

4.1. Introduction

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. **(M/04/14/T)**

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. **(M/04/03/T)**

4.1.3. The Council recognises the important role of tourism as a present and future generator of income and employment in the District. Tourism is a valuable economic benefit to the District. The Council has adopted a proactive approach to tourism development in its Tourism Strategy. However, such development needs to be carefully balanced against environmental issues. The Council therefore supports the concept of 'sustainable tourism'; i.e. *'seeking a harmony between the needs of the visitor, the place and the host community'*¹¹. Land-use policies relevant to the

tourism potential of the District are included in this chapter in recognition of its impact on the local economy.

4.2. Objectives

4.2.1. Employment policy in the District is guided by the following objectives derived from the overall aim of 'enabling the economic prosperity of the District':-

1. To maintain and enhance the economic diversity and vitality of the District.
2. To increase rural employment opportunities.
3. To allocate employment land (in accordance with Gloucestershire Structure Plan requirements) for local businesses to expand and new firms to start up.
4. To protect and improve existing key industrial areas.
5. To ensure employment uses have good public accessibility.
6. To minimise any adverse effects of necessary development for employment on the community or environment.
7. To enable the growth of sustainable tourism.

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. **(M/04/15/T)**

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%~~.

¹¹ Source: *Maintaining the Balance – Government Task Force Report 1991*

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makes up over 20% of total unemployed claimants. (M/04/15/T)

- ~~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. (M/04/15/T)~~
- 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%). (M/04/15/T)**
- 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. (M/04/15/T)

~~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. (M/04/15/T)

4.4. Central Government Advice

4.4.1. This is contained in a number of relevant Planning Policy Guidance Notes.

4.4.2. PPG4: Industrial and Commercial Development and Small Firms 1992 encourages Local Plans to assist and stimulate the process of economic growth and regeneration in both urban and rural areas. It advises that Local Plan policies should:-

- provide for choice, flexibility and competition;
- be realistic in their assessment of the needs of industry;
- ensure the availability of sufficient land readily capable of development that is well served by infrastructure; and
- ensure a variety of sites is available to meet differing needs.

4.4.3. Locational policy should take account of the opportunities available to:-

- optimise use of existing sites, especially in urban areas;
- reduce the length and number of trips by car;
- place industry and commerce in residential areas without causing unacceptable disturbance;
- encourage new development in locations that can be served by more energy efficient modes of transport;
- discourage development that would unacceptably add to congestion; and
- sustain the rural economy.

~~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

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unacceptable harm. The re-use of existing buildings is advocated where the conditions are appropriate. (M/04/16/T)

4.4.4a. PPG6: Town Centres and Retail Development 1996 seeks to guide major generators of travel such as offices and retail facilities to existing town centres. Investment and diversification of uses in town centres, including employment uses, is encouraged to improve vitality and viability. Land for industry should be protected where it can be shown that redevelopment to other uses will restrict the range and quality of industrial sites available.

~~**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. (M/04/16/T)

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. (M/04/16/T)

4.4.6. PPG21: Tourism 1992 outlines the economic significance of tourism and its impact on land-use planning. Local Plans should:-

- include provision for tourism if appropriate to their area;
- protect the environmental qualities that are important to tourism; and
- utilise tourism as an element of urban regeneration.

4.5. Gloucestershire County Structure Plan

4.5.1. The adopted Structure Plan suggests a distribution of employment land across the County derived from employment land requirements that are based upon theoretical considerations and broad assumptions. As a result, the County has made allocations of land to each District that are indicative only. For Stroud a figure of about 100 hectares of employment land is indicated.

4.5.2. The Plan states that priority for employment land provision is within the central Severn Vale. In relation to Stroud District the nearest key strategic employment sites are at Quedgeley (Gloucester City) and Brockworth (Tewkesbury Borough), both areas bordering Stroud District's boundary. Outside the Central Severn Vale employment development servicing the needs of the District is mostly directed to Stroud and Stonehouse. Development in other settlements should only be allowed in accordance with Structure Plan Policies S1-S7. In general, employment provision should relate well to housing, commercial, leisure and community facilities and where there are opportunities to maximise the use of public transport. That is, it should serve the main urban areas.

4.5.3. Most B1 (business development) should be located in the main towns of the District, whilst B8 (storage and distribution) should be located to be readily accessible from primary transport routes and facilities. Scope

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is given to protect land in employment use where its loss would limit the range and quality of employment sites available.

4.5.4. Small scale rural development for employment uses can assist diversification of the rural economy. Subject to its environmental impact, such development may be supported in or adjacent to villages with an adequate range of community facilities and public transport service.

4.6. Local Plan Strategy

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 April 2004** ~~January 1999~~. **(M/04/17/T)**

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 - 31/12/98 31.3.04	41.2 35.16
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	10.5 20.43
Total Shortfall	about 70.3 49.09

4.6.2. A number of sites considered in this review have been 'available' for a considerable time. In particular about 18 hectares of land at Sharpness has been allocated since the mid 1980's. The lack of any real success in attracting industry to this area brings into question the suitability to the market of this area for employment use. However, the port of Sharpness shows signs of recovery following its privatisation. It is not desirable to undermine the potential of the port's growth by de-allocating sites for employment use at this time, particularly with the increasing focus on

alternative modes of transporting freight within the country. Sharpness is especially well located having rail and canal connections linked to the port operation.

4.6.3. This points to a need to provide a greater choice of sites to the market if the Stroud economy is to continue to flourish.

4.6.4. A study of business land and premises in the District published in November 1995 provides important information for the Local Plan Strategy:-

- Allocations of employment land made in the previous Local Plan are unlikely to satisfy future needs of firms expressing a need/desire to expand.
- New land should be allocated to protect and enhance the diversity of the local economy and to retain manufacturing businesses. This land needs to be distributed through the District so businesses can relocate locally and to meet sustainability objectives.
- Land is required for a range of types of premises.
- Out commuting is a stronger feature of the South Vale part of the District.
- Quality of business land and premises is often more important than location.

4.6.5. A rural employment study examining the nature and scale of rural employment in the District was undertaken for the Council in September 1997. This highlighted the benefits of rural employment to local areas and the need to ensure a positive commitment to sustainable rural economic development. It suggested some basic decisions were needed to:-

- define clearly the rural area for employment policy purposes and the role of the AONB within this;
- relate rural employment provision to the settlement strategy; and
- make closer links in the range of policies relating to rural diversification.

4.6.6. A number of policy initiatives to promote diversification and the strengthening of the rural economy were suggested:-

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- relax protection of existing industrial areas in the main built up areas;
- retain small scale employment sites in the rural areas;
- update criteria for re-use of rural buildings to reflect PPG7 guidance;
- incorporate a policy on farm based diversification; and
- consider controlling farm shops where they compete with village shops.

4.6.7. Where appropriate, policy stances have been devised drawn from these recommendations and are included in this chapter and other relevant parts of the Plan.

4.6.8. A review of existing employment sites is being undertaken to assess their continued usefulness in meeting employment land needs in the future. Some sites may have latent development potential either through clearance and subsequent redevelopment for alternative uses or through enhancing the quality of the site through better accessibility and environmental improvement. This may lead to getting better value out of existing sites for employment or other uses. On the other hand, if sites are shown to be unviable they may be lost, thus leading to the need to identify alternative employment land.

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; (M/04/01/T)**
- 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; (M/04/01/T)**

- 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 for employment uses on land well related to communities having a good level of services and facilities; (M/04/01/T)**
- 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.

Location of new employment

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. (M/04/02/T)**

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

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(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. (M/04/02/T)

~~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 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. (M/04/02/T)

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. (M/04/02/T)

4.6.9c. Policy E1A reflects the need for new employment provision with higher employment densities to be located within or adjacent to the District's main concentrations of population and hence close to the potential workforce. It is important that any new employment provision can be successfully integrated with the existing fabric of settlements and the communities they serve. Careful attention also will be paid to the assessment of new employment developments against a number of other policies in the Plan, particularly general, transport, natural and built environment policies, to secure their integration.

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 (M/04/02/T)

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 ~~T~~travel 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.

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Large scale B8 storage 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.

(M/04/02/P)

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.
- 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

(M/04/02/P)

4.7. Employment Land Protection

4.7.1. The loss of employment land in the towns and villages of the District is undesirable in so far as it may lead to the loss of employment opportunities. The District is currently a net exporter of labour to other areas. This, in combination with a high level of car ownership, leads to extensive and undesirable car based commuting patterns. In order to assist in reducing commuting levels, it is necessary to retain a good range of employment opportunities within the District's towns and villages. However, the Council recognises that there may be instances where the removal of employment activities from a site will improve the environment locally, or satisfy other aims of this plan, for example the protection of the AONB landscape.

4.7.2. There are a large number of existing employment sites within the District that play an important role in its economy. In addition, a number of new sites that already have planning permission have not yet been developed. These are shown below as employment commitments.

Table 4.2: Sites with Planning Permission for Employment Use at 1 ~~January 1999~~ April 2004 (M/04/18/T)

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

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

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4.7.3. A number of the existing and committed sites are regarded as key employment locations. The majority of these sites are located within or adjacent to the settlement boundaries. These have particular significance in relation to the sustainability agenda being well located in relation to the main labour market and thus able to provide good opportunities for a short journey to work. They provide a key resource for local employment and their protection helps to reduce the need to seek new greenfield opportunities for employment uses.

POLICY E1

The key employment land listed below will be retained as areas where employment needs take precedence and where redevelopment for alternative uses or changes of use from employment use will not be permitted.

SITE	PARISH	SITE NAME
EK1	Chalford	Chalford Industrial Estate
EK2	Eastington	Meadow Mill Industrial Estate
EK3	Stonehouse	Stroudwater/Oldends Lane Industrial area
EK4	Stonehouse	Bonds Mill Industrial Estate, Bristol Road
EK5	Stonehouse	Upper Mills Industrial Estate, Bristol Road
EK6	Stonehouse	Ryeford Industrial Area
EK7	Cainscross	Dudbridge Industrial Area
EK8	Rodborough	Daniels Industrial Estate, Bath Road
EK9	Rodborough	Bath Road Industrial Estate
EK10	Stroud	Fromeside Industrial Estate, Dr Newton's Way
EK11	Stroud	Salmon Springs Industrial Estate, Painswick Road
EK12	Stroud	Stafford Mills Industrial Estate, London Road
EK13	Thrupp	Griffin Mills Industrial Estate, London Road
EK14	Thrupp	Phoenix Industrial Estate, London Road
EK15	Thrupp	Hope Mills Industrial Estate, London Road
EK16	Thrupp	Brimscombe Port Industrial Area, London Road
EK17	Woodchester	South Woodchester Industrial Area, Bath Road
EK18	Woodchester	Frogmarsh Mill Industrial Estate, Bath Road
EK19	Nailsworth	Inchbrook Industrial Estate, Bath Road
EK20	Nailsworth	Nailsworth Mill Industrial Estate, Avening Road
EK21	Nailsworth	Spring Mill Industrial Estate, Avening Road
EK22	Frampton on Severn	Frampton Industrial Estate, Bridge Road
EK23	Cam	Draycott/Middle Mill Industrial Area, High Street
EK24	Cam	Cam Mills, Everlands
EK26	Dursley	Mawdsley's, Uley Road
EK27	Wotton-under-	Tabernacle Road

	Edge	
EK28	Wotton-under-Edge	Renishaw, Old Town
EK29	Wotton-under-Edge	Berkshire Gravure, Brookside
EK30	Kingswood	Abbey Mill Industrial Estate, Charfield Road
EK31	Kingswood	Reinshaw, New Mills
EK32	Hinton	Sharpness Docks
EK33	Berkeley	Rigestate, Station Road
EK34	Hardwicke	Former MoD Site 4
EK35	Hardwicke	Former MoD Site 2
EK36	Hardwicke	Former MoD Site 6
EK37	Stroud	Lodgemore/Fromehall Mills

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. **(M/04/04/T)**

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. (M/04/04/T)**

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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~~
3. the loss of employment land through site rationalisation leads to investment in other parts of the site resulting in increased employment generation.

(M/04/04/P)

4.8. Employment Land Allocation

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.
(M/04/08/T)

4.8.2This 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. **(M/04/19/T)**

4.8.2a. It is considered very important to set out, at as early a stage as possible, the obligations that will be sought in respect of any particular development, as this provides greater certainty to all parties. The obligations listed under each allocation identify matters that the Council considers should be addressed within each development to ensure an acceptable scheme is achieved. In some cases, the exact terms of the obligation are not yet known, and these have therefore been left more general. There may also be other matters that arise in the consideration of future planning applications that cannot be identified at present, for example due to changes in Government guidance.

PROPOSAL E3 (M/04/05/P)

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 	11.6

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		<p>Jubilee Playing Field;</p> <ul style="list-style-type: none"> Landscaping of the site. (M/04/07/P) 	
EA1	Cam	<p>Land East of Draycott Mills Industrial Estate, Cam*</p> <p>Provisions:</p> <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	<p>Meadow Mill, Eastington*</p> <p>Obligations Provisions::</p> <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	<p>Hunt's Grove, Colethrop Farm*</p> <p>Obligations Provisions::</p> <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	<p>Rear of Dock Road, Sharpness Dock*</p> <p>Obligations Provisions::</p> <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. <p>(M/04/05/P)</p>	<p>6.8</p> <p>9.2</p>
EA4	Hinton	<p>Land east of dock, Sharpness Dock*</p> <p>Obligations Provisions::</p> <p>Contributions to off-site highway works.</p> <ul style="list-style-type: none"> Contributions to provide improved public transport services to the development from the anticipated employee catchment area. <p>(M/04/05/P)</p>	<p>3.2</p> <p>2.8</p>
EA5	Hinton	<p>Adjacent tidal basin, Sharpness Dock*</p> <p>Obligations Provisions::</p> <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. <p>(M/04/05/P)</p>	4.0
EA6	Hinton	<p>Bridge Road, Sharpness Dock*</p> <p>Obligations Provisions::</p> <ul style="list-style-type: none"> Contributions to off-site highway works. 	3.4

		<ul style="list-style-type: none"> Contributions to provide improved public transport services to the development from the anticipated employee catchment area. <p>(M/04/05/P)</p>	
EA7	Kingswood	Charfield Road, Kingswood*	0.3
EA8	Kingswood	<p>Renishaws, Wotton-under-Edge*</p> <p>Obligations:</p> <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. <p>(M/04/09/P)</p>	13.0**
EA9	Stonehouse	<p>North of Stroudwater Industrial Estate</p> <p>Obligations Provisions::</p> <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	<p>Stroudwater Business Park, Phase 1</p> <p>Obligations Provisions::</p> <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. 	<p>4.0</p> <p>1.5</p>
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	<p>71.4</p> <p>57.9</p>

* 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.

4.9. Extension and Expansion of Existing Employment Uses

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.** (M/04/10/T)

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** ~~Particularly~~ 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.** (M/04/10/T)

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.

(M/04/10/P)

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 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. (M/04/02/T)

4.10. Rural Employment Provision

4.10.1. The Council wishes to encourage the growth of businesses within the District that meet the needs of the community without unacceptable detrimental impacts on the community or environment. In particular, in the District's larger and medium sized rural settlements, there are insufficient local employment opportunities available in relation to the number of people in the workforce. This leads to commuting and contributes to an unsustainable form of development. The Council would like to see an increase in the number of local employment opportunities in these settlements through the provision of small scale industrial sites.

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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. (M/04/02/T)

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. (M/04/11/T)

POLICY E5A

Development proposals for the extension, by new buildings or increased land area, of existing employment premises in the open countryside will be permitted if all the following criteria are met:

1. the development is appropriate in scale to the locality;
2. there are no suitable alternative buildings or sites within or adjacent to settlements in the area;
3. the development would improve local employment opportunities.

Farm Diversification

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. (M/04/20/T)

POLICY E6

New buildings for farm-based enterprises will be permitted if all the following criteria are met:

1. a location in the countryside is appropriate to the business concerned;
2. the development is appropriate in scale to the locality;
3. the development would improve local employment opportunities.

4.11. Homeworking

4.11.1. New businesses are often first formed in the home. The Council supports this enterprise in principle but is mindful of the harm that may be caused to surrounding residents or the local environment if the use outgrows the domestic environment. Provided the employment use remains ancillary to the domestic use of the property, then planning permission is not usually required.

4.11.2. Working from home has become an easier option for many professions with the growth of new technology, particularly the growth of information technology. This trend is

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likely to continue over the Plan period and is welcomed as perhaps one of the most sustainable forms of employment. The District is already highly attractive to home workers, particularly in the arts and crafts sectors. Home based businesses, where they do not adversely affect other residents or the environment, play a positive role in expanding the local economy in a cost and energy efficient way.

4.11.3. Unacceptable aspects of such businesses may occur where the business generates visitors, traffic, noise or fumes beyond that normal at a single residence without the ancillary use. In general B1 (light industrial) uses are most acceptable. B2 or B8 (general industrial and storage/distribution) uses will be considered on their merits but are likely to be unacceptable due to their impact on the environment or community. Where planning permission is required, the proposal will be assessed against Policy G1.

4.12. Tourism

4.12.1. Tourism covers a wide range of activities and types of development. As part of the local economy it has significant employment and income generation benefits for the District. The Council wishes to see the local tourist industry flourish in response to market demand. At the same time it wishes to protect the special environmental qualities that attract visitors in the first place. Therefore, a balance needs to be struck that enables the development of tourist facilities whilst not unacceptably harming environmental and community interests.

4.12.1a. The County Tourism Strategy 1999-2004 reviewed weaknesses in the County's tourism 'product' and identified the following specific shortfalls:

- Lack of caravan sites of a European standard.
- Shortage of low cost youth and group accommodation in the Cotswolds;
- Lack of interpretation of Gloucestershire's historic towns.

4.12.2. The Council will encourage development of activities and facilities that improve Stroud District as a tourist destination

and that help to achieve the aims of protecting and enhancing the environment within the central concept of sustainable development. The District has a wealth of natural and man-made features which form the basis for development of its tourist industry. The Cotswold Hills contrast with the Severn Vale to provide a unique blend of dramatic landscape, unspoilt countryside, public access to commons and an industrial heritage typified by the canals and the former woollen mills. Existing attractions complement this in the form of The Wildfowl and Wetlands Trust at Slimbridge, Woodchester Mansion, Berkeley Castle, Prinknash Abbey, The Cotswold Way and Painswick's Rococo Garden, and the soon to be completed Museum in the Park in Stroud.

4.12.3. The Council is supportive of tourist developments that help to develop a network of industrial heritage attractions based on the land adjoining the canals and re-using historic buildings. These can provide suitable sites for water based activities and activities related to the heritage of the canals and its associated historic industries.

4.12.4. In considering proposals across the District, preference will be given to those that provide new facilities housing activities that emphasise the special qualities of the Stroud District, such as the physical, natural or historic heritage of the area.

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. **(M/04/12/T)**

POLICY E7A

Development proposals that expand the range of tourist facilities and increase the tourist

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attraction of the District, including overnight tourist accommodation in hotels, guesthouses or bed and breakfasts will be permitted provided that:

1. visitor attractions relate to the physical, natural, cultural or historic heritage of the area;
2. they are of a scale, nature and design that will not create unacceptable visitor management problems and are compatible with the local environment;
3. there is no significant element of retail or residential development;
4. there is no adverse impact on the vitality and viability of nearby settlements.

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

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.
(M/04/13/T)

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.