

# **Statement for the examination of the Cranbrook DPD**

Response to the Inspectors Matters Issues and  
Questions

Matter 12: Employment Land

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## Issue 18: Is the Local Plan positively prepared, justified and effective in respect of Employment Land Policies CB2 to CB5?

Response	Inspectors Question(s)
<p>1.1 <b>Does the allocation of land for employment when taken together with the expansion areas in CB2 to CB5 amount to the 18.4 hectares set out in the EDLP?</b></p>	<p><b>Q148 – Relationship with East Devon Local Plan target</b></p>
<p>1.2 The land allocation for employment space comes to a total of 18.4 hectares as stated in the <a href="#">Cranbrook Economic Development Strategy</a><sup>1</sup> (CEDS) and East Devon Local Plan (EDLP). The figure identified as required in the CEDS includes the land at the Town Centre within the existing permission, land within neighbourhood centres across Cranbrook, land for 'B' class uses.</p>	
<p>1.3 The employment areas across Cranbrook are as follows:  Town Centre – 9.6 hectares  Existing neighbourhood centre – 0.4 hectares  Proposed neighbourhood centres – 4.3 hectares  'B' class uses at Treasbeare – 4.93 hectares</p>	
<p>1.4 This provides a total of 19.2 hectares across Cranbrook as a whole. Being set a little higher than the figures required in the CEDS and EDLP, the land areas at Cranbrook provide some flexibility to developers in the</p>	

<sup>1</sup> <https://eastdevon.gov.uk/media/2260179/cranbrook-economic-development-strategy.pdf>

<p>way they bring forward employment land, and also provides a buffer should land become unavailable for any reason.</p>	
<p>1.5 <b>How would the employment land set out in Strategy 12 of the EDLP be secured through the phasing programme? Through what mechanism will it be delivered?</b></p>	<p><b>Q149 – Phasing and delivery</b></p>
<p>1.6 Employment sites have been allocated and identified on the Policies map and Policy CB7 (Phasing) sets out that applications must demonstrate through a phasing strategy how social, community and physical facilities and infrastructure, including Suitable Alternative Natural Green Space, as well as employment land and premises will be delivered alongside or ahead of new housing.</p>	
<p>1.7 As part of the CIL review the Cranbrook Plan Area is zero rated. This approach allows funding for the required infrastructure within the town to be secured through the Section 106 regime and gives greater certainty over when and how serviced employment land for the town will be delivered.</p>	
<p>1.8 This will enable serviced or otherwise available land will be available for occupation by employment uses on a phased based that is directly proportionate to house building.</p>	
<p>1.9 <b>What has been the take up on Phase 1 at Cranbrook of residents working and living in the Cranbrook Settlement?</b></p>	<p><b>Q150 – Residents working &amp; living in Phase 1</b></p>
<p>1.10 No hard data exists on the take up of employment opportunities at Cranbrook by people living within the town.</p>	

- 1.11 Informal data from EDDC Officers working at Cranbrook indicates that of the people working in the retail and office spaces at the existing Younghayes neighbourhood centre, around 75% are resident in Cranbrook. At the main education campus 19% of staff are Cranbrook residents. As these are qualified professional education roles this is considered to be a high ratio given how early in Cranbrook’s development this is. No data is available to the council as yet for the primary school.
- 1.12 As the town is still at the early stages of development, and as most residents have ‘imported’ jobs from elsewhere, this proportion of people working in the available jobs at Cranbrook is regarded as high by the council.

1.13 **What evidence is there to indicate that employment provision would sustain the settlement at Cranbrook and deliver sustainable development?**

**Q151 – Sustainable development**

- 1.14 The Cranbrook Economic Delivery Strategy ([Cran014](#)<sup>2</sup>) assessed the options relating to the scale of economic activity in Cranbrook, with other issues such as the sector focus and the delivery mechanisms.
- 1.15 The CEDS tests three options for economic development at Cranbrook (1) Local Services (2) Local Services, Enterprise and Jobs (3) Self-contained Market Town. The document chooses the second option, reducing the employment figure from the market town role for Cranbrook assumed in the Local Plan to ensure the new town does not compete for jobs with neighbouring employment sites, other nearby towns and

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<sup>2</sup> <https://eastdevon.gov.uk/media/2260179/cranbrook-economic-development-strategy.pdf>

Exeter itself. This option instead puts Cranbrook in a complimentary role, providing facilities that are under-provided in the local area, especially for smaller businesses, start-up and follow-on spaces. It would be unrealistic to try to develop a fully self-contained town in this location given the scale of employment provision either already in existence or being developed within a short commute away.

1.16 The first option was rejected on the basis that it does not provide enough employment to maintain a sustainable settlement. It does not fit the vision for Cranbrook held by the council or community, does not facilitate new enterprise or build on the opportunities available at Cranbrook. By only providing local services Cranbrook would not thrive as a community or function as a town, but as an urban extension. By only employing a small proportion of the population this option would the commit the vast majority of residents to commuting to their jobs and reduce the environmental sustainability alongside that of the social sustainability of the town. Without a higher proportion of jobs available to residents at Cranbrook the day and night-time economy would not be possible, reducing the chances of social networks or a cohesive community developing with consequent impacts on the health and wellbeing of residents.

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1.17 **Are any Main Modifications proposed in relation to Issue 18?**

**AQ18 – Main modification**

1.18 There are currently no main modifications suggested at this time.

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