

APPENDIX 3

3A – SOUTH EAST PLAN


Glossary

- AQIB Area of Outstanding Natural Beauty
- AQMA Air Quality Management Area
- AQS Air Quality Strategy
- CA County Council
- CABE Commission for Architecture and the Built Environment
- CAR Commission for Rural Communities
- CFRPA Combined Food and Rural Programme
- CHP Combined Heat and Power
- CTRL Channel Tunnel Rail Link
- CZM Coastal Zone Management
- EA Environment Agency
- EI English Issues
- ESPACE European Spatial Planning Advisory to Climate Events project
- FRESA Framework for Regional Employment and Skills Action
- GVA Gross Value Added
- HIA Health Impact Assessment
- ICT Information and Communications Technology
- IRF Integrated Regional Framework
- LDD Local Development Document
- LDF Local Development Framework
- LSC Learning and Skills Council
- LSP Local Strategic Partnerships
- LTA Local Transport Authorities
- MOD Ministry of Defence
- NFU National Farmers Union
- NFU European Union taxiderm classification of sub-region
- NUTS Office of the Deputy Prime Minister
- ODPH Office for National Statistics
- ONS Planning Policy Guidance
- PPG Planning Policy Statement
- PPS Planning Policy Supplement
- RIP Regional Planning Guidance
- RSP Regional Skills Partnership
- R55 Regional Spatial Strategy
- RT5 Regional Transport Strategy
- SA Sustainability Appraisal
- SEA Strategic Environmental Assessment
- SEEF South East England Biodiversity Forum
- SEEDA South East England Development Agency
- SERAS Strategic Flood Risk Assessment
- SFRA Strategic Flood Risk Assessment
- SIC Strategic Industrial Classification
- SIPA Strategic Infrastructure Plan
- SPPA Special Protection Area
- SSI Site of Special Scientific Interest
- SUDS Sustainable Drainage system


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a clear vision
FOR THE SOUTH EAST

THE SOUTH EAST PLAN
CORE DOCUMENT



March 2006
Draft Plan for submission
to Government




THE SOUTH EAST PLAN

March 2006

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2.6 Where regionally important sectors or clusters exist, or the potential for their development is identified, LDFs should include policies that address the specific requirements of these sectors and concentrations in the local area. These should include land-use and non land-use interventions, with the aim of exploiting, enhancing and fostering favourable conditions to assist sector, cluster or network development (see box 2.6.1 on previous page).

**POLICY RE1:
SUPPORTING REGIONALLY IMPORTANT
SECTORS AND CLUSTERS**

Local authorities should promote nationally and regionally significant and locally important sectors and clusters as they evolve, taking into account national economic interests and recommendations of SEEDA and local economic partnerships. SEEDA, business support organisations, higher and further education establishments and others should maximise the potential of the sectors and clusters. They should promote a culture of innovation, foster inter-university connection to create synergies and links with other research establishments in the local area, other regions and internationally and establish centres of excellence in key industries as they evolve.

Local authorities, local strategic and economic partnerships, SEEDA and the business community should work together to actively promote and support the development of regionally important sectors and clusters.

Local authorities through regular employment land reviews, combined with local knowledge and working with other partners, will identify the key sectors and clusters within their local area, and any opportunities that exist for the development or expansion of sectors and clusters.

Where appropriate, Local Development Documents will include policies that:

- i Ensure that land and premises are

available to meet the specific requirements of regionally important sectors and clusters

- ii Enhance, develop and promote local assets that can facilitate the development of sectors and clusters
- iii Promote and support non-land use initiatives that benefit and foster the growth and development of new and existing regionally important sectors and clusters.

SEEDA, higher and further education establishments and other partners should work together to promote a culture of innovation, and establish centres of excellence in regionally important sectors and clusters.

**3. Supply of
Employment Land**

3.1 PPS11 requires that Regional Spatial Strategies provide general locations and criteria for strategic site selection for economic development and regeneration. A criteria based policy is given below on employment and land provision. Inclusion of land or floorspace figures and identification of strategic employment sites is not felt to be helpful in the South East. There is only a limited relationship between employment change and land use and currently a poor understanding of land supply at a local level. Only broad locations for new employment generating development have therefore been identified in the sub-regional strategies. Sub-regional strategies also identify employment figures for monitoring purposes.

3.2 Local Development Documents will need to ensure that there is an adequate quantity and high quality of employment land to meet the current and future requirements of the local economies. Parts of the South East have an extensive range of premises and sites. Factors such as changes in the fortunes of different sectors will affect the amount of space and location of premises



demanded by businesses. This can lead to some sites being abandoned and pressure for development elsewhere. It is important to enable flexibility in the range of premises while at the same time ensuring better use is made of existing developed land.

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It is therefore important to have an up-to-date review of employment land in considering proposals for using land allocated for industrial or employment use. In 2004 ODPM published good practice guidance on employment land reviews which refers to Regional Planning Bodies taking account of and co-ordinating employment land studies in the region. Employment land reviews are an integral part of the preparation of LDFs. Local authorities will need to carefully assess the needs of their local economy for land and building, and to make provision that meets the requirements of the sectors and types of firms which exist and are suitable to the area, including warehousing, offices and light and general industry.

3.4 It is also important to support economic diversity through the promotion of small and medium enterprises (SMEs) and businesses in rural areas. A balanced economy requires a range of types of employment space in terms of size, location and cost. In addition there will be an increasing demand for services in the South East due to rising disposable incomes and the ageing workforce. This will require not only new forms of customer focused skills, but accommodation for business services, retail, restaurants, hotels and leisure.

**POLICY RE2:
EMPLOYMENT AND LAND PROVISION**

In the preparation of Local Development Documents, local authorities will assess the employment needs of the local economy and workforce. The assessments will take account of sub-regional strategies for the location, quantity and nature of employment land and premises. Policies should provide for a range of sites and premises based on the following criteria:

- i Locations that are accessible to the existing and proposed labour supply
- ii Efficient use of existing and underused sites and premises
- iii Locations which intensify the use of existing sites
- iv Focus on urban areas
- v Promotion of mixed use development where appropriate and subject to replacement of land and premises lost to non-employment uses
- vi Locations that promote the use of public transport.

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Accessible and well-located industrial and commercial sites should be retained where there is a good prospect of employment use.

Local Development Documents should be supportive of the agricultural, horticultural and forestry industries, and rural economic diversification and non-land based business proposals in towns and villages or on farm sites where applications show positive benefits, based on clearly defined criteria and evidence-based assessments.

Sussex Coast Sub-region

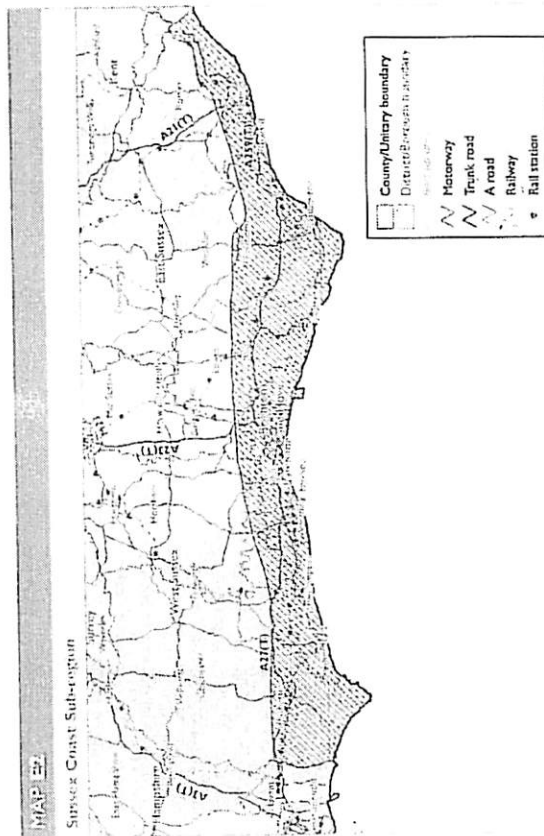
1. The Sussex Coast

1.1 This sub-regional strategy covers the length of the Sussex Coast from Chichester to Rye, and is home to nearly one million people. At its centre is the city of Brighton & Hove, the largest urban area with around a quarter of a million residents. It includes the two county towns of Chichester and Lewes along with the other major urban areas of Eastbourne, Hastings, Worthing, Bexhill, Bognor Regis, Littlehampton and Shoreham together with their immediate rural hinterland which extends into the Sussex Downs and High Weald Areas of Outstanding Natural Beauty, and includes protected coastal areas. The sub-region also contains the two regional hubs of

Brighton & Hove and Hastings. See map E2

1.2 In response to the sub-region's extensive socio-economic difficulties, Policy CC9: Addressing Intra-regional Disparities identifies the Sussex Coast as an area in need of extensive regeneration. The current nature and extent of structural weaknesses in the sub-regional economy is illustrated by reference to key indicators which reveal:

Very high levels of multiple deprivation in many of the Sussex coastal towns – most especially in Hastings and Brighton & Hove
Gross Value Added (GVA) per head, in the sub-region is 30% below the regional average



3. Enabling Economic Regeneration

3.1 Policy CC9 identifies the whole of the sub-region as an area having extensive regeneration needs where persistent problems of poor economic performance and associated deprivation are concentrated. To deliver the sustainable regeneration that is needed to narrow these intra-regional disparities, a consistent and concerted effort is required from all relevant agencies, especially the key infrastructure providers working together to a common agenda.

3.2 However, social and economic needs vary within the sub-region to some degree. Therefore within the general framework of increased priority to the Sussex Coast Policy SCT2 advocates that weight in investment decisions and other support should be more sharply focused on those areas within the sub-region that exhibit the greatest economic and social needs. In this respect it is the central and eastern parts of the sub-region where the most severe problems exist and which should receive greater emphasis. This will also help to facilitate the implementation of the comprehensive, multi-agency frameworks required to stimulate an economic renaissance. It is not intended that such targeting should exclude other areas of the sub-region with pockets of deprivation from receiving the attention and investment that they also require. Indeed, the identification of the whole of the Sussex Coast as an area in need of extensive regeneration recognises the importance of taking action over a broader area.

3.3 In the same vein and equally as important, realising substantial improvements in strategic transport communications and infrastructure is a priority for the sub-region as a whole. It is seen as crucial to the success of the strategy and is recognised by the two transport hubs within the sub-region. Improving east-west transport links, especially the A27/A259,

will improve complementary connections with other key sub-regions. This will also improve access within the sub-region, help widen employment opportunities throughout the Sussex Coast and improve the balance of labour supply and demand. Improving north-south strategic transport links, especially to Gatwick and London, is equally important to reduce the area's peripherality from the rest of the region and key markets.

3.4 The future change in employment will be monitored to help assess changes in the sub-regional economy, and to inform future policy development. The Sussex Coast sub-regional strategy group commissioned the Population and Housing Research Group at Anglia Ruskin University to produce economic forecasts for the sub-region. These showed that the workforce is likely to grow by just under 42,700 persons between 2001 and 2016.

POLICY SCT2: ENABLING ECONOMIC REGENERATION

To help realise a step change in the sub-region's economic performance, national, regional and other relevant agencies and authorities should give increased priority to investment decisions and other direct support for the sub-region. Key measures should include:

- i Directing national and regional assistance and expenditure to promote the social and economic regeneration of areas in greatest need by:
 - o continuing the support being given to Hastings/Bexhill and Shoreham in general, whilst
 - o increasing the priority given to other parts of the Sussex Coast (from Shoreham to Rye, including Brighton and Hove and Hastings)
 - o targeting other pockets of social and economic deprivation throughout the sub-region.
- ii Delivering improvements to east-west transport links by road and rail to improve accessibility, facilitate strategic development opportunities and enable

the better functioning of overlapping local labour and housing markets

- iii Maintaining and/or improving key north-south communication links that will also help to knit the coastal towns better into the rest of the South East and increase the sub-region's attractions as a business location.

4. Management of Existing Employment Sites and Premises

4.1 The sub-region needs to ensure that more, and a better mix of, high quality sites and premises are available to address business needs, including high quality starter space for innovative and growth-orientated businesses. However, the majority of the existing stock of industrial and office accommodation is over 30 years old and not well suited to the needs of new industries and more dynamic growth sectors of the economy. There are several key strategic employment sites and business park allocations that have remained undeveloped over a number of years, particularly in East Sussex. Nearly 290 hectares of land within the Sussex Coast is allocated for industrial and commercial (B1-B8) development but only around 50 hectares of this total is readily available – the vast majority of which is located in the West Sussex coastal districts.

4.2 There are serious problems of viability in some areas where low rental yields (allied to high development costs in some cases) make the development of prospective employment sites unprofitable. Poor transport links, access problems and other constraints are also significant barriers in some areas to the delivery of industrial and commercial development. It is vital that the sub-region finds creative ways to utilise the opportunity that these sites present, especially with the limited scope

for replacing them. In certain cases, realising the maximum potential benefit to the local economy may require the judicious introduction of other uses as part of a mixed-use scheme to help fund the provision of otherwise unviable employment space. The focus of any such alternative uses should be on housing development wherever possible as this will help to achieve other aims of the strategy and its extent can be finely tuned to minimise any necessary loss of employment potential.

4.3 Some existing sites may no longer be suitable for business purposes. If such redundant sites are 'lost' to other uses, local planning authorities should also pursue the possibility of securing development contributions towards bringing forward employment provision on other sites. As addressed in Policy SCT3, the successful regeneration of the Sussex Coast will largely depend on ensuring that an appropriate range of good quality sites and premises in accessible locations is available to respond quickly to the needs of local businesses and realise opportunities for securing much needed investment.

POLICY SCT3: MANAGEMENT OF EXISTING EMPLOYMENT SITES AND PREMISES

To deliver sufficient appropriate sites and premises for business and other uses that will help to facilitate the regeneration of the local economy, local authorities should, in addition to Policy RE2:

- i Protect existing and allocated employment sites from other uses unless they are demonstrated to be incapable of meeting the needs of businesses
- ii Develop and co-ordinate with other agencies delivery mechanisms to unlock and implement sites with economic development potential, including port and airport sites at Newhaven and Shoreham, existing allocated business parks and other important sites that have persistently remained undeveloped

← no ref to SH @ this stage

- iii Be prepared to permit mixed use schemes on existing or allocated employment sites in circumstances where this would deliver necessary employment space at the right time on sites which would be unviable for an employment only scheme
- iv Seek to improve and upgrade existing industrial estates and business areas to bring them up to modern standards required by business.

5. Employment Priority in New Land Allocations

- 5.1 One of the key challenges in the sub-region is to reconcile the competing demands for the limited development opportunities that remain. Given the main objective to achieve an economic renaissance, priority in allocating land for development should be given to economic development over housing in terms of location, particularly as employment requirements tend to be more specific. Unless enough land that can readily be developed for business use is made available with good access to improved strategic communications networks, the economic renaissance is unlikely to be delivered.
- 5.2 In determining employment land allocations, local planning authorities will need to acknowledge and provide for a full range of economic development requirements to ensure that an appropriate mix of business sites and premises is readily available. It is important that adequate space and facilities are provided to retain existing firms in the area and to give them and new employers the flexibility they need to prosper and grow. It is also vitally important to provide high quality opportunities capable of attracting new inward investment to the Sussex Coast. The need for economic regeneration is so great, and suitable site

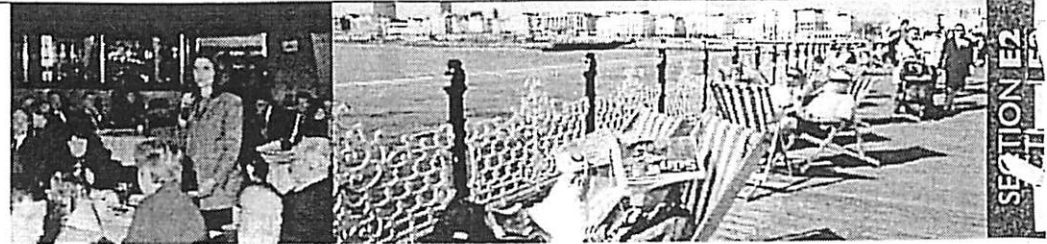
opportunities so limited, that some limited encroachment into environmental constraints may be justified to meet the specific economic needs of particular towns. Policy SCT4 is intended to be flexible enough to allow such a policy response, in selected cases, where it can be clearly demonstrated that no sustainable alternative exists that would deliver the identified regeneration needs. Such an approach would require comprehensive justification in Local Development Documents.

POLICY SCT4: EMPLOYMENT PRIORITY IN LAND ALLOCATIONS

In conjunction with the priorities set out in Policies RE2 and C2, in allocating land for development, Local Development Documents should:

- i Give priority to delivering employment development in strategically accessible locations to ensure an appropriate mix of readily available sites and premises whilst also providing sufficient space to:
- retain existing firms and enable their expansion or relocation (within the sub-region)
 - create attractive opportunities for inward investment and new uses
 - at least match anticipated increases in the resident workforce.
- ii As an exception to general policy, be prepared to allow for some infringement of environmental constraints on development in specific instances, but only where there is a clearly justifiable case for delivering economic regeneration to meet identified needs, and where no more sustainable alternatives exist and the harmful impacts of development can be satisfactorily mitigated.

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6. Education and Skills

- 6.1 The skills, knowledge and aspirations of residents are central to the sub-region's economic success. Yet adult qualifications in the Sussex Coast are below the regional average at all levels, leaving a substantial proportion of the population with no, or very low, levels of qualification. The Area Investment Frameworks across the sub-region and other local research have identified the need for better education and training to improve workforce skills at all levels if the local economy is to prosper and regional disparities in performance are to be narrowed. Current identified priorities include: providing basic literacy and numeracy; raising the level of attainment among those with the lowest levels of qualification to a standard that will equip them to access the job market and progress; and raising higher-level skills that are required by innovative and dynamic sectors of the economy that can contribute to economic growth. There is a clear need to achieve a better match between the skills and training requirements of businesses with pathways to learning and provision that can be effectively accessed by those who need it, in terms of specific and transferable skills. As highlighted in Policy SCT5, to achieve this there needs to be even greater co-ordination between local authorities, education and training providers and business interests.

POLICY SCT5: EDUCATION AND SKILLS

In conjunction with Policy RE3, local authorities should work jointly with the Learning and Skills Council, local education providers, universities, colleges and the business community to deliver co-ordinated programmes to ensure that the local workforce is trained appropriately and flexibly, to enable residents to access and benefit from existing and new job opportunities, recognising the special needs and characteristics of the sub-region.

7. Co-ordinated Leadership and Promotion of the Sub-region

- 7.1 A crucial component of the sub-region's future economic success will be to overcome perceptions of the area amongst the business community as one of poor economic performance, low productivity and geographical peripherality. The sub-region needs to raise its profile as a location that is 'open for business'. Integrated multi-agency plans and frameworks are an essential component of, and pre-requisite to, achieving a step change in economic performance. Therefore, Policy SCT6 states that each major area of the sub-region should prepare a simple, overarching plan or vision for their area which will provide clear leadership plus an agreed, common purpose and direction so that regeneration efforts are combined to

maximum effect irrespective of administrative boundaries. This process of partnership working is as important as the framework itself, as evidenced by the successful process and approach to regeneration being taken in Hastings and Bexhill through the 'Five Point Plan'.

- 7.2 This approach should also include the consideration of promotional activities in the sub-region with authorities combining together to act as a more powerful force – stressing the common advantages of the sub-region and working in a more co-ordinated and co-operative way to maximise impact rather than each area acting in competition. Key measures will include: targeted marketing and promotion of the Sussex Coast to inward investors; advice to local businesses, including on site opportunities and the availability of premises; encouraging development of key local business clusters; and identifying potential growth sectors to nurture and promote more actively, including high technology, media and arts, universities and spin out businesses from them, leisure activities and tourism.

**POLICY SCT6:
CO-ORDINATION, LEADERSHIP AND
PROMOTION OF THE SUB-REGION**

Local authorities, regional agencies, government representatives and other key stakeholders should agree a long-term vision, and together develop joint, multi-agency plans and frameworks as a focus for delivering economic and social regeneration for the following areas:

- i Hastings – Bexhill area – to develop and extend the work already undertaken in the 'Five Point Plan' into the longer term and to capitalise on Hastings as a regional hub
- ii Eastbourne – Hailsham area – to optimise the area's potential to provide employment space and associated housing in sustainable and strategically accessible locations along the A22 corridor
- iii Shoreham – Brighton & Hove – to

continue to strengthen the economy of Brighton & Hove and the adjoining area as a major centre and hub and at Shoreham to capitalise on strategic port and airport site opportunities

- iv Newhaven area – to continue the regeneration of the town to strengthen its economic base, revitalise the port and improve the environment
- v Coastal West Sussex from Selsey to Adur – to continue to develop the co-ordinated approach fostered by the Area Investment Framework and other specific initiatives.

Such multi-agency plans should focus on the provision of an appropriate balance of additional employment space, affordable housing and the necessary infrastructure, facilities and services required to support development, investigation of business clusters, skills development and promotion of the sub-region as a location 'open for business'.

8. Housing Distribution

- 8.1 The Sussex Coast sub-region is required to make provision for an annual average of 2,700 new homes per year from 2006 to 2026, as shown in table C3 in Section C. This scale of development balances the need to contribute towards wider regional housing requirements with the limitations imposed by the sub-region's poorly performing local economy, where relatively more employment development than housing growth is needed to promote a more sustainable balance between the supply of, and demand for, labour. The overall housing target for the sub-region also reflects the extensive environmental constraints that severely restrict its scope for physical development.

- 8.2 The distribution of future housing development between the districts in the sub-region is strongly influenced by the estimated potential supply of housing at

2006 and the scope for making the further sustainable allocations that will be necessary to achieve the overall provision. The figures take account of the potential supply of housing in each district up to 2026 through planning permissions already granted, allocations made in development documents and estimates of future development that will continue to come forward on 'windfall' sites. In addition to this, new strategic allocations for around 7,600 new homes are likely to be required. While it is expected that some of these additional allocations will be provided on brownfield sites within the urban areas, the proposed housing provisions will eventually require some additional greenfield site allocations which should take the form of sustainable extensions to existing towns.

- 8.3 The scope for locations, beyond those allocated in existing and emerging development plans, is limited and the range of potential alternative development strategies is consequently very restricted. The towns in the central part of the sub-region from Worthing to Seaford are so constrained by the Sussex Downs AONB that there is no significant scope for sustainable greenfield development. In the east, from Eastbourne to Rye, the only strategic scope for additional greenfield development is in the Bexhill and Eastbourne/Hailsham areas. In the west of the sub-region, scope for such development is confined to the Chichester area and the area west of the River Arun.

- 8.4 To meet the overall provisions, new strategic allocations are likely to be required on additional brownfield sites in Brighton & Hove, Adur and Hastings. Elsewhere, new greenfield allocations will need to be made as sustainable extensions to existing towns, notably in Arun, Chichester, Rother and Wealden. Such extensions will also need to incorporate appropriate allocations for employment uses, associated facilities and services and open space to ensure that these new development areas can offer residents

a high quality of life. In many cases, delivering the district housing provision is dependent upon specific brownfield regeneration initiatives, such as Shoreham Harbour (500 dwellings) and the millennium community in Hastings, for which there are no sustainable substitutes elsewhere in the district. In others, such as at Bexhill, it is dependent upon specific infrastructure schemes.

- 8.5 Policy SCT7 sets out the housing requirements that each local authority area in the sub-region is expected to provide for in its Local Development Framework. The policy includes an element of flexibility which is designed to allow any district that is 'split' by the sub-regional boundary to vary the provision made within the sub-region and the rest of its area, but only where this is necessary to meet the whole district provision and realise a more sustainable pattern of development without compromising the regeneration of the coastal towns.

**POLICY SCT7:
BROAD AMOUNT AND DISTRIBUTION OF
FUTURE HOUSING DEVELOPMENT**

Local Development Documents will make provision for a net increase in the housing stock for the period 2006 - 2026 in each district in the sub-region as follows. This provision will be subject to the provision of all necessary infrastructure as required by policy CC5 and, in particular, to the strategic infrastructure identified in the Sub-regional Investment Framework.

District	Annual Average 2006-2026	Total 2006-2026
Eastbourne	240	4,800
Hastings	210	4,200
Lewes (part)	170	3,400
Rother (part)	200	4,000
Wealden (part)	230	4,600
Brighton & Hove	550	11,000
Adur	130	2,600

NOTES

This figure includes 500 dwellings at Shoreham Harbour as part of the strategic regeneration of the port.

DRAFT SOUTH EAST PLAN EXAMINATION-IN-PUBLIC SECRETARIAT

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6 August 2007

Dear Secretary of State

PANEL REPORT ON THE REGIONAL SPATIAL STRATEGY FOR SOUTH EAST ENGLAND

We have pleasure in submitting to you our Panel Report following the Examination in Public of the draft South East Plan. The length and detail of our report reflects the very full debates that we held over a four month period between end November 2006 and end March 2007, and the high expectations of the role of Regional Spatial Strategies in the new planning system.

The Overview in Chapter 1 indicates some of the key issues. One particular subject covered within the Examination was policy for the protection and management of the Thames Basin Heaths Special Protection Area and the implications for housing provision levels in this part of the region. We benefited here from the findings of an Assessor who held a series of prior technical meetings to assist our consideration.

Our Panel comprised three members and this report reflects our joint conclusions. However in respect of one local issue, namely the location of future urban extensions to Milton Keynes, we were assisted by a fourth Panel member.

We hope that our work will assist you in finalising this important policy framework.

Yours faithfully

Corinne Swain
OBE, MA(Cantab), MPhil, FRTPI
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Mary Travers
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Job Forecasts

- 17.21 Sussex Coast is the only sub-region without a job estimate for the 2006-16 time period for monitoring purposes. The only measure of the scale of the economic regeneration task facing this sub-region is a 2001-16 estimate of workforce growth resulting from Anglian Ruskin University forecasts commissioned independently by the principal authorities (E2, para 3.4). This equates to a growth in labour supply of 28,500 for 2006-16, which is more than 60% greater than the Regional Assembly's projection based on draft RSS housing levels.
- 17.22 We take the view that a strategy giving a high priority to sustainable economic regeneration should contain a job target, against which progress can be monitored. This would be consistent with the adjoining coastal sub-regions (South Hampshire, EKA, and KTG). We recommend that this should be set at 30,000 for the 2006-16 period, which is the trend-based estimate given by SEEDA from the Experian standard regional forecasts published in October 2006³. This level was accepted as "reasonable" by the Regional Assembly⁴.
- 17.23 Pitching a job target at this level would imply a higher rate of job growth than labour supply, which in our view is a reasonable objective given that this sub-region is currently a substantial net exporter of labour and virtually all coastal towns experience more out- than in-commuting⁵. It is also compatible with the emphasis that the strategy places on increasing skill levels within the existing workforce, and helping the economically inactive into work.
- 17.24 Beyond 2016 employment forecasts are more uncertain, although it is noticeable that both job growth and labour supply are forecast to decline in the Regional Assembly's projections based on draft Plan housing levels.

Employment Land (Policy SCT3)

- 17.25 In order to increase the rate of GVA growth, as is sought by this strategy, it is necessary to have a range of developable and available employment land. Of the 290 ha of allocated industrial and commercial land, only about 50 ha is readily available (E2, para 4.1). We therefore support the strategy's emphasis on seeking to unlock constraints on existing allocated business parks and other strategic employment sites. We recommend that this proactive message about working with other agencies should be the first item in Policy SCT3.
- 17.26 The real issue in this part of the region appears to be with the **quality** rather than quantity of employment land. Quality sites are needed to retain businesses and attract new firms in those sectors e.g. financial and business services that would help reduce the dependence on public services and seasonal tourism, and move the sub-region up the value-added chain. However we note the caution in the Property Market study⁶ that in general East Sussex offers few of the attributes sought by major office occupiers. Brighton appears to be the exception, and in property market terms, was found to be closely tied into the A23 corridor northwards to Gatwick. We consider that the strategy should acknowledge Brighton's key economic role as well as the

³ Trend is for 2006-2020 but relates to nearest equivalent whole districts

⁴ Employment Figures for Monitoring Purposes, SEERA, February 2007 [SEERA8]

⁵ Sussex Coastal Towns sub regional study, page 3, East Sussex CC, April 2004 [SC7]

⁶ Final Report: South East Regional Property Market Study, CBRE Ellis, March 2007 [SEERA13a]

importance of public transport improvements in the form of Brighton & Hove rapid transit (committed) and strategic interchange facilities (under investigation). Hence these are included in the list of priority infrastructure projects below.

- 17.27 To increase the chances of unlocking some if not all of these allocated and previously identified sites, we favour listing them in Policy SCT3. This reflects the suggestion by East Sussex CC, but with the detail about the constraints to be unlocked being included in the text not the policy itself. Being explicit in this way would give greater guidance for LDFs and greater clarity to prospective developers, landowners, investors and other agencies. Opening up at least some of these allocated sites would allow provision of a wider mix of premises including starter units, grow on space, and small modern units, as identified by West Sussex Economic Partnership and others as being in short supply. We agree with SEEDA that reliance on town centre provision alone would not provide this range.
- 17.28 Several of the allocated and identified strategic sites are in brownfield locations e.g. Shoreham Harbour and Newhaven, but some are within edge of town residential-led developments e.g. north of Bognor Regis. Given the relative scarcity of opportunities in East Sussex, and the fact that it has the lowest GVA in the Region apart from the Isle of Wight⁷, we attach importance to the Polegate opportunity⁸ especially if associated with a new station, despite requests from various interests to delete this reference.
- 17.29 We also consider that Policy SCT3 is right to seek to protect employment land, since that there is a real risk as expressed by East Sussex Economic Partnership of losing it to residential uses because of differential land values and the fact that business demand levels are currently insufficient to stimulate speculative development. The policy provides the right degree of realism, though, in accepting the possibility of some change to mixed use development where this would increase viability and hence bring forward the right type of employment space. However we agree with Lewes DC and others that this change of use process where possible should be done through the LDF, and recommend an amendment of Policy SCT3 iii) accordingly.

New Employment Land (Policy SCT4)

- 17.30 Given the extent of allocated land and the fact that very little employment land review work appears to have been done in this sub-region, it is difficult to understand whether, and if so how much, additional new land will be required. We do not therefore favour any form of crude conversion of the job forecasts into land estimates, as DLP suggested. However we recognise that suitable land close to the coastal towns not within the AONB or proposed South Downs National Park or covered by other environmental designations, is in short supply. Land supply is also being squeezed because of the likelihood of increased flood risk in the long term from climate change. Hence we support the priority given to employment uses in making LDP allocations given by Policy SCT4 i).
- 17.31 Land scarcity has also led to the controversial statement in Policy SCT4 ii) that local authorities should be prepared to allow for some infringement of environmental constraints in certain circumstances. Although we understand the honourable desire

⁷ East Sussex CC 8Ai statement, Appendix

⁸ EASTBC1 & 2

The South East Plan
Secretary of State's Proposed Changes

Part 1 of 2
Chapters 1 to 12

Consultation
17 July 2008 to 24 October 2008

These Proposed Changes set out the Secretary of State's amendments to the draft Regional Spatial Strategy for the South East of England – also known as the South East Plan. The draft was prepared by the South East England Regional Assembly and was subject to Public Examination

		Recs 29.1 to 29.5: These deal with the format of RSS and seek greater succinctness. (Paras 29.1 to 29.15 and Appendix B2).	<u>existing infrastructure and services concentrated within the towns and promoting sustainable urban extensions with supporting infrastructure in the areas specified to meet housing requirements. The policy recognises that locally sensitive solutions will be necessary to respond to the different needs and opportunities in the sub-region. The [interim] estimate is 30,000 net additional jobs between 2006 and 2016 which will be monitored.</u>	The Secretary of State agrees with the Panel's recommendations 29.1 to 29.5 and advice in paragraphs 29.1 to 29.15 and Appendix B2 for the reasons given by the Panel. For that reason, the Secretary of State has sought to edit the background text to remove superfluous material that does not directly support the policies.
Chap. 17 (4)	Policy SCT2 and Section E2, Paragraphs 3.1 to 3.4	Recs. 29.1 to 29.5: These deal with the format of RSS and seek greater succinctness. (Paras 29.1 to 29.15 and Appendix B2).	<p>Policy SCT2 is unchanged.</p> <p>Delete paragraphs 3.1 to 3.4 and replace as follows after Policy SCT2.</p> <p><u>Policy SCT2 will assist regeneration in the central and eastern parts of the sub-region where the most pressing economic and social needs exist. Better east-west transport links, especially the A27/A259, will improve complementary connections with other key sub-regions and accessibility within the sub-region. Improving north-south strategic transport links, especially to Gatwick and London, will help strengthen links with the rest of the region and key markets. For more information on these transport improvements see policy T14 "Transport Investment and Management Priorities" and associated Appendix A "Strategic Transport Investment Priorities".</u></p> <p><u>It is critical that smart growth is promoted in the context of Policy RE5 "Smart Growth" and in this sub-region it is particularly important that local skills are upgraded in line with Policy RE4 "Human Resource Development". Policy SP4 "Regeneration and Social Inclusion" and Policy RE6 "Competitiveness and Addressing Structural Economic Weakness" are relevant also.</u></p>	The Secretary of State agrees with the Panel's recommendations 29.1 to 29.5 and advice in paragraphs 29.1 to 29.15 and Appendix B2 for the reasons given by the Panel. For that reason, the Secretary of State has sought to edit the background text to remove superfluous material that does not directly support the policies.
Chap. 17 (5)	Policy SCT3	Rec. 17.3: Amend Policy SCT3 to emphasise a proactive message about working with other agencies to unlock constraints on	<p>Amend submitted Policy SCT3 as follows:</p> <p>Delete criterion i completely without seeking to edit it and renumber remaining criteria.</p>	The Secretary of State agrees in principle with the Panel's recommendation 17.3 for the reasons set out in paragraphs 17.25, 17.27 and 17.29 of their report.

	<p>existing strategic employment sites, to list allocated and previously identified strategic employment sites, and to ensure that any change of use from employment to mixed uses is done through the LDF. (paras 17.25, 17.27, 17.29)</p> <p><i>S.H proposed to be named!</i></p>	<p>Protect existing and allocated employment sites from other uses unless they are demonstrated to be incapable of meeting the needs of business.</p> <p>Amend criterion i (formerly ii) to read as follows:</p> <p>i. Develop and co-ordinate with other agencies delivery mechanisms to unlock and implement sites – with economic development potential, including port and airport sites at Newhaven and Shoreham – existing allocated business parks, and other important sites that have persistently remained undeveloped and other strategic sites with economic development potential. This includes:</p> <ul style="list-style-type: none"> • large-scale, mixed-use development sites at Worthing and north of Bognor Regis; • Shoreham Harbour, Airport and Cement Works; • Newhaven Eastside and Port; • Eastbourne Park and Sovereign Harbour; • Polegate; and • mixed-use development sites at North East Bexhill. <p>Development proposals identified in this list will need to comply with policy set out in NRM4, NRM5 and PPS25.</p> <p>Amend criterion ii (formerly iii) to read as follows:</p> <p>ii. In other areas be prepared to permit identify and bring forward allocate mixed use sites schemes through the LDF process on existing or allocated employment sites in circumstances where this would deliver necessary employment space at the right time on sites which would be unviable for an employment only scheme.</p> <p>Renumber criterion iv (unchanged) as criterion iii.</p>	<p>With the changes recommended by the Panel, the Secretary of State considers that criterion i should be clarified and placed at the end of the list as criterion iv. This is because the issue of retaining strategic employment land is covered adequately by new criteria i, ii and iii and by national policy, particularly PPS3: Housing, but the Secretary of State recognises that adequate provision should be made for the needs of small rural businesses too.</p> <p>The Secretary of State considers the future of non-strategic employment sites in the built-up areas should be a matter for local planning authorities to address locally, having regard to national policy and local circumstances, whilst keeping in mind the need to provide for a net increase of 30,000 jobs between 2006 and 2016.</p> <p>The wording of new criterion i follows the exact wording recommended by the Panel in Appendix A (listed as criterion ii).</p> <p>The wording of new criterion ii differs from the Panel's recommended wording of criterion iii in their Appendix A. The words "through the LDF process" have been deleted because the words do not reflect terminology in primary legislation and because the Secretary of State considers that specifying process in this context may be too restrictive given that this policy should focus on outcomes rather than processes. Adequate guidance on appropriate processes is available elsewhere in national policy. Similarly, the word "allocate" has been replaced with "bring forward" in this particular context.</p>
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<p>Reference to Policy NRM4, NRM5 and PPS25 has been added on the advice of the draft Habitats Regulation Assessment and Sustainability Appraisal.</p>	<p>Insert new criterion iv (to replace and amend deleted criterion i) as follows:</p> <p>iv. <u>In rural areas, protect existing and allocated employment land from other uses where employment land reviews show them to be essential for the needs of small businesses.</u></p>	<p>Chap. 17 (6)</p>
<p>The Secretary of State agrees with the Panel's recommendations 29.1 to 29.5 and advice in paragraphs 29.1 to 29.15 and Appendix B2 for the reasons given by the Panel.</p> <p>For that reason, the Secretary of State has sought to edit the background text to remove superfluous material that does not directly support the policies.</p>	<p>Delete paragraphs 4.1 to 4.3 and replace as follows after Policy SCT3.</p> <p><u>The majority of existing built stock is over 30 years old and not well suited to providing the range and quantity of sites and premises required to meet modern business needs and support the strategy. Policy RE3 Employment and Land Provision provides for employment land reviews to check that sites are suitable for business needs and policy SCT3 will help ensure that sufficient appropriate sites are available to facilitate economic regeneration. Several key strategic employment sites and business park allocations have remained undeveloped, particularly in East Sussex, and drawing attention to them in policy SCT3 will help unlock their potential by promoting effective delivery mechanisms.</u></p>	<p>Section E2, Paragraphs 4.1 to 4.3</p> <p>Recs 29.1 to 29.5: These deal with the format of RSS and seek greater succinctness. (Paras 29.1 to 29.15 and Appendix B2).</p>
<p>The Secretary of State agrees in principle with the Panel's recommendation 17.4 for the reasons set out in paragraphs 17.31 – 17.32 of their report.</p> <p>However, the wording of new criterion ii differs from the Panel's recommended wording in their Appendix A to better fit in with the wording at the start of the policy and to name the locations where this part of the policy is intended to apply.</p> <p>Reference to rail has been added to encourage modal shift and avoid building up further demand on the road network.</p>	<p>Amend Submitted Policy SCT4 as follows:</p> <p><u>In conjunction with the priorities set out in Policies RE2 and C2, in allocating land for development, Local Development Documents- Local Planning Authorities should:</u></p> <ul style="list-style-type: none"> i. <u>give priority to delivering employment development in strategically accessible locations particularly by rail, to ensure an appropriate mix of readily available sites and premises whilst also providing sufficient space to:</u> <ul style="list-style-type: none"> • <u>retain existing firms and enable their expansion or relocation (within the sub-region);</u> 	<p>Chap. 17 (7)</p> <p>Policy SCT4</p> <p>Rec. 17.4: Amend Policy SCT4 to remove the reference to allowing infringement of environmental constraints; add a new sub-section to link new employment opportunities explicitly to the sustainable urban extensions in Arun, Chichester, Rother and Wealden. (paras 17.31 – 17.32)</p>

3B – DONALDSONS, 2007

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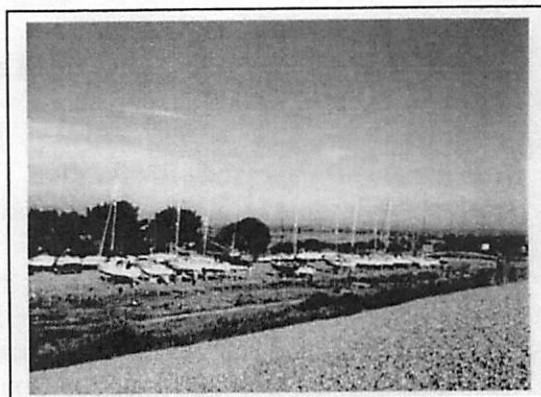
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May 2007

**EAST SUSSEX ECONOMIC
PARTNERSHIP/EASTBOURNE BOROUGH
COUNCIL**

Sovereign Harbour Business Park, Eastbourne Site Evaluation



FINAL REPORT



**EAST SUSSEX
ECONOMIC
PARTNERSHIP**

EASTBOURNE
Borough Council



6 Conclusions

- 6.1 Eastbourne District Council's planning policy strongly supports employment development on the subject site however there is significant pressure to release a proportion of the site for higher value retail uses.
- 6.2 It is clear from our market overview of the Eastbourne property market, that residential and retail are the current key value drivers. In respect of B1a office accommodation, Eastbourne largely caters for a localised business sector and generally is not the preferred location for larger companies looking for high quality B1a offices. In the current market it is unlikely developers would develop B1a office space within Eastbourne area without having attracted pre-lettings from occupiers for its completed buildings.
- 6.3 More recently however there has been a reasonable level of occupier interest, although this has been mainly from smaller occupiers. There are signs of a strengthening employment market in Eastbourne. The development of Highfield Office Park is positive and its agents report good take up on the scheme and recent transactions on the Park suggest that the development is setting a new rental tone for B1 offices in Eastbourne at £17.50 per sq ft.
- 6.4 However despite the recent improvements in the office market the viability analysis shows that development of the scale proposed at Sovereign Harbour and taking into account the site specific abnormal costs associated with development of this nature still has viability issues.
- 6.5 There are two approaches which could be adopted. Firstly is a do nothing approach whereby waiting for the office market to continue to improve in Eastbourne. Secondly is to allow alternative uses on part of the site to help cross-subsidise office development. The viability assessment shows that the introduction of either bulky goods retail or a car dealership use has a positive impact on viability with both options showing a positive land value indicating a viable scheme. We would highlight however that land value produced is relatively low in the context of the gross development value of the schemes.
- 6.6 In respect of the bulky goods / office option detailed above, this option is similar to the recently refused planning application by Carillon Ltd. This would indicate a greater uncertainty in securing future permission for retail warehousing in this location.
- 6.7 The introduction of a hotel use would complement the development of a major business park, however is unlikely to generate the required land value to cross subsidise the aspiration for B1 accommodation. Apart from retail uses residential is clearly the highest value use in Eastbourne however this has not been tested as it is unlikely to be accepted in planning policy terms.

3C – ROGER TYM & Partners, 2008

CS16

Wealden District Council and Eastbourne Borough Council
WEALDEN AND EASTBOURNE
EMPLOYMENT LAND REVIEW



ROGER TYM & PARTNERS
Planners and Development Economists

CLUTTONS

Final Report
April 2008

Meeting "effective demand" - the willingness to pay

- 11.37 The recent East Sussex Business Survey found that the cost of premises is the third most cited⁷⁸ growth inhibitor for businesses in Eastbourne, and the second in Wealden. The cost of space does not necessarily represent an inadequate supply but may reflect the ability to pay. There may be a shortfall of supply, particularly "Grade A" quality space against firms' aspirations, but given the existing vacancies rates and rents, there is no clear evidence of a significant shortfall against current effective demand - which is the space that occupiers want and are able to pay for. Consequently, many of the firms that operate in the sub-area may simply just not be able to afford quality Grade A space and therefore the large supply of secondhand space is meeting real need - ie, effective demand.
- 11.38 As concluded earlier, the Eastbourne & South Wealden sub-area is relatively poor in high-value activities. Furthermore, in an area where residents' skills are low, it may be difficult to attract high-wage employers until local skills improve. Implementing actions for meeting the objectives for the Eastbourne and Hailsham Blueprint area may help, particularly in its focus on improving skills and transport access. Likewise, planned housing growth and the arrival of new residents and new (possibly higher) skills offer some potential. But without some intervention, we would conclude that the market demand for higher-value activities is currently limited, and simply providing sites will not be enough to achieve the desired "step-change" in economic performance.
- 11.39 To increase the effective demand for employment space and achieve some of the objectives of reducing disparities, there would have to be pro-active intervention to support businesses. Planning authorities will control which sites are identified for development, but they cannot bring about development if owners and developers do not wish it. We would therefore suggest allocating more space sufficient only to meet the gap between requirement and current likely market supply of sites along with de-allocating those sites seen as unviable over the plan period. Some or parts of these unviable sites may fill the gap in demand and supply, but they are likely to need intervention to make sure they deliver what the market wants.
- 11.40 Notwithstanding the above, stakeholder engagement undertaken to inform this Employment Land Review suggested that market conditions may not give the complete picture. As noted in Chapter 4 (paras 4.99 - 4.103), it seems that demand may have been influenced by the characteristics and quality of land supply. Where high quality developments have been built, such as at Highfield Office Park, lettings/sales have been achieved relatively quickly. In addition, with supply having been dominated by a few large, but constrained, allocations, demand for small units by local occupiers may also have been frustrated. So whilst the concept of "latent demand" is difficult to quantify, it may be a fair reflection of conditions in the study area. For this reason, the scale of provision recommended in the Base Case should be concluded as a minimum requirement, with a need for further monitoring and review.

Recommendations

Employment Land Allocations

- 11.41 Those committed sites which we have assessed as poor quality should be de-allocated, and some new, better-quality and less constrained employment sites should be identified in more accessible locations.

Planned Development Sites to Release/Reallocate

- 11.42 We would recommend the following:
- Wealden District Council to reallocate the following site:

⁷⁸ Findings from the Step Ahead, *East Sussex Business Survey*, 2007, Op Cit

- Reallocate Land to the North of Dittons Road from B1 uses to a mix of 50% office and 50% industrial B1c/B2 with a lesser demand of ancillary B8 warehousing uses spaces to match local and future demand;
- Eastbourne Borough Council to reallocate the following site:
 - Land at Sovereign Harbour, Eastbourne from B1 to an office employment led mix of uses (at least 50%) including uses outside the B-class:
- Eastbourne Borough Council release the following sites because of the potential cost of flooding and infrastructure:
 - Land at South Broadwater (between Upperton Farm and Broadwater Lake);
 - Land to East of Proposed Roundabout at Tutts Barn, Eastbourne;
 - Land to North of St Anthony's Hill, Eastbourne

This should be subject to the outcome of identifying new sites suggested below and any increases in requirements that is anticipated, eg through annual completions, beyond that forecast. Such increases may result from one or both tested scenarios in Chapter 9, or through implementation of the Eastbourne/Hailsham Blueprint. To ensure that sites which are not fit for market may only be transferred, a criteria-based approach similar to that used for site assessments in Chapter 7 should be used.
- Update the commitments schedule because the following sites are now built or under construction:
 - Land Adjacent To BMW Showroom, Diplocks Way, Hailsham;
 - Unit X, Phase 3, Mountney Bridge Business Park, Westham;
 - Plot 4, Courtlands Road, Eastbourne; and
 - Land to North West of Hammonds Drive, Eastbourne is partly built, so amend allocation from 3,290 to 990 sq m.
- Maintain all other employment allocations and commitments and protect from transfer to other uses (non-employment) in order to meet the requirements for business space over the plan period.

Existing Sites

11.43 We would recommend the following:

- Maintain all existing and established industrial estates as assessed as being fit for the future in Chapter 7.
- Maintain all other existing employment sites in accordance with Policy BS5 in Wealden's Non-Statutory Local Plan and Policy BI1 in Eastbourne's Borough Plan - Saved Policies (2007).
- Emerging policies in the respective LDF Core Strategies for Eastbourne and Wealden should be closely aligned in order to better plan across the sub area. The emerging LDF policies need to be simple and avoid complicated criteria.
- Any redevelopment should involve no net loss of employment floorspace and seek to provide for at least as many jobs.
- Investigate the potential for intensification at existing business areas and sites which despite the limitations could offer some scope for meeting future needs.

New Sites

11.44 We would recommend the following:

- Identify sites on the fringe of towns or in the main employment areas around Lottbridge Drive.
- Identify in Eastbourne and Wealden's LDFs a minimum of 6,000 sq m of additional industrial/warehousing floorspace in the period up to 2026, focussing primarily on

GVA, 2009

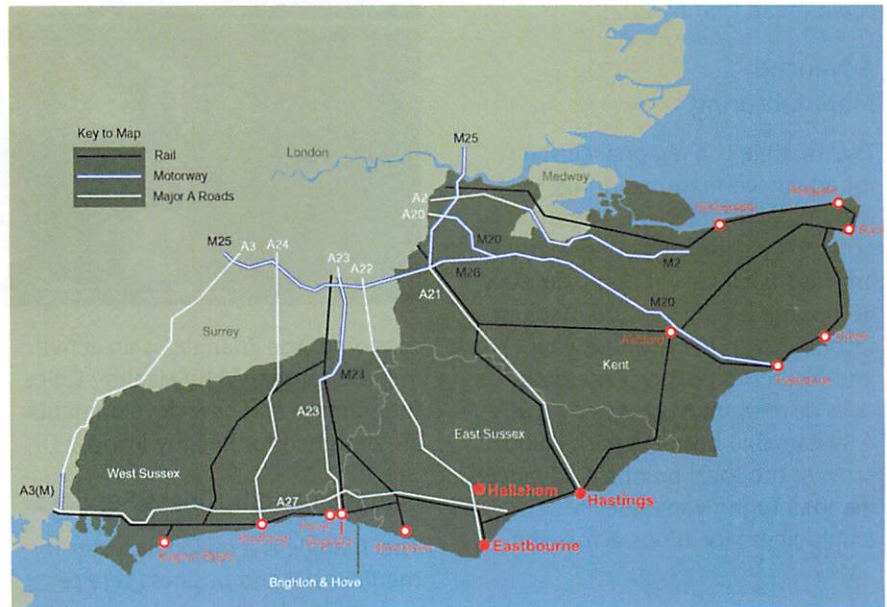
Eastbourne – Hailsham Triangle

Towards a Master Plan: Economic Strategy & Spatial Scenarios

Executive Summary

The Eastbourne - Hailsham 'Triangle' has been identified within the emerging South East Plan as an area where the focus is on economic and social regeneration, seeking to optimise the area's potential to provide employment space and associated housing in sustainable and strategically accessible locations along the A22 corridor. The Plan requires key agencies to agree a long term vision and develop multi-agency plans and frameworks to deliver regeneration and sustainable development.

Local authorities and SEEDA have jointly commissioned consultants GVA Grimley to advise on how best to achieve a "step change" in economic performance to underpin regeneration. This note summarises the consultants' advice on the economic sectors most likely to deliver real, local change and the spatial development scenarios most likely to support such change. This advice will form part of the evidence base for the Local Development Frameworks (LDFs) for Eastbourne Borough and Wealden District and will be considered alongside other evidence for testing through the LDFs, public consultation, strategic environmental assessment or Sustainability Appraisal.



The following Vision for the area has been adopted by the Triangle local authorities.

"The Eastbourne Hailsham Triangle will be a dynamic, successful and sustainable economy, providing an exceptional quality of life and opportunities for all. By 2026 the area will make a significant contribution to the growing prosperity and sustainable development of the South East".

Achieving a step change in the economy – in terms of economic sectors, business growth and jobs and skills - will also require a step change in place – in terms of a new approach to development, to transport and to the environment and open space.

This master plan describes how this will be done.

A Step Change in the Economy

Achieving a step change in the economy will require success in creating a diverse, higher value economy that is also resilient to change, based on a number of key economic sectors. The following sectors have been identified as having significant presence and growth potential for the Triangle and could mean that by 2026:-

Advanced Manufacturing

The Triangle is a regional cluster for advanced manufacturing with a global outreach. There are potentially strong synergies between an existing cluster of approximately 40 businesses in high and medium technology industry and higher and further education regarding skills development as well as R&D. A sustainable business park could provide the focal point for advanced manufacturing with satellite employment locations across the area.

Education

The Triangle has developed a thriving state education sector to include a strong higher and further education offer, along with private sector and language schools, whose students become ambassadors for the Triangle in their home countries. A strong link has been made between the education sector and the local economy with the higher education sector offering a strong R&D component.

Health

The Triangle is a centre of excellence for health provision. A medi-park could provide the opportunity for private and public health providers to co-operate with higher education providers, private R&D companies and other health related services to capture benefits for the local



economy. The Triangle' is an active member of the WHO Healthy Cities Programme and new developments are designed for healthy living.

Financial and Business Services

The Triangle is a regional cluster for the financial and business service sector. The development of modern office premises in town centres in the Triangle has provided exceptional business space for the sector. A business support centre successfully helps existing businesses to grow and attracts new financial and business service companies to the area.



Creative Industries

The Triangle is part of South East's 'Creative Coast' from Hove to Hastings. Although the creative industries sector has been under represented in the Triangle area, a base of existing businesses has been used to build future growth. In addition to employment opportunities creative industries in the Triangle are offering amenities which attract knowledge workers - cultural and creative amenities and a reputation for 'buzz'.





a high quality environment for customers and stores. Polegate is an attractive local centre providing the local community with facilities and amenities.

A Step Change in Place: A Framework for Change

The Eastbourne - Hailsham Triangle will need to see significant changes in the transport, housing development and environmental and open space realms in order to change the quality of place. Future economic success will come from building on the value of the current character and identities of the Triangle's town centres, communities and the surrounding natural environment. This will establish a 21st Century Integrated Community which has appeal for young people, young families and entrepreneurs.



Tourism and Conferencing

The Triangle has a year round, high quality tourism industry targeting the large 'working wealthy', short-break and conferencing market in the South East. Key elements of the Triangle's tourism offer include:

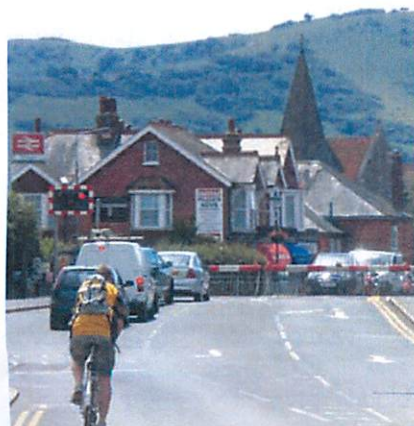
- A nationally recognised year round events calendar;
- Strengthened countryside tourism;
- Recognition of the Triangle as a starting point for the South Downs National Park;
- A network of eco-tourism accommodation;
- A range of high quality accommodation, restaurants and entertainment;
- Facilities for medium sized conferences complementing an established business tourism offer;

Transport Integration Projects

Transport integration projects will be key to the delivery of a step change. Maximising public transport will be a guiding central principle - creating improved links between residential, employment, shopping and social infrastructure amenities within the Eastbourne - Hailsham Triangle.

Road Improvement Projects

- Separating local from regional traffic through grade separation at the A22/27 junction and the building of a west of Polegate trunk road improvement with a redirection of those coming into Eastbourne along the A2270 to use the A22;
- Investment in an alternative road link between Polegate and Hailsham – exploring the potential to connect a new road into the A22/A27 roundabout, link to the B2104 alignment north and connect to Hailsham.



Retail

The Triangle has a high quality and diverse retail offer which complements the leisure and business tourism sector. Eastbourne and Hailsham town centres each provide



Eastbourne-Polegate-Hailsham Quality Bus Corridor

- A Quality Bus Corridor with a stronger and more frequent link between the Town Centres of Eastbourne, Polegate and Hailsham based on bus lanes, priority signalling, new busways where possible and with distinct bus vehicles, bus stops and terminus facilities linked to rail stations on the route – potentially along the Willingdon Road (A2270) in Eastbourne to Polegate and on to Hailsham.

Potential Rail Investments

- Improvements in access to stations by all transport modes;
- Longer term exploration of a new rail station, potentially just north of the junction of the rail lines close to Hampden Park at Willingdon. This offers the possibility of linked car parking, park and ride facilities and a parkway station as a major gateway for long distance rail services and travel into central Eastbourne via regular trains from both Lewes and Hastings.

Integrated Housing Development: A High Quality Place to Live

The Eastbourne - Hailsham Triangle contains high quality housing including late Victorian, Edwardian and early Twentieth Century coastal villas and flats. Hailsham contains classic countryside and market town building styles.

Future housing development can establish a new identity, image and quality across the Triangle and meet the aspirations of the entrepreneurs and business managers that will make many of the business location decisions in the sectors associated with the Step Change in the Economy. Sustainable construction and a contemporary and progressive aesthetic can also drive the design of new housing. Clusters of potential development sites at Hailsham and Polegate mean there is also the opportunity to bring sites together so that infrastructure, services, amenities, open spaces, flood control and implementation funding are addressed jointly rather than individually.

Integrated Environmental and Open Space Solutions

There are few locations in the South of England that can compete in terms of diverse countryside, woodland, wetland, cliff and coast and parkland areas. Together these can create a nationally recognised destination and an attractive setting for the Triangle's towns and communities. A complete environmental and open space framework could provide access to natural assets for current and new residents, protection and restoration of natural assets and the most efficient use of resources. A complete Green and Blue Grid of trails and waterways should be developed to link environmental assets and improve access for the widest range of people. This provides recreation, exercise and tourism infrastructure and provides for sustainable transport by linking Triangle communities together through better quality walking and cycling links.

Eastbourne Park

The recommendations of the 2006 management plan entails a range of access, active recreation facilities, passive recreation spaces investments as well as restoring the historic biodiversity functions of this open

space. Eastbourne Park can also be a gateway to the potential South Downs National Park with a visitor's centre, education centre, a high-quality and family oriented hostel, cafeteria or high quality restaurant. Buses could link to Beachy Head to start day or multi-day hikes. If located towards the south end of Eastbourne Park such a centre could be linked via a clear and high-profile walking or bus-link from Eastbourne Railway Station.

Spatial Scenarios

Three spatial scenarios for the future development of the Eastbourne - Hailsham Triangle have been developed linked to a step change in the economy and achieving a step change in place. The scenarios are not mutually exclusive. There are common transport, environment and open space framework components and development principles among them. Under each, business, employment and residential development would be anticipated across all parts of the Triangle in Hailsham, Polegate and Eastbourne. The scenarios are represented in the diagrams following.

Scenario One: Focused on the Core

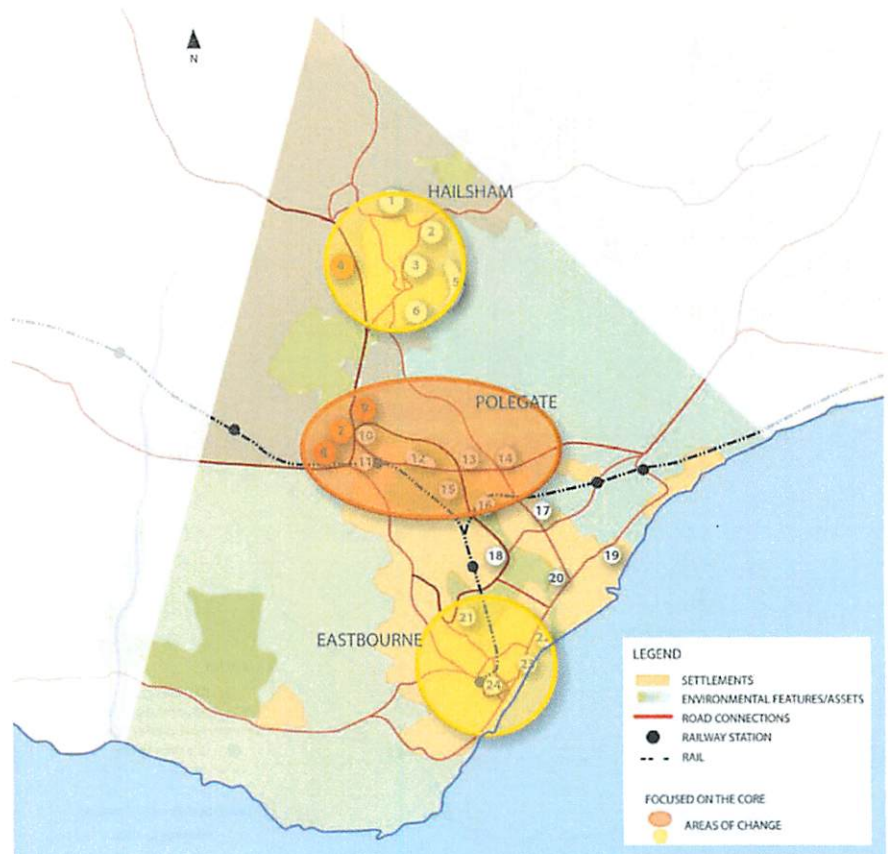
Scenario One emphasises transformational change in the Polegate and Lower Willingdon area.

Change at Hailsham

Hailsham would become a stronger town centre, upgrading its retail and visitor role, with potential settlement extensions adding a significant number of new homes to the town in a sustainable manner.

Change at Polegate and Lower Willingdon

The Polegate and Lower Willingdon area would be transformed through a significant addition of new homes and a significant increase in employment in the area. This



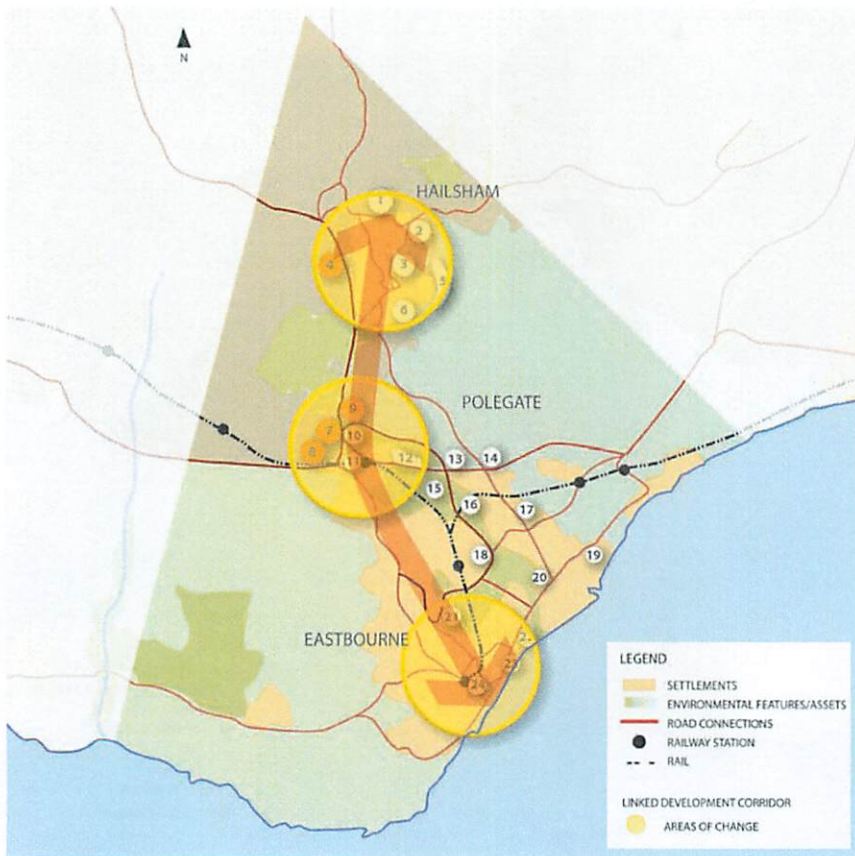
Scenario One: Focused on the Core

employment provision could be supplemented by the location of a public services campus anchored by County Council facilities. New health, education and leisure facilities that serve the entire Triangle could be located here. The town centre would be regenerated in tandem. An overall physical masterplan will be needed that creates a comprehensive local land use framework covering sustainable transport, density, design character and open space.

Change in Eastbourne

Eastbourne would continue to be a location for economic growth across a range of sectors and locations including the Town Centre and other business locations. This would entail continuation of existing Town Centre regeneration initiatives, including redevelopment of the shopping centre, as well as the development of new tourism and conference facilities and stronger connections between the main Town Centre functions and the seafront. Residential growth and

new residents in Polegate, Lower Willingdon and Hailsham would support entertainment, leisure and arts development in Eastbourne. Renewal of existing industrial estates would provide new facilities for the next generation of businesses.



Scenario Two: A Linked Development Corridor

Scenario Two: A Linked Development Corridor

Scenario Two would create a corridor of new development between Hailsham, Polegate and Eastbourne strongly aligned with a new, high quality bus corridor connection.

Change at Hailsham

Change at Hailsham would entail a significant advance in its employment role with it potentially being the home for advanced manufacturing in a renewed industrial estate setting. Significant development of its countryside tourism destination role could be anticipated. Hailsham could become a market town tourism destination in its own right, adding to its retail, dining, entertainment and accommodation offer within its Town Centre. There is also the potential for further investment in high quality health and education services. Hailsham would have a stronger housing role than that in Scenario One.

Change at Polegate and Lower Willingdon

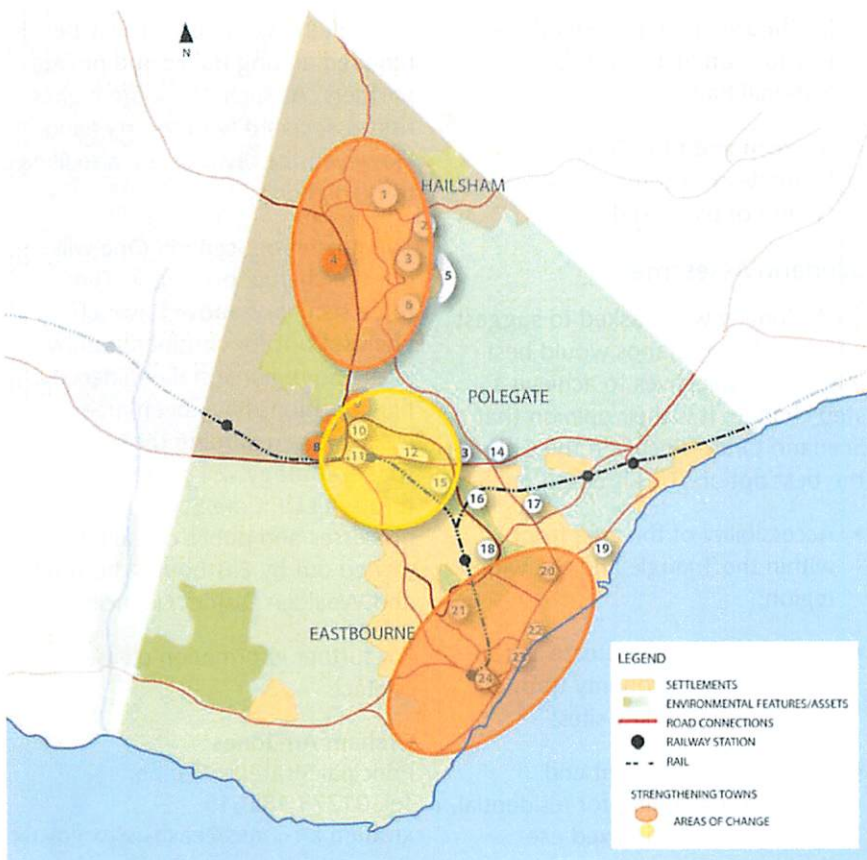
Change at Polegate would entail new employment development in the form of advanced manufacturing and business services. A new business location would be developed. Town centre regeneration would also be pursued – although the agenda would be less transformative than in Scenario One. Selective site redevelopment and upgrade of the existing public realm would be pursued.

The new housing role at Polegate would be less extensive than under the first scenario, but would still be sufficient to support town centre regeneration. This scenario also suggests that the Polegate area would be a good location for a new leisure centre, again serving all communities within the Triangle given the investment in and emphasis on the high quality bus corridor.

Change in Eastbourne

Change in Eastbourne would entail the evolution of business services, tourism and conferencing development. These activities would be strongly focused around Eastbourne Town Centre. This location offers the strongest focus for these activities today and offers synergies with the Eastbourne Town Centre regeneration initiative. The advantages conferred by the Eastbourne railway station and the redevelopment of the shopping centre would reinforce this emphasis. The wider ambitions for mixed use development and the public realm improvement strategy would continue.

Advanced manufacturing would be pursued in a variety of locations that could include existing industrial estates or a new business location. This approach would represent a continued leading economic role for the largest settlement in the Triangle and concentration of economic activity within the Triangle. New high quality health and education facilities would also be anticipated.



Scenario Three: Strengthening the Towns

Scenario Three: Strengthening Towns

Scenario Three focuses investment on Eastbourne and Hailsham. These are the areas with the greatest concentrations of employment, physical infrastructure and community amenities in place today.

Step Change at Hailsham

Under this Scenario Hailsham would see renewal at the Diplocks Way industrial estate and potential extension of industrial and business facilities. Advanced manufacturing and business service development would support estate renewal and the development of new business facilities. Significant development of its countryside tourism destination role could be anticipated. Hailsham could become a market town tourist destination in its own right, adding to its retail, dining, entertainment and accommodation offer. Town Centre

development could also entail the growth of business services locally.

Hailsham would be the major focus for new homes in the south Wealden area. A significant proportion of the housing target allocated to Coastal Wealden would be directed to Hailsham. In addition high quality health and education facilities would be expected. A new Polyclinic, primary and secondary school would be anticipated.

Support for Polegate

Some additional employment development would be encouraged as part of mixed use developments at opportunity sites. One or two housing sites may come forward for development. The town centre would be selectively strengthened, with retail redevelopment tied to any increases in the local catchment. Access to health, education and leisure would be provided via improved public transport

connections to Hailsham and Eastbourne.

Emphasis on Eastbourne

Under this scenario Eastbourne would also expect significant new investment. This would entail the evolution of business services, tourism and conferencing development. These activities would be strongly focused on Eastbourne Town Centre, which offers the strongest focus for these activities today. The advantages conferred by the Eastbourne railway station and the regeneration of the shopping centre would reinforce this emphasis.

Advanced manufacturing would also be pursued in a variety of locations under this scenario.

Completion of a new business park environment associated with Sovereign Harbour may also be anticipated if the market can be directed to this location and significant public transport links to rail stations in the Town Centre and at Pevensey and Westham can be created.

New high quality health and education facilities would also be anticipated, with many of these serving the entire triangle.

Signature Projects

While the above Scenarios differ in their spatial emphasis, they all have a series of projects and initiatives that could be taken forward under any of the scenarios. This package of projects would collectively raise the quality of life, quality of place and the visibility of the Eastbourne - Hailsham Triangle.

- **Business / Science Park:** A high quality business park at Sovereign Harbour. A future public sector led business park in the Polegate and Lower Willingdon area;
- **Advanced Manufacturing Centre:** co-locating further and/or higher education with an advanced manufacturing industrial park;
- **Town Centre Regeneration:** at Eastbourne, Hailsham and Polegate;
- **A New Multi-Purpose Conference Facility:** to be located in Eastbourne;
- **A signature development at Fisherman's Green:** A signature high quality mixed use development;
- **Countryside Spa Hotel:** to be developed close to Hailsham;
- **High Quality Bus Corridor:** linking Eastbourne, Hailsham and Polegate;
- **Integrated Sustainable Housing:** one or more housing developments of a scale which would have a significantly lower impact on the environment than a standard new housing development;
- **Triangle Leisure Centre:** at Polegate in a location that could serve the whole Triangle;

- **Eastbourne Park Regeneration:** HQ for potential South Downs National Park;
- **A Green and Blue Grid Framework:** a comprehensive system of paths and trails.

Scenario Assessment

GVA Grimley were asked to suggest which of the scenarios would best meet local objectives to achieve a step change. It is their opinion that Scenario One – Focus on the Core is the best option. This is based on:

- Accessibility of the area from within the Triangle and the wider region;
- The opportunity to create a step change in the economy through development of key sites;
- The potential for joint and integrated planning for residential, employment and mixed use development;
- Private sector interest in a number of sites in the area;
- A significant absence of community and leisure facilities;
- A concentration of social and economic deprivation;
- The opportunity to redefine Polegate as a high quality place to live and work in a sustainable manner that can serve as an example of how the entire Triangle will proceed in the future.

Scenario One would represent a new focus for the communities in the Triangle. Under Scenario One a range of public and private sector investments would nevertheless be expected to continue in a variety of locations in the Eastbourne - Hailsham Triangle. Realising this scenario will require significant new coordination and investment.

A long term commitment will be required among public and private partners. As such, there are higher risks associated with this scenario. However, the rewards are also likely to be higher.

The pursuit of Scenario One will not see change overnight. The three scenarios above have all been set out for consideration by local and regional stakeholders. No final decisions have been made. Discussions regarding the preferred spatial strategy will continue through LDF Core Strategy planning processes and public consultation carried out by Eastbourne Borough and Wealden District Councils.

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