

Economic Development Strategy: Update 2010

1.0 Introduction

- 1.1 This document provides an update to the previously adopted Economic Development Strategy 2008, following the Government's publication of the Planning Policy Statement 4 (PPS4); "Planning for Sustainable Economic Growth". Whilst it does not super-cede the previously adopted Economic Development Strategy, it provides an additional context to inform the emerging Local Development Framework, and the decisions that have to be taken in relation to future economic development. PPS4 (Dec 2009) has set out the Government's national planning policies for economic development on different aspects of spatial planning in England, and established the key issues which should be taken into account by local authorities in preparation of the Local Development documents. The Government's overarching objective is to encourage sustainable economic growth by building prosperous communities, promoting regeneration and tackling deprivation, and promoting the vitality of town centres as well as rural areas.
- 1.2 From April 2010, the District Council is aware that there will be a new duty on Upper tier authorities to prepare Local Economic Assessments in consultation with other local authority partners which will help to provide further supporting evidence to underpin the Local Development documents. In particular, PPS4 policy EC1.3 refers to the need for local evidence bases to assess the detailed need for land or floor space for economic development, and to assess the existing and future supply of land available for economic development... over the relevant plan period. This Update document reviews the employment land situation drawing on previous studies, historical take-up rates, past trends and current market conditions in considering future economic employment land supply issues. In the longer term, PPS4 is requiring regional planning bodies with the task of ensuring that their development plan disaggregates minimum job targets to the local authority level.
- 1.3 As such, this update document addresses matters relating to the quantum, type and distribution of employment development land to help inform the emerging LDF, following the latest statement of Government policy in PPS4. It refers to a *range of employment land* required for the plan period, that it is primarily expected to be taken up by B1 and B8 development. It is acknowledging that the majority of provision should be in or to the edge of Newark with other opportunities identified to support local service centres in areas in need of regeneration, in line with the emerging Core Strategy.

2.0 Background & Methodology

- 2.1 The Economic Development Strategy 2008 sets out the vision and strategic objectives for the District which is in accordance with PPS4 policy EC2.1 in encouraging sustainable economic growth. The Strategy is supported by the Community Plan and the corresponding (Economic) Delivery Plan which details key actions and initiatives pursued by the Local Strategic Partnership. These Strategies are set within the wider Regional context and have been developed to ensure consistency with the Regional Economic Strategy for the East Midlands (2006-2020) with relevant socio-economic targets established to monitor performance. The Council work in partnership at the sub-regional level in north Nottinghamshire to ensure a robust approach to inter-facing these spatial levels of

strategic planning and delivery of economic development. Work is underway between the partners in producing a Local Economic Assessment for Nottinghamshire which will provide an additional evidence base in supporting the development and implementation of suitable policies and deployment of resources.

2.2 In support of the LDF it is important to consider the most efficient and effective use of land for economic development. This Update takes into account the findings of the Northern Sub-Region Employment Land Review (NSRELR) by Ove Arup in 2008. In the light of PPS4 this document considers the District's future economic employment land strategy for the long-term period to 2026 consistent with the East Midlands Regional Plan. As such, this Update document presents an analysis of the past take-up rates of development for employment land, updates the current market position in respect of key sites and draws conclusions for future provision within the District in accordance with policy EC2.1. The range of existing available employment sites, taken from the District Council's latest Employment Land Availability Study (April 2009), is presented with an up to date status for each to help inform the process of identifying appropriate provision for the future planning period in the 3 tables at the end of this report. This analysis includes an assessment of those sites not considered to be appropriate for carrying forward into the plan period where there is evidence that there is no prospect of them being developed (in line with the recommendations of the NSRELR and taking into account PPS4). Comments of the Economic Development Manager on the market potential and future suitability of sites to meet future needs for employment development have been added and are shown in the final column in relation to each site.

2.3 This Update draws attention to the District's Growth Point Status, which was not sufficiently accounted for in the NSRELR study, given that the initiative was still an emerging concept. This is clearly a key issue for the District's future employment development land needs and the surrounding evidence is reviewed to inform future decision making. In addition, employment land losses that have occurred or may happen in the future are considered. An additional key issue in considering the District's future employment land requirements which needs to be taken into account is the current dualling of the A46 from Widmerpool to Newark. This will provide significant additional competitive advantages to businesses seeking good communication links.

3.0 Employment Development Land & Future Economic Development Drivers

3.1 The District Council and its sub-regional partners have identified key business sectors which are expected to provide future employment opportunities to help achieve the vision of creating a successful, diverse economy providing employment opportunities to a local workforce. These sectors are distribution and logistics; service sector; tourism; food and drink, and energy and environmental technologies. The District's central location, excellent communications network, availability of land/employment sites and labour makes the District an ideal location for distribution and logistics businesses.

3.2 In terms of gross added value (GVA), transport, storage and communications industries (combined) has grown faster than any other sector of the UK economy, with a 46% change in value added between 1995 and 2001, compared to 17% overall national growth (Alliance Employment and Skills Board Review of the Logistics Sector, The Right Place, Time, Quality Relevance & Cost, July 2008). Newark provides excellent distribution and logistics

development opportunities with easy access to the A1 and A46 and the junction with the A17 to the north of the town and the west of the District provides good access to the M1 Junctions 27, 28 and 29 via the Mansfield and Ashfield Regeneration Route (MARR). The growth in the A1 corridor for distribution and logistics is an established trend in this part of the sub-region following the Curry's investment on the Newlinc Business Park site with further neighbouring examples in Bassetlaw by B&Q and Wilkinson's. Communication advantages are cited by Arup in the logistics and distribution sector through the promotion of flagship sites for investors.

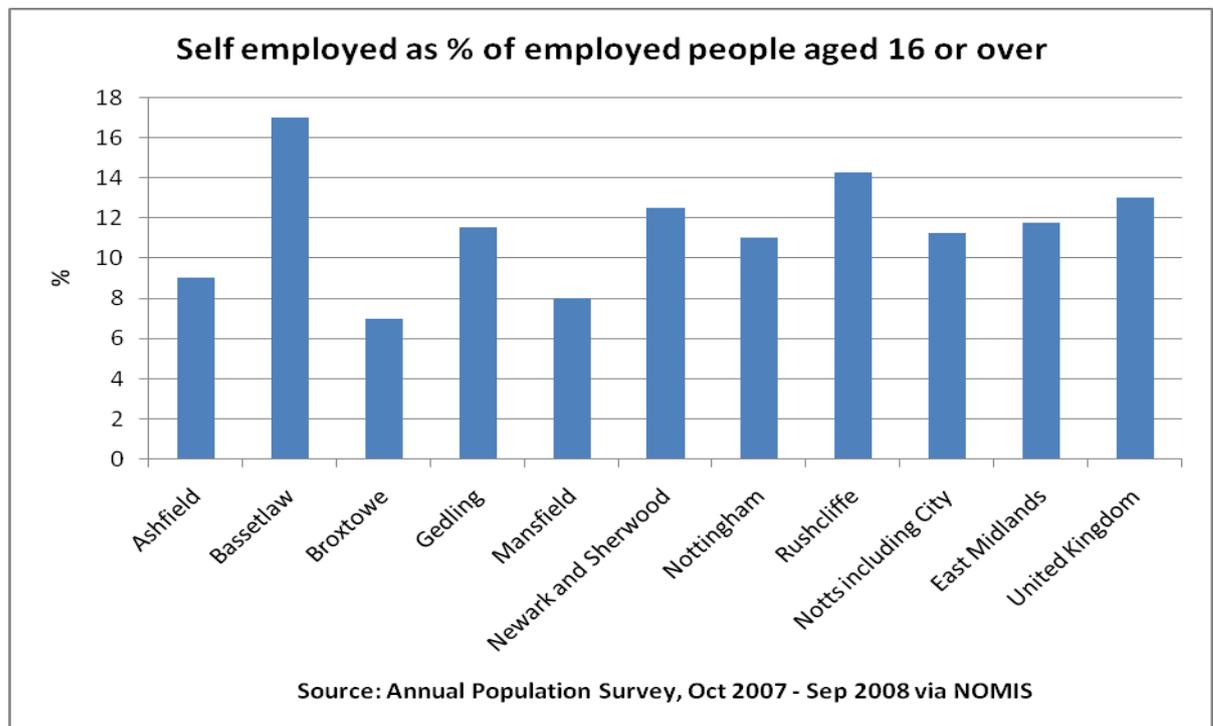
- 3.3 The District's service sector employs 33,900, equates to 75.3% (2008) of the workforce and this sector has grown by 7.7% since 1995 (Nomis official labour market statistics 2010). This trend is set to continue growing in the District as service jobs replace the traditional manufacturing and engineering activities that were once the driving force of the local economy. The District's Growth Point status will lead to the need for additional services such as education, health, transport and business support services in the District to support the planned growth and increase in population. At present the main employment in services are distribution, hotels and restaurants that employ 12,100, with public administration, education and health employing 10,300. The planned growth will further help to strengthen the District's service sector due to the additional public services that will be needed to support the growth. A key economic development priority is to increase the knowledge-rich proportion of the economy within the overall service sector by attracting further finance, IT and business services to the area. The table below illustrates the relative strength of the District compared to neighbouring areas but that there remains further work to do in developing a larger proportion of Knowledge-based businesses compared to the wider Region and beyond.

District	Proportion of Businesses (%)
Bassetlaw	13.4
Bolsover	11.9
Mansfield	11.8
Newark and Sherwood	15.9
North Kesteven	13.6
West Lindsey	14.7
East Midlands	16.0
United Kingdom	20.5

Proportion of Knowledge-based businesses. Source: UK Competitiveness Index 2008

- 3.4 Easy links to London via the East Coast Mainline as well as excellent local amenity, make Newark an ideal location for businesses and local entrepreneurs to take advantage of

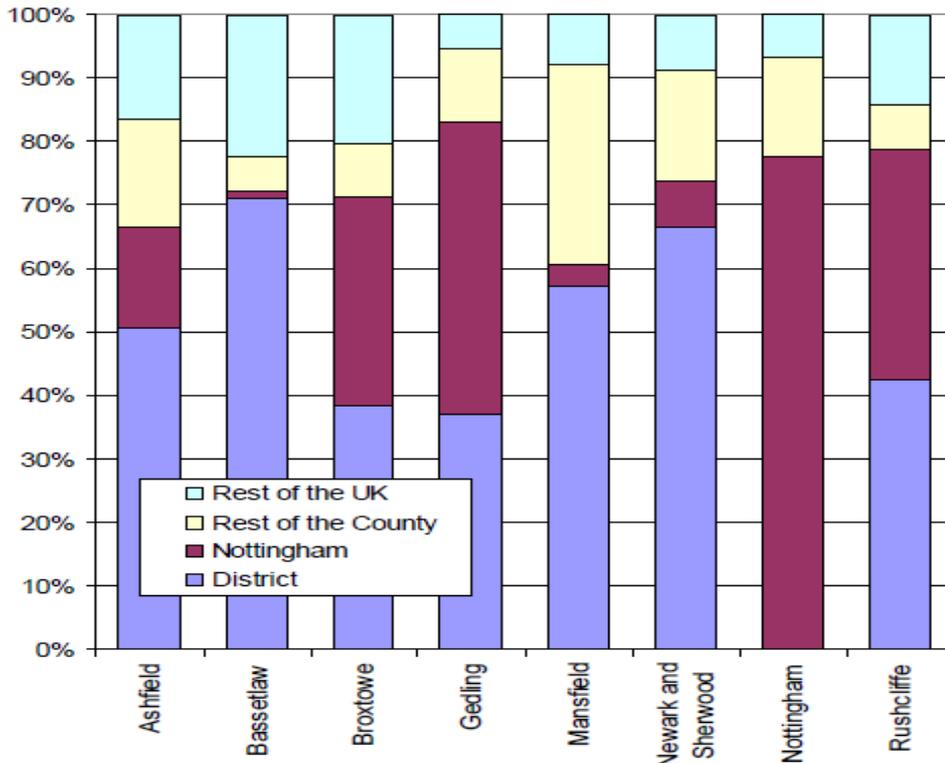
through the availability of suitably located quality, modern office space. In addition, 12.5% of people in the District are self employed and this compares favourably with the average figures for the wider area and the UK as a whole (as shown in the table below). This offers significant scope for future business growth and additional need for business accommodation – most particularly within the service sector and office-based businesses, as businesses grow from being home-based or in small office accommodation, through to graduation space on modern business parks.



- 3.5 Recent office developments illustrate the continued growing strength of the markets' interest in Newark as a service sector base. High profile examples of this include, the Beacon Hill Business Park where the 2ha Business Park has been successfully built-out and accommodates 70,000sqft of office space; Trentside Business Park adjacent to A46 where the 1.5ha site has been built-out for 24,000sqft of office space which has been successfully let. A good supply of future sites and premises is required for Newark that will enable the town to take advantage of the recently strongly emerging trend towards the service sector. The emerging Fernwood Business Park to the south of Newark has attracted a national commercial office developer which has invested in speculative office development up to 47,000sqM. The current situation is that there is 5643sqM office space being advertised.
- 3.6 There is a clear distinction to be made between demand for office space that can be satisfied within the town centre and that which requires larger, more flexible and contemporary accommodation. Office supply within the main town centre commercial area is very constrained in terms of supply within Newark due to the constraints of the towns' historic core and lack of suitable available sites for development. This larger demand for office space has most recently been met from edge of town developments as described above. As new or young businesses grow and develop, there becomes a need for *graduation space* for the businesses to move into – if this is not provided locally then there is a clear danger of losing the business to neighbouring areas which is clearly unsustainable in terms of local people travelling further to work.

3.7 Newark & Sherwood is currently relatively contained in terms of travel to work commutes as illustrated in the chart below and the Growth Point status offers an opportunity to further reduce local commuter patterns through the provision of quality employment development sites which will prove to be attractive to the market.

Place of work for employed district residents



Source: 2001 Census, ONS Crown copyright reserved

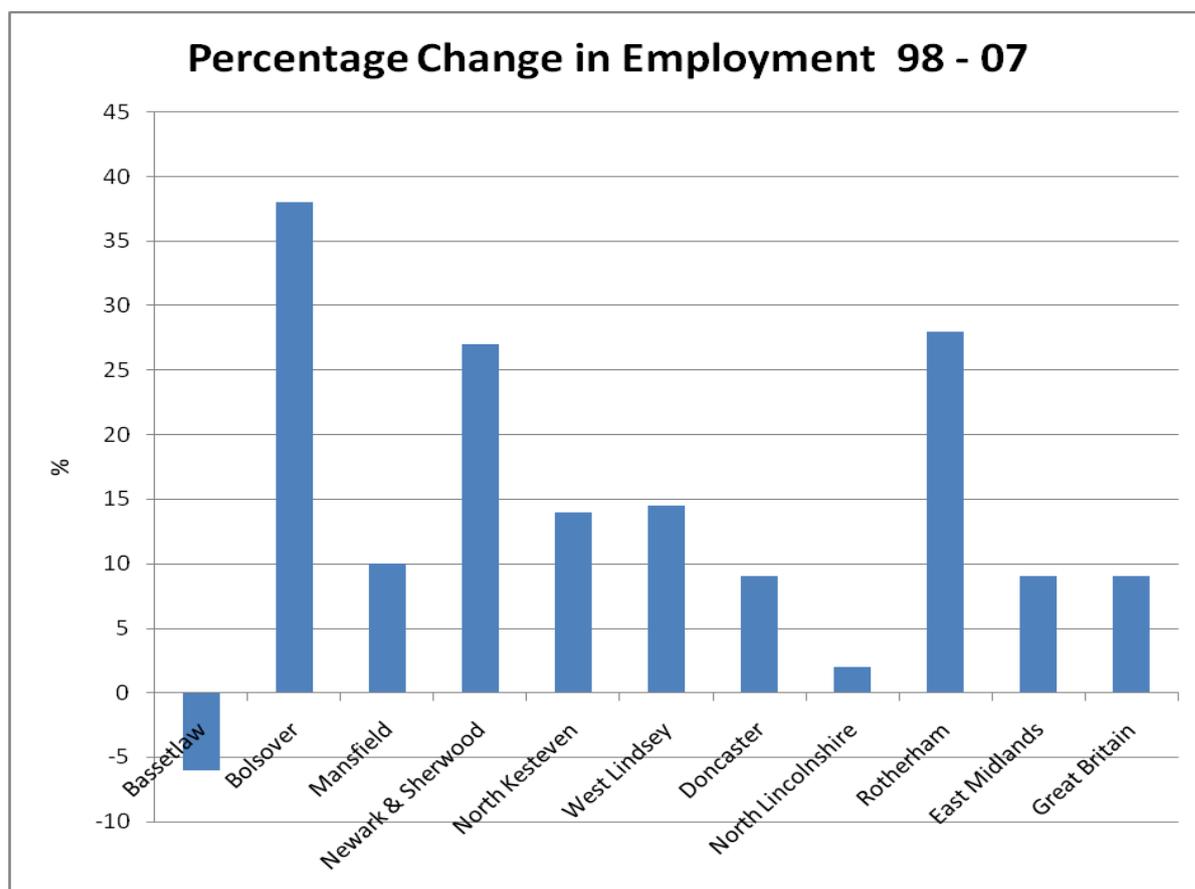
Note: Data predates the opening of the Robin Hood line from Worksop and Mansfield Nottingham

3.8 The local economy has performed extremely well during the period since the late nineties with low levels of unemployment and significant levels of commercial investment and development which is reflected in the employment land take-up rates. Take-up was very strong in the few years leading up to the period 2007/08 in particular in the B1 and B8 sectors and it is essential that suitable sites continue to be provided to attract both new businesses and accommodate growing businesses from within if the growth opportunities for Newark are to be maximised. The area is also proving to be relatively robust in responding to national and global pressures resulting in unemployment rates for the District as a whole below the national average as shown below;

Total JSA Claimants (Nov 2009) Source; Nomis		
Newark & Sherwood	East Midlands	Great Britain
2.7%	4.0%	4.1%

3.9 This strong local economic growth is illustrated in the employment change recorded between 1998 and 2007 in the chart below. During this period there was a 27% growth in

employee levels in the District which was exceptionally strong when compared with both, the neighbouring districts, the wider region and the UK as a whole. This growth was clearly carried through in terms of employment development land take-up rates.



Percentage change in employment 1998-2007 Source; Annual Business Enquiry

3.10 The A1 corridor will continue to play a significant role in the future in helping to attract office development demanding ease of regional and national access. The NSREL report cites the Alliance SSP Economic Scenarios Study, June 2005 which highlights that the financial and business services sectors are forecast to grow in the area and that the greatest jobs growth will be in Newark & Sherwood. This Study preceded the confirmed Growth Point status for the District meaning that this forecast will be significantly supplemented. The NSREL study also confirms Newark's significant potential in further developing the scale of the office market for the future, reasoning that it has not developed further due to lack of suitable sites. The development of an Incubator centre was also cited by the NSREL study as a further potential stimulus to the office sector. This has since been achieved by Newark & Sherwood District Council in our development, in partnership with the County Council and emda, of the Newark Beacon Business Innovation Centre on Beacon Hill Business Park. After only 2 years of operation the Business Centre has achieved a 75% (at February 2010) occupancy level which illustrates strong office demand in Newark. The Business Centre has become a significant driver for the local economy with two resident businesses having recently won awards for growth and development which in turn is having a strong influence in contributing to the growing interest and investment in the office market in Newark.

- 3.11 Experian employment land projections cited in the NSRELR study, point to Newark & Sherwood experiencing the strongest demand for B1 office development in the Northern sub-region. With stronger provision of employment development land, particularly for B1 type of development, this will result in more sustainable patterns of travel to work and reduced out-commuter flow from Newark.
- 3.12 Food and drink manufacturing has been a strong local economic sector for many years with businesses such as Daloons and Laurens Patisseries investing in Newark, and this key sector is still capable of further growth. With the excellent communications network, available employment land and an existing supply chain the District has a lot to offer investors in this sector. The East Midlands' Regional Economic Strategy identifies the food and drink sector as a key sector capable of growth in the East Midlands. The food and drink manufacturing sector is a key economic driver for the East Midlands, with Gross value added (GVA) accounting for around 11.4% in 2000 (£1639 million; Defra).
- 3.13 The District has an aspiration to attract companies from the fast growing energy and environmental technologies sector and is addressing this through projects such as Sherwood Energy Village and Newark Beacon Business Innovation Centre. For example, Newark Beacon has a specific lettings policy to encourage innovative and environmental based businesses. The Low Carbon and Environmental Goods and Services (LCEGS) industry was worth £106.5 billion to the UK economy in 2007/8, and could grow by another £45 billion over the next eight years (Government Office for the East Midlands www.gos.gov.uk/goem/news/newsarchive/800432/). The need for alternative energy sources to complement more traditional sources of energy will continue to increase in importance over the next few years and provide potential commercial investment opportunities. The District Council would also encourage sustainable energy investment from alternative energy providers that could generate electricity and heat sustainable business parks as part of a comprehensive development scheme on employment land. The District already has a number of companies working in this sector, these include, Alkane Energy, Charles Lawrence and Eurotech Environmental Limited.
- 3.14 The Council work with local agents to help promote and market the District to potential commercial investors ensuring that commercial opportunities are presented to the market. This occurs at the local, sub-regional and regional level which is backed up by on-line databases accessible by private sector investors. This supports both the demand side in the provision of available commercial opportunities and responding to enquiries, and the supply side in terms of working to facilitate the development of key commercial employment land opportunities. The Council also work extensively in partnership with external organisations including, Business Link, Jobcentre Plus, local training organisations, educational establishments, local authorities and community organisations, to help address skills levels, worklessness and business development throughout the District. This includes work with Lincoln University in assessing potential skills gaps for businesses, linking education with businesses to encourage an enterprising culture and helping to deliver employment gateway schemes for the long-term unemployed.

4.0 Employment Land Take-Up Rates & Future Provision

- 4.1 Take up rates in the District have been much higher since 2001/02 to date (than during the nineties) this important trend should inform the issue of future employment land needs,

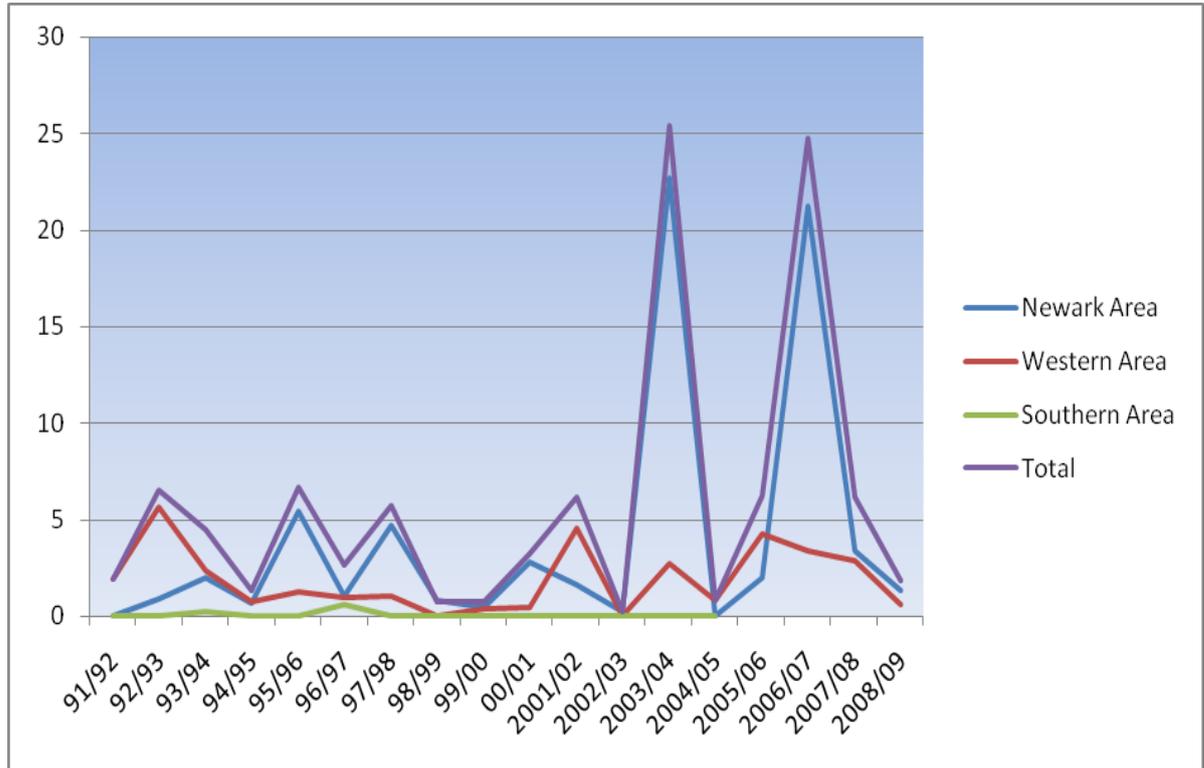
reflecting the District's Growth Point status and potential. The average take-up rates during this period at 6.13Ha for the Newark area and 8.32Ha for the District as a whole were higher than the average going back during the nineties (when they averaged 1.75Ha for the Newark area and 3.42Ha for the District). It is this later period of growth, supported up by the wider socio-economic analysis presented in this document, that provides a more accurate indication of the quantum of employment land needs for the District's over the future Core Strategy plan period up to 2026, fully taking account of the Growth Point status.

- 4.2 In addition, monitoring ha confirmed that 15.74Ha of employment land were lost between 2006 and 2009. Future employment land losses must be given careful consideration in assessing future provision, given that the NSREL report advised a specified range that was net of employment land losses. It is understood that an allowance of @96Ha is being proposed as part of the Core Strategy process and this is supported.
- 4.3 The strong average take-up rates since 2001/2002 illustrate the additional confidence the market has placed in Newark and the surrounding area – particularly in terms of office development, and, as exemplified by Curry's, the distribution and logistics sector. It also perhaps reflects the point that the District has become more competitive in terms of availability of grant aid in the sub-region compared with the Mansfield/Ashfield areas for example, as the grant intervention rates differential has been eroded to some extent, due to Government Regional policy. In the future, the dualling of the A46 will help to consolidate and further develop Newark's strong locational advantage for commercial investment. The increased take-up rates was also apparent for the western area too although at a lower rate than Newark. The increased average take-up rates are illustrated below;

Employment Land Take-up rates 1991-2009

Year	Newark area	Western area	Southern area	Total
1991/92	-	1.88	-	1.88
1992/93	0.88	5.62	-	6.5
1993/94	1.99	2.32	0.2	4.51
1994/95	0.66	0.7	-	1.36
1995/96	5.43	1.21	-	6.64
1996/97	1.04	0.97	0.61	2.62
1997/98	4.65	1.05	-	5.7
1998/99	0.77	-	-	0.77
1999/00	0.41	0.35	-	0.76
2000/01	2.77	0.47	-	3.24
2001/02	1.61	4.52	-	6.13
2002/03	0.23	-	-	0.23
2003/04	22.7	2.72	-	25.42
2004/05	-	0.83	-	0.83
2005/06	2	4.24	-	6.24
2006/07	21.2	3.34	0.2	24.74

2007/08	3.34	2.83	-	6.17
2008/09	1.31	0.56	-	1.87
Total	70.99	33.61	1.01	105.61
Take up 1991-2009	3.94	1.87	0.06	5.87
Take up 2000-2009	6.13	2.17	0.13	8.32



4.4 Having made progress in developing incubator office space in Newark it is also essential to make provision of suitable employment sites for office developments that will accommodate **graduation space** as indigenous businesses grow and expand, as well as accommodating potential national or inter-regional commercial investments. Newark also has a particular advantage with the presence and operation of the Showground which attracts significant national events and festivals and offers future development opportunities. Strong provision for future employment land to meet all types of office demand in Newark is also consistent with the priority to address regeneration and pockets of deprivation within the area such as Devon ward (which is to the south of Newark town centre) which exhibits some of the highest indices of need within the District as measured by the Index of Multiple Deprivation (see Economic Development Strategy Technical appendix). This is consistent with policy EC2.1 of PPS4 which establishes the need to prioritise those areas with high levels of deprivation in terms of regeneration. This is also relevant in the Sherwood area where some former coalmining communities continue to exhibit high deprivation levels and as such it is important to maintain an adequate supply of employment land to help the regeneration of the former colliery towns which remain in significant need when considering the Index of Multiple Deprivation. These areas exhibit some of the highest levels of benefit claimants and economic inactivity rates within the District (see Economic Development Strategy data annex 2008).

- 4.5 The table below illustrates the changes in floorspace which occurred between 2000 and 2007. It shows that Newark & Sherwood had strong growth in the commercial office sector, general B2 sector and the B8 warehouse sector – compared to neighbouring areas. This level of growth is considered to be achievable and likely for the future remaining plan period – particularly in the light of the confirmed Growth Point status.

Change in Employment Floorspace; 2000 – 2007

District	Commercial Offices		Factories		Warehouses		Total	
	000 m2	%	000 m2	%	000 m2	%	000 m2	%
Bassetlaw	18	45	-35	-5	256	57	239	20.5
Doncaster	31	23	8	2	202	154	241	45.1
Mansfield	22	37	24	12.9	11	6	57	8.4
Newark & Sherwood	24	48	41	8.6	143	57	208	26.8
North Kesteven	27	73	4	1	41	17.7	72	11.6
North Lincolnshire	16	20	178	9	-24	-3	170	6
Rotherham	62	50	191	12.9	148	28	401	18.8
West Lindsey	1	2	-14	-3.5	2	-1	-11	-2

Source: Nomis/VOA, 2000-07 Note: includes purpose built and converted offices including central Government but not local government offices

- 4.6 In reviewing future provision in the western area of the District, in addition to the sites listed in the western area summary table at the back of this document, it is considered that the former Rufford Colliery site could offer significant long-term employment opportunities given its strong locational advantages being adjacent to the new MARR route which now forms the spine of the Sherwood Growth Zone (SGZ). It is anticipated that the Rufford site could accommodate mixed employment uses. This site could accommodate strategic long-term employment development for this part of the west of the District, which falls within the Northern Sub-Region Employment regeneration priority area as part of the SGZ. However, there remain uncertainties over the site at present and as greater clarity emerges over potential site constraints, a more definitive approach can be adopted towards this site. Until such time, this remains a strategic “aspiration” opportunity. If it is not possible to encourage employment development on this former colliery site, then additional employment land may need to be identified to service the Sherwood area long-term needs over the plan period.
- 4.7 The former Clipstone colliery site (5.6Ha) offers appropriate brownfield redevelopment employment opportunities and the Rainworth Colliery Lane site (5.75Ha) is also considered appropriate for sustainable employment development being adjacent to the MARR route and Rainworth. Bilsthorpe Business Park has been part redeveloped for employment use and collectively these sites are the main areas of supply of employment land for the future in the western part of the District. The former Blidworth Colliery site has been almost completely redeveloped (13.7Ha site) and the former Ollerton colliery (18.8Ha), now Sherwood Energy Village, has also been significantly redeveloped with the majority of the

site redeveloped.

- 4.8 In line with the East Midlands Regional Plan (and the District's emerging Core Strategy, the sub-Regional Centre of Newark will consolidate its role as the District's biggest driver of economic development. In terms of potential development opportunities, there are several significant sites which are either part or well developed and will continue to provide employment opportunities for the future planning period. However, it is important to recognise that different sites will attract different market interest in and around Newark. Due to Newark's historical core, there have been limited development opportunities for employment use close or in the town centre. As such, sites have been identified towards the edge of town which is consistent with PPS4 policy 4.1, which states the need to conserve and enhance town centre character and diversity.
- 4.9 Two major employment land allocations are proposed as part of the sustainable urban extensions to Newark in the emerging Core Strategy, which will add 59ha of new employment development land for Newark. These employment land allocations will clearly have a strong relationship with the associated large-scale housing allocations proposed as part of the strategic sites envisaged for Newark. This is considered to be a sustainable approach to managing future development toward the longer-term of the plan period. These new major employment sites are well-placed to address the long-term additional demand anticipated for B1 and B8 development as a result of the District Growth Point status and strong commercial potential.
- 4.10 It is anticipated that these sites will attract B1 and B8 development as local office based businesses expand into larger premises as well as offering opportunities for regional headquarters or national businesses requiring trunk road access. In addition, it is anticipated that more significant scale logistics and distribution businesses will be attracted to the area – potentially up to the scale of the Curry's operation – over the plan period. With the dualling of the A46 (now well under construction), this will enhance the competitiveness of Newark as a potential base for potential B8 development.
- 4.11 The NSRELR report cites the constraints in Newark in attracting B1 development given the lack of quality suitable sites and the historic core of Newark. In particular, sites of around 1ha for Small and Medium sized businesses to grow and develop which has historically not been available. With the Sustainable Urban Extensions planned for Newark, this will enable the new major employment site allocations to address the need for the future plan period up to 2026.
- 4.12 The well-established Newark Industrial Estate has a significant supply of land remaining for development but this is not always suitable for service sector employment uses which demand a contemporary "Business Park" environment. It is likely to continue to be most attractive to B2 uses or B8 uses in the case of "G Park" (which has outline consent for a distribution facility). This area has traditionally been the main focus of employment land development for Newark. However, there have been a range of issues which have affected the overall rate of historical development on this site. Tenure issues have historically been a factor with many enquirers seeking freehold developer-free opportunities which have not always been able to be met. Furthermore, demand for employment land has become more sophisticated over the past decade aligned to the increased rate of employment structural change in the local economy. Following the shift towards the growth of Service sector

employment, business park settings are preferred for office related developments with image, access and setting more important. Newark has a strengthening image for office development with the advantages of being an attractive historic market town with a wealth of environmental and leisure based amenity to encourage commercial investment in an appealing setting.

- 4.13 Based on the average take-up rate between 2000 and 2008 of 6.13Ha for the Newark area this would produce an overall take-up over the remaining plan period (2010-2026) of 104.2Ha. Based on the average past take-up rate for the District as a whole for this period of 8.32Ha, this would equate to 141.4Ha to 2026. In addition, an allowance needs to be made for the loss of employment land over the plan period. As consistent with PPS4 policy EC2.1, it is necessary to identify a range of employment sites to facilitate a broad range of economic development and promote competitive choice for the commercial employment sectors. It is understood that a range of employment land is being proposed in the Core Strategy of between 210-220Ha over the plan period, and this is considered to be appropriate taking account of the NSRELR upper range, likely losses to occur and the need to adequately account for Growth Point and the significant additional benefits resulting from the dualling of the A46. It is considered appropriate to identify a range of potential new employment land required as the planning period is very much long-term to 2026 and this is not a precise science. By building in this flexibility into the forecasting, it affords a more realistic and responsive approach to potential site constraints that become known and the emerging overall market conditions. Clearly there will be scope to review the employment land provisions in respect of particular sites as the LDF plan period progresses and appropriate adjustments made.

5.0 Tourism related development – including rural areas

- 5.1 There are considerable tourism development opportunities both in Newark and the rural areas of the District given the wealth of existing environmental, historical and heritage based attractions which together make a strong offer for the visitor. These strengths including Newark Castle, Civil war heritage and the riverside setting, Southwell Minster, The Workhouse, and Sherwood Forest, can be built on for future tourism-related development opportunities throughout the District. Newark itself has a strong Civil war history with the Castle and the wider regenerated riverside setting playing a significant role in attracting visitors to the town. With the growth of water-borne leisure still increasing this is likely to create further benefits for Newark and the wider area in the future.
- 5.2 There is considerable scope for attracting further tourist accommodation development both within town centre sites that may become available and possibly in edge of town sites. Newark is in need of a significant (approx. 100 bed) hotel to accommodate both the growing visitor base and those attracted by the broad range of fairs and events held over the year – including the inflow generated by Newark Showground.
- 5.3 The Sherwood area has demonstrated incremental growth of holiday accommodation around the well developed Center Parcs offer and other attractions around Sherwood Forest. The employment land figures presented in this report refer to the B1, B2 and B8 classes of development only. Future employment can be created from the important tourism sector throughout the District and on land which is likely in the main not to be part

of the figures presented in the employment land table. In particular the further development of the accommodation sector is expected to continue in the Sherwood area through the attraction of additional holiday park developments.

- 5.4 The District Council works with external partners – including Experience Nottinghamshire, the Destination Management Partnership - to maximise tourism promotion, development and leisure opportunities to benefit businesses, communities and visitors in accordance with PPS4 policy EC7.1. The Sherwood Regional Park proposals illustrate this well and could provide a focus for attracting and supporting a range of tourism related developments over the plan period. This includes the management of visitor flows through the implementation of a Destination Management system for the County, operation of tourist information centre services and production of visitor guides which are also accessible on-line. The various country parks, visitor centres and attractions are supported by information on places of interest for the visitor to further consider as a package of support to encourage over-night stays in the area.
- 5.5 East Midlands Tourism have recently confirmed that they are to review the Tourism Strategy for the Region and this will provide further opportunities for facilitating the development of this important local sector of the economy. The tourism sector contributed £213M towards the local economy in 2007 and this is set to grow with additional accommodation and potential new attractions coming to the market over the plan period. The importance of the tourism product and overall attractive amenity of the District will continue to play a significant role in both helping to encourage indigenous entrepreneurs to further invest in the area whilst also helping to attract new commercial employment creating investment from outside the District.

EMPLOYMENT LAND AVAILABILITY (APRIL 2009)

NEWARK SUB-AREA

SITE REF	LOCATION/ SITE NAME	GRID REFERENCE (EAST/NORTH)	PDL	AREA REMAINING (ha.)					TOTAL	COMMENTS OF ECONOMIC DEVELOPMENT MANAGER
				LPA	DPP	OPP	OTHER	UC		
Ba-001	BALDERTON, Belvoir Iron Works considered for DESELECTION	480036/350095	Yes	3.00		2.36			5.36	This land is within the SUE proposed as part of the Land South of Newark Strategic site and will be absorbed within it. Such should be considered for DESELECTION
Ba-002	BALDERTON, Land adjacent Balderton Hospital	482273/350265	No		14.38			2.62	17.00	This site is part-developed and is being marketed as Fernwood Business Park. There is evidence of recent strong market interest For future development. Land to the South is being promoted as a Strategic site incorporating an employment land allocation. This will Represent an expansion to the existing business park.
Ba-004	BALDERTON, Bowbridge Lane	479950/351076	No		1.05				1.05	This land is within the SUE proposed as part of the Land South of Newark Strategic site and will be absorbed within it. Such should be considered for DESELECTION
Ba-005	BALDERTON, Claypole Lane	483125/349214	Yes		0.74				0.74	This small site may be suitable for local needs.

Co-001	COLLINGHAM, Pitomy Farm, Low Street	482985/362307	No		1.35				1.35	This small site may be suitable for local needs.
Ne-001	NEWARK, Newark Industrial Estate (PB)	481239/355236	No		0.79		0.85	0.54	2.18	Part of the established Newark Industrial Estate which will continue To be attractive to the market and will be built out in due course.
Ne-002	NEWARK, Newark Industrial Estate (PB)	481600/354800	No	12.61					12.61	Part of the established Newark Industrial Estate which will continue To be attractive to the market and will be built out in due course.
Ne-003	NEWARK, Newark Industrial Estate (PB)	481740/354160	Yes		2.15			1.64	3.79	Part of the established Newark Industrial Estate which will continue To be attractive to the market and will be built out in due course.
Ne-004	NEWARK, Newark Industrial Estate (PB)	480653/354146	Yes	0.42					0.42	Small "Infill" site which is likely to be developed in longer term.
Ne-006	NEWARK, Newark Industrial Estate (PB)	481641/354879	No			15.60			15.60	Site currently being marketed as logistics/distribution opportunity by Gazeley. Site is part of the established Newark Industrial Estate which will continue to be attractive to the market and will be built out.
Ne-007	NEWARK, Farndon Road	478195/352725	No	0.26					0.26	Small "Infill" plot adjacent to Trentside Business Park, which is likely to be built out in longer term.

Su-001	SUTTON-ON-TRENT, Old Great North Road	479075/366082	Yes		0.34				0.34	Small plot that can serve local demand.
Wk-001	WINKBURN, Winkburn Lane	471165/358425			0.29				0.29	Small plot that can serve local demand.
Wi-001	WINTHORPE, South Airfield Farm	481800/355600	No	2.65					2.65	This plot remains undeveloped following the neighbouring Curry's commercial development. Attractive to market given its roadside frontage and likely to be developed.

18.94	21.09	17.96	0.85	4.80	63.64
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58.28	Reduced figure taking account of above comments.
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EMPLOYMENT LAND AVAILABILITY (APRIL 2009)

WESTERN SUB-AREA

SITE REF	LOCATION/ SITE NAME	GRID REFERENCE (EAST/NORTH)	PDL	AREA REMAINING (ha.)					TOTAL	COMMENTS OF ECONOMIC DEVELOPMENT MANAGER
				LPA	DPP	OPP	OTHE R	UC		
Bi-001	BILSTHORPE, Bilsthorpe Colliery	464939/36137	No	4.67					4.67	This site is undeveloped Greenfield land which is effectively

		3								separate to the main former colliery site that has been subject to some development and now known as Bilsthorpe Business park. Given the existing amounts of land available elsewhere in Bilsthorpe this could be considered for DESELECTION.
	considered for DESELECTION									
Bi-002	BILSTHORPE, Brailwood Road	465338/36055 9	No	1.33	0.96		1.61		3.90	This land forms an extension to the existing employment use area but may not all prove suitable for future development in the wider context of the nearby Bilsthorpe Business Park. Logical extension to industrial areas but question whether greenfield areas are needed for further employment development, given the Bilsthorpe Business Park. Consider part for DESELECTION (approx to 1.9 ha)
	Consider part for DESELECTION									
Bi-003	BILSTHORPE, Bilsthorpe Colliery	465300/36140 0	Yes		0.28	13.04			13.32	UK Coal Mining Ltd have part-developed some of this site and are actively marketing the opportunity to investors. This was part of the former Bilsthorpe Colliery site, and offers long-term development opportunities serving the Bilsthorpe area and this part of the District.
Bi-004	BILSTHORPE , Eakring Road	465053/36081 8	Yes		0.32				0.32	This is a small local site which may offer existing neighbouring development, potential for extension and meet local need.
BI-001	BLIDWORTH, Blidworth Industrial Park (PB)	459415/35671 5	Yes	0.40	0.29		2.31	1.18	4.18	The majority of Blidworth Industrial Park is now built-out with small plots remaining – often held by existing businesses as expansion plots. This is expected to be built out in longer term, given market attractiveness which has already resulted in the majority of the neighbouring site being built out.

Bo-001	BOUGHTON, Boughton Industrial Estate North	468600/368317	Yes	10.66					10.66	Evans of Leeds Plc (owners and operators) aimed to provide mostly low-cost accommodation within existing industrial area). This is one of the main Industrial Estates in the area and therefore meets mainly low-cost needs. Site offers scope for local expansion to meet local needs of small businesses. Historical take-up rates suggest it is unlikely that this amount of land will be developed over the plan period.
Bo-002	BOUGHTON, Boughton Industrial Estate South (PB)	468300/367809	Yes	1.58	0.32		2.31		4.21	These are small "infill" plots suitable for local expansion or development, and are expected to be built out accordingly.
CI-001	CLIPSTONE, Clipstone Drive DESELECTED apart from 1Ha	458960/363620	No					18.66	18.66	This land has recently been granted planning permission for housing development with 1Ha remaining for employment use and as such the site has been lost DESELECTED apart from 1Ha
CI-002	CLIPSTONE, Mansfield Road	459150/363060	Yes			2.31			2.31	The remaining site may offer local development expansion but is constrained to particular uses due to adjacent housing built to the west.
OI-001	OLLERTON, Thoresby Employment Park (PB) suitable for DESELECTION	465342/368018	No	21.00					21.00	This site is not sustainable – particularly following the redevelopment of the former Ollerton Colliery site - and it is considered suitable for DESELECTION .

OI-003	OLLERTON, Sherwood Energy Village	466200/36718 5	Yes		1.61	6.36		0.91	8.88	Sherwood Energy Village Ltd . (A1/A3/B1/B2/C1/D1) This site has progressed well and the majority has planning permission, and is expected to be built out in the plan period.
Pe-001	PERLETHORPE, The Green	464876/37104 4	No		0.48				0.48	Small site that can meet local needs.
Ra-001	RAINWORTH, West of Colliery Lane	459025/35864 4	No		5.75				5.75	Part of original allocation taken by Rainworth By-pass This is an attractive site being adjacent to the Rainworth bypass and close to the local service centre, and likely to be developed in the longer term.

39.64	14.87	21.71	6.23	20.75	103.20
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59.87 Taking account of possible deselections

EMPLOYMENT LAND AVAILABILITY (APRIL 2009)

SOUTHERN SUB-AREA

SITE REF	LOCATION/ SITE NAME	GRID REFERENCE (EAST/NORTH)	PDL	AREA REMAINING (ha.)					TOTAL	OWNERS/ DEVELOPERS
				LPA	DPP	OPP	OTHER	UC		COMMENTS OF ECONOMIC DEVELOPMENT MANAGER
Gu-001	GUNTHORPE, Lowdham Road	467638/344612	No		0.11				0.11	Small site already developed that can respond to local needs.
Ha-001	HALAM, Radley Road	466482/353289	No		1.41				1.41	Small site can meet local needs.

0.00	1.52	0.00	0.00	0.00	1.52
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