

Economy policy draft – 07 June 2019	
Policy area	ECONOMY
Policy	Employment
Issue	<p>The Parish has a variety of employment spaces which consist of a small business park, retail areas, hotels, campsite and other tourist attractions.</p> <p>Recent developments included office space and a pub, however these have been applied to be changed into houses due to lack of interest from purchasers.</p>
Objective	<p>Existing industrial sites should be encouraged to develop further light industry and retail units and this plan actively seeks to discourage the land being used for other purposes.</p> <p>As identified in the Cornwall Site Allocations DPD for St Austell, there is further opportunity for industrial development at Par Moor (STA-E3) on the St Austell Strategy Map. Para 9.29 of the DPD earmarks it for office space.</p> <p>We would support rural businesses generally to meet local needs.</p>
Evidence	<p>More than 90% of respondents to our local survey supported the retention or expansion of light industrial units. 142 of the 218 respondents to our survey supported more office accommodation.</p>
Policy direction	<p>EE1 Improvements to existing employment space</p> <p>Development will be supported that provides improvements to existing employment space that in scale and design does not harm the character of the natural and built environment of Carlyon Parish.</p> <p>Policy EE2 – St Austell Bay Business Park</p> <p>Development of new business space in the retail park in area 5 will be supported (refer to map).</p> <p>Policy EE3 – Par Moor</p> <p>Development of office space or light industrial units on the site (STA-E3) on Par Moor identified in the St Austell Strategy Map, will be supported (figure xx)</p> <p>Policy EE4 – Vacant rural buildings</p> <p>The conversion of vacant rural buildings for business use will be supported where it can be demonstrated that it meets the need of Carlyon Parish.</p>

	<p>Policy EE5 – New employment</p> <p>Limited new employment development outside settlement boundaries will be permitted where it:</p> <ul style="list-style-type: none"> • can be demonstrated that it meets the needs of Carlyon Parish; and • has regard to national and local plan policies for development in the countryside.
Comments	

Policy area	ECONOMY
Policy	Tourism
Issue	The rural area faces many challenges and increasingly farmers and agricultural landowners have to diversify in order to secure a viable livelihood. Tourism accommodation can be sources of valuable local employment. One hotel has already been demolished to be replaced by 32 apartments, leading to the loss of local jobs.
Objective	<p>To retain the existing tourism facilities, whilst acknowledging that new tourism jobs are not preferred over spaces that can provide more consistent employment.</p> <p>To support tourism activities as part of rural diversification.</p> <p>To ensure the vitality and viability of the village as a small service and tourism centre is maintained.</p>
Evidence	As outlined from the result of the survey, 95% of respondents either agreed or strongly agreed that existing hospitality facilities should be preserved and supported to encourage and maintain employment opportunities. Less than half supported more tourism jobs at the expense of those providing more consistent employment.
Policy direction	<p>Policy ET1 – Rural diversification</p> <p>Applications for rural diversification relating to tourism activities will be supported, especially when new jobs will be created or existing jobs secured.</p> <p>Policy ET2 – Retention of hospitality businesses</p> <p>Proposals for the redevelopment or change of use of buildings and land from local retail facilities and service trade use (including cafes, pubs and restaurants) to residential use will not be permitted.</p>
Comments	

Policy area	ECONOMY
Policy	Retail and small business
Issue	Small local retail units are under constant threat from supermarkets and out-of-town shopping outlets. But such units are an important local amenity and can help get people out of their cars. They also provide an opportunity for socialising and meeting fellow residents.
Objective	We seek to preserve, support and enhance the retail units and restaurants in Beach Road. We would support any redevelopment of the units which would attract shops as well as the existing restaurants and businesses.
Evidence	96% of respondents to our survey either agreed or strongly agreed that the units in Beach Road be preserved and supported as a local amenity. One unit, which housed a small general store and Post Office closed some years ago and was replaced by a Yoga studio. That, too, closed and the unit is being converted again to a small general store and café. Many of the comments in our survey said they want a Post Office and store back.
Policy direction	<p>Policy ER1 – Redevelopment of existing employment buildings</p> <p>Proposals to upgrade or redevelop existing employment buildings and the surrounding environment will be supported provided that:</p> <ul style="list-style-type: none"> ○ there would be no adverse impacts on the amenities of surrounding uses ○ the improvements maintain or enhance pedestrian and cycle access ○ the improvements maintain or enhance access to bus stops ○ the improvements enhance the safety and security of users of the employment area and neighbouring users. ○ Any redevelopment of existing employment spaces should be for employment purposes only.
Comments	