

# Greater Norwich Development Partnership

## Matter 9 The economy (policy 5)

**Note:** EIP93 sets out the minor changes to the text of JCS1 to address revocation of the Regional Spatial Strategy.

- A Does the JCS make appropriate spatial provision for aspects of economic development? Is it sound in respect of the core strategic guidance it provides to other Local Development Documents in terms of its assumptions about the necessary number of jobs to plan for, the provision of land for employment uses, the selected strategic employment locations (as set out in policy 9 and its accompanying text), clusters, town centres, tourism and the ‘flagship food and farming hub’?

1. The JCS provides comprehensive and reasonable guidance for LDDs. Supporting the economy and job growth is a fundamental theme that runs throughout the JCS and is promoted through a number of policies in addition to Policy 5, including green industries (Policies 1 and 3), house building, businesses that require population growth and the services that support it (Policy 4), industries that provide or rely on transport (Policy 6), social sectors (Policy 7), and cultural, leisure and entertainment sectors (Policy 8). Locationally specific economic issues are also addressed in all the Policies for Places (Policies 9-19). These set out the scale and, where necessary, the type of growth to be supported. This provides appropriate guidance for supporting significant clusters in the area.
2. Town centre issues are dealt with in Policies 11 and 19, and these are considered to fully accord with government policies.
3. Policies are fully supported by appropriate evidence and have been the subject of very few objections.
4. Implementation is supported by the LIPP (EIP85) and by the GNDP’s Economic Development Strategy and its supporting Action Plan (EC1.2). Progress on implementation is already being made in the city centre through the recently adopted Northern City Centre Area Action Plan and development of a masterplan for the St Stephens area.

5. Investment has already been made to bring forward development supporting key sectors. This includes investment in the Norwich Research Park, TGAC and Hethel Engineering Centre. In the city centre, the St Augustines Gyrotory supports the Northern City Centre Area Action Plan and Barrack Street improvements support office development at Whitefriars. The LIPP includes a significant number of Economic Development and regeneration investment packages.
6. The job target for the GNDP was, and continues to be, supported by evidence. The latest run of the East of England Forecasting Model (EEFM) (Spring 2010) indicates job growth of 24,600 in the JCS period 2008-2026. This is summarised in EC7. The EEFM baseline forecasts are policy neutral with respect to local areas and the Topic Paper (TP2) explains why a slightly higher target is appropriate for the JCS.
7. The JCS provides strategic guidance on the location, type and scale of employment allocations to be made in DPDs. Topic Paper TP2 explains why the JCS over-allocates employment land. There is no evidence to justify the promotion by the JCS of further allocations for general employment use. Unjustified over allocation on greenfield sites will lead to strong pressures for alternative uses, such as retail, leisure and residential. Over allocation of greenfield sites would also undermine existing urban employment areas. Identified strategic employment locations are well related to major housing growth, proposed alternative locations are not.
8. The concept of a food hub in the Norwich area was originally considered by Norfolk's economic development partnership in 2006. Implementation of Food Hub proposals, broadened to a food cluster, was recommended as a priority intervention in the employment growth study (EC3 - in particular p22 and 27 but numerous other references to the importance of food related research and business). The inclusion of the Food and Farming Hub in the JCS is supported by a large number of respondents (JCS11) including EEDA, the NFU, Easton College and a range of business interests.

**B** If the JCS is unsound in relation to any of the above matters, are there any specific changes that would render it sound? [It would be necessary to consider whether these required further consultation or sustainability appraisal.]

1. The JCS is considered to be sound in relation to economy issues. Proposed minor changes (JCS 2 and EIP93) address drafting errors and provide clarity.

