

Industrial Policies



5. INDUSTRIAL POLICIES

5.1 Basis of Need for Industrial Land

Policy I.1 THE NEED FOR INDUSTRIAL LAND

Over the Plan period, the following needs should be addressed by local plans:

- (a) support for existing local industrial sectors in the face of a projected decrease in largely male employment in manufacturing and mining of some 10,700 jobs, with about 170 ha of new industrial development;
- (b) accommodating the projected net expansion of the service sector by some 22,200 jobs, which is dominated by female and part-time employment, resulting in an intensification of distribution and services in town centres reducing new service industrial land requirements by an assumed 30% to around 320 ha;
- (c) halving the April 1996 level of unemployment of around 12,000 with 80 ha of new industrial development; and
- (d) the redevelopment of the former Coventry Colliery and adjacent Home Fire Plant, to be facilitated by the release of 8 hectares of green belt land.
- (e) the need to:
 - (i) maximise the use of existing industrial land in urban areas, either by conversion, rationalisation or re-use, where the location is accessible by rail, or water as well as road transport;
 - (ii) provide for both smaller and larger users on small investment sites (SIS) and larger investment sites (LIS) for different sized firms to be accommodated at the same time;
 - (iii) provide for support services or facilities to enable the labour force to take up the jobs that become available.

INTENT

- 5.1.1 Policy I.1 seeks to maintain a buoyant economy and support overall growth in prosperity for Warwickshire. The future employment land requirements for the County to 2011 need to be set within the context of Regional Planning Guidance (RPG11). Policy I.1 sets out the key issues, existing and anticipated, which will emerge over the Plan period and seeks to influence the impact by ensuring an adequate supply of employment land and jobs.
- 5.1.2 In addition, the objectives (e) (i) – (iii) are set out as a matter of policy, guiding the provision made in Policy I.2 and subsequent policies.

CONTEXT

- 5.1.3 This Policy identifies needs which should be addressed by local plans and is based on a consideration of:

- Existing and forecast employment needs,
- The specific requirements of Warwickshire's businesses,
- Regional needs, and
- The opportunities available for re-using previously developed land.

For the purposes of the Plan, industrial land requirements are defined as meaning B1, B2 and B8 use. Other

types of employment, including retail, hotels and tourism are dealt with later in this chapter and within the Town Centres and Rural Area chapters.

Regional Policy Context

- 5.1.4 RPG11 sets out the locational principles for the development in the Region. It identifies two sub-regions within Warwickshire: the Coventry/North East Warwickshire area and the Central Crescent. Employment growth is encouraged in the northern part of the Coventry/North East Warwickshire sub-region, whilst in the Central Crescent employment provision should not be at a level which undermines the regeneration of the metropolitan areas. Although some provision should be made in the Central Crescent, the RPG notes that employment land provision in the larger settlements can, if carefully matched to the employment needs of the area contribute to a better balance between housing and employment, thereby reducing commuting.
- 5.1.5 RPG11 looks to structure plans to provide a portfolio of readily available land to meet the varying needs of firms wishing to expand or establish in the West Midlands, and looks for the provision of more industrial land on previously developed land rather than greenfield land. A primary aim of urban

regeneration in the Region is provision of a range of employment sites to meet local as well as inward investors needs. The RPG continues to give support to developing the Region as an advanced manufacturing area with an emphasis on attracting major inward investors. Specific reference is made to the provision of a Premium Employment Site (PES) in the County to meet Coventry's needs for high quality employment land to both encourage inward investment and to allow for expansion of existing firms with particular requirements. A site at Ansty in Rugby Borough was identified for that purpose in the last Structure Plan. In addition RPG11 refers to the need for Major Investment Sites (MIS's) to be promoted through structure plans in the first instance. Two large sites (minimum of 50 ha), are promoted to accommodate single users (predominately large multi-national organisations) whose location into the area would benefit the regional economy. Ansty is now promoted by this Plan in Policy I.6 as a Major Investment Site.

Calculation of Industrial Land

5.1.6 Calculating the amount of industrial land is not an exact science because of the many variables and uncertainties that need to be taken into account. The subject was debated at length

during the Structure Plan Examination in Public (EiP), and a full account of the issues and detailed considerations involved are given in the Report of the EiP Panel. The following paragraphs explain some of the factors involved in determining the industrial land requirement.

Manufacturing redundancies

- 5.1.7 This comprises two elements; the consequence on the land following a factory closure, and the transfer of the staff to the service sector.
- 5.1.8 Some of the anticipated redundancies in the manufacturing sector will involve the release of industrial premises or land, and whilst not all of this land would be re-cycled for new employment purposes, some allowance needs to be made. The EiP Panel recommended the adoption of a range of 10-20% of the total that would result in re-cycling.
- 5.1.9 In terms of a transfer to the service sector, the EiP Panel considered that it is reasonable to make some allowance for the transfer of redundant manufacturing workers to service employment, because some of the skills in manufacturing are required in service industries, such as administration and scientific/professional skills. The EiP

Panel concluded that it would be reasonable and probably cautious to assume that 10% would transfer.

5.1.10 Taken together, the Panel agreed that these two components would result in a need for around 160-180 ha. of land to meet expected job losses over the plan period.

Service Sector Land Requirement

5.1.11 The Panel agreed that 320 ha of land will be needed to meet the projected increase in service sector employment over the plan period. This takes account of the capacity of town centres to accommodate a proportion of the growth in service sector employment, reflected in the other policies of this Plan to promote development in town centres.

Reducing Unemployment

5.1.12 It was noted by the EiP Panel that the highest levels of unemployment are in the north of the County where the largest reserves of industrial land already exist and that the levels of unemployment in the south of the county are approaching levels which cannot be easily reduced. Furthermore, they noted that unemployment had already decreased significantly (30%) between 1996 and 1997 without the release of extra land resources, suggesting that

employment growth occurred in existing premises. This potential, together with the additional service sector jobs that will be accommodated on non-industrial sites in town centres, is an important component of employment growth which will contribute to a reduction in the level of unemployment. Taking that into account, the Panel concluded that a further 80 ha of land is required to reduce levels of unemployment.

Overall Land Requirement

5.1.13 Based on these assessments, the amount of land required is 570 ha, as set out below:

1. Land required to meet expected job losses over the Plan period: **170 hectares**
2. Land required to meet projected increase in service sector employment, (22,000 jobs: reduced to 16,000 jobs acknowledging that some service sector provision will be accommodated on existing sites in town centres): **320 hectares**
3. Land required to halve 1996 unemployment (12,000 down to 6,000 target): **80 hectares**

Total requirement: 570 hectares

5.1.14 Although the requirement is less than the current land supply of 680 hectares, the distribution of that supply is highly skewed in favour of North Warwickshire Borough, as a result of Hams Hall and Birch Coppice. It was concluded that this imbalance

should not distort consideration of the needs of other parts of the County, and that the allocation of the 570 hectares to the districts should be on the basis of past take-up rates as set out below:

Assessment of industrial land requirement

District	Trend 1989-96 (ha)	Distribution 1996-2011 (ha)	Supply (ha)
NWBC	58.5	81	279
NBBC	96.0	132	111
RBC	105.0	144	133
SADC	58.5	81	58
WDC	96.0	132	99
WCC	414.0	570	680

5.1.15 The total of 132 hectares, for Nuneaton and Bedworth Borough should allow the proposals at Keresley and East of Nuneaton to proceed. The Rugby Borough total will accommodate the proposal for a Major Investment Site at Ansty, but will not also allow for the "East of Rugby" proposal. The demand figures for Stratford-on-Avon District and Warwick District areas justify additional land releases for both.

SADC - 23 ha

WDC - 33 ha

The new releases amount to 88 ha, bringing the overall total allocations, including the existing supply, to 768ha (i.e. 680 ha + 88 ha).

5.1.16 Accordingly the Structure Plan proposes that additional land is released in districts/boroughs as follows:

NWBC - 0 ha

NBBC - 21 ha

RBC - 11 ha

OPERATION

5.1.17 This Policy provides the methodology and basis for the industrial land provision as set out in Policy I.2. District/borough council's should be aware of the components that make up the demand for industrial land. Furthermore, it sets out the objectives as a matter of policy, guiding the provision made in Policy I.2 and subsequent policies.

5.2 Industrial Land Provision

Policy I.2 INDUSTRIAL LAND PROVISION

Local plans should make provision for the phased release of up to 768 ha of land for industrial development (use classes B1, B2 & B8) over the plan period, to be distributed between the districts broadly as set out in Table I.1. Provision of industrial land should maximise the use of urban previously developed land and buildings.

Table I.1 District Area	(a) Need 1996-2011 all industry in hectares	(b) Indicative only 1996-2011 % of new industry on urban previously developed land and buildings	(c) SIS Small investment sites hectares	(d) LIS Large Investment sites hectares	(e) MIS Major investment site at least 50 hectares
North Warwickshire	279	95%	3	276	-
Nuneaton & Bedworth	132	61%	47	85	-
Rugby	144	49%	4	90	50
Stratford-on-Avon	81	60%	56	25	-
Warwick	132	10%	22	110	-
Total County Area	768	62%	132	586	50

INTENT

5.2.1 Policy I.2 seeks to provide a countywide guideline for the level of industrial land required over the Plan period and shows the distribution by districts/boroughs to be taken into account by local plans. Guidance is also given on the level of provision for small, large and major investors, in keeping with regional planning guidance, to highlight the need for and

availability of differing sized sites and plots.

5.2.2 This Policy also provides indicative targets for the percentage of new industrial development which should take place on urban previously developed land to encourage regeneration of urban areas across the County. Following the EiP the targets were refined in liaison with district and borough councils. The overall target for Warwickshire is 62%, and the

variable capacity to use urban previously-developed land for new employment development across the County has been taken into account in setting these indicative targets.

CONTEXT

5.2.3 Table I.1 shows the distribution of industrial land provision across the County, as explained in the context section of Policy I.1. The Table also shows that distribution further broken down into small, large and major investment sites (SIS, LIS and MIS) provides a qualitative guide to ensure that, over the Plan period, a varied portfolio of differing sites is available.

5.2.4 SISs are defined as sites of up to 1 hectare that are suitable for smaller firms. An assessment of existing commitments at 1996, showed a lack of provision of small sites around the County, and an uneven distribution across districts/boroughs. However, through new provision and the review of existing allocations there is an opportunity to increase the provision of small plots and sizes and ensure that the future needs of smaller firms are better catered for.

5.2.5 District/borough councils should decide on the configuration and number of sites identified to meet the total requirement in column (c) of Table I.1 in Policy I.2. The split

between SIS and LIS in columns (c) and (d) has been determined following consultation with the districts/boroughs to reflect the most up to date situation. Larger sites which are suitable for sub-division into plots of less than 1 hectare could also be designated to help meet the needs of smaller firms.

5.2.6 The urban previously-developed land industrial targets for the districts/boroughs are indicative and are intended to play a positive role by setting out an expectation for the local plan reviews. They are intended to be realistic and have been arrived at in conjunction with district and borough councils.

5.2.7 Of course, there are pressures from Government policy and from other policies in this plan to allocate urban previously-developed industrial land for housing and uses appropriate to town centres as well as for industrial use. The appropriateness of competing uses will vary in different parts of the County. For example, the need for SISs in Leamington could be greater than the need for high density housing and the achievement of the indicative urban previously-developed land housing target.

5.2.8 Table I2, below, using the April 2000 industrial land returns, sets out the

position in relation to the industrial land supply requirement. It identifies a large industrial pipeline, which indicates that the amount of industrial land to be allocated for the remainder of the Plan period is relatively small, as

set out in paragraph 5.1.16 above. The districts/boroughs, in preparing their local plans, will need to review these figures and balance the competing pressures between the different land uses.

Table I.2 District Area	(a) (Hectares) Need 1996-2011	(b) (Hectares) Indicative only 1996-2000 & u/c @ April 2000	(c) (Hectares) April 2000 with planning permission	(d) (Hectares) Available @ April 2000 without planning permission	(e) (hectares) Available Total Supply @ April 2000 (b+c+d)	(a-e) (hectares) difference between 'needed' and current 'supply'
North Warwickshire	279	90.1	177.4	8.6	276.1	2.9
Nuneaton & Bedworth	132	19	50.5	33.6	103.1	28.9
Rugby	144	24.8	104.9	20	147.3	-3.8
Stratford-on-Avon	81	32.7	52.8	30.1	115.6	-34.6
Warwick	132	29.2	64.2	21.9	115.3	16.7
Total County Area	768	195.9	447.3	112.5	753.7	14.3

5.2.9 The achievement of the targets will be monitored through the annual industrial land availability information, and any future refinement of the district/borough level targets will follow careful consideration of this information by the district/borough and the County Council.

OPERATION

5.2.10 This Policy sets out the total industrial land provision required for each district/borough for the Plan period. In determining the scale of new

allocations in their local plans, district/borough councils will need to take into account any contributions that have already been made since the 1 April 1996, e.g. sites already developed since that time (referred to as completions), sites in the process of being developed (under construction) and land with planning permission already granted (extant industrial planning permissions).

5.2.11 In identifying sites to be allocated for industry in local plans (see Policy GD.5 and the Rural Area Policies) the

first step in the search sequence stems from the urban capacity studies which will establish how much additional industrial land can be accommodated within the main urban areas through the re-use of previously-developed land and buildings. The second step is through identifying sites which are adjacent to the main urban areas (urban extensions), and:

1. are within recognised transport corridors;
2. can be integrated into the fabric of the town;
3. are outside the Green Belt;

4. are easily accessible to town centre services and facilities; and
5. are well served or can be made to be well served by public transport.

Through following this search sequence to identify sufficient land to meet the industrial land requirement, and not extending the search further than is required, the amount of greenfield land allocated will be minimised and the indicative target for the percentage of new industrial sites to be provided on urban previously-developed land should be achieved or substantially achieved.

5.3 Small Investment Sites (SIS)

Policy I.3 SMALL INVESTMENT SITES

District councils should seek wherever possible to make specific provision for sites for small investors, through a review of local plan allocations and those which have the benefit of outline planning consent, (excluding the site identified at Ansty as a Major Investment Site (MIS)).

INTENT

- 5.3.1 Policy I.3 aims to provide new sites for small investors and to encourage, through local plan reviews, a review of allocated sites with outline permissions, in order to increase the availability of small sites and plots.

CONTEXT

- 5.3.2 The requirement for this Policy arises

from the relative shortage of development opportunities available for small and medium sized firms. The document entitled "Challenges and Opportunities – the Coventry and Warwickshire Economy 1998" produced by the County Council, City of Coventry and the Chamber indicates that 13,500 businesses out of a total of 18,800 employed less than 10 people. Furthermore, the document stated that 11% of the

small employers had experienced a constraint on growth due to a lack of suitable premises, and that 18% expected to require larger premises in the next 2-3 years. The 2000 version entitled "Facing the Future" indicates that 22,000 out of 26,800 businesses employed less than 10 people, whilst 2.6% of small firms stated that a lack of suitable premises was a constraint on their growth.

- 5.3.3 The shortage of small sites has been exacerbated by the failure to identify sufficient SIS's through the development control process, by use of planning agreements for example.

Policy I.3 has therefore been introduced to require the district and borough councils to review their stock of allocated sites and planning permissions in order to increase the availability of small sites and plots. Such a review should not justify release of further greenfield sites.

OPERATION

- 5.3.4 This Policy requires the districts/boroughs to review the industrial pipeline and sites that have the benefit of outline consent in order to identify and bring forward specific sites for SIS provision.

5.4 Industrial Land Portfolio

Policy I.4 INDUSTRIAL LAND PORTFOLIO

Local plans should, over the plan period, provide a portfolio of sufficient land for new industrial development (Use Classes B1, B2 & B8), as indicated in Table I1 of Policy I.2. Where land is available in all the relevant categories identified (c-e), no more greenfield land should be released for industrial development except: where local plans have allocated, or provided for greenfield sites to come forward; and the greenfield site:

- (a) will bring forward the development of an allocated site of previously developed land and/or buildings of at least similar size elsewhere in that or an adjoining district; or
- (b) is urgently needed for the expansion of an established local industry which, if not permitted, would result in a direct loss of local jobs and a permission would secure those jobs.

INTENT

- 5.4.1 Policy I.4 seeks to maximise the re-use of previously-developed land for development, by ensuring that

greenfield land releases are brought forward only (a) where it is provided for in the development plan, (b) where it is linked to the redevelopment of comparable sized allocated

previously-developed sites or (c) where it is urgently required to meet the expansion needs of an established local industry, which if not allowed would result in local job losses.

CONTEXT

5.4.2 However, there may be some instances where the costs of bringing forward an allocated site on previously-developed land may inhibit its early release, due perhaps to costs incurred on clean up, demolition or provision of infrastructure. In some circumstances, the bringing forward of an allocated greenfield site could help to offset those high costs, and this policy allows such an enabling process to take place if it assists in bringing forward an allocated site on previously-developed land which might

not otherwise come forward in the Plan period.

5.4.3 The Policy also recognises that existing businesses may face difficulties in expanding. Policy I.7 specifically deals with the expansion needs of existing businesses

OPERATION

5.4.4 This Policy enables local plans to include policies that allow for the early release of an allocated greenfield site provided the Local Plan has allocated, or provided for greenfield sites to come forward and it will secure the benefits identified in sub paragraphs (a) or (b) of the Policy. Any early release of an allocated greenfield site justified by this Policy will need to have regard to other policies in this Plan.

5.5 Facilitating Industrial Development of Previously-Developed Land

Policy I.5 DEVELOPMENT OF PREVIOUSLY-DEVELOPED LAND

Local plans should provide for the industrial development of allocated greenfield land justified under Policy I.4 above to be contingent on securing:

- (a) the necessary funds for redevelopment or restoration of the previously-developed land and buildings, through contributions from the developers of the greenfield land, and by funds from other agencies;
- (b) planning permission granted on the basis of the linked sites, with planning applications submitted, considered and determined at the same time and supported by legally binding agreements under Section 106 of the Town and Country Planning Act 1990.

INTENT

5.5.1 Policy I.5 seeks to enable the restoration and re-use of previously-developed land, through the early release of an allocated greenfield site under Policy I.4, where the necessary contributions from the developers of the allocated greenfield site have been secured through binding legal agreements.

CONTEXT

5.5.2 In allowing for the early release of an allocated greenfield site where it meets the criteria in Policy I.4, districts/boroughs need to ensure that the previously-developed site is actually developed for industrial purposes, and it is not simply the easier greenfield site that is developed.

5.5.3 In order to ensure that this is the case, the district/borough councils need to

ensure that the funding necessary to develop the previously-developed land is available from either the developer of the greenfield site, or other agency, such as English Partnerships or the Regional Development Agency, Advantage West Midlands (AWM).

OPERATION

5.5.4 Where sites come forward under Policy I.4, local plans will need to have policies that will require that the planning applications are submitted and determined concurrently, and that legal agreements are signed that binds the linked developed. Using the 1990 Town & Country Planning Act, associated previously-developed land development should be secured, removing any potential for delay in implementation ensuring that the previously-developed site development proceeds, contingent upon the greenfield development.



5.6 Major Investment Site (MIS)

Policy I.6 MAJOR INVESTMENT SITE

A site should be reserved for the possible development of a large industrial project known as a Major Investment Site (MIS), which would be of major benefit to the Regional economy, by either diversification of the sub-regional employment base or halting the decline of an existing sector. A site of 50ha can be identified at Ansty in Rugby Borough. This site should be brought forward for development, but only released when:-

- (a) there is clear demonstrable evidence that the identified and available MIS sites, in accordance with the regional development strategy set out in RPG11, have been thoroughly considered and rejected by a prospective investor;
- (b) the occupation of the whole site can be limited to the first single user by a binding planning agreement or obligation;
- (c) all realistic alternative sources of previously developed land and buildings have been considered before greenfield land release is contemplated.
- (d) the site should be well served, or can be made to be well served, by public transport.

INTENT

5.6.1 Policy I.6 seeks to contribute to the regional supply of MISs, which will enable the West Midlands to accommodate a major inward investor, by providing a 50 hectare site, in line with RPG11 and WMLGA policy.

CONTEXT

5.6.2 RPG11 sets the policy context for the industrial land allocations within the Structure Plan. It looks to the Plan to provide a portfolio of land to meet the varying needs of firms looking to

expand or establish. The economy of the Region has been dominated by the manufacturing industry. RPG11 identifies continued support for developing the West Midlands as an advanced manufacturing Region. For this to be achieved, it is vital for the Region's existing manufacturing base to continue to improve its international competitiveness, with an emphasis on attracting major inward investors.

5.6.3 RPG11 identifies at para. 7.19, the need for 'two large sites for new industrial and commercial

investments, each by a single large multi-national organisation to the major benefit of the regional economy'. The RPG acknowledges work carried out by the West Midlands Regional Forum (now WMLGA) in the identification of suitable general locations for these sites. Furthermore, it states that such sites should come forward in development plans, in the first instance in structure plans.

5.6.4 The West Midlands Region has, over recent years, suffered from a shortage of large sites to which inward investors could be attracted. In investigating why there were no available sites, the Government Office for the West Midlands (GOWM), the Confederation of British Industry (CBI) West Midlands Branch and the Forum identified that the large sites that could have been suitable, had, in fact, been 'nibbled' into by developers, thereby making them too small. The Regional Guidance issued in September 1995, at para. 7.19, therefore, urged the Forum, together with the GOWM and the business community to undertake a study in order to identify sites suitable for potential inward investors.

5.6.5 A joint study was undertaken by the Forum, together with the GOWM, the West Midlands Development Agency (AWM), English Partnerships and the

Regional Chamber of Trade, whose remit was to identify suitable locations for potential sites for inward investors. The reissued RPG11 in April 1998, acknowledges this joint study at para. 7.19.

5.6.6 Following the publication of the joint study, it became obvious that to ensure, as RPG11 requires, the Region is able to provide up to two large sites for new industrial and commercial development, the Forum needed to do more work. It established a Major Investment Sites Implementation Project Group, who were charged with in particular, an implementation role, ensuring the availability of sites in a consistent manner across the Region.

5.6.7 The final report of the Major Investment Sites Implementation Project Group was approved by the WMLGA Regeneration & Environment Committee on the 24 April 1998. The project team's report made a number of recommendations.

5.6.8 The first recommendation concerned the number of sites. It was recommended that two MIS's should be readily available at any one time. Furthermore, in line with the findings of the joint study, that the locations of North of Wolverhampton and Minworth should be considered as 'fast track' locations. In order to ensure flexibility

(in differing speeds of implementation and client choice) and acknowledge uncertainties (to allow for the possibility that a particular site may fall out of consideration), a further four locations should be identified as being 'in the pipeline'. Ansty was identified as one of the pipeline sites.

5.6.9 The second recommendation concerned the location of future MIS's, and in accordance with the development principles of RPG11, gave priority to the north and west of the Region.

5.6.10 The third recommendation concerned the relationship to the development plan process. Having identified the Region's two priority sites, there is no reason why another MIS should be dealt with outside of the development plan process. The report, therefore, included model policies which it considered should be applied to the appropriate development plan, as follows:

- The land is reserved for the possible future development of a very large-scale industrial project;
- The development will be of major benefit to the Regional economy either by encouraging diversification of the industrial base or to halt the decline of an

important existing industrial sector;

- Only land that is in accordance with the regional development strategy will be brought forward for development;
- Occupation of a Major Investment Site will be restricted to the first single user; and
- All realistic potential previously-developed land alternatives have been considered before greenfield land release is contemplated.

5.6.11 The fourth recommendation was that emerging MIS proposals should be formally considered by the WMLGA. Positive endorsement for the location of a proposal should be sought as part of the planning process.

5.6.12 The remaining recommendations concerned a continuing Regional Partnership between all parties to ensure an orderly release of the two 'fast track' sites, with a continuous pipeline, and finally a consideration of delivery mechanisms.

5.6.13 Policy I.6, in its promotion of Ansty as a potential MIS, was considered by the Major Investment Site Implementation Project Group at its meeting on the 17 August 1998. It was agreed by the Group, and reported as

such to the WMLGA's Regeneration & Environment Committee on 16 October 1998, that Policy I.6 accorded with the model policy as contained in its final report.

Identification of the Ansty MIS site

5.6.14 The Consultation Draft Plan identified three MIS's, one each in the Polesworth/Dordon/Birch Coppice area of North Warwickshire, in northern Nuneaton and to the east of Rugby. However, at the Deposit Draft stage it was decided to reduce the allocation to one MIS site at Ansty in Rugby Borough. The Premium Employment Site (PES) allocation for the Ansty site, which is identified as meeting the needs of Coventry in RPG11, had not been taken up. (PES is identified by the RPG). Furthermore, there had been little interest in the development of the site, the perceived restraint being the B1 use attached to the PES designation. It was considered therefore that there was no longer a need to provide for a high-

technology peripheral development site and the decision was made to swap the PES designation of the Rolls Royce expansion site at Ansty, with the MIS previously proposed in the Consultation Draft, to the east of Rugby.

OPERATION

5.6.15 The allocation of the site at Ansty, as illustrated on the key diagram, as a Major Industrial Site in this Plan is of strategic importance to the West Midlands Region, and is intended to meet regional economic objectives as set out in RPG11. Although the site benefits from a planning permission relating to its former designation as a Premium Employment Site, the overriding strategic advantage favours retaining the site as a whole so that it can be safeguarded for a single inward investor needing a very large site.

5.6.16 The policy sets out the criteria which need to be met before the site can be released for development.

5.7 Existing Business Expansion Needs

Policy I.7 EXISTING BUSINESS EXPANSION NEEDS

Ongoing expansion needs of existing businesses should be specifically catered for in local plans. Such developments should be located closest to residential areas, with good access to the primary road network and planned for public transport as the primary mode of travel to work.

INTENT

- 5.7.1 Policy I.7 deals with the difficulties faced by existing businesses when seeking to expand within their local area. It is intended that, through local plans, district/borough planning authorities should take the opportunity to consider and address these needs.

CONTEXT

- 5.7.2 The expansion of existing business can provide a significant source of new employment, and an important contribution to the vitality of the local economy. This is illustrated by the significant proportion (60 %) of successful investment enquiries during 1999 to 2000 which came from indigenous businesses (falling within Use Classes B1, B2 & B8). These enquiries safeguarded 104 jobs and created 279 new jobs. Non-indigenous enquiries accounted for the other 40% of all enquiries and created a further 940 jobs for the County. With the aim of diversifying the Region's economy from an over-dependence on particular manufacturing industries, RPG11 (para. 7.3) encourages planning authorities to enable local enterprises to invest in order to diversify the local economy through policies for the expansion of indigenous firms as well as the

establishment of new small and medium sized enterprises. If local plans fail to take proper account of the ongoing expansion need of such firms, they may be obliged to either drop their expansion plans or relocate in order to expand. However, it is important that local plans provide for such expansion in locations that maximise the opportunities for access by means of transport other than the car, as well as assessing the environmental impacts.

OPERATION

- 5.7.3 It is envisaged that this Policy will enable district/ planning authorities to specifically recognise the importance of the expansion of particular existing businesses to the health of the local economy. This recognition is expected to take the form of the allocation of land (which could be either previously-developed land or in the circumstances as set out in Policy I.4 (b), greenfield) for the expansion of a particular firm/business activity and/or the development of policies that would enable such an expansion to be permitted under predetermined conditions relating to the nature of the activity to be carried out and the time period for completion of the expansion.

5.8 Tourism, Leisure and Recreation

Policy I.8 TOURISM, LEISURE AND RECREATION

Local plan policies should support new tourist, leisure and recreation development where:

- (a) the facility will create new jobs meeting local needs for employment and provide community benefits;
- (b) there is easy access to the main transport routes and urban areas;
- (c) there is the opportunity to maximise the use of alternatives to the private car; and
- (d) the development would not undermine the intrinsic value of natural or cultural assets.

The expansion of existing attractions and facilities should be supported in local plans where this would result in the retention or creation of jobs and environmental improvements.

INTENT

5.8.1 Policy I.8 seeks to ensure that local plans avoid providing for development that devalues the very assets that represent a source of income and enjoyment for both Warwickshire residents and visitors. In this respect, there is a need for local plans to strike a sensitive balance between the economic pressures to develop the County's tourism assets and the intrinsic value of those assets.

CONTEXT

5.8.2 Tourism for leisure and business purposes plays a significant part in the County's economy, bringing £4.9m to the County in overnight stays and

associated expenditure in 1999 and employing 10% of the County's workforce. The County has 40 significant visitor attractions, 8 of which are within the Region's top 30 paid visitor attractions (1999). Hotels, restaurants and associated conference facilities are prime examples of developments catering for leisure and business tourism that are associated with the County's cultural and natural assets. The south of the County is particularly important for tourism because it is close to the Cotswolds and includes Stratford-upon-Avon and Warwick, two of the Region's four most historic towns. Elsewhere in the County, the potential for expansion of

the tourist industry is being realised, for example in Rugby related to the origins of the game of rugby and at Nuneaton, as the home of George Eliott. The common element, in both the well established and emerging tourist areas and those where it is emerging, is the quality of the attractions and the environment in which they are set.

5.8.3 Leisure and recreational facilities in Warwickshire that do not act as significant tourist attractions tend to be related to the needs and demands of local communities and are usually small scale and located in the County's main towns. Although they have a very important role in terms of meeting local recreational needs, they are not significant tourist attractions in terms of the County's economy. However, such facilities do contribute to the overall quality of life in an area and make it an attractive place in which to live and to invest in new businesses. Larger scale facilities such as major sports stadia and entertainment complexes tend to be located in the large urban areas adjoining the County, such as Coventry (e.g. SkyDome) and Birmingham (NEC & NIA). There are nevertheless, regular larger scale leisure/entertainment events that cater for a wider than local catchments, usually outdoor sports meetings and

concerts, such as those held at Warwick Castle, Warwick Racecourse and Long Marston Airfield. In these circumstances space is a major consideration but often the environmental context remains important (as in the case of Warwick Castle).

OPERATION

5.8.5 Tourist, leisure and recreation developments place differing pressures on transport facilities and the environment and local plan policies should respond to them accordingly. It is expected that the potential benefits to the local economy and community of a proposed development will be balanced with the extent to which the use of public transport can be expected to be maximised and the intrinsic value of the asset protected. In short, the aim should be to respect the qualities that underpin the value of cultural and natural assets to both users of facilities and the local community. It is expected that consideration of these factors will determine whether or not leisure, recreation and tourist facilities should be directed to the town centres (see Policy TC.3), or provided for elsewhere.