



STOKE CLIMSLAND NEIGHBOURHOOD
DEVELOPMENT PLAN
APPENDIX 5

EVIDENCE REPORT

ECONOMY AND EMPLOYMENT

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STOKE CLIMSLAND EVIDENCE OVERVIEW REPORT

No 5: ECONOMY AND EMPLOYMENT

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1. Planning Policy Background

Industrial Strategy: Building a Britain fit for the future.

1.1 The Government’s Industrial Strategy [2017] sets out a vision to drive productivity improvements across the UK, identifies a number of Grand Challenges facing all nations, and sets out a delivery programme to

make the UK a leader in four of these: artificial intelligence and big data; clean growth; future mobility; and catering for an ageing society.

National Planning Policy Framework 2023.

1.2 Key messages from the NPPF include-

- Planning should ensure ‘that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure (Para 8).
- Planning policies should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future... (Para 85).
- Planning policy should include a vision and strategy which ‘positively and proactively encourages sustainable economic growth’ and be flexible enough to accommodate needs not anticipated in the plan, and allow for new and flexible working practices (such as live-work accommodation) (Para 86);
- Planning policies should support economic growth in rural areas by:
 - the sustainable growth and expansion of all types of business and enterprise, both through conversion of existing buildings and well-designed new buildings
 - the development and diversification of agricultural and other land-based rural businesses
 - sustainable rural tourism and leisure developments that respect the character of the countryside
 - promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship (Para 88)
- Planning policies should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. They should be sensitive to surroundings, not have an unacceptable impact on local roads and exploit opportunities to make a location more sustainable. The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist. (para 89)

Cornwall Local Plan.

1.3 Key messages from the Cornwall Local Plan include:

- Maintaining a positive policy framework with a focus on sustaining a range of local businesses including both new business and the traditional industries of fishing, farming and minerals (Objective 1 and Policy 2 (3c)).
- Enhancing the cultural and tourist offer in Cornwall and promoting Cornwall as a year-round destination for tourism and recreation (Objective 2).
- Supporting employment schemes in ...rural areas, giving particular emphasis to quality and permanent work opportunities that break seasonal labour cycles; ‘smart specialisation’ sectors including food, renewable energies (including geothermal), and cultural industries; and supporting the provision of work hubs and the ability to work from home through live/work units (Policy 2 (3 f, g and h))
- Employment development planning should emphasise (Policy 5):

- The development of tourism facilities through the enhancement of existing, and the provision of new, high quality sustainable tourism facilities, attractions and accommodation, that is of an appropriate scale to their location.
- Provision of education facilities that improve the training and skills base.
- Safeguarding existing strategic employment land and buildings
- Safeguarding other existing employment land and buildings where they remain viable for an employment use.
- Considering alternative uses for other existing employment where this does not result in the loss of economic performance of the site or location, i.e. through the redevelopment for a mix of uses.
- Employment proposals should be located either:
 - within or well-integrated to our city, towns and villages; or
 - as extensions to on existing employment (uses B1, B2 and B8) locations sites where re-location would be impractical or not viable; or
 - within areas that are well served by public transport and communications infrastructure.

Other plans and studies

- 1.4 **‘Vision 2030: The Cornwall and Isles of Scilly Strategic Economic Plan 2017 – 2030’** prepared by The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP aims to achieve a situation by 2030 in which ‘Cornwall and Isles of Scilly will be the place where business thrives and people enjoy an outstanding quality of life’.
- 1.5 Three strategic themes of Business, People and Place inform the interventions to be made through investment and policy. The ‘strategic drivers’ flowing from these are to support innovation and creativity, seek productivity led and inclusive growth, help people build great careers, support vibrant communities and ensure that Cornwall has global recognition.
- 1.6 As a result, the strategy calls for actions which build cultural identity and excellence, support environment-based growth, promote healthy and diverse communities, and encourage innovation in industry, including agri-tech and digital connectivity. The need to support rural areas, which are often remote from job markets and have declining local opportunities, are specifically recognised as needing attention. Stoke Climsland Parish falls into the ‘Economic Gateway’ zone running from Launceston south to the coast, and is on the southern edge of the ‘North Coast Food Cluster’..
- 1.7 **‘10 Opportunities’**. The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) has also set out a ‘21st Century’ pitch to Government and business for future investment in Cornwall in the form of a prospectus focusing on 10 key sectors that can play a critical role in growing the economy of Cornwall and the Isles of Scilly now and in the future. This is known as ‘10 Opportunities’. It features elements that might well be applicable to Stoke Climsland. These include growth opportunities in energy innovation, agri-food, tourism, and location.
- 1.8 In 2018 all LEP areas in England were invited to work in partnership with government to develop Local Industrial Strategies, which would be developed locally and agreed with government. **The Cornwall and Isles of Scilly (CloS) Industrial Strategy** is built upon the ambitions and priorities identified in the current Strategic Economic Plan for CloS (Vision 2030) and the more recent 10 Opportunities document [see above] but is more focused on achieving a decarbonised and sustainable future for business. The Strategy vision is that:

‘In 2030 the Cornwall and Isles of Scilly creative and carbon-neutral economy will be realising opportunities for its people, communities and businesses to thrive, benefiting the environment and providing an outstanding quality of life for all’.

1.9 The Strategy says that performance across the economy will be lifted through an integrated approach:

Lifting productivity: Expanding breadth and depth of niche, high-performing sectors. Improving the quality of jobs and business performance in the highly specialised, but low-productivity sectors. Building capability and capacity in emerging strengths and growth sectors with above average productivity. Promoting quality of opportunity and efficiency across the wider economy in the ‘foundational’ sectors.				
Place: A thriving network of connected and innovative businesses, equitable communities and productive systems, all capitalising on the strengths and opportunities of our cultural assets and natural capital.				
People: A skilled, healthy and inclusive workforce that feels inspired and valued, enjoying quality of life, a living wage and pride of place.	Infrastructure: A fully connected economy, built environment, and transport system powered by a zero-carbon smart grid and accessible green infrastructure.	Business environment: Productive, innovative businesses, scaling up and working together to broaden CloS capabilities and retain value from a circular economy.	Ideas: A growing entrepreneurial ecosystem nurtured by our anchor institutions, embedding R&D, creativity and innovation in business to improve productivity.	
Clean Energy Capitalising on natural resources; leading innovation in floating offshore wind (FLOW) and deep geothermal.	Geo Resources Harnessing expertise and the critical minerals necessary for low-carbon transition, in a sustainable way.	Data & Space Exploiting the unique physical, digital and intellectual assets in the region. Using data to overcome local and global challenges.	Visitor Economy Making CloS the global leader for low-carbon experiences for visitors and residents, maximising links to the environment, heritage and culture.	Agri-food Creating a productive and sustainable sector maximising market opportunities for land and marine management, and food processing/ production

1.10 The Stoke Climsland Parish NDP support the delivery of the Industrial Strategy by ensuring that its policies help to create the conditions in which it can be delivered, for example through engendering a pride of place, supporting green infrastructure, enabling business growth, and in particular, helping the visitor economy to better link environment, heritage and culture, and supporting productivity and sustainability in the agricultural sector.

1.11 **‘The Cornwall Environmental Growth Strategy’** has a long-term vision that by 2065, ‘Cornwall’s environment will be naturally diverse, beautiful and healthy, supporting a thriving society, prosperous economy and abundance of wildlife’.

1.12 **The Cornwall Council Creative Manifesto for 2021–2025** has the ambition of making Cornwall the leading rural creative economy in the country. It includes many proposals, the most relevant to Neighbourhood Planning being its ‘place shaping’ initiatives which aim to enhance, amongst other things, the tangible cultural assets that contribute to cultural distinctiveness.

2. Baseline

Economic Activity

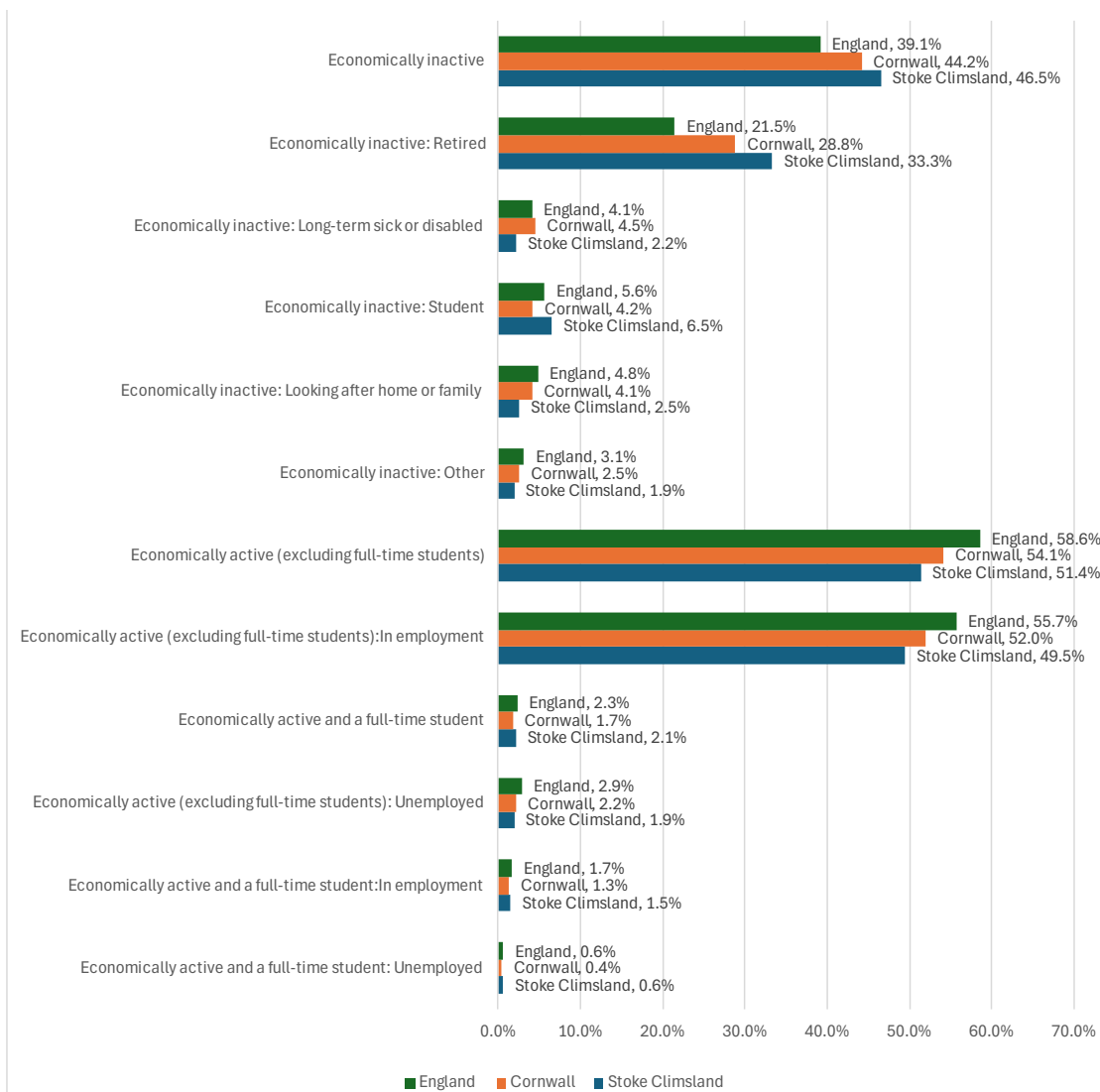
1.13 Figure 1 below shows that in 2021 Stoke Climsland parish had a high proportion of retired economically inactive people at 33.3% [of all usual residents aged 16 years and over], compared to 28.8% in Cornwall and 21.5% in England, although only 2.2% were inactive and long term sick or disabled, lower than the corresponding figures for Cornwall [4.5%] and England [4.1%]. Overall 46.5% of the population was

economically inactive; also a high proportion compared to Cornwall [44.2%] and England [39.1%].

**FIGURE 1:
ECONOMIC
ACTIVITY
[SOURCE:
CENSUS 2021
TABLE TS 066].**

Employment Categories

1.14 In 2021,
approximately
740 residents



aged 16 or over were in employment. Of these Some 36.2% worked part-time, In comparison, the figure for Cornwall was 35.7% and England was 29.8%. Some 63.8% of residents in employment were full-time, compared with 64.3% for Cornwall and 70.2% for England. About 18.8% were ‘small employers and own account workers’ compared to 15.8% for Cornwall and 10.6% for England. [Source: Census 2021 Tables TS062 and TS059]

Unemployment and Benefits

1.15 There is no data available for the entire Parish, but for the 006E LSOA which includes most of the Parish, the Jobseekers/UC ‘claimant count’ in August 2024 was 15. The Census 2021 recorded that 19 people, or 1.9% of the usually resident population of age 16 or over were unemployed [Source: NOMIS Claimant Count March 2023, Census 2021 Table TS066]

Industry of Residents Jobs

1.16 Data from the 2021 census gives details of the industry in which Stoke Climsland people were involved. This reflects the presence of Duchy College in the Parish, the proximity to Plymouth, Callington, Tavistock and Launceston, and the rural nature of the area (See Figure 2).

	Stoke Climsland		Cornwall	England
Public administration, education and health	257	33.7%	30.30%	30.30%
Distribution, hotels and restaurants	127	16.7%	24.50%	19.90%
Financial, real estate, professional and administrative activities	107	14.0%	12.90%	17.40%
Manufacturing	99	13.0%	6.40%	7.30%
Construction	82	10.8%	10.70%	8.70%
Transport and communication	36	4.7%	5.80%	9.70%
Other	28	3.7%	4.90%	4.60%
Agriculture, energy and water	26	3.4%	4.50%	2.30%

FIGURE 2: INDUSTRY OF RESIDENTS JOBS [SOURCE: CENSUS 2021 TABLE TS 066].

Level of Jobs Held

1.17 Of those in employment, some 35.6% held managerial/professional posts. 15.9% were higher Managers, directors and senior officials. In England the comparative figures are 33.2%/12.9% and in Cornwall 28.1%/12.7%. [See Figure 3. Source: Census 2021 Table TS 063].

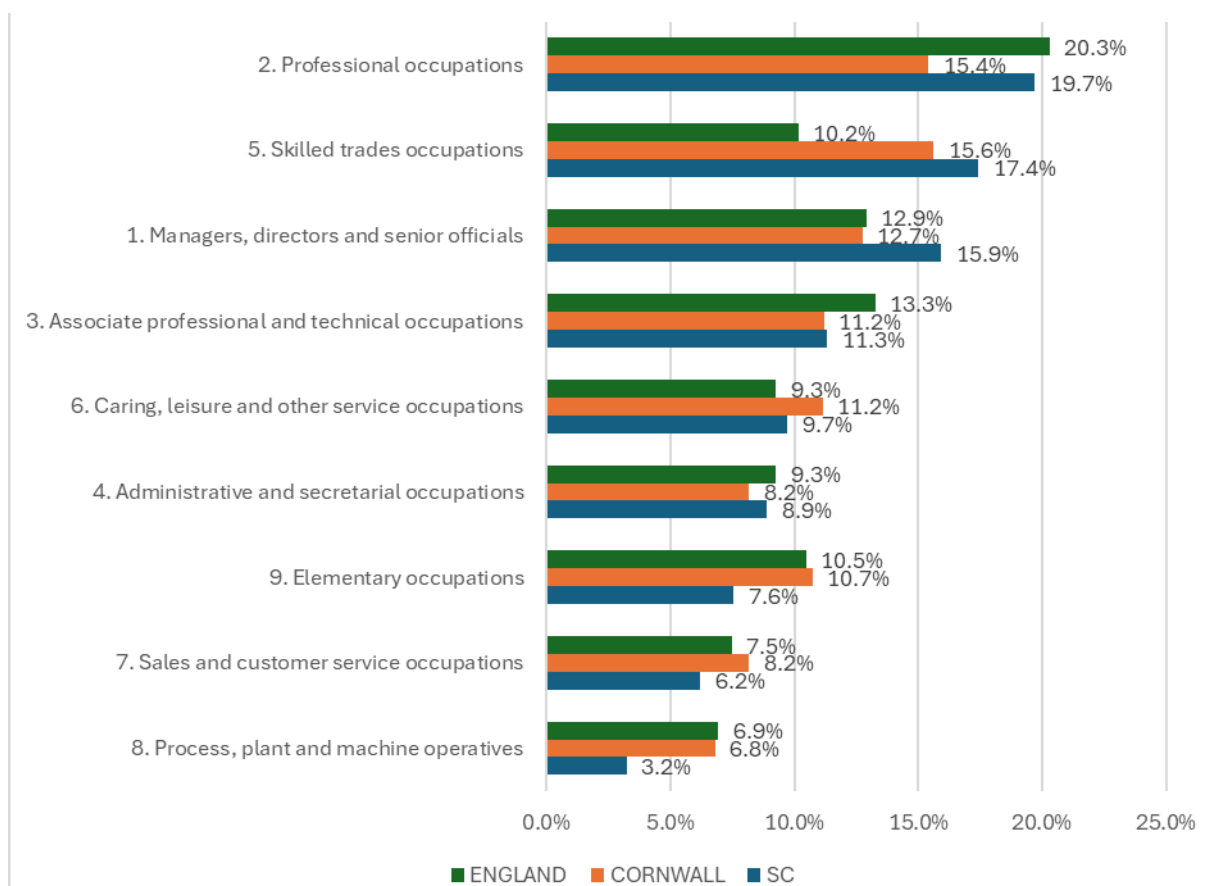


FIGURE 3: LEVEL OF JOBS HELD BY RESIDENTS OF STOKE CLIMSLAND PARISH [Source Census 2021 Table TS063].

Socio-Economic Position

1.18 The National Statistics Socio-economic Classification shows the structure of socio-economic positions and gives an impression of social class, which can be suggestive of the wealth and life chances of the population of an area, in comparison to others [Figure 4].

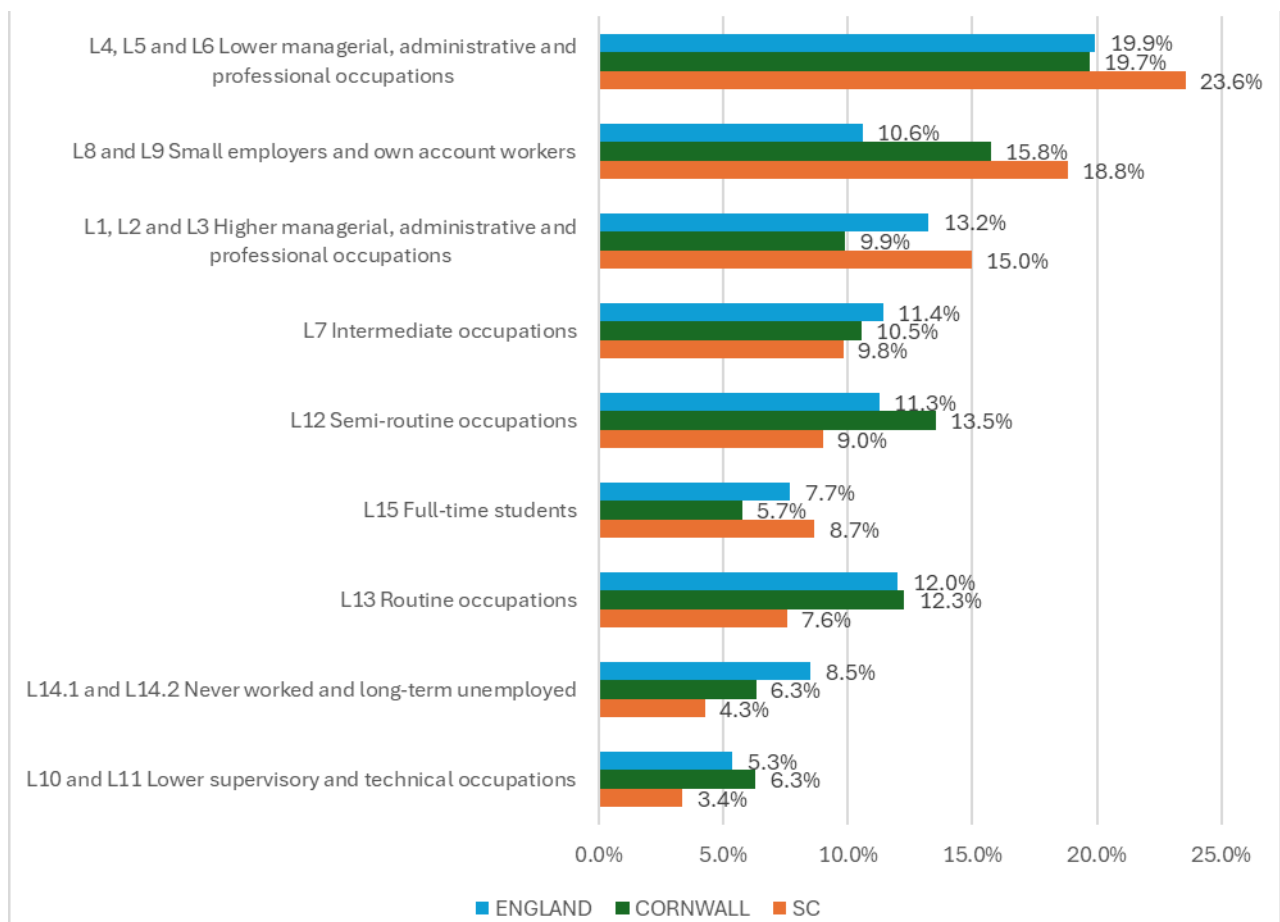


FIGURE 4: NATIONAL STATISTICS SOCIO-ECONOMIC CLASSIFICATION. [SOURCE : CENSUS 2021 TABLE TS062].

1.19 The proportion of ‘small employers and own account workers’ at 18.8% was also noticeably higher than the 15.8% in England and 14.9% in Cornwall, whilst the proportion with higher and lower managerial, administrative and professional occupations was also higher at 38.5% than England [33.2%] and Cornwall [29.6%]. The proportions in more routine occupations were correspondingly lower at 7.6%, compared to England [12%] and Cornwall [12.3%]. Overall, this data reflects a high level, proportionally, of people running their own businesses which is typical of a rural area, the presence of Duchy College, the location, in commutable distances, of Plymouth, Tavistock and Launceston, and also the food manufacturing specialism of nearby Callington.

1.20 The high level of people in the small employers, own account and managerial etc roles is often seen as an indicator of greater wealth and better ‘life chances’ amongst the community. This may be added to by the presence of more retired people with higher levels of ‘unearned’ income (ie private pensions etc). It is important to note that there may be, however, a core of younger adults on lower incomes whose needs must be considered [Source: Census 2021 Table TS062].

Jobs in the Parish

1.21 Accurate workplace data is not available at very local geographies, but we can infer some conclusions from the 2021 census on travel to work. Some 32.7% of adults 16 to 64 yrs old in employment worked from home, which is significantly higher than the figures for Cornwall [24.7%] and also above that for England [31.5%]. Another 11.5% worked less than 5km from home, from which we can surmise local jobs or in surrounding Parishes such as Callington. It can be inferred therefore that about 44% or 335 jobs are within the Parish or very near to it, and 56% further afield. Compared to 2011 census data this reflects less travelling to work. [Source: Census 2021 Table TS 058].

DISTANCE TRAVELLED TO WORK	Stoke Climsland %	Cornwall %	England %
Less than 2km	3.9%	13.20%	11.00%
2km to less than 5km	7.6%	8.90%	12.60%
5km to less than 10km	8.4%	9.20%	11.70%
10km to less than 20km	13.7%	12.70%	10.40%
20km to less than 30km	6.8%	5.20%	4.00%
30km to less than 40km	2.0%	2.40%	1.70%
40km to less than 60km	2.8%	2.40%	1.30%
60km and over	4.3%	3.30%	1.30%
Works mainly from home	32.7%	24.70%	31.50%
Works mainly at an offshore installation, in no fixed place, or outside the UK	17.8%	17.90%	14.50%

FIGURE 6: DISTANCE TRAVELLED TO WORK [Source: Census 2021 Table TS 058].

Jobs outside the Parish

- 1.22 A further 8.4% work between 5km and 10km away, which would bring in Launceston and the Calstock settlements, whilst 20.5% work 10km to 30km away, touching onto Tavistock and the north end of Plymouth. Thus about 20% of work journeys are less than 10km, and 40% of journey to work trips are less than 30km, which is a somewhat different profile to that of England where about 35% are less than 10km and 50% of work journeys are less than 30km . [Source: Census 2021 Table TS 058].
- 1.23 Analysis of distance travelled to work by occupation is revealing. The greatest proportion of people traveling less than 10km occupy the more basic types of work [55%], whereas the proportion traveling 10km to less than 30km is from the higher level occupations [62.3%], underscoring the relationship of the area with the bigger centres in commutable distance, see Figure 7. [Source Census 2021 Table RM016].

Occupation	Less than 10km	10km to less than 30km	30km and over	Works mainly from home	Not in employment or works mainly offshore, in no fixed place or outside the UK
1. Managers, directors and senior officials	12.8%	13.9%	13.2%	23.6%	9.9%
2. Professional occupations	16.1%	28.5%	23.5%	23.2%	8.4%
3. Associate professional and technical occupations	7.4%	11.3%	10.3%	15.5%	9.9%
4. Administrative and secretarial occupations	8.7%	8.6%	4.4%	14.2%	0.8%
5. Skilled trades occupations	11.4%	8.6%	11.8%	12.9%	42.7%
6. Caring, leisure and other service occupations	17.4%	10.6%	11.8%	3.9%	10.7%
7. Sales and customer service occupations	10.7%	7.9%	8.8%	4.3%	2.3%
8. Process, plant and machine operatives	0.7%	5.3%	0.0%	1.3%	7.6%
9. Elementary occupations	14.8%	5.3%	16.2%	1.3%	7.6%

	100.0%	100.0%	100.0%	100.0%	100.0%
1 to 4	45.0%	62.3%	51.5%	76.4%	29.0%
5 to 9	55.0%	37.7%	48.5%	23.6%	71.0%

FIGURE 7 DISTANCE TRAVELLED TO WORK BY OCCUPATION

Workspaces

1.24 Data on local workplaces is also limited. However, a brief examination of telephone directories reveals the following range of businesses/services present in the Parish:

- *Post Office and Shop,*
- *Primary school,*
- *Pre-school,*
- *Several Farmers,*
- *Driving instruction,*
- *B&B,*
- *Payroll services,*
- *Garden maintenance,*
- *Dog grooming,*
- *Catering,*
- *Utilities contractor,*
- *Horse welfare,*
- *Cattery,*
- *Gift shop,*
- *Tour operator,*
- *Duchy College*
- *SW Rivers Trust*

Digital Connectivity

1.25 Most of the Parish has access to VDSL2 or FTTP speeds in excess of 24mbs, although in the rural area generally sub 24mbs broadband only is available and some more rural locations have ADSL connections that offer 2 to 8Mbs only. Luckcett has benefited from investment and now has access to 900mbs. Speed test aggregation results show an average of 25mbs at Stoke Climsland village, but lower results elsewhere, which compare poorly with urban areas. Satellite Broadband is now becoming a more accessible option for residents and businesses of the more remote rural locations. [Source: <https://labs.thinkbroadband.com/local/broadband-map#6/51.414/-0.641/>].

1.26 The signal for mobile phones (voice and data) is widely variable according to location and provider, but is poor to non-existent in parts set within valleys or screened by hills etc.

1.27 It is important that current and future members of the community are not digitally disadvantaged, and that inward investment is not restricted by any local inadequacy in digital communications. In this context there is considerable concern about the replacement of traditional phone lines with VoIP communications. Further discussion of this is given in Appendix 10 of the NDP, 'Access and Connectivity'.

Working from Home and Home Based Businesses

In **Stoke** Climsland Parish the 2021 Census suggests that upto 233 people work from home [31.8% of all those in employment]. It the higher occupational level categories 1 to 4 that make up the bulk of people who work mainly from home [76.4%]. Some 47% of people in the managers, directors and senior officials positions work from home, see Figure 8 [Source: Census 2021 Table able RM016]

	Of those working from home	Of those in a particular occupational category
1. Managers, directors and senior officials	23.6%	47.0%
2. Professional occupations	23.2%	36.5%
3. Associate professional and technical occupations	15.5%	42.9%
4. Administrative and secretarial occupations	14.2%	52.4%
5. Skilled trades occupations	12.9%	24.2%
6. Caring, leisure and other service occupations	3.9%	12.3%
7. Sales and customer service occupations	4.3%	21.3%
8. Process, plant and machine operatives	1.3%	13.6%
9. Elementary occupations	1.3%	5.6%

FIGURE 8: WORKING FROM HOME, STOKE CLIMSLAND PARISH

- 1.28 Nationally the proportion of working adults who did any work from home in 2020 increased to 37% on average from 27% in 2019. Some 24% of businesses stated that they intended to use increased homeworking going forward, with the Information and Communication industry recording the highest proportion (49%). Of working adults currently homeworking, 85% wanted to use a "hybrid" approach of both home and office working in future. However, there was some uncertainty among businesses, with 32% stating they were not sure what proportion of the workforce will be working from their usual place of work.
- 1.29 According to DBIS figures (2014) 1 in 10 domestic properties are home to at least 1 business and 59% of businesses are home based, comprising (i) those that undertake most or all of their activity in the residential home and (ii) those that operate from the home but a large proportion of their activity is conducted either at the client's premises or at outdoor sites. Although the number of small business and sole proprietorships temporarily reduced as a result of COVID, it is expected they will continue to grow, and many of these will be home based, facilitated by the ability to use high speed broadband to access customers. According to Experian, 76% of retail businesses formed between April 2020 and February 2021 were registered at a residential **address**. Govt, data suggest that 60% of businesses start from home, and Centre for Economics and Business Research data suggests that 52% [2.75M] of businesses are home based. [Source: DBIS figures; 'Business and individual attitudes towards the future of homeworking, UK: April to May 2021 Report' ONS; Census 2021 Table TS 058; Experian; CEBR].
- 1.30 Although recent press reports [["Never again": is Britain finally ready to return to the office?](https://www.theguardian.com/business/2023/aug/12/never-again-is-britain-finally-ready-to-return-to-the-office) <https://www.theguardian.com/business/2023/aug/12/never-again-is-britain-finally-ready-to-return-to-the-office>] say that some major employers are now enforcing a return to the office, employees have enjoyed the experience, and companies are beginning to struggle to 'attract and keep talent if they want people in the office full time five days a week'. It is reported that full-time employees in the UK, Australia, Canada and other English-speaking countries work about 1.4 days a week at home on average, and the proportion of vacancies in the UK advertised as hybrid has gone above 11% in June 2023, with and the number of jobs listed as fully remote at 15.1%.
- 1.31 These trends have the potential to make local shops and other services in rural areas more viable and by reducing travel to work have a positive impact on climate change, although the impact on supporting services in business districts may be harmful.

- 1.32 In order for the Parish to best benefit from these trends it will be important to ensure that the broadband infrastructure continues to be improved.
- 1.33 These trends also place a greater focus on the ability of people to work from home and highlight the requirement for appropriate home office or work process space and sufficient broadband speeds. People may not have a suitable space within their home from which to run a business or ‘WFH’, or they may wish to distinctly and deliberately separate their work and living space. There could also be the need, on occasion, for ancillary workers such as managers, book keepers or accountants to visit home workers. Thus to maximise the opportunity for home run enterprises to be created and supported in the long term there is a need to support the construction of extensions, the conversion of outbuildings, and the development of new free standing buildings in gardens from which businesses and home workers can operate.
- 1.34 In most cases planning permission is not required. However, where building alterations beyond Permitted Development limits are involved, or the scale of business materially changes the use of the premises, including impacts on the amenity of adjoining residents through activity outside of reasonable work hours, or other environmental harm such as increased traffic, noise and smells, then planning permission may be required. Therefore a criteria based approach to impact assessment of planning applications for such development allows balanced consideration of the impacts that might occur in different situations.

Agricultural and Land Based Rural Business Diversification

- 1.35 Stoke Climsland is a rural Parish and includes a network of farms which are an integral part of the fabric of the local area. Farmers are custodians of the landscape and biodiversity and the industry’s impacts are experienced in several ways.
- 1.36 Agricultural business is important for both the employment potential and its stewardship of the local landscape, biodiversity, heritage and recreational resources that benefit the Parish residents and visitors. The average income from farming enterprises is low in comparison to other industries and also unpredictable, being easily affected by currency exchange rates, supply and demand factors, and climate change impacts. The uncertainty over the future of farming associated with Brexit impacts and proposed taxation changes means there is a need to sustain existing businesses by providing more predictable revenue streams. Diversification of agricultural product and extended processing or into other land-based activity such as tourism and local retailing can be of great assistance. However, diversification can often require significant investment and commitment to a long payback period. It can also have negative environmental and amenity impacts which could have the potential to harm the landscape and the tourism economy. Farm specialisation is another means of raising the viability of farms. Unfortunately, some forms of specialisation can be problematic in environmental terms, such as calf-rearing, intensive dairying, and poultry rearing. Therefore, it makes sense to support less harmful farm diversification that protect and enhance the special qualities of the area, recognising that farmers are custodians of the landscape and biodiversity.

1.37 Tourism

- 1.38 Stoke Climsland Parish is in a good location for touring taking in the Tamar Valley, the south Cornwall coast, Dartmoor to the east and Bodmin Moor to the west, less than 15 minutes’ drive, and the heritage tourism attractions at Cotehele, Antony House, and Lanhydrock. The Parish is also very well positioned to take advantage of the growing interest in walking and cycling having many footpaths and public rights of way (PROW). To the east crossing the Parish boundary is the Tamar Valley Discovery Trail, a way

marked route using public rights of way and permissive routes running from Tamerton Foliot to Lifton and Launceston covering approximately 35 miles / 56 Km in length.

- 1.39 As a result there are several holiday accommodation providers in the Parish including Manor Cottage Barn, Updown Cottage B&B, Treovis Farm Self-Catering, Mugwell Barn, Goodewell Glynn Shepheards Hu, and a few AirBnB cottages. However the tourism industry in the area is otherwise relatively undeveloped
- 1.40 Tourism has great potential for growth particularly post-Brexit and COVID-19 where holidays overseas are likely to be problematic or costly for the medium term. Such growth can benefit the community by bringing employment and additional spending in the local economy, help to maintain the fabric of important buildings and provide facilities which can also be used by local residents. Tourism can also be a useful form of farm diversification that has limited environmental impacts.
- 1.41 However excessive levels of tourism can damage the special local heritage, biodiversity and landscape qualities which are the reason that visitors and tourists come to the area, add to traffic congestion and pollution, create competition for resources and cause harm to the amenity of nearby residential properties.
- 1.42 CLP Policy 5 (Business and Tourism) encourages the development of new or enhancement of existing high-quality sustainable tourism facilities, attractions and accommodation appropriate in scale to their location and accessibility, to provide a balanced mix of economic, social and environmental benefits.
- 1.43 Therefore, it is appropriate to support tourism development that makes best use of the areas assets whilst providing care for them; maximises accessibility for residents to those facilities and features in the Parish that attract visitors, whilst offering protection to the special landscape and heritage character of the area. Tourism of this form may also extend the holiday season and thereby add to local prosperity. New businesses serving touring caravans, ‘glamping’ and farm tourism huts/cabins can be considered on their merit and must have regard to the impact such a development may have on the character of the area.

3. Related Community Engagement Feedback

- 1.44 The **majority** (78.4%) responding to this question felt that there was a need for more business activity in the Parish. As to the forms of employment development, people gave the following responses:

Large industrial units?	3.5%
Individual small business units?	76.1%
Business park with small units?	39.5%

- 1.45 When **asked** where sites for these premises could be, the response included Duchy College, redundant farm buildings / near existing business such as agriculture or focused on brownfield site or old mine workings. Further comments suggest the potential for a small business park but depends significantly on where and what is proposed. Overall this indicates that respondents would seek to place business activity together (such as a business park) away from domestic areas but also that careful consideration will need to be given to placement of business activity (based on what the business is).
- 1.46 In the 2024 community engagement refresh, when asked what are the most important things that the Neighbourhood Plan should do, supporting the local economy and businesses was rated as the second highest priority with a whited average score of 4.38 out of 5.

4. Key issues and implications for the NDP

- 4.1 Figure 9 summarises the key issues that have arisen in this analysis and the implications of them before recommending key objectives for the NDP and policy intentions that should support them.

Figure 9: Key Issues arising from the evidence base and implications for the NDP, with recommendations for policy areas and objectives.

Key Issues

- National and local policy is that Planning should:
 - focus on sustaining existing and new businesses and the traditional industries of, farming and minerals, and also supporting ability to work from home.
 - long-term protection of sites allocated for employment use should be avoided where there is no reasonable prospect of a site being used for that purpose.
 - Provide for new employment development that is located either within or well-integrated to ... villages well served by public transport and communications infrastructure.
 - Also recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In this case they should be sensitive to surroundings, not have an unacceptable impact on local roads, and exploit opportunities to make a location more sustainable.
 - Encourage the use of previously developed land, and sites that are physically well-related to existing settlements, where suitable opportunities exist.
- **The Cornwall and Isles of Scilly (CioS) Industrial Strategy** is focused on achieving a decarbonised and sustainable future for business. The Strategy vision is that:

‘In 2030 the Cornwall and Isles of Scilly creative and carbon-neutral economy will be realising opportunities for its people, communities and businesses to thrive, benefiting the environment and providing an outstanding quality of life for all’.
- The agricultural sector continues to be an important economic activity in the parish supporting a small number of jobs.
- Tourism is a significant employer in the Parish and nearby.
- Many of our community work outside the Parish, in professional and/or managerial posts, mainly in nearby towns and there are few local jobs available. Encouraging local business development might provide local jobs, reduce the need to travel, and increase prosperity.
- It is likely that many local young and working age people tend to leave the area to find work and careers.
- Tourism has the potential for further growth focusing on local environment, heritage and culture.
- There is a higher proportion of self-employed people working in Stoke Climsland Parish compared to Cornwall averages and the number of people working from home in the Parish is high.

- The COVID 19 pandemic has meant a greater focus has been placed on the ability to work from home (WFH), which is likely to increase in the future, and highlights the requirement for appropriate home office space and sufficient broadband speeds.
- Encouraging local business development (in workshops and at home) might provide local jobs, reduce the need to travel, and increase prosperity.
- There is a need to support land-based businesses where they help to sustain the rural economy and maintain or enhance the character of the landscape and environment
- There is ‘Superfast Broadband’ through most of the parish but speeds can vary in areas more remote from the main roads in the Parish, and the mobile digital signal is patchy. This affects the ability of residents to access information and the performance of businesses that rely on broadband as a means of communication in a rural area.
- The agricultural sector continues to be an important economic activity in the parish supporting a small number of jobs and helping to sustain the broader rural economy and maintain the character of the landscape and environment. There is a need to support business diversification and measures to reduce business costs, such as energy and materials.
- The local community supports more economic growth in the Parish at a scale that is appropriate for the area development.

Key Objectives for the Neighbourhood Development Plan

- Support, strengthen and help diversify local businesses, particularly in agriculture, tourism, and light industry.
- • Support opportunities for local people to access local employment

Recommended Neighbourhood Development Plan Policy

- The Stoke Climsland NDP should support the delivery of the Industrial Strategy by ensuring that its policies help to create the conditions in which it can be delivered, for example through engendering a pride of place, supporting green infrastructure, enabling business growth, and in particular, helping the visitor economy to better link environment, heritage and culture, and supporting productivity and sustainability in the agricultural sector.
- The Stoke Climsland NDP should include a policy supporting sites for new small-scale rural workshops and retail, possibly including space to support live/work, home businesses and/or start up business, which must be sensitive to their surroundings and local road conditions.
- The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.
- Consideration should be given to NDP policy to support forms of tourism which are suitable for location within sensitive biodiversity and landscape areas, or where their impacts on such areas would be acceptable, subject to criteria to ensure that any adverse impacts are mitigated.
- The Stoke Climsland NDP should include a policy to encourage improved digital connectivity through new development.

