

Employment (inserted in Plan - overview)

OBJECTIVES

To ensure the continuing vibrancy of the villages the N.P. seeks to maintain and encourage limited expansion of local enterprises and retail outlets to encourage community use as well as to provide opportunity for employment and training for local people.

Such expansion would meet the specific needs expressed by members of the N.P. community as well as to the visions of local employers following a Business Survey.

To maintain the essentially rural nature and character of the two parishes any commercial development should be measured, limited in size and type, and sustainable in terms of traffic and other infrastructural impacts.

POLICY

- 1) To encourage sustainable expansion of present enterprises either on present sites or alternative sites which reflect the overall N.P. development strategy. Such expansion to provide opportunities for increased local employment and training.
- 2) To bring back into viable use neglected or redundant buildings for small enterprises and 'cottage industries'.
- 3) In response to comments from Questionnaire any commercial development should be small or moderate in size and in keeping with the character of the N.P. environment.
- 4) To ensure that any commercial development does not have a negative impact upon parking or traffic flow within the N.P. area. Ideally, we would expect that any new or expanded enterprise will have own parking space and require no, or minimal, use of heavy goods vehicles.

EVIDENCE BASES

- 1) Updated list of all employers and enterprises within the N.P area
- 2) Evidence of employment opportunities and identified needs in N.P. area from Swale Economic Development Officer.
- 3) Responses from Questionnaire on desirable type and size of any future commercial expansion. (cf Q.7.)
- 4) Evidence from Parking and Traffic Flow surveys on present pressures on traffic within N.P.area
- 5) Information from Business Survey sent to all local enterprises.