

Local Economy and Jobs

Make Cullompton more business friendly

Introduction

11.1 Our Neighbourhood Plan policies are intended to ease local barriers and broaden the supply of local business space so that Cullompton can continue to grow as an important business centre in Mid Devon and meet more of its local employment needs.



Aims and Objectives

11.2 The following aims and objectives relating to jobs and our local economy have emerged following a programme of community consultation. They have been used to help formulate the neighbourhood plan policies and inform a programme of other community actions.

| Local Economy and Jobs | |
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| Planning Aims | Planning Objectives |
| Encourage businesses to move to Cullompton | <ul style="list-style-type: none"> • Improve access to and from industrial estates |
| Foster a positive attitude towards promoting local economic development and attracting inward investment | <ul style="list-style-type: none"> • Increase the supply of flexible, easy in and out business spaces • Accommodate new forms of retailing such as click and collect |

Improving Access to Commercial Areas

11.3 Access and egress to several of the commercial areas is a matter of concern, not least because of safety considerations. It is raised regularly with town councillors. Access and egress from the Kingsmill Estate is particularly hazardous because of the volume of traffic and the lack of separation between pedestrians, motor vehicles and cycles; but arrangements at the other busy commercial areas shown on the map 7 could also be improved. Improving access arrangements in the interests of safety is very important. Such measures would also help reduce one of the barriers to business development and likely to make these trading areas more attractive to new businesses as well as customers.

11.4 Local Plan Policy CU8 recognises the need to create safe and attractive pedestrian and cycle links between the new East Cullompton development, when it takes place, and the Kingsmill Industrial Estate (the area's main area of commercial activity).

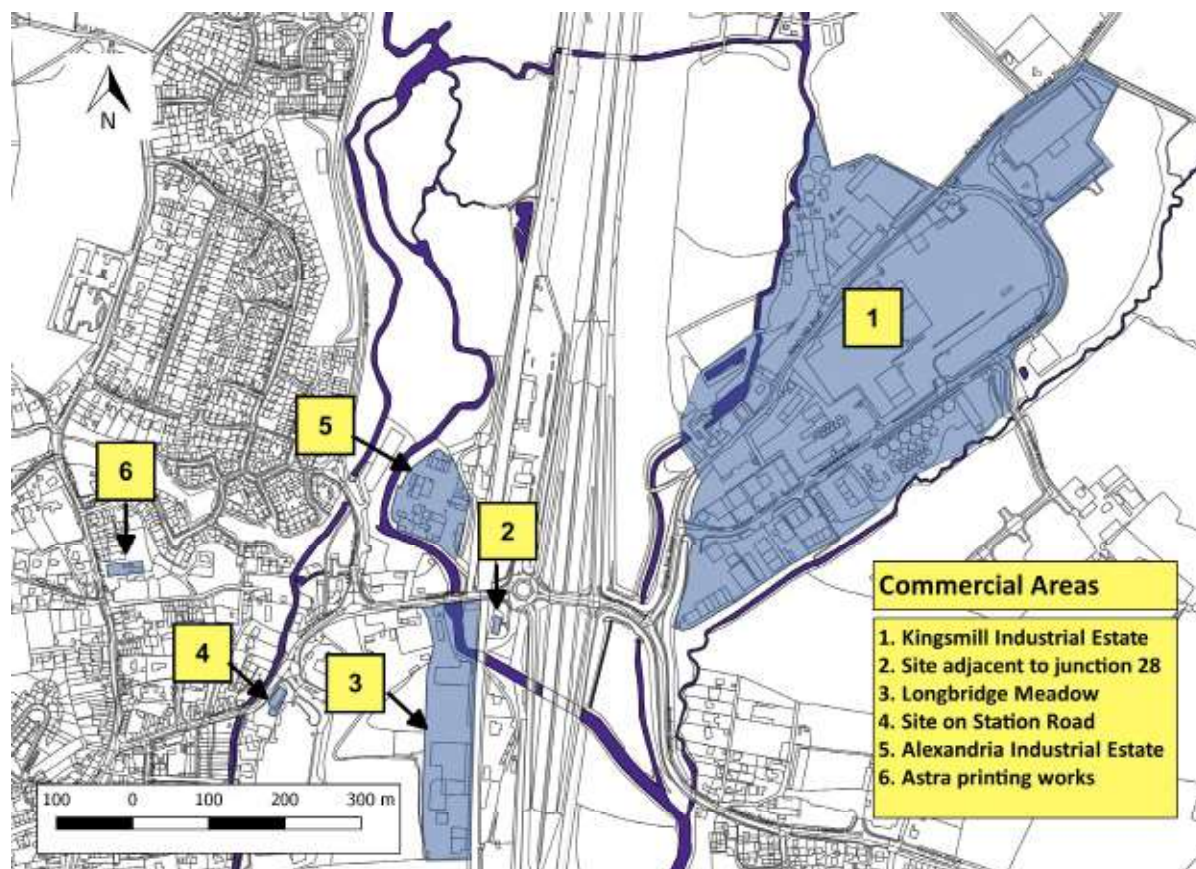
11.5 In the meantime, Policy EJ01 supports all development proposals that serve to improve safety and access to commercial areas for both pedestrian and road users.

Policy EJ01

Improving Access to Commercial Areas

Measures that improve access to and from the commercial areas (as identified on map 7) and increase safety of pedestrians and road users are necessary and will be supported.

Map 7: Commercial/Industrial Areas referred to in Policy EJ01



Development of Small Business Units

11.6 There is a need for more and better quality local employment opportunities. 87% of respondents to the Community Survey 2014 told us that we should encourage more business and commercial development. We want to encourage new business and enterprise of all kinds. The NPPF (para. 19) says *“the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth”*. In the interests of local employment and reduced travelling the NPPF (para. 37) advocates *“planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities”*.

11.7 The strategic policies of the Local Plan focus on providing larger employment sites in association with the new housing on the major development areas of North West Cullompton (21,000 square metres commercial floorspace), East Cullompton (20,000 square metres commercial floorspace within the plan period and a further 12,000 post-2033), Week Farm (15,000 square metres of employment floorspace) and Venn Farm (9,000 square metres of employment floorspace). Local Plan Policy DM19 provides for the protection of existing employment land and premises.

11.8 The Mid Devon Employment Land Review of 2013 considered that *“there is a case to argue that the portfolio of employment sites could be ‘rebalanced’ to include a number of smaller employment land allocations which are not dependent on provision of significant additional infrastructure, and could be easier to deliver in the short-to-medium term”*⁴¹. We want to help new small enterprises to get established and to engage with local markets. Providing for more small business units in the town may also reduce the need to commute out of Cullompton.

11.9 Policy EJ02 aims to be pro-active in the development of local enterprise and jobs at the micro-scale. It provides support to the development of various forms of small start-up business units within the town area (as defined on map 2, page 17) as long they do not cause nuisance and conform to other policies in the Neighbourhood Plan.

Policy EJ02

Development of Small Business Units

Proposals that provide for the development of small-scale business units, including live-work units, in the town area (as defined on map 2) are supported, provided that the proposals:

- (i) contribute positively to the character and vitality of the local area;
- (ii) are well integrated into, and complement, existing clusters of activity;
- (iii) protect residential amenity; and
- (iv) do not adversely impact upon road safety.



⁴¹ Mid Devon Employment Land Review Mid Devon District Council, Final Report, GL Hearn Limited, Jan 2013