

## INTERIM REPORT OF THE ECONOMY WORKING GROUP

### FOR THE LOOE NEIGHBOURHOOD PLAN

#### ECONOMY WORKING GROUP COMMUNITY VOLUNTEERS

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#### INTRODUCTION

1. The economy working group of the Looe neighbourhood plan (LNP) was formed on September 2016 to investigate, record and report on future policies for Looe's economic continuance and development.

2. Concepts.

a. Objectives:

- i. Good quality well-paid year-round permanent employment in Looe, to achieve:
  - a) The imposed CNA 2030 Targets.
  - b) Young adult's employment.
  - c) Support for new business.
  - d) Identify development sites.
- ii. Land usage data by classes to be provided, stating the range of unit sizes.
- iii. All development must be sustainable, meeting criteria of:
  - a) Economic sustainability.
  - b) Social sustainability.
  - c) Environmental sustainability.

3. Data Sources and Consultation. The engagement with the community of Looe and business in its catchment area that have service needs that are or could be met within this neighbourhood area's plan. The following data sources have been gathered and commissioned:

Residents Survey

Business Survey

Tourism Survey

Children's Survey

Conservation (Heritage) Area Review both previous and 2017 commissioned for this plan.

Coastal Communities Alliance, Economic Development Plan 2016.

MCTI-LACAP Operational Plan Table 1, 5 May 07 (Market and Coastal Towns Initiative).

Looe Valley Trail(s) Feasibility Study Report March 2017.

Employment Land Review (Cornwall Council).

Looe Parish Economic Profile 30 Sep 16.

Looe Local Landscape Character Assessment 2017.

EU & National Deprivation index for Looe (parts amongst the worst 20% in the EU).

Cherished Views.

4. Analysis. SWOT analysis of economic future of the area and data:

a. Strengths:

Character of Area & Building Design.  
Independent shops predominate.  
Uniqueness.  
Railway into Looe.

b. Weaknesses:

Preservation of Heritage.  
Flooding from Sea and rain.  
Sewage – fouled tourist beaches and drying harbour.  
Landslides – existing natural and run off drainage system are overburdened and inadequate.  
Drying harbour restricting marine activities.  
Cherished Views to be maintained.  
Restricted Road access.  
Car Parking space – lack of in town(s).  
Limited land (much on steep sided valleys).  
Limited Green Field land.  
Public Bus Transport.  
Stock Delivery & Storage into narrow busy streets.  
Marine (harbourside) storage.  
Support for New Businesses is beyond the control of the Town Council.

c. Opportunities:

Farming: Expansion and intensification.  
Fishing: Outer Harbour & Flood / Storm surge defence.  
Brown Field sites: Imaginative Planning permissions.  
Tourism Attractions and Activities.

d. Threats:

Lack of Exchange Land within the Plan area.  
Over Development; facilities and amenities insufficient, loss of character and setting.  
Inappropriate Development: loss of Distinctive Character & Cherished Views.

Loss of Fishing Fleet & Market: Change of Character from working port to yet another seaside town.

5. Background. Looe's economy is now based on being a traditional Summer seaside holiday destination, with an active fishing fleet. Average Looe wage is 29% beneath the UK average (CC Economy Report 30 Sep 16). It is primarily a low wage part time economy that is highly dependent on seasonality and tourism, with a lack of quality full time jobs.

6. The attractions of Looe are the beaches, coast, countryside (rias into the SE Cornwall Plateau) and the narrow streets of East and West Looe nesting between these steep valley sides. For Looe, it's character is it's enduring quaint charm, being unique, individual, interesting and traditionally Cornish. Part of this 'unchanging' scene is the working fishing harbour and fish market, which is vitally important and an integral part of the character of Looe.

### OUTCOMES

7. Priorities. The Business and residents Surveys identified three main priority industries in Looe, that need to be maintained, encouraged and their business environment better facilitated. These are:

Maritime Industries< Maintain & Grow < Need for Outer Harbour, Flood defence improvements.

Tourism< Extend Season< More attractions (all weather)< Volume & Value.

Permanent Employment< Quality & Range< Across a range of Sectors & Skills.

8. Overarching Priority. To protect the Heritage and existing premises (both business and private, including let and leased properties). A Flood Defence is required to ensure the future viability of businesses and properties in both East and West Looe. Planning Policies must enable and prioritise developments that ensure a future proof Flood Defence for Looe.

### AIMS

9. The community surveys identified priorities to:

- a. Improve the diversification and year-round security of employment.
- b. Provide sustainability of the neighbourhood's natural resources and heritage assets.
- c. Innovative.
- d. Attract and growing businesses that are NOT land hungry or transport dependant (Looe's restrictions).
- e. Promote digital infrastructure (encouraging development and the use of).
- f. Enable a growth in jobs to match population expansion.

10. Environment. The Town suffers from steep unstable valley sides leading to excess runoff water at times of heavy rainfall causing landslips, damage to property, infrastructure, economy and more recently death. Tidal and storm surge flooding has become a routine event, making areas uninsurable. Discharge of raw sewerage is also an occurrence unacceptable to residents and visitors alike. The following require policies to address them:

a. Sewage: Clean beaches achieving 'blue flag' status is essential to the Tourism industry and attractiveness of Looe. Existing systems and standards are inadequate; this is a priority identified from the surveys. Local Planning policies are required to be to such a standard that 'permitted discharges' of any untreated or partially treated sewage is prohibited and severe financial penalties established to ensure investment by the statutory body and developers of a 'fool proof' sewerage network and sewage treatment system to prevent discharge into the river and shoreline. Policy is also required to ensure investment to separate historic storm and rainwater flows from the town's combined sewerage system and improve the treatment and eliminate the discharge of non-treated sewage into the waters of the twin Looe rivers' catchment areas:

i. South West Water (the statutory body) must demonstrate a robust, secure, ongoing maintenance and management treatment process.

ii. Clean Beaches are a key part of the attraction of Looe, which a large part of the Town's economy is dependent upon. Raw sewerage on the beaches and the pungent odour of rotting effluent in the harbour at low tide is unacceptable and ruinous to the Tourism economy.

iii. Harbour, River, Beach and Coastal high bathing water quality.

iv. Protection of estuarine wildlife. Integrity of the sewerage network and treatment to the highest standards possible achieving a 0% annual spill rate.

b. Run Off Water: Flooding from Sea, River, Rain and Ground Water; Damage to property, lives and the environment is already a problem. Prevention and Attenuation is required. Recommend all development can attenuate the 200-year worst case run off in new, refurbishment, and change of use developments.

c. Landslides. The relevant authority (Cornwall Council planning) should maintain on behalf of the Town Council an accurate and up to date register of Landslides and other ground stability problems in Looe to ensure future development takes place on safe sites and does not potentially adversely affect nearby land, property and infrastructure.

## ACCESS

11. Commuter Zone. Looe is a commuter zone for Plymouth as well as for the employment centres of Liskeard, Saltash, Bodmin and beyond to Truro:

a. Public Transport. Bus and Train services need to be maintained and improved to enable employment for the existing and the imposed population expansion in Looe.

b. Road Access. This is inadequate to the North and East of Looe the main commuter routes to Plymouth. The main choke points (within the Plan area) are the A387 Sandplace road, and the B 3253 St Martins Hill road and their junction, both are too narrow for a car and a Large Goods Vehicle (LGV) to pass, and do not have foot paths on them in the critical narrow

areas. These obstructions unless overcome restrict the safe movement of commercial LGVs and holiday traffic to and from Looe and endanger pedestrians and cyclists.

c. Polean. Both East and West Looe Town centres are largely unsuitable and unusable by LGV. The one area of brown field site at Polean has LGV access that is only feasible from the East and North. Any development of Polean will have to consider vehicle movements and will have to restrict the number of standard axles that can be permitted into the Town; thereby restricting unfettered development of this site, unless a new road is constructed to the West linking into the A387 / B3359. It is recommended that any substantial Development of Polean should address access and provision of Westerly access for movements in excess of 24 standard axles in 24 hours, including during development.

## OTHER FINDINGS

### 12. Deprivation.

How to make the area more self-sustaining: through investment opportunities owned by the local Community through Community Land Trusts or similar vehicles (CLT). Development should be encouraged and be view most favourable for CLT schemes.

13. SUDs. Their design, construction and in respect of legal arrangements and responsibilities for maintenance for the lifetime of the development or re-development must be in accordance with Cornwall Council's own Drainage Guidance v2 January 2010 or meet any future similar or higher standards. Responsibility for maintenance must be held by an appropriate and Experienced Authority or Financially Secure Company such as Cornwall Council or South West Water. In cases where a SuDs is installed solely for the benefit of a particular development all construction and maintenance costs must be fully funded by the Developer.

## EMPLOYMENT

14. Industry Sustainability. Policy to enable the continuance of commercial fishing must take primacy, over other development within the harbour environs is recommended.

15. Tourism. Schemes to extend the holiday season beyond the Summer months all year round, are to be encouraged particularly if they provide year-round employment~;

a. The encouragement of development of facilities to enable fairs, fetes and festivals in Looe as well as the preservation of public green spaces for such activities is recommended; i.e. New Year's Eve Fireworks, Music Festival, Book Festival, etc.

b. Looe Has expanded greatly in the domestic housing sector. Over expansion on to the skyline will spoil cherished views to and from Looe, and endanger the Tourism economy by spoiling these views.

16. Heritage. Development within the historic towns is to be in keeping with existing local distinctive building features and the 2017 Heritage Survey. Future development must enhance the character and appearance of Looe or the reason for tourism visitor to come is likely to be destroyed.

17. Economy. Looe is the central economic and tourism hub for this area of SE Cornwall, which includes, Polperro, Donderry and their contiguous parishes. A prosperous Looe is good for the SE Cornwall area, as a whole, from Kingsand to Polruan to the edge of Bodmin moor.

18. Well Being. The SW coast path continues to grow in popularity which assists in prolonging the tourist season. The potential East and West Looe Valley Cycle Trials linking into the historic canal from Looe to Liskeard and the national cycleways are examples of combining heritage with public wellbeing. Developments in support of these national and regional routes are to be encouraged, with preference being given to those which promote, preserve and bring back into use heritage assets.

19. Employment Land. The Town should ensure a supply of land for employment purposes. The land is to attract and keep small business in the Town, which can flourish in the present economic conditions:

- a. Methods to attract start-up businesses are to be encouraged.
- b. The provision of wider employment prospects for residents is to be given planning priority.
- c. The limited availability of brown field and new Employment land is a restriction on employment in Looe. Although some employment land is currently under-utilised change of use for housing development should not be considered.
- d. Any new developments should be small in size, built to a standard which reflects 'Cornishness' and be based on local needs.
- e. Surveys indicate that current residents do not want more holiday homes.

21. The following employment development sites have been identified, because of the urban edge study:

- a. Brown Field:
  - Polean.
  - The Police Station.
- b. Green Field:
  - Barratt's new build 2.4 acres.
- c. Out of Town and plan area sites exist in neighbouring parishes.

## 1. KEY POLICIES

To ensure Looe's future economic prosperity by providing new opportunities for industry, businesses, tourism, retail, and leisure. To use the town's key assets (maritime, tourism, commerce and its essential character) to position Looe as a unique and sustainable place to live, work and visit.

- a. Maritime Industries: Policy to enable the continuance and growth of commercial fishing must take primacy, over other development within the harbour environs.

- b. Tourism: Schemes to extend the holiday season beyond the Summer months, are to be viewed most favourably if they provide year-round employment.
- c. Permanent Employment: Any new developments should be small in size, built to a standard which reflects 'Cornishness' and be based on local needs.

## 2. AIMS

The community surveys identified priorities to:

- a. Improve the diversification and year-round security of employment.
- b. Provide sustainability of the neighbourhood's natural resources and heritage assets.
- c. Attract and growing businesses that are NOT land hungry or transport dependant (Looe's restrictions).
- d. Promote digital infrastructure (encouraging development and the use of).
- e. Enable a growth in jobs to match population expansion.

## 3. OBJECTIVES

- a. To achieve decent quality well-paid year-round permanent employment in Looe.
- b. All development is to be sustainable. With future development enhancing the heritage character and appearance of Looe.
- c. Planning Policies must enable and prioritise developments that ensure a future proof Flood Defence for Looe.
- d. Prevention and Attenuation of tidal, estuarine and run off flooding is to meet the 200-year worst case in all new, refurbishment, and change of use developments.
- e. South West Water (the statutory body) must demonstrate a robust, secure, ongoing maintenance and management sewerage treatment process to ensure:
  - Clean Beaches to Blue Flag status and no Raw sewerage on the beaches and the pungent odour of rotting effluent in the harbour at low tide, which is ruinous to the Tourism economy.
- f. Polean. It is recommended that any substantial Development of Polean should address access and provision of Westerly access for movements in excess of 24 standard axles in 24 hours, including during development.

## 4. Business and Employment

To use the town's key assets (marine, tourism industries and its essential character) to position Looe as a unique and sustainable place to live, work and visit.

## Context

The key evidence that the Neighbourhood Economic policies must relate to is drawn from the 2016/17 community engagement feedback, MCTI (2008?), Business Survey 2016/17, Tourism Survey 2016/17.

### Policy Justification

The key points raised by the community were strong support for maintaining Looe's historical character whilst developing the maritime industries and protecting waterfront locations for sea-based businesses and maritime tourism. The need for more business services, start up and expansion business units, and processing of local food creating year round employment was also expressed.

The Business and Tourism Surveys supported these aspirations through a strategy that builds on the town's unique and traditional sea-port character whilst providing new opportunities for growth. Support is given for policies of regeneration and for start –up and home enterprises. The plan should enable policies to promote and develop Looe's marine and food processing industries.

### Policy Intention

Additional further employment land allocations are necessary. However, in addition to the land use survey report, the following policy set is intended to achieve the following intentions:

Harbour, support of an outer harbour and measures to reduce flooding by tide and wave surges.

Town centre, waterfront and tourism. Enhancement to historic spaces and buildings on the high street of East and West Looe including public realm improvements, traffic and pedestrian traffic restrictions, to support Looe's role as a safe tourist destination. Developing an Olympic Skatepark on St Martins Glebe land to make Looe a tourist destination for skateboarders and their families, enhancing the tourism offer. Improved leisure access to the Town and surrounding area by cycle trails interlinking to National Cycle trails.

General Employment Development. Creation of an innovation hub to support local small firms, home businesses developing into workshops, provide training and business incubation support to create high value jobs. Additional workshop development to meet local needs and support increase in year round employment.

### Policies for the Harbour

Policies for Tourism and the Waterfront (Proposals contained in the Town Centre Working Group report) provide for measures relating to the town centres of East and West Looe.

POLICY E 1: Supporting the Harbour. Development which maximises the economic value of the development of schemes to prevent the flooding of the harbour will be supported, subject to the environmental and design policies given elsewhere in this Neighbourhood Plan.



POLICY E 2: Supporting Value Added Enterprises. The development of (and change of use to) small scale workshop/office/research facilities which assist the growth of value added enterprise in the maritime, advanced engineering and energy sectors and the supply-chain to these sectors will be permitted subject to there being no significant detrimental impact on the amenities of adjoining residential areas in terms of: its scale and visual appearance; noise, effluent or fumes it would emit; the traffic it would generate; and that it will not add to difficulties with water supply, sewerage and sewage treatment and runoff water and waste disposal. If located alongside the waterfront such proposals must wherever possible preserve or add opportunities for access to or 'glimpses' of the river/sea from public viewpoints.

POLICY E 3: Proposals for the rejuvenation and development of the Polean brown field site, which create permanent employment will be supported. Such proposals should be informed by and consistent with the scale, design and character of the existing structures and its surroundings.

#### Policies for General Employment Development

POLICY E 4: Glebe Skatepark. A new high quality Skatepark is proposed at St Martins Glebe land to make Looe a tourist destination for skateboarders and their families.

POLICY E 5: Small scale workshop and Home based enterprise development. The development of (and change of use to) small scale knowledge based workshop/office/research facilities which cluster with similar enterprises or/and provide opportunities for start-up enterprises and for change of use for home based enterprise will be permitted subject to there being no unreasonable adverse impact affecting nearby residents or significant detrimental impact on the amenities of adjoining residential areas in terms of: its scale and visual appearance; noise, effluent or fumes it would emit; the traffic it would generate; and that it will not add to difficulties with water supply, sewerage and sewage treatment, surface water run off and waste disposal.

#### Policy For Tourism

POLICY ET1: To take into account modern visitor expectations and achieve the potential of the Town's cultural, environmental, heritage and social characteristics, Development proposals that add to the tourism offer of the area and attract high spending tourists, through a diversified and enhanced offering, will be positively supported.

Justification: Tourism Survey, Residents Survey, Business Survey.

#### Run off Water Flooding.

Background. Looe has suffered land slips and death due to inadequate surface water attenuation. The 100 year case was built at the 2010 barratts development yet the excessive run off resulted in the collapse of a house and a the death of a resident. There is to be no repeat of inadequate attenuation on new and redevelopment sites; as usch the 200 year run off case must be attenuated for in all development. A serious problem also concerns the Combined Sewerage Outlets (CSOs) and frequent discharges from these outlets into Looe harbour, and Hannafore Beach.

For these reasons no development or additional housing should be allowed until an adequate sewerage and water drainage system is in place to cater for any increase in housing, industry or caravans.

This policy was supported by 75% of the Town in the date... Public Consultation Survey.

POLICY W2: INFRASTRUCTURE – SEWERAGE & Run Off Water. In light of the Looe sewerage system being near capacity, unless the relevant sewerage undertaker is able to confirm that there is sufficient capacity within the existing network, no additional houses, or developments shall be allowed unless the developer can meet the conditions below:

a). Detailed survey and evaluation of the public foul sewerage network has taken place (at the Owner's expense) to identify improvements necessary to be funded in advance and executed to accommodate the discharge of foul sewage from the Development; and

b). The Owner has submitted an application to the relevant Sewerage Undertaker for a public foul sewer requisition under s98 of the Water Industry Act 1991 (which shall include the provision of public sewerage improvement works identified as necessary).

No dwelling hereby approved shall be occupied or brought into use and there shall be no discharge to the public foul sewerage network, unless approved in writing by the Local Planning Authority (as in accordance with the scheme of improvement works identified by the Sewerage Undertaker as necessary to accommodate the discharge of foul sewage from the Development).

c). No development shall be permitted until the attenuation plan for the 200 year worst case water run off for the development has been approved by the Local Planning Authority.

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Looe

21 April 2017