

CARLYON PARISH **NEIGHBOURHOOD DEVELOPMENT PLAN**

ECONOMY POLICY (Latest draft Sept 2019)

This area of policy is divided into three sectors to enable a clearer sight of what is important to the Parish – namely Employment, Tourism and Retail and Small Business. There are a number of local businesses which provide employment both for those who live in the Parish and those who live in surrounding areas. There are small businesses such as engineering suppliers, motor and boat supplies and repairs, plumbers' merchants who are mostly based on the St Austell Bay Business Park. Then there are garden centres and restaurants which serve local residents as well as the tourist industry. The tourism sector also includes hotels in Carlyon Bay and Tregrehan and a caravan and camping park in Carlyon Bay.

EMPLOYMENT

Policy justification

Carlyon Parish has a variety of employment spaces and we would like to see any new development contribute to this without harming the character of the area. We believe thriving local businesses within the Parish are important and should be encouraged. There is a small business park on the south side of Par Moor Road near the junction with the A390 and a retail area in Beach Road, Carlyon Bay, as well as two garden centres and an aquatics centre. The tourism sector includes hotels in Carlyon Bay and Tregrehan, a caravan and camping park in Carlyon Bay and Pinetum Gardens and other tourist attractions. A recent mainly residential development at Holmbush off the A390 included office space and a pub, however the developers have now applied for these to be changed into houses due to lack of interest from purchasers.

Policy intention

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.

This is supported by the results of a survey carried out to inform the NDP where more than 90% of respondents were in favour of the retention or expansion of light industrial units. 142 of the 218 respondents to the survey supported more office accommodation.

As identified in the Cornwall Site Allocations DPD for St Austell, there is further opportunity for light industrial development at Par Moor (STA-E3) on the St Austell Strategy Map. Para 9.29 of the DPD earmarks it for office space.

We would support rural businesses generally to meet local needs.

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Policy

EE1 Improvements to existing employment space

New development will be supported where it improves existing employment space and in scale and design does not harm the character of the natural and built environment of Carlyon Parish.

EE2 – St Austell Bay Business Park

Development of new business space in the retail park in area 5 will be supported (Fig xxx map of area 5).

EE3 – Par Moor

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 St Austell Strategy Map)

EE4 – Vacant rural buildings

The conversion of vacant rural buildings for business use will be supported where it can be demonstrated that it meets the needs of Carlyon Parish.

EE5 – New employment

Limited new employment development outside settlement boundaries will be supported where it:

- a. can be demonstrated that it meets the needs of Carlyon Parish; and
- b. has regard to national and local plan policies for development in the countryside.

TOURISM

Policy justification

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.

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 intention

To retain the existing tourism facilities, whilst acknowledging that new tourism jobs are not preferred over spaces that can provide more consistent employment. To support tourism activities as part of rural diversification. To ensure the vitality and viability of the area as a small service and tourism centre is maintained.

Policy

ET1. Rural diversification

Applications for rural diversification relating to tourism activities will be supported, especially when new jobs will be created or existing jobs secured.

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ET2. Retention of hospitality businesses

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.

RETAIL AND SMALL BUSINESS

Policy justification

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.

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 intention

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.

Policy

ER1 – Redevelopment of existing employment buildings

Proposals to upgrade or redevelop existing employment buildings and the surrounding environment will be supported provided that:

- a. There would be no adverse effect on the amenities of surrounding users;
- b. The improvements maintain or enhance pedestrian and cycle access;
- c. The improvements maintain or enhance access to bus stops;
- d. The improvements enhance the safety and security of users of the employment area and neighbouring users;
- e. Any redevelopment of existing employment spaces should be for employment purposes only.