

GREATER NOTTINGHAM ALIGNED CORE STRATEGY

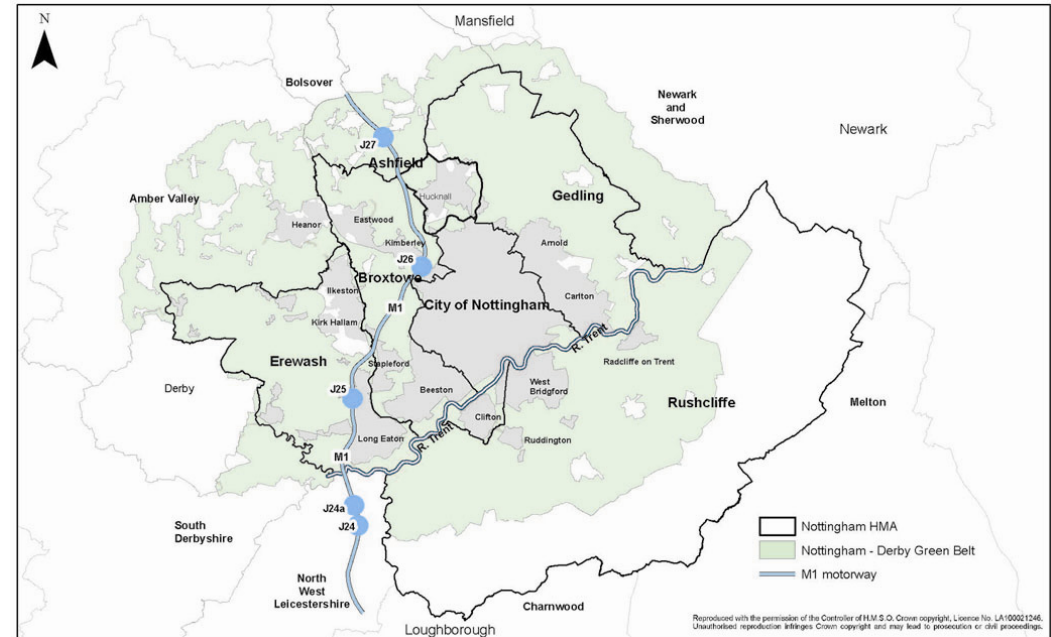
ECONOMY AND EMPLOYMENT LAND



The Councils of Ashfield, Broxtowe, Erewash, Gedling, Nottingham City and Rushcliffe are working closely together to prepare the Core Strategy and this is the first stage. No decisions have yet been made, and this is the opportunity for you to influence the shape of Greater Nottingham in the future.

Leaflet 4 in a series of 15

June 2009



Other topics in this series

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Office units in Beeston

Economy and employment land is one of the themes that will be covered in the Greater Nottingham Core Strategy.

The Core Strategy will be a set of policies that discuss the key issues facing the area and guide its development up to 2026. It will be a key part of the Local Development Frameworks for Greater Nottingham, the new set of planning policies that will replace each Council's Local Plans.

The Issues and Options document, describing this first stage of the Core Strategy, expands on the topics in this series of leaflets. It is available at local council offices, libraries and on council websites, as well as at www.gngrowthpoint.com.

Introduction to the Greater Nottingham economy

Greater Nottingham is home to many businesses which all contribute to the local economy and peoples' quality of life. However, many issues including the recent 'economic downturn' are impacting on businesses in all sectors

Studies have highlighted many pressing issues which Greater Nottingham and the aligned set of Core Strategies must respond to.

In today's competitive economic climate we need to plan for long-term sustainable economic growth. To achieve this, we have identified **6** main issues. 10.

1	Ensuring enough new jobs are available to tackle current levels of unemployment and meet the expected rise in population
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Greater Nottingham

- The workforce is expected to grow by 13,400 by 2016. There is a need to keep the level of jobs and employment land in balance with this rise.
- Providing the right types of jobs will help to tackle high unemployment and discourage commuting from outside the area, which can be considered unsustainable.
- Traditional industrial sectors continue to decline and the growth of the service sector is an ongoing issue which needs to be addressed. The Employment Land Study predicts a 21% increase in office-based jobs and a 15% decrease in industrial and warehousing jobs across the conurbation up to 2016.
- Growth in the service sector means new offices will be needed. However, new premises for other types of employment (e.g. warehousing) will still be needed to allow businesses to modernise.

2 Retaining and supporting existing industries and businesses



The Ropewalk Industrial Estate, Ilkeston

- There are many areas of poor quality and under used employment land throughout the area. We need to decide how much of this industrial land could be put to better use.
- However, there is a need to protect key areas of employment from being inappropriately developed for other land uses such as housing. This is particularly the case for good quality office sites as well as others sites that support less-skilled jobs which are in the most deprived areas.
- A practical balance needs to be reached between releasing poor quality employment sites and protecting profitable and locally-valued sites.

3 Providing new high-quality employment development in accessible locations



Sherwood Business Park, Annesley located close to Junction 27 of the M1

- To remain competitive we need to provide better quality employment sites. These should be attractive to potential commercial investors particularly in terms of size and accessibility.
- We must also recognise that there are opportunities to provide employment on large development sites that are planned across Greater Nottingham which incorporate other land uses. Furthermore, the rural economy could be developed in the future with enterprises such as B&B's and outdoor pursuits helping to provide employment opportunities.

4 Making the most of Nottingham city centre as economic driver for the wider area



Kings Walk, Nottingham City Centre

- Nottingham city centre is a commercial centre of regional and national importance. It is important as a 'brand' and is home to a range of businesses, facilities and services including the expanding Tram System.
- Nottingham city centre is a prime office location. Should we concentrate new office and commercial development in and around the city centre or should we allow a more scattered pattern of development?

5 Improving the economic role of our town centres



Ilkeston Town Centre

- Many of our town centres are important retail and employment locations. They have supporting services and are relatively accessible, especially by public transport. We could therefore encourage more office-based employment in these centres.

6 Taking advantage of the Greater Nottingham's location, labour pool & infrastructure



Nottingham Tram System

- We benefit greatly from our central location in the UK and have good levels of accessibility including the M1, East Midlands Airport and frequent direct rail services. It will be important to make the most of this position of strength to help the economy grow.

There are gaps between what skills exist within the labour pool and what is needed in the future. This demonstrates to us how crucial skills, training and improvements to education are.

How to get involved

We are now looking for your views on these issues. Your input at this stage will help us to prepare the Core Strategy and ensure that the final document includes the most appropriate policies for the future development of Greater Nottingham.

Please complete and send this simple questionnaire to let us know your views - see over.

You can also visit our website at www.gngrowthpoint.com

We need your views: please print and return pages 5-6 with your comments

EE1 Ensuring enough new jobs are available to tackle current levels of unemployment and meet the expected rise in population?

<i>Please tick one option</i>	
Use targets contained in the Employment Land Study for new office floorspace across Greater Nottingham to 2016	
Plan for a higher level of new employment floorspace above projected levels	
Set no targets for new employment floorspace	

EE2 Retaining and supporting existing industries and businesses?

<i>Please tick one option</i>	
Protect all forms of employment land and premises	
Adopt an approach which:- <ul style="list-style-type: none"> protects well located employment land and 'locally valuable' sites Releases poor quality and under-used sites to be developed for other land uses Removes development constraints on existing employment sites that are well located 	
Only protect proposals resulting in a significant reduction in employment	

EE3 Providing new high-quality employment development in accessible locations?

<i>Please tick one option</i>	
Provide enough new employment sites that are attractive to the commercial market in terms of size and accessibility	
Do not specify the location of new employment land	

<i>Please state whether agree with 3c</i>	Y	N
Encourage proposals and enterprises that develop the rural economy		

EE4 Making the most of Nottingham city centre as economic driver for the wider area?

<i>Please tick one option</i>	
Concentrate commercial development in Nottingham city centre	
Allow a more dispersed pattern of commercial development around Greater Nottingham	

EE5 Improving the economic role of our town centres?

<i>Please state whether agree with 5a</i>	Y	N
Accommodate more commercial development in existing town centres in Greater Nottingham		

EE6 Taking advantage of the Greater Nottingham's location, labour pool & infrastructure?

<i>Please state whether agree with 6a - 6d</i>	Y	N
Support the expansion of a knowledge-based economy		

Develop the role that East Midlands Airport plays in the local economy		
Provide for a large rail freight depot within Greater Nottingham.		
Increase opportunities for training initiatives to re-skill the local workforce		

EE7 Are there any other issues or options relating to the economy and employment land in Greater Nottingham?

Please suggest any ways you think the Core Strategy can help:

Please fill in your contact details in order that we can register your comments and provide you with a written response. Please note, your comments cannot be kept confidential and will be made available for public inspection.

Name:

Address/
Email:

Completed questionnaires should be returned by **31st July 2009** to:

M Gregory,
Growth Point Planning Manager,
Exchange Buildings North, Smithy Row,
Nottingham, NG1 2BS



Your personal information will be handled by the Council in accordance with the Data Protection Act 1998. Your information will not be disclosed to third parties and will not be used for any other purpose.