

## CP16 – Strategic Employment Sites



### Supporting Documents:

Draft PPS4 Planning for Sustainable Economic Development - 2007  
 Draft South East Plan -2006  
 Employment Land Study -2006  
 Creative Industries Workspace Study - 2008  
 Economic Strategy 2005  
 City Employment & Skills Plan -2007  
 Regional Economic Strategy - 2006 - 2016  
 Refreshed Local Area Agreement - 2007

### Introduction

**3.129** The Brighton & Hove economy has performed strongly in recent years, growing by £1.5bn between 1996 and 2004 (at 2006 prices), with significant falls in unemployment and rises in average earnings. The city has a strong service sector economy, with public services, education and health, and financial and business services being rich sources of local employment. There is also a thriving creative industries sector which accounts for over 10% of the city's economy. Brighton & Hove has a larger proportion of residents working in higher-grade professional occupations. Brighton & Hove was twice identified as the most profitable place for businesses in England in the years between 1999 and 2003. Proposed economic regeneration projects such as the Brighton Centre redevelopment and the Preston Barracks development have the potential to make a significant contribution to securing economic prosperity and job retention/creation for the city. Whilst the city has performed well over recent years, it still lags behind other cities within the South East. The need to continue to grow the economic base with higher value services and to fully utilise the city's workforce assets are priorities of the Sustainable Community Strategy, the Brighton & Hove Economic Strategy (2005-2008), the Employment and Skills Plan (2007) and the Local Area Agreement.

**3.130** The draft South East Plan identifies Brighton & Hove as part of the Sussex Coastal Towns regeneration priority area. The emphasis within this sub-region is to promote sustainable economic growth and regeneration to reduce intra-regional disparities. Sites with good prospect for employment use should be protected and consideration should be given to whether sites need to be upgraded or improved.

### Preferred Option – CP16 Strategic Employment Sites

Sufficient employment sites and premises will be safeguarded in order to meet the needs of the city to 2026 to support job creation, the needs of modern business and the attractiveness of city as a business location. This will be achieved through:

1. The following sites and premises will be safeguarded and promoted for industrial and business use (under Use Classes B1 and B2);  
Bell Tower and Roedean Road (former gasworks site) (see DA2),  
Moulescoomb and Fairways Industrial Estate (see DA3),  
Home Farm Industrial Estate (see DA3),  
Melbourne Street Industrial Area (see DA3),  
New England Street Business Area (see DA4),  
Freshfield Road Business Park (see DA5),  
Conway Street Industrial Area (see DA6),  
Newtown Road Industrial Area (see DA6),  
Victoria Road Industrial Area (see DA7),  
South Portslade Industrial Estate (see DA7),  
Franklin Road Industrial Area (see DA7),  
Shoreham Harbour (see DA7),  
Hove Technology Park,  
Centenary Industrial Estate,  
School Road Industrial Area,  
Portland Road Business Park,  
English Close Industrial Area,  
Sussex House Industrial Area (including BT depot),  
Hollingbury Industrial Estate,  
The Hyde Business Park,  
Woodingdean Industrial Estate,  
Hollingdean Industrial Estate,  
Existing Storage and Warehousing uses (Use Class B8) on these sites will be protected.
2. The following sites will be safeguarded and promoted for office and high-tech business sites (Use Classes B1 (a) and (b));  
Woollards Field (see DA3),  
Preston Barracks (see DA3),  
University of Brighton, Watts site (see DA3),  
Preston Road (125-163) (see DA4),  
87 Preston Road (see DA4),

Blackman Street (see DA4),  
 New England Quarter (see DA4),  
 Amex House and adjacent land (Mighell Street/Carlton Hill/ John Street) (see DA5),  
 Circus Street (see DA5),  
 Portland Street/ Church Street,  
 North Street Quadrant/Air Street,  
 City Park,  
 Patcham Court Farm,

3. Identifying the New England Street area as the location for 20,000 sq m of new office floorspace to meet forecast need post 2016 [see DA4].
4. The council will promote the upgrade and refurbishment of sites and premises so that they meet modern standards required by business, are more resource efficient and improve the environment or townscape of the site or premise. Proposals for enabling development will need to fully demonstrate how this would provide for reinvestment and refurbishment in the site or premise and as a minimum there should be no net loss in employment floorspace and seek to provide for at least as many jobs.
5. The council will encourage the creation of flexible and affordable business space to support the city's key employment sectors, in particular the knowledge-based economy, creative industries and environmental technologies.
6. The council will develop effective links with partners in neighbouring authorities in the Gatwick and Brighton & Hove (Sussex Coast) Diamond to ensure that there is a sub-regional approach to promoting economic prosperity and creating jobs.

### Supporting Text

**3.131** The Employment Land Study published in August 2006, provides a robust analysis of the expected employment needs over the next 20 years and made recommendations to ensure that there is a good supply of appropriate employment land safeguarded to facilitate a broad range of business types. The study drew on a strong evidence base; using local market information and drew on information from the Regional Economic Strategy, the draft South East Plan and the Brighton & Hove Economic Strategy 2005-2008 (which is currently under review).

**3.132** The Employment Land Study examined the existing stock of industrial estates and office sites. The supply of employment land is constrained. However the currently protected employment sites and premises are generally adequate, providing economical accommodation for the large number of small local businesses that exist in the city. These established areas remain popular and there are few which can be said to be entirely unsuitable for their current purposes, as demonstrated by local vacancy levels. The study concluded that there is no significant excess of employment land that needs to be released or is unfit for purpose.

**3.133** The study indicated that there is a need to invest in these areas if they are to serve the productive needs of the future economy but currently rental levels are not sufficient

for this to occur on any significant scale. The study suggested that enabling development could help secure new modern employment floorspace. This enabling development however should not compromise the employment use of the site and be the minimum necessary to bring the employment floorspace up to modern standard. Proposals will need to be substantiated on an 'open book' basis and to provide the full financial details in an independent financial appraisal.

**3.134** For the period to 2016, the study concludes that the city has sufficient employment land identified to meet its needs, based on forecast. This is dependent on the employment aspects of the major developments identified in some Development Areas coming forward and this will need careful monitoring through the AMR.

**3.135** The study suggests that the city ideally needs a higher quality of office accommodation than it currently possesses in order to attract high quality inward investment. Through the LDF, the council needs to address the potential shortfall of office space in the city post 2016, a shortfall of up to 20,000m<sup>2</sup> of office space to meet the projected growth in the office sector. The longer term potential for additional employment floorspace has also been identified in the Spatial Strategy, associated with significant development at Shoreham Harbour and following further assessment at the Hove Station Area.

**3.136** Existing industrial activity in the city plays an important role both in providing for local industrial and distribution needs and providing industrial jobs locally that service wider markets. However, manufacturing employment declined during 1995-2004 and employment forecasts suggests that manufacturing employment will continue to decline. Over the plan period there is likely to be demand for recycling/ waste processing/ reprocessing facilities alongside growth in environmental technology sector and existing industrial estates (for example Hollingdean depot or Westergate Business Park) are likely therefore to continue to offer appropriate opportunities for such uses.

**3.137** The Creative Industries Workspace Study 2008 has indicated that the creative industries sector (defined as including advertising, film and video, architecture, music, art and antiques markets, performing arts, computer and video games, publishing, crafts, software, design, television and radio and designer fashion) has significant unmet demand for workspace both within and outside the traditional B1-B8 Use Classes. The sector is set to grow at between 2.5 to 5% over the next ten years, with the modest forecast growth requiring 78,967 square metres of affordable employment space by 2017<sup>57</sup>. The lack of affordable and appropriate workspace will be a barrier to the growth of this sector. The opportunities for the creation of flexible and affordable business space/ workshop or storage space on the sites listed above will be encouraged as one mechanism to meet the unmet demand. Opportunities are also identified in Development Area proposals, SA2 Central Brighton, CP17 Other Employment Sites, CP18 Culture, Tourism and Heritage.

**3.138** According to the Brighton & Hove City Employment & Skills Plan 2007/8- 2010/11 the working age population is projected to increase by 12,000 over the next ten years. This means that the city needs to move more than 8,000 more people into work just to maintain the current 75.6% employment rate. The city's major developments (detailed in the Development Area proposals) provide an opportunity for the city to attract significant

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<sup>57</sup> Workspace requirements for creative industries are not homogenous and ranges from high spec office space for production offices, studio space for design sector or visual arts and crafts, communal facilities associated with performing arts and music industries, retail outlets and workshops for arts and antiques markets and unspecified 'contingency space'.

inward investment to create high value added jobs that can diversify the city's economy. It will be important for agencies to plan effectively around these developments so that local residents can take advantage of the new jobs that these developments create. The number of new jobs that are potentially required means that the city will need to work effectively with neighbouring districts to investigate further opportunities for promoting employment development.

### Implementation

**3.139** The sites will be identified on an updated Proposals Map and the policy will be implemented through the development control process.

- Refurbishment of estates/ premises could be supported by regeneration/ Economic Development initiatives.
- A Supplementary Planning Document will be prepared for London Road to plan for and ensure delivery of the new office floorspace.
- Detailed policies in the Development Policies and Site Allocations DPD will cover issues relating to Mews, live work units and new warehousing development and trade counter restrictions.
- The Development Policies and Site Allocations DPD will identify sites suitable for mixed use development, where employment uses will be considered.