



Newhaven Neighbourhood Plan



Topic Paper 6 Employment and Tourism

June 2014



Introduction

Newhaven Town Council are preparing a Neighbourhood Plan for the town and are consulting with the community, so that they can make their views known on how they would like to see Newhaven grow and change in the future, and what they would like to keep and protect. The framework for this consultation process is set out in the “Newhaven to 2030 Consultation Strategy”.

The Town Council took the first steps a while ago with the Big Planning Event in 2012 and the resulting “People’s Report” which has been used, along with the “A Profile of Newhaven”, to prepare this and the other Topic Papers. You can view these and all the other documents related to the Neighbourhood Plan, at the Town Council’s website www.newhaventowncouncil.gov.uk, or you can call in at the Town Council offices at 18Fort Road Newhaven, or phone us on 01273 516100.

To aid the consultation process and provide a focus for discussion, the Town Council have put together a number of Topic Papers that cover a range of themes considered relevant for the town.

This Topic Paper 6 – Employment and Tourism sets out the emerging work in the Neighbourhood Plan relating to employment and tourism in the town and raises issues related to the local economy and economic trends.

The full range of Topic Papers are as follows:

- Topic Paper 1. Introduction and Background
- Topic Paper 2. Vision and Objectives
- Topic Paper 3. Housing (with Appendix)
- Topic Paper 4. Facilities and Services
- Topic Paper 5. Environment and Open Space
- Topic Paper 6. Employment and Tourism**
- Topic Paper 7. Transport and Access

The Town Council would welcome your views on; whether you agree with the key issues and problems relating to employment and tourism in this Topic Paper and whether the vision and objectives we have identified are likely to deliver the improvements/change that you would like to see.

This can be done by completing the questionnaire that is being delivered to all households in the town at the beginning of July. Other ways of completing a questionnaire and getting involved are set out at the end of this Topic Paper.

Key Issues and Challenges

‘A Profile of Newhaven’ (available on the Town Council’s website) identified the following key issues and challenges for the town in respect of employment and tourism:

- The gradual decline of the town’s manufacturing and industrial base has compounded Newhaven’s decline although a high proportion of jobs are still in manufacturing

- Less self-employed than the town of Lewes and East Sussex
- Relatively higher unemployment with 13% claiming out of work benefits
- As a proportion fewer retired people than other areas in the Lewes District
- Higher rate of long term unemployment (both male and female) including the 16-24 years age range
- Higher long term sickness
- Significant number of contaminated sites which could impact on viability of sites for development
- Economic activity growing with Enterprise centre and its proposed extension to provide 'move on' space
- Impact of ring road on town centre
- Decline of town centre with few multiples and a number of empty shop units.
- Shift of retail offer from west to east of the river.
- Town centre would benefit from for visual enhancement of public realm
- Lewes District Council has identified Newhaven as area to encourage green technology sector potentially creating new education, training and employment opportunities, with 'clean green and marine' focus.
- Future market prospects for increased visitor accommodation
- Port activity will influence local job market

The above key issues and challenges have helped to develop the overall vision of the town.

Vision

The following paragraphs have been taken from the overall draft vision set out in Topic Paper 2 and relate to aspirations and aim in the Neighbourhood Plan in respect of employment and tourism:

By 2030.....

The town will have a strong and diverse economic base which meets the employment needs of the local community and wider area, with its reputation as a hub for the 'clean and green' sector fully established.

The community will be sharing their seaside town with tourists and visitors, with the town acting as a destination in its own right, as well as the continental gateway to the National Park and beyond.

Objectives

Topic Paper 2 also lists nine draft objectives which will support delivery of the overall vision. The following objectives relate to supporting the economy and tourism.

Objective 8: Economy and Employment

The plan will help businesses create jobs by:

- ensuring that existing employment sites are kept for employment use, where there is an identified need
- supporting new employment uses in suitable locations including new mixed use development such as live/work units

- supporting development or uses that are associated with a positive visitor experience including recreational/leisure uses
- supporting refurbishment and environmental improvements to existing employment areas for adaptation and attracting new employment use

Considerations

There are many empty and derelict employment sites in Newhaven particularly in the Eastside area of Newhaven. In addition it had been identified by Lewes District Councils Employment Land Review that there is a need to improve the quality of existing employment buildings/sites.

Lewes District Council's (LDC) Proposed Submission Core Strategy does not require any employment land to be allocated in Newhaven, but identifies the need to unlock the economic potential of existing sites and premises. To support this LDC Policy 4 – Encouraging Economic Development and Regeneration, states that in order to stimulate and maintain a buoyant and balanced local economy including through regeneration of the coastal towns, the local planning authority will take a flexible and supportive approach to economic development through a number of measures including:

- Safeguard existing employment sites from other competing uses unless there are demonstrable economic viability or environmental amenity reasons for not doing so. In such circumstances, there will be a strong preference for a mixed use alternative development in order to facilitate the retention or delivery of an appropriate element of employment use on the site.
- Support the appropriate intensification, upgrading and redevelopment of existing employment sites for employment uses. Where appropriate, mechanisms such as mixed use schemes will be used.
- Encourage and support small, flexible, start-up and serviced business units (including scope for accommodating business expansion).
- Promote the development of sustainable tourism, including recreation, leisure, cultural and creative sectors, and having particular regard to the opportunities provided by the South Downs National Park, both within and outside the National Park boundary.
- Support the continued use of Newhaven port for freight and passengers including plans for expansion and modernisation of the port as identified in the port authority's Port Masterplan. Support will also be provided to the delivery of onshore infrastructure and support services for the Rampion offshore windfarm.
- Encourage sustainable working practices (eg. homeworking and live/work).

In respect of tourism LDC Core Policy 5 – The Visitor Economy, states that opportunities for the sustainable development of the visitor economy will be supported where they are of a scale, type and appearance appropriate to the locality and provide local employment. These include:

- Support for the high quality provision of new, and the upgrading/ enhancement of existing sustainable, visitor attractions; a wide range of accommodation types;

encouraging emerging and innovative visitor facilities and accommodation offers; and giving flexibility to adjust to changing market trends.

- Encourage sustainable tourism in rural areas, both within and outside the National Park boundary. This will include better linkages between the towns and rural surroundings
- Support the improvement of sustainable transport opportunities for visitors and encourage the use of sustainable transport modes to reduce the impact of visitors on the highway network.
- Encourage local crafts, food and produce and appropriate tourism development that supports rural business and farm diversification.

Opportunities

In today's economic climate and low employment levels in Newhaven we need to make sure that we are all doing as much as we can to create jobs and growth. The Neighbourhood Plan could protect and allocate land for employment use, subject to the availability of evidence to support the need, and suitable and deliverable site/s being available.

In addition alternative small scale business accommodation could be provided by policies which allocate land for live/work units. The Plan could also require site specific requirements such as design, landscaping and general improvements to local employment areas to improve the visual character.

Local tourism could be supported through requirements for development to conserve natural and man-made elements that contribute to the special character of the town and its surroundings as well as supporting visitor attractions and accommodation.

How to get involved

Local communities really do have power to shape the places in which they live. As the Neighbourhood Plan will be a community led document, your views and support are **really important** to the Town Council and are essential, if we are to deliver a Plan that truly reflects the needs and aspirations of those that live and work in the town.

There are a number of ways that you can make your views known and the community can get involved.

- You can **complete the questionnaire** that will be delivered to each household in the town and return it to the Town Council. The questionnaire will also be available from the Town Council offices at 18 Fort Road, or can be posted to you, simply phone 01273 516100, email admin@newhaventowncouncil.gov.uk, or download from the Town Council's website www.newhaventowncouncil.gov.uk; **We would be grateful if you would submit your comments by Friday 1st August**
- Comment on the **Profile of Newhaven** which is available to read on line at the address above or is available to view at the Town Council's offices or the local library.
- You can **sign up to the Citizens Panel**, which will be used to continue with this and the other stages of the Neighbourhood Plan's consultation and other plans of the Town Council.

A "Citizens Panel Membership Form" is available from the Town Council offices in Fort Road, can be posted to you simply phone 01273 516100, or are available to download from the Town Council's website www.newhaventowncouncil.gov.uk;

- You, or your group/organisation, can **be involved in one or more of the Focus Groups*** that are being established to look at the topics covered in the Neighbourhood Plan in more detail;
- You can **attend one of the exhibitions** below, which have been organised to provide information and opportunities to discuss the Neighbourhood Plan and how it might affect the community where you live;

Exhibition dates

8th July at Meeching Hall, Fort Road, 10am – 3pm

8th July at Lewes Road Hut, 5pm – 8pm

15th July at Denton and Mount Pleasant Social Centre, 10am – 2pm

