

Objective 5

Economic development

October 2015

1 Business opportunities

To encourage business to make best use of the Industrial Estate and other employment sites.

Business development will be permitted where it will make a positive contribution to the local economy, unless this means loss of farmland - see **9**.

Existing employment sites will be retained where they are well placed. St Erth Industrial Site will be promoted to meet local employment needs.

To make best use of local workforce

Support will be given for sustainable growth of existing businesses. Additional jobs should be created where these will not cause unacceptable impact on the local infrastructure.

2 Improve infrastructure

St Erth lacks good high speed internet access and mobile phone reception

Developers will need to consider connectivity needs, to future-proof infrastructure, and plan ducting for fibre connection.

The Parish Council will need to ensure that providers improve present mobile phone reception and establish wi-fi hot spots.

There is a need to lower energy and water costs

All new developments will require renewable energy resources eg roof solar panels, rainwater harvesting, wind turbines etc.

Public transport difficulties

St Erth suffers from poor public transport and the present bus service does not encourage people to use shops within the village and parish. Proposals to increase public transport in the parish will be supported. Cuts likely to cause the loss of the Post Office/shop or the pub will not be supported.

Lack of transport facilities for commuters

New business development planning applications will be asked to submit Green Travel Plans to include:

- Secure and covered Bike Stations
- Electric Power points for electric vehicles
- Community electric vehicle or bus, connecting the Station, A30 and nearby towns.

3 St Erth has limited tourism-based businesses

Proposals to attract tourism and related activities, such as caravan and camping parks, B&Bs, hotels, property lets, will be encouraged, provided they don't harm the local environment or farmland, or cause problems with the local traffic network - see **9**.

4 There is a need to diversify agricultural income

Proposals for farm diversification projects in employment, tourism, recreation and community services, energy and food production, will be supported
- see **3** and **9**.

5 St Erth is in danger of flooding and requires defending

St Erth needs to be safeguarded against flooding from land, sea and river. No development will be permitted which will increase flood risk.

6 Promotion of local businesses

There is a need for sensitive business advertising within the parish

Advertisements and signs will be permitted if they are in keeping with the character and appearance of the surrounding area.

7 Micro-business development

Support will be given for mixed use development of living/working spaces and hot desk office space - see **2**.

8 Economic Development

St Erth needs to take advantage of the economic development strategy policies of neighbouring and Cornwall councils where they benefit the parish.

9 Agricultural Land

St Erth's best farmland must be safeguarded for food production

Irreversible loss of farmland will not be permitted, unless there is no practical alternative and the importance of a development outweighs the need to protect it. If there is a choice between sites proposed for development, the lowest quality land available should be used.