

STRATEGY CONTEXT

Introduction

This chapter focuses on national, regional and local policies that have a relevance to the allocation of employment land and premises. An understanding of the strategies and reports contained within this review is needed to show strategic alignment and a holistic approach to promote sustainable development. BE Group's recommendations will follow the general principles set by them. These documents have a major influence on development decisions in the HMA and include national, regional, county and local planning guidance together with the Regional Economic Strategy.

Although this study covers Derby, Amber Valley and South Derbyshire many of the regional strategies focus very much on Derby City. Where comment has been specifically made about the other two areas this has been identified.

Planning Policy Statements/Guidance Notes

In respect of employment, national planning policy guidance points to six key areas, which will be considered in the conclusions and recommendations:

- PPS1: Delivering Sustainable Development including Economic Development (2005)
- PPS3: Housing (2006)
- PPG4: Industrial and Commercial Development and Small Firms (1992)
- PPS6: Town Centres and Retail Development (2005)
- PPS7: Rural Areas (2004)
- PPG13: Transport (2001).

These guidance notes and statements are intended to assist local authority policy makers and the following key factors are important in deciding on new employment land allocations in Local Development Frameworks:

- Provide sufficient land to meet future business and commercial requirements
- Provide land readily capable of development i.e. minimal servicing and remediation costs
- Provide sites well served by infrastructure i.e. services, communication and transport
- Utilise sustainable locations i.e. do not perpetuate use of the motorcar, rather encourage the use of public transport, cycling and walking
- Avoid locations that are not well served by public transport.

The Regional Spatial Strategy for the East Midlands (RSS8) (2005)

The Regional Spatial Strategy provides a broad development strategy for the East Midlands up to 2021. One of its ten regional core objectives is *"to promote and improve economic prosperity, employment opportunities and regional competitiveness."*

The RSS is divided up into five Sub-area Priority Areas. Derby City and South Derbyshire are included in the Three Cities Sub-area. However, Amber Valley is divided between two – the Three Cities (where it is not specifically mentioned) and the Northern Sub-areas.

The Sub-area boundaries are consistent with those set out in the Regional Planning Guidance for the East Midlands (RPG8). However, the boundaries will come under review as part of the next RSS review.

It is important to note that these boundaries are indicative and are not meant to be translated into detailed local boundaries as they do not coincide with administrative boundaries. Both Alfreton and Heanor are included in the Three Cities Sub-area.

Three Cities

The key strategic priorities for the Three Cities Sub-area are:

- Innovation
- Transport and logistics
- Land and development
- Enterprise and business support
- Employment, learning and skills.

It indicates that employment land should be made available to meet the expansion needs of indigenous manufacturing and distribution uses and to encourage new investment. Deprived inner urban areas and outer estates should be regenerated, together with promoting sustainable patterns of development, it also pushes for an improvement to the collective economic performance of the sub-area.

In terms of specific priorities for employment land, the RSS directs that there should be an adequate supply of good quality land for office and industrial uses available for development in sustainable locations; and that local authorities should promote the bringing forward of these employment sites through allocations to meet the specific requirements of potential investors; and ensure that allocations are relevant to need. It also promotes the continued diversification of the rural economy.

RRS8 Policy 2 states that land-use plans should adopt a sequential approach to the selection of land for development, prioritising previously developed land, urban areas and locations well served by public transport.

Policy 3 sets out sustainability criteria to be used in selecting land for development, including previously developed land, accessibility by non-car modes and the likelihood that the site can be viably developed.

Policy 5 sets out a hierarchy whereby new development is to be concentrated in the PUAs. The second layer of the hierarchy, where there should be appropriate development on a lesser scale, comprises sub-regional centres, which does not include any settlements in South Derbyshire.

Policy 6 directs that plans and strategies should provide for employment development to strengthen the vitality and viability of market towns and encourage development opportunities related to the rural economy, including farm-based enterprises and the appropriately scaled growth of rural businesses.

The RSS does not quantify employment land requirements. Instead, it directs planning authorities to take account of the findings of the Quality of Employment Land Study and Regional Employment Land Priorities.

The Regional Plan is currently under review, with the final version of the new document expected for publication in 2008. The new Regional Plan will replace the Structure Plan and will include guidance on employment land requirements for each of the HMAs, including Derby.

Northern Sub-area

The Northern Sub-area has been subject to major structural change as a result of the decline of the coal industry, which has led to the loss of some 55,000 jobs since 1981. As a result the RSS states that it is crucial that the sub-area develops a viable new economic base that will support healthy and vibrant communities, and that the sensitive management of important natural and cultural assets underpins that regeneration.

The sub-area is characterised by a number of larger towns, which function as centres for smaller previously mining-dependent communities. It has a wide range of natural and cultural assets, many of which reflect its rural character as well as its economic and industrial heritage. In the Derby HMA, the Derwent Valley Mills World Heritage Site in Belper is an example of this.

Alfreton is described as a settlement previously dependent on mining and other traditional industries and which is now a focus for shopping and service provision. Following the decline of coal, settlements such as Alfreton should become the focus of economic activity, otherwise their roles and functions may decline further.

Many brownfield sites in the sub-area are associated with former collieries in rural locations. Some of these sites are connected to the rail network and are close to former pit villages. Others are more remote and less accessible, and as a result environmental enhancement may be more appropriate than redevelopment.

With regards to employment land, the RSS states that there is an inadequate supply of office space, particularly in and around existing urban centres. Although there is an extensive supply of allocated industrial land, much is of poor quality and around 25 percent could be de-allocated without market detriment. However selective public investment will be required to ensure an adequate supply of good quality land in the future.

Draft East Midlands Regional Plan (RSS8) Part 1 (2007)

The Draft Plan provides a broad development strategy for the East Midlands up to 2026 (compared to the existing RSS which only went to 2021). It also represents the spatial element of the East Midlands Integrated Regional Strategy. Its main objective in relation to this study is to 'improve economic prosperity, employment opportunities and regional competitiveness' through:

- Improving access to labour and markets
- Ensuring that sufficient good quality land and premises are available to support economic activity.

The strategy also contains policies in respect of the region's five sub-areas. Derby HMA falls into the Three Cities Sub-area.

Three Cities Sub-area Priorities

Development should support the growth and regeneration of Derby, Nottingham and Leicester and maintain and strengthen their economic, commercial and cultural roles. Specific economic objectives include:

- Identifying employment land to meet the needs of indigenous manufacturing and distribution uses and to encourage new investment
- Enhancing transport links and public transport accessibility both in and between the cities
- Ensuring retail, office, residential, entertainment and service uses are in central areas, to support the vitality and viability of the city centres.

The Draft Plan states that office supply is constrained in Derby (as well as in Nottingham and Leicester) partly due to pressure from other uses such as housing. There is a particular shortage of sites suitable for science and technology uses. The availability of good quality industrial land is also constrained.

Draft East Midlands Regional Plan (RSS8) Part 2 (2007)

The Plan's vision for the Three Cities Sub-area, which includes Derby HMA, is to ensure that it *"will be an area where the principles of sustainability are implemented through new development and regeneration. This will involve the significant strengthening of the complementary roles of the three Principal Urban Areas by providing new jobs, homes, services, community facilities and green and environmental infrastructure in and around them. The role of sub-regional centres will be maintained through appropriate development, and the needs of other settlements requiring regeneration will be met in a sustainable way. Natural and cultural assets will be protected and enhanced."*

In reviewing employment land allocations in the Three Cities Sub-area, local authorities should have regard to the following:

- The regeneration of city centres, including large scale office developments, leisure and retail
- The need to regenerate deprived communities
- The needs of high technology sectors
- The need to serve the development requirements of East Midlands Airport
- The need for local employment opportunities to reduce out commuting.

East Midlands Regional Economic Strategy 2006-2020 (2005)

The fundamental purpose of EMDA's Regional Economic Strategy (RES) is to improve economic performance and enhance the region's competitiveness.

The RES and RSS provide the context for economic and spatial development in the region. While the RSS focuses on spatial and land-use related issues, the RES provides the policy context for economic issues as they relate to development and regeneration.

The strategy is focused on sustainable economic growth to create a 'flourishing region' which includes growing and innovative businesses, skilled people in good quality jobs, participating in healthy, inclusive communities and living in thriving and attractive places. The vision to create a flourishing region is supported by three structural themes:

- Raising productivity
- Ensuring sustainability
- Achieving equality.

These objectives will be achieved through ten strategic priorities (see Table A1).

Table A1 – RES Strategic Priorities

Strategic Priorities	Aim
Employment, learning and skills	To move more people into better jobs in growing businesses
Enterprise and business support	To become a region of highly productive, globally competitive businesses
Innovation	To develop a dynamic region founded upon innovative and knowledge focused businesses competing successfully in a global economy
Transport and logistics	To improve the quality of regional infrastructure to enable better connectivity within and outside the region
Energy and resources	To transform the way we use resources and use and generate energy to ensure a sustainable economy, a high quality environment and lessen the impact on

Strategic Priorities	Aim
	climate change
Environmental protection	To protect and enhance the region's environment through sustainable economic growth
Land and development	To ensure that the quality and supply of development land, and balance between competing land uses, contributes towards sustainable growth of the regional economy
Cohesive communities	To increase life chances for all leading to stronger and more cohesive communities, a dynamic society and a stronger economy
Economic renewal	To ensure all people and communities have the opportunity to create new and sustainable economic futures
Economic inclusion	To help overcome the barriers, or market failures, that prevent people from participating fully in the regional and local economy

Source: East Midlands Regional Economic Strategy, 2005

With regards to land and development, the RES states that there will be a significant decline in the demand for industrial floorspace over the next 10 to 15 years. However, in the same period, there will be an increase in demand for offices. Therefore, due to the higher density of employment in the service sector, less land will be required.

The strategy identifies some issues for employment land in the region. Some sites are unattractive or non-viable, and the policy of deallocating such sites should be continued. The strategy states that there needs to be an appropriate supply and range of quality employment sites, and for a range of different types of uses. In addition to issues such as transport accessibility, environmental characteristics, and proximity to a skilled workforce, utility and ICT connectivity are a key part of ensuring a quality supply of land.

Table A2 shows the priority actions concerned with land and development in the strategy.

Table A2 – RES Land and Development Priority Actions

Priority Actions	
Ensure and safeguard an appropriate supply of quality employment land by providing supportive local and regional plans and policies, through:	Maintaining an up-to-date regional picture of employment land supply and quality issues by monitoring, and building on the results of local, sub-regional, and regional studies
	Bringing forward new sites, upgrading existing sites, and where necessary in order to further regeneration objectives, promoting the redevelopment of commercially unattractive sites for other economically beneficial uses
	Undertaking masterplanning exercises, and where appropriate use environmental impact assessments, to provide an holistic approach to the supply of employment land
	Preparing relocation strategies for businesses affected by redevelopment proposals
	Encouraging job creation through private sector development and the targeting of public sector resources for priority sites

Priority Actions	
Ensure appropriate levels of infrastructure including transport, utilities and ICT for employment-related schemes, through:	Assessing regional deficiencies and identifying needs for utility provision and ICT
	Assessing and planning for infrastructure needs on proposed sites for development, using development briefs and local planning decisions to ensure appropriate provision
	Ensuring proactive investment by the public sector where market failures exist
	Assess potential environmental impacts using environmental impact assessments and environmental capacity studies
Increase the re-use of previously developed land through an appropriate mix of actions including site remediation, reclamation and redevelopment, and ensure that effective use is made of the existing stock of buildings. Key actions include:	Rolling out the Brownfield Land Action Plan for the East Midlands
	Identifying appropriate previously used sites through local development frameworks to bring forward economic investment consistent with the RES and RSS
	Ensuring that the legacy of severe problems of environmental degradation caused by coal mining continues to be addressed

Source: East Midlands Regional Economic Strategy 2005

East Midlands Urban Action Plan 2005-2011 (2005)

The Urban Action Plan sets out the framework for urban renaissance in the East Midlands. It identifies a number of Priority Urban Areas where action will have the greatest impact, catalysing improvements around the region. One of these areas is Derby.

Derby HMA is included in the Three Cities concept of Derby, Leicester and Nottingham to form a collective of connected centres. Part of the vision of this plan is *“managing the regeneration of communities affected by structural economic change to ensure that everyone has equality of opportunity to live in neighbourhoods which provide accessible housing, excellent services and the chance for all to engage and contribute.”*

It takes a themed approach to ensure that a step change in the level of impact as a whole is more likely. These themes are:

- Land Supply
- Public Realm
- Skills & Business Development
- Transport Issues
- Tourism, Culture & Sport.

Under the first theme, the one with most relevance to this study, the key actions are to help provide quality employment sites on previously developed land; create sustainable and sequential land supply for businesses; improve the built environment; masterplan development; and increase the contribution of East Midlands Airport.

Derby and Derbyshire Joint Structure Plan (2004)

The Derby and Derbyshire Joint Structure Plan covers the City of Derby and the rest of the County except for that part in the Peak District National Park.

The Plan sets out the scale and location of land for business, general industrial and distribution use between 1991 and 2011. The Economy policies:

- Make provision for a diversity of sites and buildings in terms of location, size and environment

- Limit the loss of employment land and buildings, except where incompatible with adjacent uses
- Seek to balance employment and housing in order to reduce the need to travel
- Promote the re-use of derelict, unused and under-used land
- Contribute to the economic regeneration of the former coal mining areas and deprived areas of Derby
- Favour developments which use spare capacity in existing infrastructure, including public transport
- Encourage the expansion or relocation of employment uses within the same general area
- Encourage the development of small-scale businesses, including, where appropriate, within primarily residential and rural areas
- Promote major new office developments in the urban areas.

Between 1991 and 2011, the Plan makes provision for 640 ha of land in the Derby HMA (see Table A3). In Amber Valley, the land will be focused on Alfreton (70 ha), Belper/Ripley (75 ha) and Heanor (30 ha). In South Derbyshire, the largest proportion of employment land will be in Swadlincote (100 ha) the rest in the north of the District allied to Derby. Overall this provides 32 ha of land each year across the study area.

Table A3 – Employment Land Allocations 1991 – 2011

Area	Total land, ha
Amber Valley	175
Derby	315
South Derbyshire	150
Derby HMA Total	640

Source: Derby and Derbyshire Joint Structure Plan, 2004

City of Derby Local Plan Review (2006)

The Plan provides a ten-year vision for Derby and promotes the economic, social and environmental well being of the city in the context of sustainable development and regeneration.

Of the nine key planning objectives, the two that are most relevant to this study are:

- Making full use of previously used land and buildings
- Encouraging inward investment, new small and medium sized enterprises (SMEs) and expanding existing businesses.

Regeneration is a key theme of the Plan and a vital component of its sustainability agenda. The Plan identifies five regeneration priority areas where derelict and redundant land and buildings will be brought back into use:

- Chellaston Business Park
- Raynesway/Acordis
- Bombardier
- Pride Park
- Chaddesden Sidings.

Other mixed-use regeneration opportunities where employment use will be permitted include:

- Friar Gate Goods Yard, although it is unlikely employment uses will actually come forward

- South of Slack Lane, business uses will create jobs in this residential area, however, no significant new employment floorspace will be created
- Former Manor and Kingsway Hospitals, high quality B1 business park on no less than 6.9 ha
- Baseball Ground, but is not likely to offer a significant amount of employment (and in fact is now under development for housing) and is therefore not included in the Structure Plan targets
- Markeaton Brook Mixed-Use Area, retains a strong business base and expansion or new business development would be consistent with its existing character.

The Plan includes a city centre strategy, emphasising opportunities for mixed-use sites, and to create a strong commercial core. Areas that could include business use are:

- City Centre Shopping Area – encourages B1 office development at first floor level and above
- Northern Quarter Policy Area – create a ‘creative industries cluster’, encouraging small workshops/incubator/starter units to contribute to this
- Castle Ward – provides good opportunities for business/office development.

Employment Land Provision

The Derby and Derbyshire Joint Structure Plan requires the provision of 315 ha of employment land in Derby over the period of 1991-2011. 78 ha of this has already been developed by January 2006, leaving a requirement to identify a further 237 ha. The Local Plan identifies a total of 338.8 ha, as shown in Table A4.

Table A4 – Employment Land Provision, ha

Structure Plan Requirement 1991 - 2011	315 ha
Planning Allocated Sites	237.86 ha
Contributions from other sites	8.90 ha
Land developed 1991-2004 or under construction at 2004	78.55 ha
Other unallocated sites with planning permission	1.88 ha
Allocated land not contributing to the Structure Plan requirement	11.61 ha
Total	338.8 ha

Source: City of Derby Local Plan Review, 2006

The Plan sets out general policies. With regards to major office development, a sequential test will be used to try to ensure that any new schemes over 2500 sqm are built in the city centre first, followed by edge-of-centre and then finally out-of-town locations (but only those that are accessible by a choice of means of transport). Furthermore the development of employment land allocations is preferable to using new sites.

With regards to brownfield land, there may be scope for redevelopment to avoid the loss of employment land and protect job opportunities. Where impact on amenity is a concern, B1 uses are more appropriate for a residential environment.

The Plan states that it is important that sufficient land is allocated and available to meet the economic needs of Derby and the Structure Plan requirements. However, in some circumstances it may be appropriate to consider alternative uses, where that land is no longer suitable for employment, and where its loss would not cause or worsen a qualitative shortage of employment land.

Derby's 2020 Vision (Derby City Partnership, 2006)

Derby City Partnership (DCP) is the local strategic partnership, it has over 250 members representing public services, local businesses, community and voluntary groups and individuals who live or work in the city.

The 2020 Vision is the city's community strategy and sets out the DCP's social, economic and environmental aims. The priorities are updated every three years to reflect the changing needs of the city.

The DCP's objectives for 2006 to 2009 that are relevant to this study are:

Support the development of people's skills to meet the needs of city centre employers

Make sure people in areas of high unemployment get access to job opportunities

Support the growth of the local economy, focusing on retail, tourism, creative industries and manufacturing engineering.

Derby City Growth Updated Strategic Framework and Action Plan (Derby City Growth 2007)

City Growth Strategies are a private sector-led, market-driven approach to growing SMEs and thereby enhancing the local economy. It has three broad priority action areas: physical futures, jobs and skills, and enterprise and innovation. It also addresses five target clusters: retail, tourism, creative industries, manufacturing/engineering and the Normanton Road business cluster.

Table A5 – Derby City Growth Action Plan 2007

Priority Actions	Projects
Physical Futures	Regional science & technology park Commercial office schemes New growth point programme Transport corridor plans Three Cities TIF programme Climate change Renewable energy feasibility studies
Jobs & Skills	Labour market intelligence models Worklessness in disadvantaged areas Young people into employment Upskilling Recruitment & retention
Enterprise & Innovation	LEGI pilot projects Business mentoring Social enterprise strategy
Cluster Development	City centre hotels Visitor development strategy National centre of excellence in gaming Derby design awards/festival Derby BID Development of district retail centres Normanton 'City Fringe' masterplan
Marketing Derby	Inward investment marketing

	Developing conferencing offer Derby Station arrival gateway Annual futures debate Food & drink development
--	---

Source: Derby City Growth 2007

New Growth Point – Three Cities & Three Counties – Derby, Leicester & Nottingham

The three cities of Derby, Leicester and Nottingham are a New Growth Point, part of the Government's plans to increase the rate of house building in England from 160,000 to 200,000 per year by 2016. Their bid put forward proposals for sustainable growth to help achieve this ambition, proposals include:

- An additional 81,500 homes by 2016, of these, 9800 will be in Derby
- Regeneration and provision of community facilities to encourage more people into the city centre
- A new public park linking Derby city centre with the Derwent Valley Mills World Heritage Site
- Improving connectivity and public transport within and between the three cities, including links to East Midlands Airport.

Derby has already been awarded £3 million under this scheme. Tackling infrastructure and increasing the population should impact positively on the potential for Derby to attract new and larger businesses, given the importance of labour supply and cost.

Amber Valley Local Plan (Adopted April 2006)

Amber Valley Borough Council has a series of strategic objectives on which it will focus service delivery:

- Sustainable housing and the environment
- Safer communities
- Active young people
- Healthier communities
- Thriving economy and employment.

The Plan sets out nine key objectives, those important to this study are:

- Ensure sustainable development
- Ensure that development is accessible by all sections of the population.

The Plan links to economic development to Government policies, shown in Table A6.

Table A6 – Economic Policies

Government Policy	Amber Valley Objectives
PPS 1: Delivering Sustainable Development	Identify suitable locations for development to prosper
	Locate development which reduces the need to travel
	Ensure the provision of infrastructure services
PPG 4: Industrial and Commercial Development and Small Firms	Take account of the locational demands of businesses, whilst having regard to wider environmental objectives
	Develop policies to support small firms
	Encourage mixed-uses except where there is a specific environmental objection
	Support proposals to sustain the rural economy

Government Policy	Amber Valley Objectives
	Encourage the re-use of urban land
PPS 7: Sustainable development in rural areas	Raise the quality of life and the environment in rural areas
	Promote more sustainable patterns of development
	Improve economic performance
	Promote sustainable, diverse and adaptable agricultural sectors

Source: Amber Valley Local Plan, 2006

Table A7 shows that the Joint Structure Plan requires 175 ha of land to be brought forward for new business and industrial development in the Borough between 1991 and 2011. As at 2005, almost 51 ha of land had been developed. The Plan states that sufficient land has already been identified to meet the remaining requirement, and that they remain both suitable and viable for development.

Table A7 – Proposed Employment Land 2005-2011

Sub-Area	Requirement 1991-2011, ha	Developed 1991-2005, ha	Remaining Requirement 2005-2011, ha
Alfreton	70	46.71	23.29
Belper/Ripley	75	3.10	71.90
Heanor	30	1.00	29.00
Total	175	50.81	124.19

Source: Amber Valley Local Plan, 2006

The Plan reiterates the need to facilitate the expansion of existing firms to ensure that they grow and contribute to the economy. There is however, a need to ensure no adverse impact on the environment.

The Plan states that the Borough's strategic road network makes it a prime location for distribution and warehouse operators. However, these B8 uses should not be to the detriment of other types of business.

Small businesses growth will be facilitated through the provision of suitable accommodation and sites, either within, or at new, employment areas. This will include the conversion of existing, redundant or other buildings in employment use, as well as ensuring that major new employment schemes include an appropriate proportion of smaller units.

The Plan acknowledges that in the older urban areas of the Borough, there are a number of established businesses operating out of poor quality buildings. It promotes their relocation to more acceptable locations within either established or new employment areas and by allowing redevelopment of their existing sites.

The majority of the Borough's business and industrial areas are occupied by manufacturing, warehouse and distribution operations, characterised by the relatively low quality of environment. Service sector growth will lead to the demand for higher quality, lower density developments. This will impact on the overall layout, design and density of new schemes.

Amber Valley Regeneration Strategy 2005-2015 (2005)

The Amber Valley Regeneration Strategy has been prepared by the Amber Valley Partnership and supersedes the Economic and Tourism Strategy 2001-2011. The Strategy states that Amber Valley's economic performance is strongly dependant on its industrial structure. The Borough has a relatively small economy with limited evidence of economic growth. The Strategy has the following objectives:

- A sprit of enterprise and innovation
- Prosperous market towns
- Competitive businesses
- A wide range of employment opportunities
- A culture of lifelong learning where people have the skills and aspirations to access quality jobs
- A strong tourism base
- An effective infrastructure for inward investment.

In order to support business and employment growth, the Strategy states the need to provide the right quantity and quality of land, buildings, transport and communications. It acknowledges that the two key factors for inward investment are the availability of appropriate premises and a suitably skilled workforce. It confirms that Amber Valley is well located in terms of national transport networks; however, sites are not available for inward investment.

The Strategy focuses on the following areas:

- Increasing the profile of Amber Valley as a place to visit, invest and do business
- Setting out the areas for growth and infrastructure investment
- Identifying and promoting key business sites
- Ensuring a supply of quality employment land in appropriate locations
- Facilitating the development of Cinderhill
- Ensuring that all new developments are of the highest environmental quality.

Amber Valley Community Strategy 2006-2009 (2006)

The strategy has been developed by the Amber Valley Partnership and its themes include:

- Safer communities
- Children and young people
- Healthier communities
- Sustainable housing and environment
- Thriving economy and employment
- Partnership development.

The Strategy reiterates the economic priorities of the Regeneration Strategy, its priorities and actions are shown in Table A8.

Table A8 – Community Strategy Economic Priorities

Priority	Action
Equip our communities with the skills and confidence to access quality jobs	Continuation of community regeneration programme in Heanor
	Regenerating Ironville and the surrounding area
	Build community capacity, providing information and support to access external funding
Establish a strong tourism base	Increase the profile of Amber Valley as a place to visit

Provide an effective infrastructure for forward investment	Increase the profile of Amber Valley as a place to invest and do business
	Baseline study of demand, supply, quality and condition of industrial space in Amber Valley
	Support the Cromford Canal development
	Support the development of Cinderhill
Create a culture of lifelong learning	Deliver a celebration of learning across all partners
	Meet the skill needs of employers/promote learning to the workforce by disseminating train-to-gain information
Forge a spirit of enterprise and innovation, creating competitive businesses and developing a wide range of employment opportunities	Map business networks in Amber Valley
	Map services and business support organisations in Amber Valley and identify gaps in provision
Develop prosperous market towns	Re-energising Ripley Initiative, working with town traders on the main issues of marketing and promotion, town pride and shopper appeal

Source: Amber Valley Community Strategy, 2006

The South Derbyshire Local Plan (SDDC, 1998)

The South Derbyshire Local Plan was adopted in May 1998 and sets out the Council's approach to the development, management and use of land to the year 2001. In 2003, a Revised Deposit Draft Local Plan (RDDLP) was placed on deposit for further consultation. However, for various reasons the RDDLP was withdrawn. The most recent Local Development Scheme states that the core strategy of the Local Development Framework is due for adoption in June 2010.

The underlying aim of the Local Plan is to deal with the socio-economic changes in South Derbyshire. New development will be located in such a way as to:

- Meet the needs identified in the Derbyshire Structure Plan, principally through the development of sites at Swadlincote, Hilton, Church Broughton and Melbourne
- Make full and effective use of vacant, underused and previously developed land and existing or committed infrastructure
- Continue the expansion of Swadlincote, further regenerate the town and reinforce its role as the administrative, employment and commercial focus of the District.

The Plan seeks to promote employment by means of a package of policies: safeguarding existing employment, fostering the growth of the local firms and making the most of the economic potential of each part of the District, whether this be in manufacturing, high technology, distribution or services such as leisure and tourism.

Provision is made for 380 ha of employment land including 255 ha for the Toyota site, Burnaston. Some 75 ha of land are to be provided in the Swadlincote area with the balance in the rest of the District.

The withdrawn RDDLP showed that between 1991 and 2004, the Council had provided 63 ha of employment land in the Derby sub-area, exceeding the Structure Plan target. Development had started on 28 ha of this land. The remainder was due to take place on Dove Valley, where subsequently, development has taken place. For the Swadlincote sub-area, the Draft Local Plan allocated three new sites at land north of Occupation Lane, Tetron Point and Woodville Woodlands. Tetron Point is now almost complete and only land north of Occupation Lane and Woodville Woodlands remain undeveloped.

The objectives of the Local Plan with regards to employment are:

- To provide a framework in which firms can develop and grow and new firms are encouraged to move to the area
- To realise the opportunities afforded by Toyota and related developments, the construction of the A50 Stoke-Derby Link Road and the National Forest
- Minimise the impact upon the countryside, agricultural land and local communities
- To direct a large amount of new development to Swadlincote where a plentiful supply of labour exists to reduce out-commuting and encourage further investment in the town
- To provide a healthy rural economy.

Draft South Derbyshire Economic Development Strategy 2007-2012 (2007)

Developed by SDDC in consultation with the South Derbyshire local strategic partnership (LSP), the Economic Regeneration Strategy sets out to address the economic challenges facing the District and set a vision for its future regeneration. The Strategy's vision is "to promote greater economic wellbeing in South Derbyshire, in order that it becomes a healthier, more prosperous and safer place to live with better jobs and prospects for local people and businesses." This will be achieved through three key objectives as shown in Table A9.

Table A9 – South Derbyshire Economic Regeneration Strategy Objectives and Ambitions

Raising Productivity	To enable people and business in South Derbyshire to become more competitive and innovative
Ambition 1	Raising skills levels, promoting a culture of learning and improving training facilities
Ambition 2	Attracting new inward investment and encouraging reinvestment by existing businesses
Ambition 3	Developing tourism and woodland economy, maximising the potential of the National Forest to address rural issues
Ambition 4	Providing business support and innovation assistance, particularly in key growth sectors
Ensuring Sustainability	To provide the infrastructure for businesses and communities to thrive in South Derbyshire
Ambition 5	Improving accessibility to opportunities, particularly employment and training
Ambition 6	Providing sites and premises for future employment needs, co-ordinating provision with transport and other infrastructure
Ambition 7	Continuing the revival of Swadlincote town centre as a service centre and focus for the community and visitors
Achieving Equality	To help all people in South Derbyshire to realise their full potential
Ambition 8	Overcoming employability barriers to entering the workforce, particularly amongst vulnerable people facing multiple challenges
Ambition 9	Raising aspirations and expectations, particularly amongst young people

Source: Draft South Derbyshire Economic Regeneration Strategy, 2007

Ambition six is of most relevance to this study. It states the need for a co-ordinated long-term vision for the provision of employment land, associated actions are:

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

Community Strategy for South Derbyshire, 2005-2010 (2005)

The strategy has been developed by the South Derbyshire (LSP) and aims to improve the economic, social and environmental wellbeing of South Derbyshire. The strategy focuses on six themes:

- Creating opportunities for all
- Safe communities
- Healthy communities
- A vibrant economy
- A sustainable environment
- Lifelong learning and culture.

The strategy states that there are over 2000 businesses in South Derbyshire, of which, 75 percent employ between one and five employees. South Derbyshire has approximately 50,000 people of working age. However, local businesses employ half this number, which suggests that a high percentage of the population travel out of the district to work.

The challenges to create a vibrant economy include:

- Expanding the number and types of jobs available in South Derbyshire
- Promoting tourism
- Making the most of the jobs created by The National Forest
- Making sure the workforce has the skills to meet business needs
- Revitalising the physical environment and to attract and new investment in to the area.

Summary

In this sub-section the findings of the preceding research are drawn together into a number of conclusions.

It is a responsibility of local and regional government to support and encourage economic growth. This includes the provision, initially through planning policy, of sufficient employment land and premises. This must be of the right scale, type, location, and be readily available for development. One of the most important issues to consider is that the land must be allocated in sustainable locations. The employment land portfolio needs to be balanced and to adequately cater to all sectors of the economy, i.e. small and large businesses, offices and industrial, high and low quality operations. However it recognises that certain industrial uses do need to be related to the highway network.

Derby is a Principal Urban Area and as such is a focus of economic development and regeneration for the whole of the East Midlands. Both South Derbyshire and Amber Valley are rarely specifically mentioned, although are included in the Three Cities Sub-area.

The main guidance, the Regional Spatial Strategy does not quantify employment land need. Instead it refers Local Authorities to the Quality of Employment Land Study and Regional Employment Land Priorities Study. This is, however, picked up by the East Midlands Land Provision Study 2006 (which is covered in section 7.0). The RSS does however stress the importance of raising economic prosperity, employment opportunities and regional competitiveness.

The Structure Plan makes provision for 640 ha of land in the Derby HMA between 1991 and 2011, which equates to 32 ha of land each year across the study area. The Derby Local Plan makes provision for a further 12 ha above the amount required.