

## Employment / Jobs

**Sustainable development has an economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure;

### 1. Is the amount of employment provision about right or are there local aspirations to see changes?

- Consider the range of local employment opportunities available in your settlement, from industrial and commercial sites, to shops, service providers (opticians, estate agents etc) and community services such as health centres and schools/nursery provision – all of which provide a range of job opportunities.
- If local people wish to work locally do the opportunities exist? Consider how many jobs there are, and whether there is a reasonable balance between jobs available locally compared to the working population.
- How many local people are self employed / work at home – do they need local flexible premises? Are there opportunities to share, or rent a space for short periods?
- Do any of the existing employment premises/sites offer potential for other uses? Are they causing problems (e.g. traffic, environmental); should they be replaced or relocated? – undertake an audit of existing premises – how many are vacant, speak to local estate agents to determine demand.

Suggested evidence sources/methodology:	Data for Swanmore
<p>Does your settlement have a good range of offices and industrial buildings to suit your needs now and in the future?</p> <p>Are employment buildings/sites fully occupied ? – undertake a survey of employment areas and see how many/what types of units are vacant.</p> <p>What's the occupants longer term plans – will they be expanding and looking for a site locally or contracting?</p>	<p>Up to date information on the number of different types of employment/retail unit in Swanmore. Number of vacant units, and type of units vacant – survey and talk to estate agents. Look at <a href="http://www.invest-in-southampton.co.uk/property/">http://www.invest-in-southampton.co.uk/property/</a></p>

Suggested evidence sources/methodology:	Data for Swanmore
<p>Talk to local commercial agents and see what occupiers are looking for; why are properties vacant – could they be occupied by alternative uses that also create jobs?</p> <p>.</p>	
<p>Is there a need to provide for more employment opportunities within the settlement?</p> <p>what's the market demand for new space? – what type? Again, talk to estate agents</p> <p>- is there a niche market to be exploited?</p>	<p><a href="http://www.investinsouthampton.co.uk/commercial-property/">http://www.investinsouthampton.co.uk/commercial-property/</a> currently has 2 commercial buildings available for rent/sale in the Swanmore area (on 09.09.13).</p> <p>Unit 2, Lycroft Farm, Park Lane , Swanmore ,Southampton , SO32 2QQ 236 sq m (approx 2,539 sq ft ) Light industrial business units in rural location with offices</p> <p>Units A &amp; B, Lakeside House, Waltham Business Park, Brickyard Road , Swanmore , Bishops Waltham ,Southampton , SO32 2SA 429 sq m - 734 sq m (approx 4,616 sq ft - 7,898 sq ft ) Two modern business office units</p> <p>Other premises for rent/sale nearby are at Droxford (one) or several at Bishops Waltham.</p> <p>There are no employment areas within the settlement boundary. Nearest employment centre is Waltham Business Park (960m west of Swanmore, between Swanmore and Waltham Chase). There are a few shops and services in the village centre as detailed above. There are a few local pubs. Swanmore college and leisure centre also provide services and employment.</p>
<p>Evidence of community consultation, particularly with business/commercial users and land owners</p>	<p>Village survey May 2013 (response rate 32%) asked the question: Would you like to see more employment? Answer – 181 (51%) yes, 177 (49%) no.</p>
<p><b>CONCLUSION :</b></p> <p><b>DETERMINE IF</b></p> <p><b>a) THERE IS A REQUIREMENT</b></p>	

Suggested evidence sources/methodology:	Data for Swanmore
<b>FOR NEW EMPLOYMENT LAND (WORKSPACE)</b> <b>b) THE QUANTITY REQUIRED AND</b> <b>c) OPTIONS FOR DELIVERY</b>	

**2. Is the defined shopping/town centre boundary about right?**

- How many commercial premises and shops are vacant? – why are the vacant, and how long have they been vacant (normal turnover or letting problems). Speak to local agents to find out the type of premises there is demand for and whether there is demand for more/less.
- Does the defined town centre (2006 Local Plan) cover the core commercial area? – Should the boundary be adjusted ? If so how?
- Are there primary shopping frontages where shop uses need to be protected and is the mix of uses about right for a settlement of this size?
- Do any of the premises/sites offer potential for other uses? Are they causing problems (e.g. traffic, environmental); should they be replaced or relocated?

Suggested evidence sources/methodology:	Data for Swanmore		
Whether there is a need to provide differently for commercial premises and shops within the settlement. Set out your reasoning and evidence used.	<b>Mix of uses in Swanmore -to be completed</b>		
	Type of Unit	Number of Units	Proportion of Total Number of Units (%)
	Comparison Retail		
	Convenience Retail		
	A1 Services		
	A2 Services		
	A3 and A5		

Suggested evidence sources/methodology:	Data for Swanmore			
	A4			
	Miscellaneous			
	Vacant			
	Total			
<p>Is your settlement named in the retail hierarchy in Policy DS1?  What will this mean for future provision?  Do you need to identify additional sites for retail purposes?</p> <p>If so what options are available?</p> <p>(If your settlement is not named in Policy DS1 – how does it wish to deal with retail and commercial uses? )</p>	<p>Swanmore is not named in policy DS1.</p> <p>Village survey May 2013 (response rate 32%) asked the question:  Would you like to see more shops? Answer – 60% no, 40% yes</p>			
<p>Provide a map of existing provision (shop types, non-retail, services)</p> <p>Do these need to be adjusted ?</p>				
<p><b>CONCLUSION :</b></p> <p><b>DETERMINE THE QUANTITY OF NEW RETAIL FLOORSPEACE (IF REQUIRED) AND OPTIONS FOR DELIVERY</b></p> <p><b>HAVE A PLAN WITH A REVISED TOWN CENTRE BOUNDARY AND ANY ADDITIONAL/CHANGED RETAIL PROVISION FOR CONSULTATION</b></p>				

Suggested evidence sources/methodology:	Data for Swanmore

Reference Sources :

<http://www.winchester.gov.uk/planning-policy/local-plan-review-adopted-2006/>

<http://www.invest-in-southampton.co.uk/property/>

<http://www.winchester.gov.uk/business/commercial-property/>

<http://www.winchester.gov.uk/planning-policy/evidence-base/economy/>

## Glossary

Definitions from [NLP Retail and town centre uses study, 2007](#)

**Convenience Goods** Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.

**Comparison Goods** Durable goods such as clothing, household goods, furniture, DIY and electrical goods.

The following is a guide definition of the Use Classes taken from <http://www.planningportal.gov.uk/permission/commonprojects/changeofuse/>

- **A1 Shops** - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
- **A2 Financial and professional services** - Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
- **A3 Restaurants and cafés** - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments** - Public houses, wine bars or other drinking establishments (but not night clubs).
- **A5 Hot food takeaways** - For the sale of hot food for consumption off the premises.
- **B1 Business - Offices** (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.
- **B2 General industrial** - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).
- **B8 Storage or distribution** - This class includes open air storage.
- **C1 Hotels** - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
- **C2 Residential institutions** - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C3 Dwellinghouses**
- **C4 Houses in multiple occupation** - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.
- **D1 Non-residential institutions** - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure** - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
- **Sui Generis** - Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.