges that a wider range of businesses could be accommodated in the countryside without causing unacceptable harm. The re-use of existing buildings is advocated where the conditions are appropriate.

4.4.5. PPG12: Development Plans, advises Local Authorities to consider a range of economic considerations in preparing land use policies, such as:-

- ~~Promoting the expansion or creation of clusters or networks of knowledge driven companies.~~
- ~~The economic strategy of the regional development agencies.~~

- ~~Regeneration initiatives – including European and Government funding programmes.~~
- ~~Developments in communications and information technology.~~
- ~~Contribution of rural businesses, including agriculture and forestry, to the economy of rural areas.~~

PPS12: Local Development Frameworks and its companion guide advises Local Authorities to consider a range of economic factors in preparing planning policies and to take account of regional and strategic economic strategies. These factors include the availability and use of buildings, the requirement of existing businesses and inward investors, rates of new business formation, enquiries about sites and accommodation, sectoral analysis and skills audits.

4.4.5a. PPG13: Transport (Draft October 1999) 2002 reinforces the need for good accessibility to employment, particularly by public transport, cycling and walking. In general it advocates the concentration of development at urban centres, main settlements and rural service centres, well served by good public transport, pedestrian and cycling networks. Preferred areas for B1 uses, including offices, should be identified in Plans. Policies in Plans should promote sustainable transport choices and reduce the need for travel, especially by car.

Proposed Modification M/04/17/T: Modify Paragraph 4.6.1, Table 4.1 with factual updates

4.6.1. In addition to the preceding contextual material, other work is of relevance to this chapter. A review has been undertaken of the allocations contained in the SDLP Deposit Version 1994 and of the commitments for employment land. This reveals the extent of employment land available for development at 1 January 1999.

Table 4.1: Employment Land Supply at 1 January 1999 1 April 2004 (M/04/17/T)

		ha.
Structure Plan Requirement		about 100.0
Land developed	1/1/91 -	11.2 35.16

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31/12/98 31.3.04	
Commitments at 1/1/99 1/04/04 (planning consents)	29.0 36.18
Shortfall	59.8 28.66
Losses to 1/1/99 31/3/04	40.5 20.43
Total Shortfall	about 70.3 49.09

Proposed Modification M/04/01/T: Modify paragraph 4.6.9 to reflect recommendation 4.4 of the Inspectors Report

4.6.9. Drawing on the above, the Local Plan strategy for supporting and developing the Stroud District economy is:-

- to provide an adequate supply of employment land to meet the needs of the resident workforce **and be in locations that are attractive to employers;**
- to ensure that new employment developments are genuinely accessible by public transport, cycling and walking, in order both to promote sustainability and to provide employment opportunities to people without access to a car;
- to ensure that **the majority of** B8 employment land and land for other development generating significant heavy goods vehicle traffic is located with good access to main transport corridors and facilities, (particularly rail and canal), thus reducing the impact of HGVs on the environment and communities.
- to protect the existing economic base by ensuring sites occupied by important employment uses are protected from other forms of development;
- to provide a range of sites in size and nature to accommodate a wide diversity of employment uses;
- to maximise the use of existing vacant, derelict or under-used employment land as far as possible or to seek alternative provision for those uses on unviable sites thus allowing the re-development of those sites for appropriate alternative uses;
- to enable the provision of facilities and infra-structure that will assist in the growth of sustainable tourism;
- to enable the extension or intensification of use of premises for growing businesses in the District;

- to control or relocate 'bad neighbour' development to places where its adverse impact on environment and community can be avoided or minimised;
- to allow for the growth of work from home;
- to enable the diversification of the rural economy with appropriate allocations **and permissions of for employment uses on** land well related to communities having a good level of services and facilities;
- to allow the re-use of rural buildings for employment in locations well related to communities having a good level of services and facilities; and
- to allow appropriate farm diversification projects.

Proposed Modification M/04/02/T: Modify paragraph 4.6.9a and 4.6.9bi to reflect recommendation 4.5 of the Inspectors Report

4.6.9a. Allocations for new employment, most of which relate to the District's more urban areas, are set out in Proposal E3. However, there may be other proposals that seek to establish businesses on land that is not identified for employment use in this Plan. In these circumstances proposals will be judged against Policy E1A **or Policy E1B.**

4.6.9b. To meet sustainability objectives it is better, in general, if places of employment are in close proximity, and easily accessible by a range of modes of transport, to the workforce they employ. This is particularly the case with larger office or industrial businesses that employ many staff within a site or premises (i.e. where the employment density is high). **In this context larger scale is considered to relate to developments of greater than 2,500 square metres.**

4.6.9b.i ~~However, it is not always desirable, for instance~~ In the case of **some most** warehousing and distribution uses. ~~In many of these cases~~ the number of employees is traditionally low relative to the size of site or premises (i.e. the employment density is low). In addition these businesses may attract larger numbers of heavy goods vehicles and are better located near to freight transport **networks** outside of settlements in order to reduce the potential for traffic congestion. **Therefore, in the case of large scale B8**

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developments employing low numbers of staff it is preferable that they are located close to freight transport networks away from town and village centres. Large scale in this context is taken to be developments of greater than 2,500 square metres.

Proposed Modification M/04/02/T: Modify paragraphs 4.6.9b.ii and 4.6.9d to reflect recommendation 4.5 of the Inspectors Report and to factually update the plan

4.6.9b.ii Transport assessments, as referred to in ~~Draft~~ PPG13, will normally be required to accompany planning applications for larger employment uses to provide evidence of the suitability of their location. Green Transport Plans may also be sought from developers to improve accessibility by public transport, cycling and walking to employment premises.

4.6.9d. Employment uses with lower employment densities that generate significant heavy goods vehicle movements will be encouraged to locate close to freight transport networks. **Occasionally there may be large agricultural buildings capable of re-use for B8 uses in suitable locations. However, the Council would not wish to see HGV movements through country lanes and settlements other than along principal roads as such traffic can cause harm to character of local roads, settlements and the amenity of residents as well as damage to unsuitable roads.** It is acknowledged that with the changing structure of businesses not all warehousing and distribution uses now have low employment densities. In these cases a balance will need to be struck between their location in relation to workforce and freight transport needs.

Proposed Modification M/04/02/P: Modify Policy E1A to reflect recommendation 4.5 of the Inspectors Report

POLICY E1A

Development proposals for **B1 business, and B2 general industrial and B8 storage and distribution uses (Use Classes B1 and B2)** will ~~only~~ be permitted ~~on protected employment sites, employment allocations and within defined settlement boundaries or adjacent to the settlement boundaries of Berkeley, Brimscombe, Bussage, Cam,~~

~~Chalford, Dursley, Eastcombe, Eastington, France Lynch, Frampton on Severn, Kingswood, Kings Stanley, Leonard Stanley, Manor Village, Minchinhampton, Painswick, Nailsworth, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whitminster, Woodchester (North and South) and Wotton-under-Edge~~ where;

- ~~1. they can be integrated with housing commercial, leisure and community facilities;~~
- ~~2. they can be safely and conveniently accessed by public transport from the anticipated employee catchment area, and by walking and cycling;~~
- ~~3. for proposals adjacent to settlements, there is no suitable alternative site available within the settlement or within nearby key employment sites.~~

Large scale Ttravel intensive uses such as **B1 (office) development** should be located in the defined settlements of Cam and Dursley, Nailsworth, Stonehouse, Stroud and Wotton-under-Edge or where they can be safely and conveniently accessed by public transport from the anticipated employee catchment area and by walking and cycling.

Large scale B8 Sstorage and distribution uses (~~Use Class B8~~) will only be permitted where they will not lead to the increase of HGV traffic through defined settlements and they have good accessibility to, and use, one or more of:-

1. The rail network.
2. The port of Sharpness.
3. The Gloucester and Sharpness Canal.
4. The principal road network.

Proposed Modification M/04/02/P: Add a new Policy E1B to reflect recommendation 4.5 of the Inspectors Report

Policy E1B

Large scale B8 storage and distribution uses outside defined settlement boundaries will only be permitted where all the following criteria are met:

- a) **there is no suitable site within an allocated or protected employment area and no suitable building capable of re-use within the locality.**

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- b) the proposal would not cause significant harm to the appearance or character of the countryside or to the amenities of local residents.
- c) They have good accessibility to, and use, one or more of:-
- 1) The rail network.
 - 2) The port of Sharpness.
 - 3) The Gloucester and Sharpness Canal
 - 4) The principal road network

Land at Old Airfield Site, Moreton Valence	0.61
Goudlings of Nailsworth Ltd, Nailsworth	2.00
Land adj to Lower Mills, Stonehouse	3.00
Station Road Industrial Estate, Woodchester	0.02
	36.18

Proposed Modification M/04/04/T: Modify paragraph 4.7.4 to reflect recommendation 4.7 of the Inspectors Report

Proposed Modification M/04/18/T: Modify Table 4.2 in paragraph 4.7.2 with a factual update

Table 4.2: Sites with Planning Permission for Employment Use at 1 ~~January 1999~~ April 2004

SITE	USE	HA
Stroudwater Business Park	B1, B2	2.5
Lucas EU1, Stroudwater Business Park	B4	1.4
Land at Oldends Lane	B4	0.8
Bilton Cargo Depot, Haresfield	B8	4.8
Merrett's Mill, Minchinhampton	B4	0.4
Parlour Farm, Bisley	B4	0.2
Netherhills Depot, Frampton on Severn	B8	2.4
RDS, Cirencester Road, Minchinhampton	B4	0.7
Old Airfield, Moreton Valence	B8	3.5
Adj MOD, Aston Down	B4	3.0
Springmill Industrial Estate, Nailsworth	B4	0.5
Draycott Business Park, Cam	B4	0.4
South of Draycott Business Park, Cam	B4	1.6
Adj SNFA Bearings, Charfield (Kingswood)	B4	0.8
Adj Bonds Mill, Stonehouse	B4	6.0
	TOTAL	29.0

4.7.4 There may be circumstances where the loss of employment land is acceptable. Some employment land may no longer be suitable for that use. This is more likely to occur in older premises no longer viable for modern industrial requirements and standards. They may suffer from poor accessibility by today's standards and perhaps have environmental problems or conflict of industrial processes with more recent nearby development. **These issues will need to be balanced against the importance of small employment sites as providing a low cost source of start-up premises.** Proposals for redevelopment of such sites will be assessed against Policy E2.

Proposed Modification M/04/04/T: Modify paragraph 4.7.4a to reflect recommendation 4.7 of the Inspectors Report

4.7.4a. The measurement of an adequate supply of land will take account of the amount of land available for employment use both in existing and proposed use, relative to the size of the local workforce. In allowing loss of employment land there will be a corresponding loss of work opportunities for the community that will require addressing. The Council will be looking to achieve the replacement of any lost job opportunities in order to retain a reasonable balance between population and employment. Where possible the proposal leading to lost employment opportunities should address this and come forward with proposals that compensate the loss. **For example, the loss of employment land can be compensated for satisfactorily by the provision of suitable alternative new land for employment use.** Where alternative land is identified it will need to be suitable for employment purposes as assessed against the criteria of relevant policy within the Plan.

Site Name	Area (ha)
Merrett's Mills, Minchinhampton	0.25
Draycott Mills Industrial Estate, Cam	0.33
SNFA Bearings Ltd, Charfield	0.80
Bonds Mill, Stonehouse	6.00
Site adjoining waste transfer station, Chapel Hill, Newport	1.10
Land south of Draycott Mills, Cam	1.70
Coaley Junction, Cam	1.44
Whiteway Hill Garage, Dursley	0.27
Woodlands Farm, Clapton, Berkeley	0.72
Javelin Park, Haresfield	4.80
Renishaw Metrology, Kingswood	13.00
Manor Printing Services Ltd, Charfield	0.09
Ellis's Farm Barn, Longney	0.02
Lypiatt Farm, Miserden	0.01
Henley Farm, Miserden	0.02

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Proposed Modification M/04/04/P: Modify Policy E2 to reflect recommendation 4.7 of the Inspectors Report

POLICY E2

Redevelopment of existing employment land not protected under Policy E1 will be permitted where the site is no longer suitable for employment use and one or more of the following criteria are met:

1. there is an adequate supply of employment land to meet local needs without retention of the site;
2. there are demonstrable environmental and/or conservation benefits that outweigh the loss of the employment land;
3. ~~the loss of employment land can be compensated for satisfactorily by the provision of suitable alternative new land for employment use; or~~
4. the loss of employment land through site rationalisation leads to investment in other parts of the site resulting in increased employment generation.

Proposed Modification M/04/08/T: Modify paragraph 4.8.1 to reflect recommendation 4.13 of the Inspectors Report

4.8.1. New sites are allocated for employment use to meet anticipated needs up to 2011. These are in addition to those already committed through planning permissions. Some allocations are carried forward from the Local Plan, Deposit Version 1994. They are well related to either existing centres of population, existing industrial sites or new housing allocations. The sites at Sharpness continue to provide stability and potential for growth of the port. Priority will be given at these sites **for employment uses** that can make use of the potential for waterborne freight via the Sharpness Docks. **In addition, two sites at Sharpness have been designated for potential waste management facilities by the County Council. These are identified on the Proposals Map. However, for their justification please refer to the Gloucestershire County Council Waste Disposal Local Plan.** The allocations, in

combination with existing sites and commitments, provide a wide range of opportunities in both scale and nature.

Proposed Modification M/04/19/T: Modify paragraph 4.8.2 with a factual update

4.8.2. This provides adequate choice for employers, enables improvements to the quality of provision and hence supports the growth of the Stroud economy. The sites proposed will accommodate the envisaged growth of indigenous businesses and new firms wishing to start up or establish operations in the District. **Once developed they will be treated as Key Employment Sites and be afforded the same protection as those sites covered in policy E1.** Land will also be available through the release of existing sites, as firms grow and move within the District, to enable new businesses to start up.

Proposed Modification M/04/05/P: Modify Proposal E3 to reflect recommendation 4.8 of the Inspectors Report

and

Proposed Modification M/04/06/P: Modify Proposal E3 (EA1) to reflect recommendation 4.9 of the Inspectors Report

and

Proposed Modification M/04/07/P: Modify Proposal E3 (EA1a) to reflect recommendation 4.10 of the Inspectors Report

and

Proposed Modification M/04/08/P: Modify Proposal E3 (EA3, EA4, WA5, and EA6) to reflect recommendation 4.13 of the Inspectors Report

and

Proposed Modification M/04/09/P: Modify Proposal E3 (EA8) to reflect recommendation 4.15 of the Inspectors Report

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PROPOSAL E3

The following sites are allocated for employment use. The completion of a Section 106 legal agreement will be sought, **or conditions used**, in order to secure the **planning obligations provisions** where listed under a site and any others that arise through consideration of planning applications that the Council considers reasonable and relevant to secure a satisfactory development.

SITE	PARISH	DESCRIPTION	HA
EA1 A	Cam	Land north-west of Draycott Crescent, Cam* Obligations: <ul style="list-style-type: none"> Contributions to off-site highway works, measures to improve traffic calming, public transport, pedestrian and cycle links to Cam and Dursley Rail Station and to Cam and Dursley centres; Provision of new highway access to the Jubilee Playing Field; Landscaping of the site. (M/04/07/P) 	11.6
EA1	Cam	Land East of Draycott Mills Industrial Estate, Cam* Provisions: <ul style="list-style-type: none"> Contributions to off-site highway works, measures to improve traffic calming, public transport, pedestrian and cycle links to Cam and Dursley Rail Station and to Cam and Dursley centres. Landscaping of the site. (M/04/06/P) 	11.6
EA2	Eastington	Meadow Mill, Eastington* Obligations Provisions:: <ul style="list-style-type: none"> Contributions to off-site highway works, measures to improve traffic calming, public transport, pedestrian and cycle links to Stonehouse and Stroud 	2.2
MU1	Hardwicke	Hunt's Grove, Colethrop Farm* Obligations Provisions:: <ul style="list-style-type: none"> These will be sought in conjunction with the provision of residential development as listed under Proposal H1. 	5.2
EA3	Hinton	Rear of kDock Road, Sharpness Dock* Obligations Provisions:: <ul style="list-style-type: none"> Contributions to off-site highway works. Contributions to provide improved public 	6.8 9.2

		transport services to the development from the anticipated employee catchment area. (M/04/05/P)	
EA4	Hinton	Land east of dock, Sharpness Dock* Obligations Provisions:: Contributions to off-site highway works. <ul style="list-style-type: none"> Contributions to provide improved public transport services to the development from the anticipated employee catchment area. (M/04/05/P)	3.2 2.8
EA5	Hinton	Adjacent tidal basin, Sharpness Dock* Obligations Provisions:: <ul style="list-style-type: none"> Contributions to off-site highway works. Contributions to provide improved public transport services to the development from the anticipated employee catchment area. (M/04/05/P)	4.0
EA6	Hinton	Bridge Road, Sharpness Dock* Obligations Provisions:: <ul style="list-style-type: none"> Contributions to off-site highway works. Contributions to provide improved public transport services to the development from the anticipated employee catchment area. (M/04/05/P)	3.4
EA7	Kingswood	Charfield Road, Kingswood*	0.3
EA8	Kingswood	Renishaws, Wotton-under-Edge* Obligations: <ul style="list-style-type: none"> Contributions to off-site highway works including public transport, pedestrian and cycle links to nearby settlements and urban areas. Provision of public playing fields. (M/04/09/P)	13.0**
EA9	Stonehouse	North of Stroudwater Industrial Estate Obligations Provisions:: <ul style="list-style-type: none"> Contributions to off-site highway works including public transport, pedestrian and cycle links to Stonehouse and Stroud. Contributions towards the re-opening of Stonehouse (Bristol line) railway station. Protection of woodland and amenity areas. 	15.7
EA10	Stonehouse	Stroudwater Business Park, Phase 1 Obligations Provisions:: <ul style="list-style-type: none"> Contributions to off-site 	4.0 1.5

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		<p>highway works including public transport, pedestrian and cycle links to Stonehouse and Stroud.</p> <ul style="list-style-type: none"> Contributions towards the re-opening of Stonehouse (Bristol line) railway station. 	
EA11	Stonehouse	<p>Land adj ABB/Kent, Oldends Lane</p> <p>Obligations Provisions:::</p> <ul style="list-style-type: none"> Contributions to off-site highway works including public pedestrian and cycle links to Stonehouse and Stroud Contribution towards the re-opening of Stonehouse (Bristol line) railway station 	1.4
EA12	Thrupp	<p>Adj Ham Mills, Thrupp*</p> <p>Obligations Provisions:::</p> <ul style="list-style-type: none"> Contributions to off-site highway works and pedestrian and bus stop facilities 	0.6
		TOTAL	71.4 57.9

* These sites may have archaeological significance and may require an archaeological evaluation at least before planning applications are determined. Prospective developers are advised to contact the County Archaeologist at an early stage in the formulation of their proposals.

Proposed Modification M/04/10/T: Modify paragraph 4.9.1 and 4.9.2 to reflect recommendation 4.24 of the Inspectors Report

4.9.1. Investment by businesses within established industrial sites is supported in principle. However, in the case of industrial uses within non-industrial areas it may be appropriate to restrict further growth or consolidation of the use in order to prevent degradation of the surrounding environment. Employment proposals, for example, that give rise to unacceptable loss of amenity to adjacent or nearby residential properties or have an unacceptable impact on other sensitive land uses will not be allowed. Such instances are covered by the General Policies of the Plan (G1 to ~~G5~~ G7). Alternatively, new residential development near existing employment uses should be designed so as not to sterilise employment growth potential **within those existing employment sites.**

4.9.2. Some of the District's key employment sites are located **at the edge of settlements or beyond them** in the open countryside. ~~some distance from the nearest town or village.~~ At first sight, the growth of such an employment use may appear undesirable in terms of the potential impact on the countryside **and** or the potential to attract car based commuters to the site. However, balanced against this, there will be occasions where **the social and economic benefits of an expansion in local employment opportunities outweighs the negative effects of development.** ~~expansion is desirable to improve local employment opportunities.~~ ~~Particularly w~~Where out-commuting is a feature of an area it may be desirable to increase the **local work prospects for the local community** in order to achieve a more self contained community where people have the opportunity to live and work in close proximity, thus reducing overall travel needs.

Proposed Modification M/04/10/P: Modify Policy E4 to reflect recommendation 4.24 of the Inspectors Report

POLICY E4

The extension, by new buildings or increased land area, of existing employment uses within **or adjacent to** defined settlement boundaries or key employment sites will be permitted provided all of the following criteria are met:

1. the development would not appear as an intrusion into open countryside;
2. the site is capable of satisfactorily accommodating the proposed development in terms of layout, access, parking, landscaping or any other requirement of the development; and
3. the development is appropriate in scale to the locality.

Proposed Modification M/04/02/T: Modify paragraph 4.9.3 to reflect recommendation 4.5 of the Inspectors Report

4.9.3. Whilst it is recognised that the planning system cannot force people to live and work in close proximity, it can provide the opportunity to do so. In making judgements on expansion

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proposals for this type of site, the Council will also take into account the potential for improvements to the accessibility of such workplaces, particularly in respect of alternative modes of transport to the car. The strengths of these arguments will be closely examined against policies E1A, E1B and T1 when making decisions on whether growth is acceptable. Transport assessments and 'Green Transport Plans' may be required to accompany proposals for larger scale developments or those considered to have significant impacts on the transport networks.

Proposed Modification M/04/02/T: Modify paragraph 4.10.2 to reflect recommendation 4.5 of the Inspectors Report

4.10.2. Allocations for new employment are set out in Proposal E3, most of which relate to the District's more urban areas. However, there may be proposals in relation to other settlements that seek to establish businesses on land that is not identified for employment use in this plan. In these circumstances proposals will be judged against Policy E1A and E1B. ~~That Policy~~ **Those policies** establishes criteria designed to ensure that new employment development is suitably located at main settlements and medium sized rural settlements, it is accessible and will not have adverse impacts on either the environment or the community.

Proposed Modification M/04/11/T: Modify paragraph 4.10.2a to reflect recommendation 4.26 of the Inspectors Report

4.10.2a Policy E5A makes allowances for the expansion of existing employment uses in the open countryside to assist with the provision of rural employment opportunities. Proposals will only be acceptable as a last resort in circumstances where no other suitable sites exist in more sustainable locations. **If a business is forced to operate from two or more sites through operation of this policy, the merits of this will be a matter for resolution through discussion and negotiation. The needs of the business will be taken into account and weighed against other planning considerations. Also, they** Proposals must also be appropriate to the locality in terms of their scale and not create unacceptable impacts on

the community they service, for example in terms of traffic generation or visual impact.

Proposed Modification M/04/20/T: Modify paragraph 4.10.2b to provide a factual update

4.10.2b. The role of the agricultural sector in the economy is declining as an employer of labour. Whilst agriculture as a land use will continue to be dominant in the countryside, the viability of many farms may depend on their ability to diversify part of their operation into other income creating land uses. Rural employment opportunities may also be created in the open countryside through farm diversification proposals. ~~PPG7, Annex C describes the types of proposals that may be appropriate in certain circumstances.~~ **PPS7 gives guidance on the circumstances in which farm diversification may be appropriate.** Policy E6 sets out criteria for the consideration of proposals for new buildings that will accommodate such uses. If the conversion of existing farm buildings forms part of the proposals, then assessment will also be made against Policies B15 and B16. Similarly other new economic uses for existing buildings in rural areas will be assessed against these policies.

Proposed Modification M/04/12/T: Modify paragraph 4.12.5 to reflect recommendation 4.31 of the Inspectors Report

4.12.5. Accommodation for tourists to the District exists in a wide range of hotels, guesthouses, bed and breakfast and self-catering accommodation. The Council is supportive of these establishments and will normally look favourably on extensions to them provided that they are compatible with their surroundings. New tourist accommodation will be supported provided that it meets the criteria of Policy E7A. In addition, some tourist accommodation may be provided by the re-use of ~~redundant~~ buildings in the countryside. This aspect is covered by Policy B15 which allows, among other things, limited redevelopment opportunities for small-scale tourist accommodation outside of settlements.

Proposed Modification M/04/13/T: Modify paragraph 4.12.7 to reflect recommendation 4.33 of the Inspectors Report

4.12.7. A need has been identified for the provision of new small scale camping/caravan sites in the District. It is envisaged that these would accommodate up to 10 pitches on a site in line with the Council's current Tourism Strategy. They would provide a longer-stay base for visitors to the attractions of the Severn Vale and the Cotswolds and support the 'in transit' needs of holidaymakers heading to the South West. The Council is happy for this demand to be met provided that the local environment and community are protected from any adverse effects in providing a new site. Proposed sites must also be easily accessible from the primary road network and preferably avoid the need to enter into or pass through existing settlements. Proposals for **residential** static caravans will be treated as new residential accommodation in the countryside and will be considered against the relevant policies in the Housing chapter.

Proposed Modification M/04/13/P: Modify Policy E9A to reflect recommendation 4.33 of the Inspectors Report

POLICY E9A

Proposals for small scale sites for **touring holiday** caravans and camping in the countryside will be permitted provided that all the following criteria are met:

1. they have good access to the principal road network and local services;
2. they are well screened from vantage points, highways and residential development and can be acceptably assimilated into the local environment;
3. adequate landscaping is provided within and around the site boundaries.

~~Static caravan sites will not be acceptable outside the defined settlements.~~
(M/04/13/P)