

Policy 5: The economy

The local economy will be developed in a sustainable way to support jobs and economic growth both in urban and rural locations. This will:

- provide for a rising population and develop its role as an engine of the wider economy
- facilitate its job growth potential with a target of at least 27,000 additional jobs in the period 2008-2026
- increase the proportion of higher value, knowledge economy jobs while ensuring that opportunities are available for the development of all types and levels of jobs in all sectors of the economy and for all the workforce

Sufficient employment land will be allocated in accessible locations consistent with the 'Policies for places' in this strategy to meet identified need and provide for choice.

In particular:

- the needs of small, medium and start-up businesses will be addressed through the allocation of new smaller scale employment sites and the retention of, and the potential expansion of, a range of existing small and

medium employment sites across the area and by requiring the provision of small-scale business opportunities in all significant residential and commercial developments. Flexible building design and innovative approaches will be sought in new and existing residential developments to encourage local working and business opportunities

- larger scale needs will be addressed through the allocation of sufficient land to provide a choice and range of sites. Development Plan Documents and investment strategies will ensure that a readily available supply of land is maintained throughout the Joint Core Strategy period
- investment strategies will focus on overcoming constraints to the release and development of key sites
- land identified for employment uses on proposals maps will only be considered for other uses that are ancillary and supportive to its employment role. Employment land with potential for redevelopment for other uses will be identified in supporting DPDs or SPDs



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- 5.38** Achieving the full economic potential of the area is dependent on improved connectivity, including the implementation of the priorities set out in the sustainable transport policy and maintaining and enhancing the environment and quality of life in the area. Research suggests that the local economy has the potential to provide sufficient jobs to support the level of housing growth proposed. Indeed jobs growth will be dependent on housing growth. Jobs and employment potential should be a key priority when considering any form of development, especially rural development.
- 5.39** Enhancing the knowledge economy and promoting innovation will be important across all sectors and parts of the area. However, the expansion of activity at the Norwich Research Park, a refocus on employment and education in and around the city centre, and building on the early success of the Hethel Engineering Centre will play a fundamental role.
- 5.40** A range and choice of employment sites are allocated and retained, including sites suitable for workshop and light industrial type uses.
- 5.41** Tourism, leisure, and cultural industries are recognised as crucial sectors in the local economy that are also fundamental to local quality of life and the attraction and retention of other businesses and staff.
- 5.42** A food and farming hub will support local agriculture by providing opportunities for local producers to coordinate activity and access larger markets, provide a focus for ancillary supporting businesses and suppliers, and an opportunity for the relocation of the livestock market. Any proposal will need to be carefully located and controlled to ensure it fulfils this role in a sustainable way, with any retailing fulfilling an appropriate role in the retail hierarchy.
- 5.43** A wide range of businesses can be appropriate in rural areas, either because they are of a scale that is appropriate to a small town or village, they serve local needs or because they have a particular connection to the area such as rural leisure and tourism.

References:

05 Area-wide policies, Policy 5

- PPG4 Industrial, commercial development and small firms
- PPS7 Sustainable development in rural areas
- East of England Plan Policies E1-E6
- East of England Regional Economic Strategy
- Greater Norwich Economic Strategy 2009-2014
- Employment Growth and Sites and Premises Study (2008)
- Feasibility Study for a Conference Centre and Concert Hall for the Greater Norwich Area (2009)