

Policy 11- Economic Sustainability

Economic Objectives

1. Support local rural businesses through carefully planned small-scale development, especially development that helps create local jobs and reduces commuting.
2. Support and enhance local rural tourism including new and existing tourism facilities where these sustain other village services and assets.
3. Ensure new development is viable and deliverable in a timely manner.
4. Ensure that development is accompanied by appropriate infrastructure so that access to services and quality of life are maintained for both new and existing residents.
5. Promote safe access for pedestrians and vehicles and support public transport use.
6. Ensure development is sustainable and contributes to addressing climate and ecological challenges.

Policy 11a - Economic Sustainability

Policy Background / Justification

1. The Parish contains a range of businesses which contribute to the local fabric of the village and the wider rural economy. This includes a number of businesses such as Blackbrooks Garden Centre, CKL (which is a large Jaguar Restoration business), a large number of smaller business and holiday cottages in addition to those in agriculture and land based industries, the Queens Head public house which is registered as an Asset of Community Value and the Brickwall Hotel.
2. Due to the rural nature of the Parish, many residents rely on out-commuting. Supporting local employment opportunities can reduce commuting.
3. National policy supports sustainable economic growth in rural areas.
4. Sustainable development is essential to addressing climate and ecological challenges.
5. Tourism plays an important role in supporting the local economy provided it does not undermine housing availability or rural character.

Policy

- 1. Development proposals that support the rural economy of the Parish will be supported where they are compatible with its rural character and environmental quality.**
- 2. The following types of development will be supported, subject to compliance with other policies in the development plan:**
 - a. Development that supports the viability and sustainable growth of existing businesses.**
 - b. Agricultural and forestry development where a clear functional need is demonstrated.**
 - c. Business development involving the conversion of existing buildings or small-scale new development.**
 - d. Small-scale tourism development that conserves landscape character and does not result in loss of permanent housing.**
 - e. Development supporting home working and live/work units.**
 - f. Development that reduces the need to travel.**
- 3. All development must conserve the landscape character of the Parish.**

Policy 11b - Renewables

Policy Background / Justification

1. Addressing climate change is a national and local priority.
2. Renewable energy contributes to reducing emissions.
3. Development must avoid harm to the landscape and biodiversity.

Policy

Small-scale and community-led renewable energy development will be supported where it reduces carbon emissions and is compatible with the rural character of the Parish.

Renewable energy proposals must:

- 1. Deliver biodiversity enhancements.**
- 2. Avoid adverse impacts on landscape character.**
- 3. Avoid harm to protected habitats and species.**
- 4. Minimise impacts from noise, light, traffic and visual intrusion.**
- 5. Proposals that provide community benefit will be supported.**

Guidelines for specific technologies:

Solar:

- 1. Solar farms should not be situated on Agricultural Grade 1,2,3a or 3b land to avoid hindering the potential for crop cultivation;**
- 2. Solar farms should be located in areas that are either screened from public view or incorporate new native, climate resilient planting to screen them;**
- 3. Improvements in biodiversity must be retained at the end of the solar farm life.**
- 4. Integrated solar roofing will be considered materially better than standard solar panels where possible**

Wind:

- 1. Wind turbines must be positioned at least 20 meters away from woodland edges and hedgerows to minimize disturbance to bats that utilise these areas as commuting and foraging routes;**
- 2. Turbines must not be located on bird migratory routes;**
- 3. The impact of noise, blade glint and flicker should be addressed to mitigate potential issues.**
- 4. The use of energy storage batteries for both solar and wind is encouraged, with appropriate screening in place.**

Anaerobic digesters (ADs):

- 1. ADs should be situated within existing farmsteads and appropriately screened to minimize visual impact;**
- 2. They should be designed at an appropriate scale to cater to onsite energy needs, so reducing the importation of fuel;**
- 3. Construction should prioritise the use of locally sourced materials;**
- 4. Odour management strategies should be implemented;**
- 5. Limitations on fuel transport and related vehicle movements should be considered.**
- 6. Current best practice from Natural England and Historic England, where relevant, must be followed.**