

Employment Land Study

Appendix 2: Strategic Policy
Review

July 2007

1. STRATEGIC POLICY REVIEW

Making it Happen: The Northern Way

Background

- 1.1 The Northern Way Growth Strategy was conceived with the publication in September 2004 of the document 'Moving Forward: The Northern Way'. The stated intention being to bridge the £30 billion output gap identified between the North and the rest of England by 2020.
- 1.2 The Growth Strategy is a deliberately ambitious programme to build upon the North's current assets and build new assets, against the realisation that if the North continues to function as it always has, then it will continue to underperform. In short, the Northern Way is about 'doing things differently'.
- 1.3 A Vision for the North by 2025 has been established:

"Together we will establish the North of England as an area of exceptional opportunity combining a world class economy with a superb quality of life"

The North has a distinctive set of great, contemporary European cities and each is at the heart of a vibrant city region, surrounded by magnificent landscapes, rivers and coasts.

We have a strong, knowledge driven economy. We are attracting talented entrepreneurs from the rest of the UK and the rest of the world. The North is now well known as a great place to build a business. Our skilled, diverse, multicultural workforce is well respected throughout the world.

Across the North our universities attract talented students from throughout the world. After graduation many decide to settle in the North. Some work for our rapidly expanding companies in advanced technologies; others join together to set up a new business. The North is now home to four world-class research institutes. As a result of the work of the Science and Industry Councils, the North is now attracting its fair share of EU, Government and private investment in research and development.

Educational attainment at school and participation in higher education match anywhere in Europe. As a result unemployment is below the UK average. The North's employers are investing more in upskilling their workforce than anywhere else in the UK. This virtuous circle is ensuring that the North's skill base is at the leading edge.

The E20 (M62) and the A1/M1/A19 and high-speed rail services link the city regions together into one of Europe's most vibrant conurbations. Motorways and rail services to London and Scotland are now world-class. Air services between the North and major business centres match those available anywhere.

The North's ports are continuing to expand. They are the Gateways to Europe for virtually all of the North's manufacturing companies and many more companies elsewhere in the UK.

As a result of this economic prosperity, across the North people are healthier, living longer, in safer, multi cultural communities. The proportion of deprived wards in the North is similar to the UK average. The annual rate of house building in the North is now much higher than it was at the beginning of the 21st century. Consequently, the majority of the North's population is living in high quality, energy efficient and affordable homes.

The North's 'newcomers', from the rest of the UK and the rest of the world, are attracted by the superb quality of life. Across the North, our cultural diversity is a cause for celebration, of many religions, in many languages, by people of all races.

Most people live in the city regions, each internationally acclaimed for the quality of architecture and design. Our thriving rural communities and other urban settlements complement these across the North.

The North's magnificent landscapes, mountains, moors and coasts are still well protected. They are key to the quality of life both to those who live in the region and those who visit.

This vision has been realised, in part, because many public expenditure priorities have been determined within the North rather than nationally. As a result, companies, developers, investors and the people themselves have made a renewed commitment to the North. This confidence and self-reliance is driving our prosperity. We will realise this vision by building on the North's immense strengths.

1.4 In order to realise this vision ten Policy Priorities were identified:

- Bring more people to work;
- Strengthen our knowledge base to support innovation by every company;
- Build a more entrepreneurial culture;
- Create a larger cluster of global trade: key clusters;
- Meet the skills needs of our employers;
- Secure the growth of the North's airports;
- Improve access to the North's sea ports;
- Create better integrated public transport within and between City Regions;
- Create truly Sustainable Communities; and
- Market the North to the World.

1.5 A number of initial projects and indicators were established in order to deliver these priorities, however, the future direction of the Growth Strategy was further clarified through the production of a Action Plan Progress Report in January 2005.

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- 1.6 This Progress Report summarised the achievements so far and identified how the Northern Regional Development Agencies (RDA's) and their partners will deliver against the above priorities.
- 1.7 Key indicators and outputs were identified. The majority of these were at a pan-Northern level with the Action Plan outlining the intention for each of the city-regions to produce City Region Development Plan's to provide more specific projects and outputs. A number of the key indicators contained within the Action Plan are listed below.
- Bring a further 100,000 people currently on incapacity benefit into work by 2014;
 - Strengthen the North's knowledge base by seeking to increase expenditure on research and development by both business and Government by 25% in a five year period through to 2010 and a further 25% by 2015;
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 - Strengthen the North's knowledge base by seeking to increase expenditure on research and development by both business and Government by 25% in a five year period through to 2010 and a further 25% by 2015;
 - Increase the rate of new business start-ups from 30 per 10,000 people to 33 per 10,000 people by 2008;
 - Ensure that the companies in key manufacturing and services clusters across the North continue to employ at least 1.75 million people in 2025;
 - Make provision for 200,000 employer specified learner places by 2008 through the Regional Skills Partnership;
 - To achieve at least 17.2 million businesses and 6.4 million inbound leisure travellers each year through northern airports by 2030 as a key contributor to the overall target of 82 million passengers per annum identified in the Future of Air Transport White Paper; and
 - To increase ship arrivals and throughput tonnes of northern ports to around, respectively, 25% and 35% of the national total by 2010.
- 1.8 These outputs included within the Action Plan are intended to help to reinvigorate the North's economy meeting the Growth Strategy's overall vision. However, the Strategy, in line with the Sustainable Communities programme, takes a more holistic approach to stimulating economic growth.
- 1.9 The Action Plan argues for the need to make co-ordinated investments in housing, transport, regeneration and economic development to create stable, sustainable urban communities –
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- offering a wide range of homes for rent and for sale, in balanced, safe communities with good quality schools, well served by existing public transport and with access to cultural provision.
- 1.10 The need to link the economy with future housing provision is clearly stated with the need to ensure that housing markets operate efficiently in each of the City Regions and rural areas. The report argues that in order to achieve this, consideration must be given to the changing patterns of employment, housing aspirations and oversupply/undersupply of stock in different locations.
- 1.11 In June 2005 a Business Plan was produced for the period 2005-2008 to outline the initial spending priorities for the Growth Fund and provide an overview of the CRDP's linked to the original 10 investment priorities.
- 1.12 The Business Plan establishes the need to develop a more sophisticated methodology for assigning housing numbers between the regions and sub-regions. With the emphasis on 'Locating Homes in the Right Places'.
- 1.13 It is clear that the overall priorities integral to the Growth Strategy are going to have significant spatial impacts in terms of creating areas of focused economic growth. This in turn will create population change at a sub-regional level not driven simply by natural population change. The need for a more sophisticated methodology for allocating houses is therefore evident throughout the strategy based upon the emphasis throughout the Sustainable Communities Programme of matching housing demand with supply to create efficient housing markets.
- 1.14 The Northern Way places an emphasis upon thematic interventions. However, it is anticipated as these develop, a greater number of spatially specific projects will be developed. This will allow for a greater understanding of the likely focused areas of impact and growth.

City Region Development Plans

- 1.15 The first versions of the CRDP's were published in full alongside the Business Plan. They aim to drive forward the transformation of each City Region and its component parts. They provide for the first time an overview of the economic development potential and requirements of the North's major urban economies.
- 1.16 Within the documents an examination is made of the flow of markets across administrative boundaries in order to draw out the consequences for the development of policy and investment in a coherent manner within these new geographies.

1.17 When completed the priorities outlined within each CRDP will inform the relevant Regional Economic Strategies, the Regional Housing Strategies and the RSS's (though recognising potential tensions between individual CRDPs and strategic approaches elsewhere in the regions).

1.18 Each CRDP outlines a key vision, these are listed below:

- **Liverpool Vision** – a premier European City Region by 2025 with a internationally competitive economy and cultural offer, an outstanding quality of life, and vibrant communities contributing to and sharing in sustainable wealth creation
- **Central Lancashire** – the Green City of quality urban living next to readily accessible, superb countryside, the city with 'room to breathe'.
- **Manchester** – by 2025, the Manchester City Region will be a world class City Region at the heart of a thriving North
- **Sheffield** – a pivotal international business location and one of the most successful City Regions in the North of England
- **Leeds** – to work together differently, to develop an internationally recognised City Region; to raise our economic performances; to spread prosperity across the whole of our City Region, and to promote a better quality of life for all of those who live and work there.
- **Hull and Humber ports** – a global gateway, with a thriving, outward looking sustainable economy building on its unique assets of location, the estuary, ports connectivity, and physical environment
- **Tees Valley** – a strong diversified economy and developing sustainable communities
- **Tyne and Wear** – to create more sustainable communities and accelerate economic growth within a knowledge economy

1.19 Each of the CRDP's include a more detailed list of interventions alongside wider thematic projects.

Leeds City Region: Intelligence Driving Growth

1.20 The CRDP for the Leeds City Region, which covers the urban and rural locations of Barnsley, Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield, and York, is underpinned by the vision:

“to develop an internationally recognised city-region; to raise our economic performance; to spread prosperity across the whole of our city region, and to promote a better quality of life for all those who live and work here.”

- 1.21 The vision in turn is underpinned by an understanding that in order to deliver there is a need for close working to develop innovative solutions to complex problems; achieve a “sum greater than the individual parts”; and bring opportunities for improved prosperity and greater cohesion within the diverse communities identified. The CRDP recognises opportunities to enhance the functionality of the city region so that it operates as a more unified economic entity.
- 1.22 A series of economic drivers are identified within the CRDP which will maximise employment and GVA growth across the city region – including both broad industrial sectors and smaller, more localised clusters. The likely geography of these sectors are also identified within the CRDP. These are:
- Financial and business services: Leeds is the dominant centre, although significant growth in recent years has been identified in Bradford, Calderdale, Kirklees, and York.
 - Electrical and optical equipment: Particular focus in the Airedale Corridor, with the Advanced Digital Institute as a flagship project.
 - Bioscience, health and medical research: Key drivers are health-related research and specialist facilities in Leeds, York and Bradford Universities, Bioscience York, Leeds Teaching Hospital Trust, Department for Health operations in Leeds, and three Centres of Industrial Collaboration – in Biomaterials and Tissue Engineering (Leeds), Nano-technology (Huddersfield) and in Pharmaceutical Innovation (Bradford)
 - Digital and creative industries: Assets include media incubation centres in Bradford (bmedia), Leeds (The Round Foundry and Host Media), Wakefield (Wakefield Media Centre) and Huddersfield (Huddersfield Media Centre) with significant sites under development in Barnsley (Digital Media Central and the Civic and Mandela Gardens), Halifax (the Elsie Whiteley Innovation Centre) and York (a major Creative Technology Centre hosted at Science City facilities) as well as centres in rural areas (such as Whitefriars Creative Industries Centre in Settle).
- 1.23 The CRDP also identifies additional growth prospects including:
- Communications
 - Public services including education and health

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- Environmental / 'Green' technologies
 - Logistics and distribution
 - Niche manufacturing including defence
- 1.24 In addition to the specific proposals within key sectors and clusters the CRDP states that the City Region should maximise the full potential of its already strong science base and capitalise on its reputation for innovation by developing a third science hub for England.
- 1.25 This science hub would provide a suitable site for a large scale international science facility such as the European Spallation Source (ESS). A 539 acre site has been identified and procured by Yorkshire Forward at Burn Airfield near Selby, with outline permission granted for the development of a science facility.
- 1.26 A series of economic inhibitors are identified within the CRDP including transport connectivity. Some of the key schemes for overcoming transport connectivity include (of relevance to Selby) the electrification of an east-west heavy rail route to provide a high quality link from York / Selby through to Leeds and Bradford.
- 1.27 With regards developing the Financial and Business Services sector, the following points are included with the CRDP relating specifically to Selby:
- The concept of the City Region has economic logic for the district from a travel-to-work perspective with key commuting links to Leeds, York and Wakefield. Further to this the CRDP raises the issue of the district having imported a workforce without the accompanying jobs, with the highest total net out-commuting among the authorities included.
 - The Financial and Business Services sector (FBS) is under-represented employing just 300 people, with even the high street bank branches found in most towns operating as agencies in Selby managed out of York or Leeds offices. Employment in Selby is concentrated in the retail trade, manufacturing, notably food and drink, and broad business services, much of which offers relatively low incomes.
 - Selby offers 'greenfield' opportunities for both FBS and office development in general as it does not have the existing attachments of, for example, building societies in other market towns.
 - Part of the longer-term strategy for Selby is to build an office sector in an attempt to reverse the flow of white-collar workers to Leeds and also link into innovation and enterprise developments with Science City York. The CRDP suggests that it may be
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indicative that the new by-pass has been in existence for some time but new office or industrial developments alongside have not yet materialised – although one is anticipated in the next 2-3 years¹.

- 1.28 The CRDP acknowledges that an adequate supply of employment land is required to support economic growth, with the actual amounts allocated a local issue determined within the context of the Regional Spatial Strategy (RSS). This highlights the wider context and role of this Employment Land Study in the wider city region context.

Regional Economic Strategy (RES) for Yorkshire and Humber (Draft) 2006 – 2015

- 1.29 The vision for the emerging RES for Yorkshire and Humber (2006 – 2015) is to be a great place to live, work and do business, that fully benefits from a prosperous and sustainable economy. The RES builds on the positive impact of Objective 1 funding, along with other funding streams, setting a blueprint for economic growth across the region over the period to 2015.
- 1.30 Achieving this is based on the three Aims of realising the potential of all the region's people, growing existing and new businesses, and protecting, enhancing and utilising its environment.
- 1.31 Six Objectives translate these Aims into action on the ground. The central principle of quality and pride of place binds them together, and the themes of sustainable development, diversity and leadership and ambition underpin the way they are delivered.
- 1.32 The six objectives are:
1. More businesses – because higher levels of enterprise are so important
 2. Competitive businesses – making indigenous businesses more productive because they innovate and invest
 3. Skilled People – with talents that employers value and which offer due reward
 4. To connect people to good jobs – because levels of employment make a big difference to people and the economy, and we need more people in jobs in deprived areas

¹ Olympia Park

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5. Enhanced transport, infrastructure and the environment – a strong economy needs good sustainable transport connections and to make the best of the environment and infrastructure
 6. Stronger cities, towns and rural communities – to ensure they are attractive places to live, work and invest
- 1.33 The RES refers to the Yorkshire and Humber economy as being in transition – away from large scale heavy industry, manufacturing, textiles and agriculture to a more diverse market. This more diverse market includes digital industries, environmental technologies, financial services, construction, retail, real estate and public services.
- 1.34 Along with significant business base, skills, and quality of life issues to ensuring sustainable economic growth across Yorkshire and the Humber, there are obvious property and land implications to this shift, not least the need to ensure adequate quantitative and qualitative provision of land and property to ensure economic development. This includes addressing the legacy of decline in land and property terms, and facilitating future growth.

North Yorkshire

- 1.35 The RES identifies a specific focus on the renaissance activity across North Yorkshire, with a clear need to invest in the market towns. This reflects the rural nature of much of the sub-region.
- 1.36 The renaissance programme in Selby as highlighted within the emerging RES is identified as being within its early visioning stage detailed further on page 25 of this report, although the potential of the European Spallation Source project is mentioned.
- 1.37 York and North Yorkshire will benefit from the region's clusters and key sectors. In addition, the potential of the tourism sector is identified – with a role within market towns, national parks, and coastal resorts. Tourism is seen very much as a cross-cutting theme across the sub-region.
- 1.38 In addition, the importance of the cultural sector in North Yorkshire is identified, linked in part to tourism. Cultural themes evident in North Yorkshire include heritage, outdoor adventure, creative industries development, and events and festivals.

Emerging Regional Spatial Strategy (RSS) (Spring Consultation Document)

Spatial Vision

‘Yorkshire and Humber will be a recognisably world class and international Region where the economic, environment and social well being of all our Region and its people advance rapidly and sustainability’.

- 1.39 The Regional Spatial Strategy will ‘achieve a more sustainable pattern and form of development, investment and activity in the Yorkshire and Humber Region – putting a greater emphasis on matching needs across the Region with opportunities and managing the environment as a key resource’.
- 1.40 By the end of the Plan period, in 2021, the Yorkshire and Humber will be a Region:
1. Continuing to change and adapt to meet new economic, social and environmental challenges.
 2. Where all its cities, towns and rural areas are working together to the benefit of the whole Region.
 3. With lively cities and vibrant towns and rural areas, fit for purpose in terms of 21st century living, working and movement.
 4. With an even stronger regional identity, whose special character and distinctiveness has been protected and improved.
 5. With safe, attractive and high quality places offering a wide range of living, working and investment opportunities.
 6. That is adapting to the threats and opportunities caused by climate change and is moving to a low carbon economy.
 7. That has optimised the use of its land and infrastructure, offering a clear competitive advantage over the South of England.
 8. That has reduced inequalities across its area.
 9. Whose economic performance is closer to the UK average, with more and better jobs.

10. That is collaborating internally and externally to deliver a more sustainable, competitive and better performing North of England.

1.41 The Plan is also underpinned by a series of objectives, as set out below.

- A. Regenerating areas damaged by past industrial decline as well as capitalising on economic growth points.
- B. Seeking social equity and inclusion.
- C. Recognising and responding to the needs of urban and rural communities.
- D. Seeking wider housing opportunity and choice.
- E. Making full use of urban land and minimising the loss of greenfield land.
- F. Protecting and enhancing natural, historic and cultural assets and resources.
- G. Tackling traffic congestion and reducing transport related emissions.
- H. Making urban areas attractive, high quality, safe places where people choose to live.
- I. Minimising the loss of the rural landscape, maintaining and where possible enhancing its diverse character.
- J. Making the best use of existing infrastructure and services.
- K. Addressing the causes of and responding to the effects of climate change.
- L. Minimising travel needs and maximising use of energy efficient modes.
- M. Limiting pollution to what is compatible with health and bio-sphere capacity.
- N. Reducing resource consumption and encouraging use of renewable energy.
- O. Promoting the sustainable management of waste.

1.42 The delivery of the RSS, similarly to the RES, is aligned to four sub-regional focus areas. Selby District falls within the York sub-area.

York sub-area

- 1.43 The York sub-area, as defined in the emerging RSS, includes all of the Unitary Authority of York, Selby District, the southern part of Harrogate District and the northwestern parts of the East Riding of Yorkshire Unitary Authority.
- 1.44 Selby town is identified within the sub-area as being a Principal Service Centre, along with Malton (outside of Selby District). Within this context, York will be the major Sub Regional Centre. Sherburn-in-Elmet and Tadcaster are recognised as Local Service Centres within this hierarchy.
- 1.45 The York sub-area policy is divided into a series of themes. Those of relevance to this study are shown below.

Economy

- 1.46 York will be promoted as a key driver in the regional economy. 'Appropriate scales of economic growth' will be supported at Selby and Malton.
- 1.47 The policy approach seeks to spread the benefits of York's economic success to other parts of the sub area, with the aim of ensuring all members of the community have access to employment opportunities.
- 1.48 The policy also states the need to safeguard the Spallation project site at Burn Airfield in Selby.

Strategic Patterns of Development

- 1.49 The majority of development will be focused on the City of York, whilst its historic character and environmental capacity will be safeguarded.
- 1.50 'Significant development' will be promoted at Selby to foster regeneration and strengthen and diversify its economy.

Regionally Significant Investment Priorities

- 1.51 The Spallation project at Burn Airfield, and the need to reduce flood risks along the Ouse are both identified as Regionally Significant Investment Priorities within Selby.

Economy

1.52 The emerging RSS contains seven economic policies, as follows:

- Securing more competitive economic conditions by promoting the characteristics of a modern and successful economy (Policy E1).
- Strengthening the role of existing city and town centres by making them the main focus for office, retail, health, education, leisure, cultural, public / business services and other intensive uses (E2).
- Providing sufficient land in sustainable locations to meet the needs of a modern economy (E3).
- Supporting for the delivery of RES objectives for the growth of priority economic sectors and clusters (E4).
- Safeguarding employment land from loss to other uses such as housing in specific locations (E5).
- Promoting the role and development of tourism in the region in a sustainable manner (E6).
- Supporting the diversification and strengthening of the rural economy (E7).

1.53 Policy E3 states that the allocation of sufficient employment land is a key economic role of Development Plans.

1.54 The emerging RSS identifies provision of employment land across the region in excess of that likely to be required in the future. However, this does not discount the importance of providing choice to the market, and allowing for natural 'churn' of sites. In addition, the Strategy makes it clear that this does not mean for Local Authorities where an oversupply is expected that further employment land does not need to be provided.

1.55 The table below, refined from that included in the RSS, details forecast change in total employment land in use between 2006 and 2016 .

Figure A2.1.1: Forecast change in total employment land in use 2006 – 2016 (hectares)

	B1	B2 / B8	Total employment land range forecast
Regional Total	85 to 242	-206 to 307	-121 to 549
Selby	1 to 3	4 to 11	5 to 14

Source: Emerging RSS for Yorkshire and Humber (Spring Consultation 2006)

NB: The above are net employment land figures, ie they include the take up of land to accommodate new employment, against the loss of existing employment land to other land uses

Investment Plan for York and North Yorkshire 2004/2009 (Initial Plan)

- 1.56 The purpose of this, the first Investment Plan for the York and North Yorkshire sub-region is joining up public sector funds to maximise their impact on delivery of the adopted RES.
- 1.57 The Investment Plan goes through the strategic objectives of the RES identifying current data and trends within the sub-region. The conclusions of this analysis enables the main investment themes required to deliver the RES. These themes will provide the funding focus across the sub-region. The sub-region is one of the largest in the country, with sub-regional and spatial issues identified in the plan to reflect this.

Sub Regional Investment Themes

RES Objective	Sub-regional Theme
<p>1. To grow the regions businesses, focusing on key clusters, to create a radical improvement in the competitiveness, productivity and value they add to the regions wealth.</p> <p>2. To achieve a higher business birth and survival rates to create a radical improvement in the number of new, competitive businesses that last.</p>	<p>Theme 1: Business support – to ensure effective provision of business support tailored to the sub region's priorities, maximising the impact of regional investment in clusters.</p>
<p>3. To attract and retain more private and public investment in the region by providing the right product for investors and more effective marketing of the region.</p>	<p>Theme 2: Culture – to develop the cultural assets of the sub region for economic benefits.</p> <p>Theme 3: Inward Investment – to ensure effective promotion of the sub region.</p> <p>Theme 4: Tourism – to develop integrated approaches to the development of the tourism business.</p>
<p>4. To achieve a radical improvement in the development and application of education, learning and skills, particularly high-quality vocational skills.</p>	<p>Theme 5: Skills – to ensure that people have the skills and aspirations to fulfil their potential and sustain economic prosperity.</p> <p>Theme 6: Social Inclusion – to ensure that social inclusion issues are addressed in the implementation of the Plan.</p>
<p>5. Connect all the regions communities to economic opportunity through targeted regeneration activity.</p>	<p>Theme 7: Renaissance – to build a collaborative approach to connecting renaissance issues across</p>

	the sub region
6. Enhance and utilise the regions infrastructure of physical and environmental assets.	Theme 8: Broadband – to ensure a comprehensive coverage of Broadband infrastructure and active usage. Theme 9: Environmental Enhancement – to develop projects and proposals to improve the environment.

1.58 The Plan divides the sub region into two distinct areas: one that has the ‘right economic mix’ to achieve growth in GDP and productivity, and the other which shows relative disparity on these measures and has insufficient economic opportunities to meet local needs.

1.59 Within this analysis, Selby is split, with the northern half of the District identified as an area of opportunity, linked to York’s key role, and the bottom half as an area of regeneration – including Selby town, with Sherburn on Elmut on the border.

1.60 Following on from this, a series of spatial priorities are identified including for Selby:

“Develop the renaissance of Selby, through transforming its economic base”

1.61 Specific actions included:

- Selby Renaissance programme
- Develop inward investment opportunities
- Address needs of disadvantaged communities

1.62 A series of indicators for testing the delivery of the RES through the spatial priorities identified are included in the Plan, as included in the table below.

Indicator	Baseline 2002	Target 2009
Output	£941.69 million: 1.6% of Y&H share	1.6% of Y&H share
Productivity	£35,330: 113% of Y&H figure	110% of Y&H figure
Qualifications (NVQ3+)	23%: 82% of England figure	95% of England figure
Income	£24,685: 107% of GB figure	108% of GB figure
Unemployment	1.6%: 62% of GB figure	60% of GB figure
Economic Activity	82.7%: 105% of UK figure	108% of UK figure

Selby Community Economic Development Strategy 2007 – 2012

- 1.63 The Community Economic Development Strategy reflects the Council's and Local Strategic Partnership's (LSP) desire to see an economic which is vibrant, dynamic and intelligent.
- 1.64 The Strategy emphasises the importance of ensuring that economic development is not considered in isolation, but that instead there is a need for partnership working.
- 1.65 According to the Strategy, the challenge in Selby District is not to generate demand for development but to take advantage of existing growth pressures by seeing them as an opportunity rather than a threat.
- 1.66 Part of the longer-term strategic challenges of Selby is to build an office sector in an attempt to reverse the flow of white collar workers to Leeds and also link into innovation and enterprise developments with Science City York.
- 1.67 The general principles of the Strategy are:
- Encourage all to take an active part in the social, environmental and economic well-being of the community.
 - Help secure access to a full range of job opportunities.
 - To deal with all individuals and organisations equally irrespective of ethnic origin, political views or legal status.
 - Focus on issues that matter to the customer, which do not adversely affect others.
 - Encourage investment and a spirit of entrepreneurship into the District.
 - To achieve a balanced and sustainable economy.
- 1.68 The five themes, and potential projects under each theme, for the Community Economic Development Strategy for 2007 to 2012 are:
- Developing an environment for businesses.
 - Employment Land Study
 - Area Action Plan Urban Area of Selby
 - Olympia Park
 - Raising the image of the area.

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- *iSelby*
 - Leeds City Region
 - Regenerating our three Market Towns.
 - 10 priority projects identified by Town Team Executive
 - Selby (7)
 - Sherburn (3)
 - Tadcaster (no priority projects at the moment)
 - Greater community power.
 - CIP
 - Leader Plus
 - Enhancing skills and improving access to employment activities.
 - Investing in Skills and Technology for the future
 - Good jobs for local people
 - Develop an action plan under Rural Transport and Access to Services programme
 - Working together to join up our public transport systems through joint ticketing and integrated timetabling
 - Extension of the metrocard
 - Support the Wheels to Work project

Selby District Local Plan – Adopted Draft (February 2005)

Local Plan Strategy

1.69 The primary aims and objectives of the Local Plan are concerned with:

- the promotion of sustainable development;
- the protection and enhancement of environmental quality; and
- planning for contemporary patterns of development.

1.70 Each of these aims and objectives have been translated into more detailed land use objectives which provide the framework within which individual policies and proposals have been formulated and are implemented.

The promotion of sustainable development

Aim: To meet the assessed employment, housing and other needs of the district in a way which does not compromise the ability of future generations to meet their own needs.

Key Objectives:

1. To balance competing demands on a finite quantity of land and make the best use of resources.
2. To ensure an adequate supply of suitable land for employment, housing and other purposes whilst safeguarding environmental and natural resources from inappropriate development.
3. To facilitate economic recovery and diversification in a way which enhances environmental quality.
4. To ensure full and effective use of land and property within existing settlements and to maintain the quality of the countryside.
5. To assist in meeting the national goal of reducing harmful CO₂ emissions.
6. To encourage energy efficient forms of development and renewable forms of energy.

Protection and enhancement of environmental quality

Aim: To conserve and enhance cultural heritage and natural resources, and to improve the quality of life of residents.

1. To protect and enhance the special character and wildlife habitats of the Selby District.
 2. To protect the countryside for its open character and its landscape, wildlife, recreational and natural resource value.
 3. To protect built heritage including important buildings, conservation areas, open spaces and historical sites.
 4. To ensure control over the pollution of water, air, soil and other environmental assets.
 5. To promote excellence in the quality of design of new development.
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6. To safeguard the amenity of existing and proposed sensitive developments such as homes and schools.

Planning for contemporary patterns of development

Aim: To shape development patterns and concentrate development in a way which minimises the need to travel by car and ensures that future growth is sustainable.

1. To concentrate new development within or close to market towns and selected villages that are capable of accommodating additional growth.
 2. To sustain rural communities and the growth of the rural economy in a way which represents the character and appearance of the countryside.
 3. To strengthen town and local centres by encouraging community, shopping and employment opportunities.
 4. To maintain and improve choice for people to cycle, walk or use public transport rather than drive between home, jobs and facilities they use regularly.
 5. To maximise the use of existing facilities and investment in infrastructure including public transport.
- 1.71 The Plan aims to provide a range of new employment opportunities throughout the District, taking account of the locational demands of businesses, unemployment rates, the availability of DTI and EC Funding and infrastructure, transportation and labour supply issues.
- 1.72 A significant increase in employment land supply is proposed in and around the market towns.
- 1.73 The Plan also aims to counter the problems brought about by declining agricultural employment and loss of rural services. Encouragement is given within the Plan to appropriate forms of diversification and development which will improve the employment prospects of those living in rural areas, where this respects the character and appearance of the countryside.
- 1.74 There is scope for small-scale employment development in and around many rural settlements.
- 1.75 In addition, proposals for the conversion of redundant buildings to employment use, including tourism and the reasonable expansion of existing businesses, will often be acceptable in many rural areas.

Economic Development

1.76 The employment policies of the Plan have the following main objectives:

- To ensure adequate provision of employment land and a range of sites in terms of type and location to cater for the needs of differing businesses, and to encourage inward investment.
- To safeguard existing employment land and premises.
- To promote the diversification of the local economy, including rural diversification, where this is compatible with the character of the area.
- To support the needs of agriculture where compatible with the Plan's environmental objectives.
- To encourage the expansion of existing businesses and the establishment of small local firms.
- To create opportunities to improve the quality of the existing business environment and to ensure a high standard of design and landscaping in new economic development.
- To improve opportunities for people to live near their work and minimise traffic movements.

1.77 Further detail on specific employment land allocations is included within Section 5 of this Issues Report.

Selby District Local Development Framework: Core Strategy Issues and Options Report (May 2005)

1.78 The vision included within the Core Strategy Issues and Options Report is "to continue to enhance Selby District as an attractive location to live, work and play". This will include:

- a continued emphasis on diversifying the economy to provide for modern employment opportunities and reduce the need to travel outside the District for work;
- ensuring the availability of an appropriate range of affordable housing; and
- uncovering and protecting the District's heritage and developing leisure and other community facilities to meet the needs of District residents.

1.79 The objectives of the Core Strategy as included within the Issues and Options Report which are of specific interest to this study are:

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- To enhance the role of the three Renaissance market towns – Selby, Sherburn-in-Elmet and Tadcaster – as accessible service centres within the District and particularly Selby as a principal service centre.
 - To locate new development where it will minimise the need to travel by car and enhance accessibility to local services, shops and jobs by promoting the use of public transport, walking and cycling.
 - To reduce the outward commuting from the District particularly by private car.
 - To locate or mitigate new development so as to minimise flood risk.
 - To promote efficient use of land and maximise the reuse of previously developed land within settlements.
 - To encourage the provision of transport infrastructure in tandem with new development, and to increase transport choice throughout the District by improving accessibility via safe and convenient public transport.
 - To support the diversification of the economy of the District, including its rural areas, through the provision of suitable range and quality of sites and premises for employment uses, and encourage activities to increase skill levels.

1.80 The issues / questions raised within the Issues and Options Report relating to jobs and businesses are:

- What proposals could be included in the Core Strategy to assist the District in capitalising on employment growth associated with the increase in knowledge based and other service employment sectors which are currently centred on Leeds and York?
- Are there any other policies or proposals which might be helpful to the economy of the District in the future?
- Do rural communities want higher levels of commercial activity? Should the size of buildings be limited? How should large, isolated, redundant commercial / industrial areas be treated in planning terms?
- Do you consider that the Council should adopt a flexible approach to employment land or should specific sites be designated and safeguarded for specific uses?

1.81 The Core Strategy will set out the long term spatial vision for the District, its objectives and strategy, and will provide a framework for delivering development until 2021. A major element of this is how new development, mainly housing but also employment, be distributed throughout the District. Four options were presented:

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- Growth concentrated in Selby town and adjoining parishes, with the remainder of development limited to the service centres of Tadcaster and Sherburn-in-Elmet / South Milford
 - Principal and local service centres strategy: retains the highest proportion of growth in the Selby area but with a larger proportion distributed between the local service centres of Tadcaster, Sherburn-in-Elmet / South Milford where employment opportunities exist and can be expanded.
 - Service centres and largest villages strategy: development in the three service centres plus larger villages, giving a more even distribution of new development throughout these settlements, although there would still be regard to relative size, with the larger settlements accommodating proportionately more.
 - Dispersed growth strategy: distributing the growth, based on evidence of need, as widely as possible throughout the District's settlements (although proportionately to size).

Selby District Renaissance Strategic Development Framework

1.82 The Strategic Development Framework (SDF) is underpinned by a 25-year vision so that Tadcaster, Sherburn-in-Elmet, and Selby:

- Become good places to live with a range of high-quality affordable housing. Population growth will be encouraged by accommodating new housing in the most sustainable locations so that it supports town centres and creates attractive sustainable communities.
- Are focused on thriving town centres, with bustling shops, high quality services and attractive environments serving the people of the towns and visitors.
- Make the most of their rich heritage and history as a source of identity and pride, as a way of projecting a positive image and as a magnet for visitors.
- Are able to look to the future by building on their current industries while diversifying their economies through a range of high-tech, knowledge and eco-industries.
- Embrace the change in the energy industry following the closure of the mines and promote energy efficiency and renewable forms of heat and power generation.
- Work creatively to manage the water that dominates the district to control flooding, to improve the appearance and navigability of the river and increase the attractions of the area to visitors and wildlife.

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- 1.83 The SDF sets out a specific strategy for the economy which builds on previous successes including the emergence of higher value manufacturing by consolidating the existing economic base particularly in manufacturing, farming and distribution whilst diversifying into new areas harnessing the potential of the region's science knowledge, improving the workforce, and dealing with remaining weaknesses.
- 1.84 The spatial element to this concept is to concentrate employment development on the edge of the towns, served from the bypass but accessible to the centre. Therefore the SDF does not include the development of the former mine sites. The strategy proposes the relocation of low-density employment sites away from the heart of the towns where residential development is deemed more appropriate.
- 1.85 In addition, the SDF identifies a gap in the economy of the district in the office and studio sector, with businesses complaining about the lack of office accommodation in Selby, with demand for studio-scale space identified. The Selby masterplan includes new office space in the centre including the redevelopment of the Abbot Staithes building.
- 1.86 A key strand of the economic strategy is the development of the potential of non-food crops and bio-manufacturing so that Selby District becomes a biopole for the 'carbohydrate economy' in which soil is the new oil. Selby, with its valuable agricultural land and a range of associated processing industries, is well placed to benefit from the growth in this market. Activities are proposed to be focused around three sites – Olympia Park, Stockbridge Technology Centre and Gascoigne Wood – with the former two focusing on linking existing manufacturing facilities in the district into the 'innovation ladder' strategy.
- 1.87 The SDF sets out a 'Plan' to deliver these economic objectives:
- Nurturing existing business
 - Provision of business support throughout the district
 - New industrial and distribution development on the Selby bypass as part of the Olympia Park development
 - The continued expansion of the Sherburn Industrial Estate
 - Knowledge industry
 - Investigate the potential development of a Science Park in partnership with York University as part of the Olympia Park development
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- The creation of a shop front and incubator space for the Science Park as part of the Station Quarter development in Selby town centre
 - Full support for the bid to develop the European Spallation Source on Burn Airfield
 - Investigate the potential development of a Biopole Centre on the former Gascoigne Wood Mine.
 - Skills and training
 - Support for the Surewaters project to allow it to expand to acquire a boat for training
 - Ongoing support for the development of the College to allow it to equip the workforce with the skills demanded particularly by the growth of the energy, bioscience, high technology and construction sectors
 - Town centre revitalisation
 - The promotion of town centre housing to provide more customer and spending power for existing town centre businesses
 - The appointment of a town centre manager for the three towns
 - The improvement of the town centre environment through the *quality environment* and *living streets* improvements outlined in the three masterplans
 - The promotion of tourism and visitor trade through promotion and a new Selby tourist information centre
 - Office and studio space
 - The development of a modern office scheme and hotel on the Selby Bypass as part of the Olympia Park development
 - The conversion of Abbot Staithes to office / studio space
 - The development of small-scale offices as part of the Station Quarter masterplan

1.88 The key set of projects within the SDF relate to science and knowledge industries, linking into the University of York. The University has developed a science park to tap the economic potential of some of these activities. This caters for incubator units and is now full. The University is interested in developing a larger science park and is interested in the Selby area.

There is the potential to develop a 'ladder of opportunity' for innovation from the labs of the University to the industrial units of the Sherburn Industrial Estate, including the following 'rungs':

- The York Science Park: incubator units for new start up businesses and to provide a link to fundamental R&D at the University.
- Stockbridge Technology Centre: the centre will be supported to develop further its lab and fieldtrial facilities as part of the Biopole strategy.
- The Selby Incubator: a second incubator scheme as part of the development of the Station Quarter in Selby.
- The Selby District Science Park: main part of the Selby District Science Park is proposed to be developed on the Greencore site in Barlby.
- European Spallation Source: Selby site competing for investment to develop the facility.
- Selby District Biopole Centre: proposed on the Gascoigne Wood site. Would be a manufacturing and exhibition facility for companies and ideas developed in the science parks allowing companies to expand.
- Sherburn Industrial Estate: adjacent to the Gascoigne Wood site allowing strong links to develop. The estate also provides room for further expansion for firms that outgrow even the Biopole Centre.