



Local Development Framework Supplementary Planning Document Local Economy

November 2013



Quick reference guide

I want information about...	Relevant section:
Finding a site to develop or move my business to	3.5
Financial support for starting / expanding my business or premises or workforce	3.4
Advice on planning permission and building control	3.6
Help in recruiting staff	3.14
Apprenticeships	3.18
Finding local suppliers of goods and services	3.21
Transport advice and grants for companies and staff	4
The requirement to consider using local recruitment services, apprentices and local suppliers	6.2 – 6.9
Changing from office, industrial and warehouse uses to other uses – how to market the site and economic viability evidence	6.10 – 6.17
Suitable economic activities in the Countryside / Green Belt	6.18 – 6.24
Changing a building from agricultural use to residential use – how to market the site	6.25 – 6.29

Contents

1.	Introduction
2.	The wider economic development context
3.	Support for businesses
4.	Transport grants and advice
5.	Planning policy context
6.	Guidance on the interpretation of planning policy
7.	Glossary
Appendix A	Contacts
Appendix B	Information required on submission of relevant planning applications
Appendix C	Information for Viability Assessments
Appendix D	Example content and wording for planning conditions and S106 agreements

1. Introduction

The aim of this document

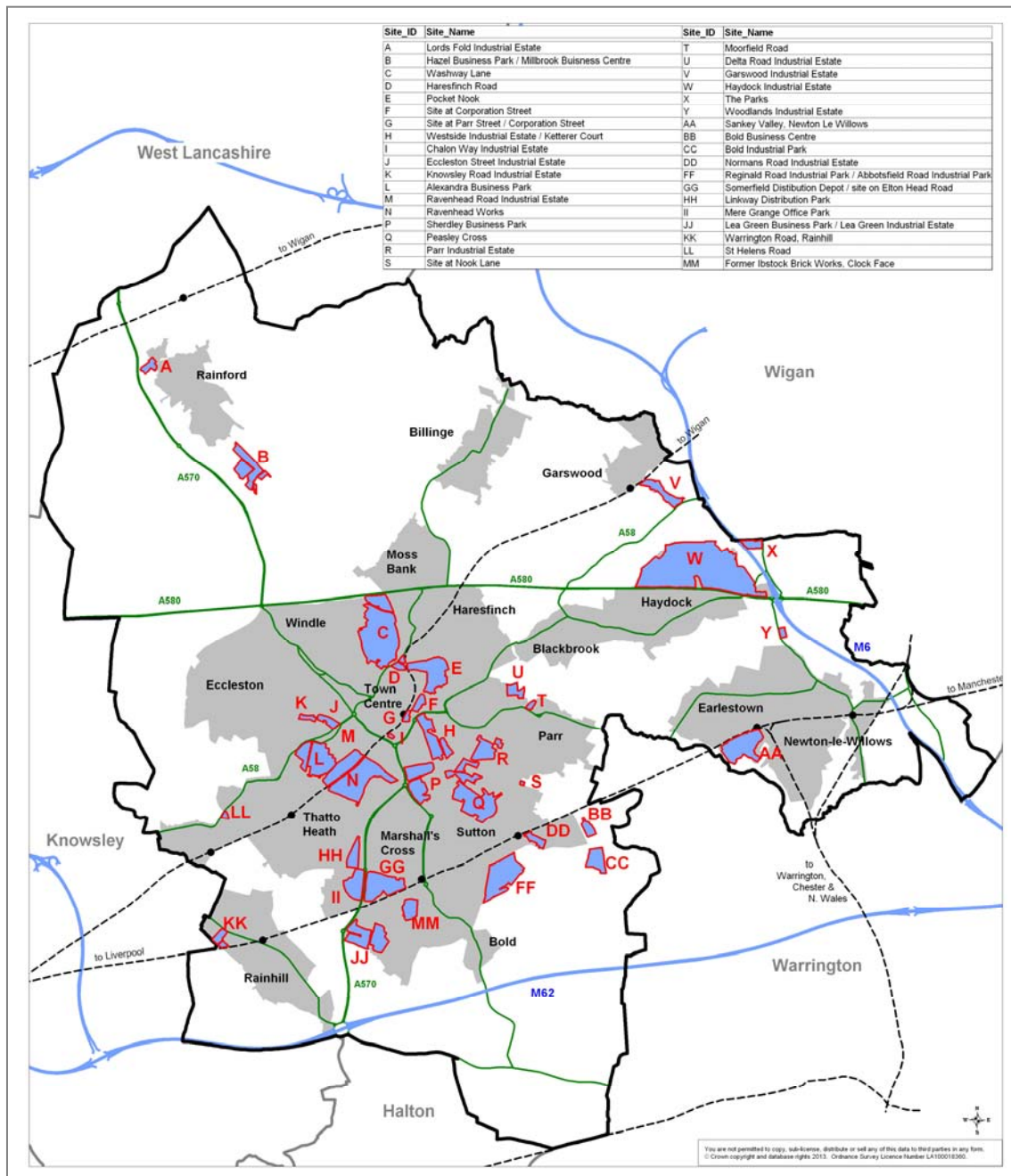
- 1.1 One of St.Helens Council's priorities is to encourage economic growth within St.Helens that benefits the people and businesses of the Borough. This involves increasing employment opportunities by helping local businesses to improve, grow and take on more staff, helping businesses to find suitable staff and suppliers, especially local ones, and improving the skills of local people to enable them to take advantage of the resulting employment opportunities. The aim of this Supplementary Planning Document (SPD) is to facilitate this by helping businesses already located in the Borough to grow or relocate in the Borough, and attract new businesses into the Borough. In this document, "local person" means a person living within the Borough of St.Helens and "local business" means a business based in, or with a significant permanent physical presence in, the Borough of St.Helens.
- 1.2 This SPD will:
- Make businesses applying for planning permission aware of the advice and practical support available in the Borough for economic development;
 - Inform developers and business of possible sources of funding and grants;
 - Encourage the occupiers of new or expanded premises where new jobs are being created to use recruitment methods that will increase the likelihood of recruiting local residents;
 - Encourage the use of local organisations to source and help train local residents to work at new or expanded premises, especially through Apprenticeships;
 - Encourage applicants to seek information on where to find local construction firms, local construction goods suppliers and local general business to business goods suppliers e.g. through "Meet the Buyer" events;
 - Help applicants understand the marketing and impact assessment information required for certain applications and so enable timely processing of applications;
 - Explain how the Development Team Approach of St.Helens Council can help planning applications for economic development; and
 - Encourage economic diversification by explaining what forms of economic development may be acceptable in the Green Belt.

Background

- 1.3 St.Helens, with its key location in the North West and excellent transport linkages, is well located to accommodate the growth of both new and existing businesses. The St.Helens economy has transformed over the last 30 years from one dominated by heavy industry, namely glass and associated products manufacturing and coal mining, to a more balanced economy. Existing successful major employers such as NSG and Knauf Insulation have been joined by notable employers such as Wincanton, Sainsburys and MoneyExpert.com.
- 1.4 St.Helens has a strong and unique track record of public-private partnership, particularly with regard to employment and skills. For many years, the Council has collaborated closely with local partners such as St Helens College, Helena Partnerships, Jobcentre Plus and many others. The particularly close working relationship between the Council and St Helens Chamber has led to successful initiatives such as local Apprenticeship programmes, business start up projects, and a number of employment and training schemes. The Council is also committed to working at City Region level, alongside

public and private partners in Liverpool, Knowsley, Halton, Sefton and Wirral. This cooperation is encapsulated within the Liverpool City Region LEP (Local Economic Partnership), which in 2012 signed a deal with Government to deliver economic growth in the City Region. This SPD aims to build upon these partnerships and opportunities to highlight sources of information and advice from our partners.

Figure 1 – Map showing key employment areas and other industrial estates within the Borough



2. The wider economic development context

Liverpool City Region City Deal

- 2.1 In July 2012, the Liverpool City Region signed a City Deal with the Government to take major steps forward in delivering economic growth to the region. The six areas set out in the proposal to Government connect and deliver national and local priorities within the Liverpool City Region. One of the six priorities is:

“4. To increase employment by combining up to £80m public and private employment and skills investments and empowering businesses to create more jobs, tackle skills gaps and raise productivity; supporting 17,400 people into work and creating 6,000 apprenticeships;“

- 2.2 This Local Economy SPD will help to deliver the City Deal within St.Helens, particularly in terms of Priority 4, increasing employment and empowering businesses to create more jobs. It will do this by requiring the occupiers of new developments to contact the Council and/or its partners to find out more about opportunities for local recruitment services, the use of local labour, the use of Apprenticeships and the use of local suppliers.

Liverpool City Region Local Economic Partnership

- 2.3 The Liverpool City Region Local Economic Partnership was established in March 2012 and its role is to drive the economic growth and job creation partnerships between the public and private sector. It will lobby on behalf of the City Region, distribute certain grants to City Region companies and undertake economic planning work. More information can be found on the LCR LEP's website: <http://www.liverpoollep.org/>

Merseyside Rural Economy Action Plan (MREAP)

- 2.4 MREAP¹ is designed to unlock the Merseyside rural economy, identifying key strategic priorities for the transformation of rural areas action plan for the Liverpool City Region's rural areas, which host 22% of the LCR economy and cover 58% of it's land. Projects within MREAP encourage rural businesses to prosper, provide increased employment opportunities and contribute to the visitor, low-carbon and knowledge economies. This SPD will support MREAP by providing advice on how rural diversification projects can address planning policy requirements.

The St.Helens Plan

- 2.5 The St.Helens Plan² is the principal strategy for St.Helens Council and the Local Strategic Partnership (LSP). The LSP is made up of both public and private sector organisations as well as community and voluntary organisations. The Plan acts as the detailed corporate plan for the Council and sets out the vision for the Borough's development over a three-year period.
- 2.6 The vision of the St.Helens Plan is *“To make St.Helens a modern, distinctive, economically prosperous and vibrant Borough”*. The Plan covers a three-year period, and the 2013 to 2016 Plan aims to focus on "people" and "place", with focal points for action including:

¹ <http://www.sthelens.gov.uk/media/272793/srp22.pdf>

² <http://www.sthelens.gov.uk/what-we-do/council,-meetings-and-democracy/council-performance/st-helens-plan/>

- To assist greater numbers of people into employment and training through the delivery of our employment and skills programme. Continuation of the apprentice and graduate schemes within the Council, partner organisations and local businesses will allow young people to develop new skills and improve their employment opportunities.
- Promote the creation of new jobs and development of the local economy through delivery of the Local Development Framework Core Strategy.

City Growth Strategy

- 2.7 The St.Helens City Growth Strategy³ is a ten-year economic development strategy for St.Helens. Created by the Council and its partners, it was first published in 2003 and then revised in 2008. The four themes cover A) transforming the business base, B) transforming ambition, C) physical transformation and D) transforming perceptions.
- 2.8 Under Theme A, the overall objective remains to *“grow, strengthen and diversify the business base”*. Example projects were the “Business Winning Business” project, which sought to help local businesses to win more business and increase productivity, with a strong emphasis on supply chain linkages and use of ICT.
- 2.9 Theme B, “Transforming Ambition”, has as one of its objectives *“To raise aspirations towards enterprise & work among St.Helens residents & workers”*. An indication of one of the ways of delivering this objective is the highlighting of the “Get a New Start” scheme, which aims to *“enhance the service provided by Starting Point in order to help workless people back into work, with a particular focus on those areas of St.Helens with the highest concentrations of worklessness”*.

³ The CGS can be downloaded from its dedicated website: www.sthelenscgs.com

3. Support for businesses

3.1 The Council and its partners provide a wide range of support services for businesses:

- 1) Business location service
- 2) Business advice and grants
- 3) The Development Team Approach
- 4) Building Control
- 5) Recruitment services
- 6) Apprenticeships
- 7) Transport grants and advice
- 8) Supplier finding

3.2 The Council will encourage all businesses to make use of these services, and in the case of supplier finding, recruitment services and apprenticeships, it will require businesses making planning applications for larger developments to undertake to make contact with local organisations who provide support on these matters. Details of these requirements are contained in section 6 of this SPD.

Business Location Service

3.3 The St.Helens Council Business Location Service (BLS) provides advice and information on the availability of suitable land and premises in the Borough. BLS liaises with property agents and landlords and maintains a database of available property and employment sites in the Borough. Enquirers can contact the service directly or are referred by partner organisations. They are offered a range of properties to match their criteria, together with bespoke advice on available funding sources, and other information needed (demographics, local skills, logistics etc) to aid their decision-making, plus links to relevant local and regional support agencies. The Business Location Service team have a website and can be contacted by telephone and by email:

- http://www.investinthelens.com/page_business_premises.php
- Telephone: 01744 676 001 or 002
- Email: enquiries@investinthelens.com

Business advice and grants

3.4 St.Helens Council's Economic Development Team can direct businesses and developers to suitable grants and financing sources that might exist either at a local, City Region or national level. Grants and finance schemes are subject to change, however the Invest In St.Helens web pages contain the latest information, and a Business Funding Guide has been produced and will be kept updated. Examples of recent funding schemes include:

- Funding for recruiting and training apprentices
- Grant funding for purchasing machinery and vehicles
- Business Angel equity investment
- Chrysallis Fund for commercial property and regeneration
- Mentoring for Small & Medium sized Enterprises (SMEs)
- Manufacturing Advisory Service
- Specialist funds for biotechnology, digital media & low carbon technology

3.5 For information on the above, and to access a copy of the latest Business Funding Guide:

- http://www.investinthelens.com/page_support_and_advice.php
- Telephone: 01744 671 750
- Email: economicdevelopment@sthelens.gov.uk

Case Study: St.Helens Council Business Location Service and Sustainable Transport Team

Kapak, a specialist food manufacturer and packaging company, planned to move from their Haydock location. St Helens Council's Economic Development team worked closely with Kapak to identify suitable new premises that would meet their current needs and allow for future growth.



Once suitable premises were identified, the Economic Development team provided support during the negotiations, for example providing advice regarding the status of the access road. Once the property deal was completed, the Economic Development team then assisted with initial information and contacts to enable the company to make a successful application for Planning Permission.

St.Helens Council Building Control were also engaged to oversee the new works on the factory, and the Council's Sustainable Transport officer was able to offer support to the workforce to help them plan a sustainable journey to work.



The Development Team Approach

- 3.6 To save our development partners time and money, St.Helens Council has introduced the free Development Team Approach (DTA) service. This service helps developers, architects and other development professionals through the planning and building regulation process. The DTA will give certainty as to the level of service that can be expected and give guidance and advice on the information required before and during the planning and building control regulatory process, for free.
- 3.7 This approach is recommended, although not exclusively, for developments that involve either:
- 10 or more dwellings;
 - retail, commercial or industrial development with a gross floor area of 1,000m²; or
 - more complex small-scale development.
- 3.8 The DTA provides a co-ordinated response to your pre-planning application enquiry, improving channels of communication, minimising delays and ensuring consistent advice.
- 3.9 The benefits include:
- Developers and investors save time and money through an open service creating a clearer and more certain process, bringing together all the relevant professionals who are consulted on the planning application - the right people with the right skills at the right time
 - Avoids the frustration of numerous meetings, no more confusing and conflicting advice
 - A single point of contact with regular communication and status information which helps deliver a high quality scheme by working closely with the developers design team and helps us deliver a faster decision
- 3.10 Development Team Approach clients have overwhelmingly given very positive feedback on the service they received:

DTA Case Study: feedback from a satisfied customer:

"It was a very useful and efficient process. It allowed my initial questions to be answered easily, and identified the key contacts for any future queries. It left me with a positive impression of St Helens Council – it is definitely a service I wish other Councils would provide!!"

- 3.11 The Development Team Approach Coordinator can be contacted by emailing dta@sthelens.gov.uk or by calling 01744 676245.

Building Control

- 3.12 For any construction project, the St.Helens Council's Building Control team has a great amount of plan checking and site experience. The ISO 9001 Quality Management System accredited team of fully qualified Building Control Surveyors have a wealth of local knowledge and can advise on any aspect of applications. Major projects include the new St.Helens RLFC stadium, 630 homes at Vulcan Village and Pilkington's "Project Chocolate" advanced glass coating facility. A dedicated Technical Support Team, can

offer advice on whether the work you are thinking of carrying out requires permission, the fees that may be involved or any other aspect of Building Control.

- 3.13 Further information about St.Helens Council Building can be found on the following web page: <http://www.sthelens.gov.uk/themes/business/planning/building-control/>, and they can be contacted by calling: 01744 676 240 or 01744 676 242.

DTA and Building Control Case Study: Barratt Homes Manchester

Barratt Homes is a major national housebuilder which has been established for over 50 years. Its development of 85 two, three and four bedroom houses named Delph Wood in Sutton is located conveniently close to the M62 motorway and the main Liverpool to Manchester railway line.



“Barratt Manchester found that use of the DTA service produced close liaison with the planning authority throughout the approval process. I believe this speeded up the planning process and produced a scheme of quality as a result. We wanted the good working relationships formed to continue, and we elected to use St.Helens building control service following planning approval as a result.”

Ian Hilliker, Technical Director, Barratt Homes (Manchester)



Local recruitment services

- 3.14 Recruitment services provided by local agencies and companies can help you recruit the right people with the right skills for your business. By being based locally, they can help you find a locally based workforce, improving the likelihood of workforce retention, reducing turnover, and minimising travel times to work, benefiting everyone.

Job Centre Plus

- 3.15 Job Centre Plus is part of the Department for Work and Pensions that provides information on available jobs to those seeking work. It can promote jobs vacancies and assist with the recruitment of staff by providing a “job sifting” service to identify potentially suitable candidates. Jobcentre Plus has an office in St.Helens Town Centre as well as an online job search facility. For further details contact Sandra Wilson, Business Development Manager, on sandra.j.wilson@dwp.gsi.gov.uk or 01744 698022.

Starting Point

- 3.16 Starting Point provides free and impartial information, advice and guidance on jobs, education and training to the public and provides a range of services to employers to help them find the right staff for their needs. It is based in St.Helens town centre and is run by St Helens Chamber with funding from St.Helens Council, the European Social Fund and the Government. Its free, comprehensive and flexible recruitment services include:

- Pre–screening of all applicants to make sure employers get a short-list of relevant candidates, saving you time
- Free advertising for vacancies through jobs fairs, websites, social media and local press
- Specialist and impartial advice on all aspects of employment
- Advice and support with applications and interview process, plus provision of interview accommodation if required
- Arranging any training your new staff may need
- Assistance for businesses in redundancy situations, helping staff find alternative employment
- Signposting to a wide range of other sources of specialist business advice and support from St Helens Chamber



- 3.17 Further information can be found on the following Starting Point web page: http://www.thestartingpoint.org/about/strategic_and_funding_partners and by calling 01744 698800 (switchboard) or by emailing info@thestartingpoint.org.

Local recruitment services Case Study: The Range, St. Helens town centre

When national retailer The Range was preparing to open a new flagship store in St. Helens, Jobcentre Plus provided a comprehensive tailored recruitment service, including:

- Arranging venue for open day interviews and inductions
- Issuing application forms
- Sifting of application forms on return
- Arranging interviews
- Providing reception services for interviews and induction days

Jobcentre Plus dealt with over 2,000 job applications and supported the recruitment process by arranging a sector-based work academy.



David Garland, Head of HR at The Range said:

“We were very pleased with the service that DWP provided throughout the recruitment for the opening of our new store in St. Helens. From sourcing the venue for the open day, interviews and inductions to sifting applications and arranging interviews they provided a seamless and professional service. We have offered work experience placements since the store opened and have been really pleased with the standard of the candidates; some of the candidates have been given permanent contracts at the end of their placements. We continue to work closely with the Jobcentre to advertise and manage our churn vacancies and also offer further work experience opportunities.”



Apprenticeships Case Study: St Helens Chamber

Businesses in St Helens now benefit from a source of well-prepared young candidates for Apprenticeships, through the St Helens Chamber's "Work Ready" programme, which prepares local young people for the workplace and helps them to find Apprenticeships.

The programme has now even been adopted as a model for the roll out of a national programme of proposed "Traineeships". The Chamber makes sure that young people completing the programme have the skills and attitude that employers are looking for to make a valuable contribution to their business. Each young person aged 16-24 spends a minimum of three weeks training in the Chamber before being offered the opportunity to apply for a vacancy with a local business.

The Chamber works with businesses to help identify the right candidates for each firm, and the pre-Apprenticeship training means the young person has a head start on essential work skills like punctuality, attitude, and health and safety awareness.

Businesses interested in offering an Apprenticeship are invited to the Chamber's free "Meet the Apprentice" events. These networking style events provide businesses with a great opportunity to meet with a number of high calibre candidates in a short space of time, before they commit to offering an Apprenticeship or full interviews.

St Helens Chamber then delivers on-the-job training for Apprentices leading to a nationally recognised qualification, in a wide range of subjects including Business Administration, Sales and Marketing, Customer Service, IT, Warehousing, Logistics, Business Improvement Techniques and many more.

Grants of up to £4000 are available for businesses in St Helens recruiting an Apprentice through St Helens Council or St Helens Chamber.

Apprenticeships Case Study: Momote Ltd

Momote Ltd, a local specialist software development company, used the Chamber's services to recruit apprentices to help grow the business. Managing Director Graham Whistance said:

"The key focus for us as a business has always been to equip our customers with the tools they need to get the best return on investment out of their human resource. The Apprenticeship scheme aligns perfectly with these values as the quality and hard-working nature of the Apprentices we have taken on has delivered a rapid return on our investment in them."



Apprenticeships

- 3.18 Apprenticeships are work-based training programmes designed around the needs of employers, which lead to nationally recognised qualifications. There are more than 250 different types of Apprenticeships available offering over 1,400 job roles within a variety of industry sectors ranging from accountancy and engineering to veterinary nursing and floristry. You can use apprenticeships to train both new and existing employees who are moving into a new or changed job role and need to learn new skills. The training element is done by training providers such as St Helens College, St Helens Chamber and many others.
- 3.19 There is a range of advice and financial support available for companies employing apprentices. Training providers are often able to deliver the 'off the job' learning free of charge for the employer. There are also a number of local and national grants available to offset the employer's wage costs. St.Helens Council's Economic Development team can advise on the apprenticeship funding opportunities available to local businesses, many of which are directly coordinated via the Council. To find out more about what may be available, please email: economicdevelopment@sthelens.gov.uk or call 01744 671750.
- 3.20 For more information about apprenticeships and local vacancy matching, please visit the National Apprenticeship Service web pages:
<http://www.apprenticeships.org.uk/employers.aspx>

Finding local suppliers of goods and services

- 3.21 The use of local construction firms and suppliers during the construction of a development and during the operation of the resulting development, whether it is an extension or a new major business park, is strongly supported by the Council. It helps reduce delivery miles, which in turn reduces transport costs, reduces carbon footprint and creates more robust supply chains, and helps to reinforce the local economy, which eventually benefits all local companies.
- 3.22 St Helens Chamber is able to provide lists of construction companies, construction supplies firms and business to business goods suppliers based in the Borough who are members of the Chamber. In addition, the Chamber can organise "Meet the Buyer" events, to help businesses meet new local suppliers. For more information, the Chamber can be contacted by telephone on 01744 742 000 or by email: info@thestartingpoint.org.

Case Study: Wilmott Dixon

Willmott Dixon, a national construction firm with an annual turnover in excess of £500M, were appointed as preferred bidder for a £30m development of the new Hope Academy in Newton-le-Willows, and asked the Chamber to promote and run a Meet the Buyer event to publicise the work to local contractors. Following the success of a previous 'Meet the Buyer' event hosted by St Helens Chamber, Willmott Dixon went on to employ over 75% of the sub-contractors working on the new Cowley Language College from locally based suppliers.

Andre Witter, Operations Manager at Willmott Dixon Construction Ltd said: *"We are aiming to achieve similar supply chain percentages on Hope Academy and in partnership with St Helens Chamber will be holding a 'Meet the Buyer' event."*

Kath Boullen, Chief Executive of St Helens Chamber, comments: *"Our Meet the Buyer events are just one of the ways we are working to encourage large companies to "think local" when they are buying in services. We have held a number of these events in the past with the construction industry and they have proved very successful in helping the major firms deliver to the right quality and price."*

St Helens Chamber works hard to make these events successful for both parties, using a CRM system to identify St Helens based suppliers that meet the specified criteria, liaising with the developer to identify exactly what subcontractor work is needed, and pre-registering interested suppliers to ensure the developer has detailed company pre-qualification information before any appointments are made.

Case Study: Interserve Project Service Ltd

Similar support has been given to the £58 million redevelopment of St Helens College, with Wigan based company, Interserve Project Service Ltd, tasked with this major development. Nick Jones, Associate Director at Interserve said: *"A project of this size involves a great deal of co-ordination and hard work to manage, so making sure the right people are on board from the start can make all the difference. We were keen to source as many of our contactors as possible from the local area, which is why the help of St Helens Chamber was a great support."*



4. Transport grants and advice

4.1 The Council has obtained Department for Transport funding up until March 2015 and is working in partnership with St Helens Chamber to support economic growth whilst reducing greenhouse gas emissions. This support can help to:

- Reduce the environmental impact of journeys to/ from the workplace
- Cut the costs of business travel, fleet operation and logistics
- Improve access to the site for staff and widen the recruitment area
- Improve staff retention and increase attractiveness of employers
- Improve staff health, reduce sickness and improve productivity through active travel programmes
- Lessen the need, and associated costs of on-site parking, helping to address car park shortages and free up car park space for expansion
- Cut carbon emissions and reduce carbon footprint, meet corporate & social responsibility and environmental management goals and improve corporate image

4.2 Help available to businesses, existing staff and new staff in St.Helens includes:

- Travel planning resource and sustainable travel advice for businesses;
- Car sharing network and database for businesses in St.Helens;
- Training to enable employees to maintain a bike and ride safely to work;
- Travel passes to enable new employees to access jobs and promote a move to more environmentally friendly forms of transport amongst existing employees;
- Advice and support to businesses in using low carbon vehicle technology and reducing emissions from vehicles;
- Travel training, which help individuals who lack the confidence to use public transport to access to a new job or training opportunities;
- 'Travel Plan Action Fund' can provide match funding for developing a travel plan and implementing improvements identified by it.

4.3 For further information or to make an application for funding please contact the Transport Planning team on 01744 676512 or planningtransport@sthelens.gov.uk.

Other support available

4.4 In addition to the above projects, there is the following support available to businesses and organisations:

Employers Network

4.5 The Employers Network provides businesses and organisations with a range of free tools and initiatives to support travel needs. On signing up, the following initiatives and tools are available to your organisation at no cost:

- Travel toolkit - information to help your organisation to plan and promote a choice of travel to your site
- Tailored online travel survey tool to assess current travel patterns and needs, and monitor the impact of travel measures
- A postcode mapping service to help assess staff travel
- Tools to help you market particular sustainable travel modes to your site e.g. carshare, eco-driving, cycling, walking, train and bus marketing plans
- Forums and networking events to gain ideas from other businesses
- Staff discount at selected cycle shops

- Free resources - cycling incentives, bus and train publicity
- Face to face assistance and additional benefits for businesses

4.6 For further information or to make an application for funding please contact the Transport Planning team on 01744 676512 or planningtransport@sthelens.gov.uk.

Transport Solutions for individual employees

4.7 The following Loan To Buy Scooter Scheme, Workwise Wheels and Travelpasses are Transport Solution measures that are available to individuals starting work who require support towards transport in order to access that employment. To be eligible they must either work or reside in Haydock, Lea Green, North Liverpool, Kirkby, South Sefton or East Wirral.

- **Loan to buy Scooter Scheme** – Transport Solutions can offer a scooter to get to/from employment should public transport not be available. Successful clients will pay back the cost of the scooter over a 12 month period with all the equipment, insurance and road tax included.
- **Workwise Wheels** – Transport Solutions can offer the purchase of a bicycle for the one-off price of £20.
- **Travelpasses** – If you are starting employment then we may be able to offer a one month travel pass.

4.8 For more details on the above Transport Solution schemes, call Merseytravel on 0151 330 1301 or 1311.

Travel Surgeries and Personalised Travel Plans

4.9 Transport Solutions is offering free travel advice for employers and employees. If you are having difficulty getting to and from work and you want advice, then a dedicated team of travel planners can assist. For further details, contact Merseytravel Travelwise on 0151 330 1253.

Public Transport accessibility mapping service

4.10 St.Helens Council can use software to measure the distance and time of travel between origins and destinations by public transport. This is of particular use to organisations and businesses concerned with accessibility for customers or employees. For example, it can be used for company transport plans, employment planning, retail location and catchment analysis, planning application development, public transport service planning, health service provision planning and public safety planning. The accessibility maps can be shown as contours on a base map.

4.11 The Council's Transport Planning Team use ACCESSION software and the latest databases of public transport services, and can provide this mapping to businesses at a low cost. To discuss what this mapping can do for you, contact the Transport Planning team on 01744 676512 or planningtransport@sthelens.gov.uk

Case Study: Aerosol Ltd, Haydock

Aerosol Ltd of Haydock were interested in sustainable transport advice and they met with a St.Helens Chamber Business Advocate who explained what support was on offer. It was identified that monthly travel passes for staff, paper copies of travel guides to Haydock Industrial Estate and access to the online Haydock Car share network would be of interest. Also, to encourage walking and cycling, the possible provision of a cycle shelter, undertaking and analysing a staff travel survey and providing a postcode map.

Key results included:

- A TravelWise Merseyside Staff Travel Survey was set up to analyse what modes of transport staff were using, the motivation for using them and what alternatives they would consider.
- The survey also provided evidence of usage of the nearby Kilbuck Lane foot and cycle path, which was resurfaced and lit.
- Installation of a 10-bike cycle shelter to meet demand for cycling to work as well as provision of cycle maps.



Mr J Simpson of Aerosol Ltd explained that:

“The Council have provided comprehensive support to our business, Aerosol, identifying the most effective travel solutions for our personal circumstances whilst removing barriers to employment. The efficient and timely provision of high quality services, such as maps, cycles shelters and staff surveys has resulted in a better quality and well subscribed cycle environment, which encourages the growing desire for cycling to work.”



Travel Plan preparation and monitoring

- 4.12 A Travel Plan is a package of practical measures aimed at effectively managing the long-term transport and travel needs of a site or organisation with the specific aim of improving access to the site by all modes of travel. A successful Travel Plan will improve travel choice, reduce the impacts of transport on the local environment and increase the overall accessibility of the site. A Travel Plan can address journeys to and from work and also business travel, fleet management, visitor's arrangements and deliveries. Each Travel Plan is tailored to the specific needs and characteristics of the site and/or organisation.
- 4.13 The Council has prepared detailed guidance on the preparation of Travel Plans that includes a standard Travel Plan template and a toolkit giving examples of measures that are commonly used. The guidance is available:
<http://www.sthelens.gov.uk/what-we-do/planning-and-building-control/transport-planning/transport-planning-development-control/>
- 4.14 The Council can provide further advice on Travel Plans, including advising on appropriate actions and how to monitor the implementation and success of the Travel Plan. For further information, contact the Transport Planning team on 01744 67 6187 / 1615 / 6174 or planningtransport@sthelens.gov.uk.

5. Planning policy context

National Planning Policy Framework (NPPF)

- 5.1 The NPPF⁴ was introduced by the Government on the 27th of March 2012 and consolidated several national planning policy documents. The NPPF sets out twelve Core Planning Principles, one of which is that planning should “*Proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs*”⁵. It states that significant weight should be placed on the need to support economic growth through the planning system.

Local Planning Policy

- 5.2 The St.Helens Core Strategy (“the Core Strategy”)⁶ is the principal document in a framework of documents that will guide the Borough in its local development making decisions until 2027. It provides an overall strategy of where development should be located and how we meet the needs of the Borough. It also contains proposals for housing, economy and employment, community facilities, quality of life and accessibility are explained for an individual area and the Borough as a whole. This Supplementary Planning Document explains how Core Strategy policies will be interpreted and implemented by the Council, and provides guidance advice to those applying for planning permission.

⁴ <https://www.gov.uk/government/policies/making-the-planning-system-work-more-efficiently-and-effectively/supporting-pages/national-planning-policy-framework>

⁵ NPPF paragraph 17

⁶ <http://www.sthelens.gov.uk/media/354627/ldf43e.pdf>

6. Guidance on the interpretation of Planning Policy

6.1 This section, Section 6, will provide guidance on how the following sections of Core Strategy policies should be interpreted and implemented, and will be considered to be a material consideration in the assessment of planning applications by the Council:

- CSS1 Part 2 (iv) – The implementation of the St.Helens City Growth Strategy
- CAS5 – Rural St.Helens – clarifying part 3, in particular what forms of economic development are suitable in the rural area
- CH1 – Meeting St.Helens’ Housing Requirement – how the marketing requirements and viability evidence required for part 3 (iii) can be addressed
- CE1 – A Strong and Sustainable Economy – how the viability evidence required by part 3B and paragraph 15.20 can be addressed, including that the Council will expect employment sites to be marketed before their loss for other uses is allowed.

Requiring developments to consider using local recruitment services, apprentices and local suppliers.

6.2 Part 2 (iv) of policy CSS1, Overall Spatial Strategy, states that:

*“2. Regeneration Activity will be supported, including the following:
(iv) The implementation of the St.Helens City Growth Strategy”*

6.3 The St.Helens City Growth Strategy (see 2.7 – 2.9), has several themes, with the overall objective of increasing economic activity in the Borough. One way in which the Council considers that it can implement the St.Helens City Growth Strategy is through helping applicants and the end users of development schemes. It considers that a key way of achieving this is by directing selected applicants and end users to local recruitment services, local apprentices and sources of information on local suppliers of goods and services for advice and to explore the possibility of utilising their services.

6.4 Accordingly, the Council will consider that planning applications for developments over a certain threshold (defined in 6.6 below) will have complied with part 2 (iv) of policy CSS1 if the applicant undertakes through a legal agreement (a “Section 106 Agreement”), or conditions where appropriate, to make contact with and take reasonable steps to engage with named organisations (to be agreed with the Council) regarding:

- a) the use of local recruitment services;
- b) taking on local apprentices; and
- c) finding local suppliers of goods and services.

6.5 These requirements will apply to the construction phase, and where applicable (see 6.6), in the operation of the development. Any legal agreement or condition cannot require the sole use of local recruitment services, apprentices or suppliers, as this would not comply with UK and EU law. Instead, the named organisations, such as St.Helens Council and St Helens Chamber, will be able to explain the benefit of including a local element to the overall approach of recruitment services, local apprentices and local suppliers. It is hoped that in many cases the applicants will realise the clear benefits to them of this approach. To help the Council ascertain the appropriateness of this approach, information will be required from applicants for qualifying schemes. This information requirement is set out at Appendix B. Where the applicant and/or first occupiers of the development cannot take advantage of these services and so cannot enter into an undertaking or conditions, they will have to give good reasons in writing why they cannot do this, to the satisfaction of the Council.

- 6.6 For the purposes of the requirements set out in paragraphs 6.4 & 6.5, development in all use classes (and Sui Generis uses) and mining, engineering or other operations are included. The size threshold for a non-residential development on a site of 1 hectare or more or creating 1,000 m² or more of floorspace, or for residential development a scheme of 30 homes and above or 1 hectare and above.
- 6.7 The requirement can be secured through a legal agreement (a Section 106 agreement) that will be entered into by the applicant, and would be binding upon them in relation to recruitment services, apprentices and suppliers during the construction phase. Following completion of the development, a S106 would also apply to the first occupiers of the site and premises in relation to recruitment services, apprentices and suppliers during the operation of the site and premises, except where they are dwellings (Use class C3) or houses in multiple occupation (Use Class C4).
- 6.8 A S106 agreement would set out at what stages of development that contact with local organisations is made. In the case of construction, this would have to occur before any significant works occur on site. The commitment to consider the use of local recruitment services would have to apply to any sub-contractors engaged in a significant proportion of the construction work. The individual circumstances of each case, such as the site works required, timescales and the likely end users of the development will be taken into consideration by the Council. Examples of the possible content and wording for planning conditions and S106 agreements are set out in Appendix D of this SPD.
- 6.9 In the case of large sites or those with large single user occupiers planned, especially where new jobs will be created on the site, a Local Employment Strategy (LES) will be required. A large site is considered to be approximately either 10,000 sq m of floorspace and above, 50 dwellings and above, or 2Ha and above. A LES will be agreed with the Council to build upon the approach in paragraph 6.4 in order to maximise the potential for local people and businesses to access contractual and employment opportunities, including any apprenticeships. This may include a Local Advertisement Strategy to increase local awareness of opportunities, to organise pre-application training for local people and to arrange Meet the Buyer events for local suppliers. In order to assess whether this will be required, the applicant will be required to submit the information set out Appendix B, including the number of new jobs and/or apprenticeships created and/or safeguarded, for all applications over the threshold in paragraph 6.6. Applicants are encouraged to enter into pre-application discussions with the Council regarding the requirements under this SPD.

Preventing the loss of suitable and viable employment land

- 6.10 Core Strategy policy CE1, A Strong and Sustainable Economy, provides protection to B1, B2 and B8 employment uses. Part 3A states that:

“Sufficient land and premises will be provided to strengthen and diversify the Borough's economic base and to support the City Growth Strategy and other economic regeneration and development initiatives through:...

3A. The reuse, reconfiguration or redevelopment of sites and premises last used for B1, B2 or B8 purposes for B1, B2 or B8 uses will be supported where they have:

- i. Suitable road access*
- ii. An acceptable impact on neighbouring land uses.”*

- 6.11 Conversely, the Council considers that if road access is not suitable or there will be an unacceptable impact on neighbours, then re-use, reconfiguration or redevelopment for B1, B2 or B8 will not be supported.
- 6.12 CE1 part 3B explains the procedure to be followed where B1, B2 or B8 land or premises are proposed to be used for other purposes:
- “3B. Where it is demonstrated that land or premises for B1, B2 or B8 purposes is no longer suitable or economically viable for B1, B2 or B8 use then the site’s suitability for other employment generating uses must be considered before non employment generating uses.”*
- 6.13 The Council considers that these principles of protecting B1, B2 or B8 land uses set out in policy CE1 parts 3A and 3B also extend to sui generis uses that have similar characteristics to B2 and B8 uses and typically found on industrial estates. These Sui Generis uses include builders merchants, builders yards, a bus depot, scrap yards and waste transfer, even if they are not within established employment areas.
- 6.14 When considering whether land is still suitable for B1, B2 or B8 uses, the reuse, reconfiguration or redevelopment for B1, B2 and B8 uses will all need to be considered as options. Issues to be taken into account will include the potential for reuse, reconfiguration or redevelopment, suitability of the site for modern business operations, access to the highway, impact of traffic on the road network, public transport accessibility, linkages to deprived areas and impact on neighbours.
- 6.15 If the Council and applicant agree that the site is not suitable for reuse, reconfiguration or redevelopment for B1, B2 or B8 uses, then it will not be necessary to also consider the viability of these options. Instead, the suitability and viability of other employment generating uses (such as retail, hotel, assembly & leisure and certain non-residential Sui Generis uses, etc) should be considered before suitability for non-employment generating uses (i.e. housing) are considered. Applications for change to employment generating uses that do not prevent the ability of the premise to easily revert to B1, B2 or B8 uses may be considered more favourably than those that would make reversion difficult or costly.
- 6.16 If the applicant considers the site is unviable for reuse, reconfiguration and redevelopment for B1, B2 or B8 uses, then the Council will expect a viability assessment to be submitted, containing the evidence set out in Appendix C. The assessment will need to consider the differences between the value of the site based on its current use, the viability of re-using, reconfiguring or redeveloping the site for B1, B2 or B8 uses and also for other employment generating uses (i.e. the difference between the cost of doing this and the end value) and the viability of redeveloping the site for the applicant’s preferred use. In advance of preparing such an assessment, the applicant should discuss with the Council what information will be required, and what uses should be considered in the assessment. An indication of the likely information is set out in Appendix C. The Council’s retained Economic Viability consultants will check any appraisal, and the cost will be charged to the applicant.
- 6.17 An important piece of evidence about whether the site is viable for reuse, reconfiguration and redevelopment for B1, B2 or B8 uses, or for other employment generating uses, is marketing of the site. Each site is different, but typically a site should be marketed for at least 12 months, and the following is considered necessary by the Council when marketing the property:

- It is marketed at a reasonable market price for B1 / B2 / B8 employment uses, based on more than one estimate of value by a suitable qualified chartered surveyor;
- It is marketed without any undue restrictions on its uses for employment purposes;
- Good quality information about the property is made available, with sizes, photographs, planning status, services, asking price, any restrictions, conditions or covenants, and any other information that may reasonably be expected to be provided in a typical marketing exercise for similar properties
- Clearly viable signs are placed at the property;
- At least one local property agent is engaged who specialises in employment land and premises, who will actively market the property, including the use of nationally available websites for the entire period of time;
- The Council's Business Location Service is notified of the availability of the premises so it can be placed on the Council property database at the start of the period; and
- A record is kept of the marketing activity and all expressions of interest and offers received.

Rural Economic Diversification and Rural Tourism

6.18 Approximately half of St.Helens Borough is countryside, and this land is designated as Green Belt. The Council wants to facilitate an economically productive countryside that complements the urban area, is compatible with its Green Belt designation and the character of the countryside⁷, promotes environmentally sustainable growth and respects key environmental assets such as Sites of Scientific Special Interest. Industrial areas in the urban area are generally more accessible to the majority of the population of St.Helens, and all of the Green Belt is within a few kilometres of an industrial area in the urban area. However, there are several types of economic development and rural tourism that are appropriate in the countryside and Green Belt, and the following guidance seeks to illustrate what is likely to be acceptable in terms of part 3 of Core Strategy policy CAS5, Rural St.Helens, and part 7 of Core Strategy policy CE1, A Strong and Sustainable Economy.

6.19 Policy CAS5, part 3, states that:

"Within Rural St.Helens...:

3. Opportunities for economic regeneration and rural tourism through farm diversification where adequate access can be achieved and there is no significant impact upon the character of the area, will be identified and encouraged. Larger scale employment activity will be focused on existing industrial estates at Rainford and Bold."

6.20 Policy CE1, part 7, states that:

"Sufficient land and premises will be provided to strengthen and diversify the Borough's economic base and to support the City Growth Strategy and other economic regeneration and development initiatives through:

7. Supporting the reuse of suitable buildings in rural areas for appropriate employment uses by favourably considering planning applications proposing suitable rural economic development."

6.21 It is important to note that all proposals for rural economic diversification / development and rural tourism must be compatible with national Green Belt policy. Paragraph 89 of

⁷ In line with NPPF paragraph 28

the National Planning Policy Framework explains that the construction of new buildings is inappropriate in the Green Belt, with the following exceptions, several of which may be relevant to rural economic diversification and rural tourism:

- buildings for agriculture and forestry;
- provision of appropriate facilities for outdoor sport and recreation, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it;
- the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building;
- the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces...; or
- limited infilling or the partial or complete redevelopment of previously developed sites (brownfield land), whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the Green Belt and the purpose of including land within it than the existing development.

6.22 The NPPF also states that certain other forms of development are also not inappropriate in Green Belt provided they preserve the openness of the Green Belt and do not conflict with the purposes of including land in Green Belt, and this includes the re-use of buildings provided that the buildings are of permanent and substantial construction.

6.23 Accordingly, the Council considers that suitable rural economic diversification will primarily consist of the re-use of existing buildings with or without limited extensions, but it may also include appropriate facilities for outdoor sport and recreation, and the limited infilling or complete or partial redevelopment of previously developed land.

6.24 When determining whether economic diversification is suitable and (for the re-use of existing buildings) compatible with the purposes of including land in the Green Belt, the Council will consider factors including whether the use is suited to a rural location as opposed to an urban location and the accessibility of the location to the likely workforce. Examples of suitable rural economic diversification include:

- Farm shops selling produce from the farm and local farms and a limited amount of ancillary goods;
- Small businesses that are ancillary to the running of the farm;
- Agricultural services;
- Equestrian uses (tuition, livery, all weather ménages, trails and events, and ancillary sales of clothing and equipment);
- Small scale (under 500 square metres) rural offices within Use class B1(a) (not within Use Class A2);
- Provision of B1 (b) (research and development) and B1(c) (light industrial) workspace, especially for knowledge based businesses, agriculture and countryside related businesses, artists and crafts;
- Rural tourism uses that will offer a 'rural experience', with ancillary shopping and food service facilities;
- Value added food processing (e.g. ice cream production) and ancillary sales;
- Small scale (under 500 square metres) training and conference facilities;
- Holiday accommodation in bed and breakfast, self catering and camping facilities.

Conversion of barns to residential use – marketing requirements

- 6.25 The conversion of former agricultural buildings to residential uses, commonly termed “barn conversions”, can lead to a loss of premises suitable for rural economic development. In order to reduce the loss of such buildings from employment use, part 3 (iii) of Core Strategy policy CH1, Meeting St.Helens’ Housing Requirement, only allows the conversion of barns to residential when certain conditions are met. These conditions are that it can be demonstrated that the site has been marketed for economic use for 2 years, to the satisfaction of the Council, and the site is not viable for economic purposes.
- 6.26 For CH1 part 3 (iii), “economic uses” should be interpreted to include agricultural uses, B1 (research and development, offices and light industrial), B2 (general industrial) and B8 (warehousing and distribution) uses, together with any Sui Generis uses that have similar characteristics to B2 and B8 uses and typically found on industrial estates (see paragraph 6.13).
- 6.27 The Council considers the following to be necessary when marketing the property:
- It is marketed at a reasonable market price for employment uses, based on more than one estimate of value by a suitable qualified chartered surveyor;
 - It is marketed without any undue restrictions on its uses for employment purposes;
 - Good quality information about the property is made available, with sizes, photographs, planning status, services, asking price, any restrictions, conditions or covenants, and any other information that may reasonably be expected to be provided in a typical marketing exercise for similar properties;
 - Clearly visible signs are placed at the property;
 - At least one local property agent is engaged who specialises in agricultural land and buildings and employment land and premises, who will actively market the property, including the use of nationally available websites for the entire period of time;
 - The Council’s Business Location Service is notified of the availability of the premises so it can be placed on the Council property database at the start of the period; and
 - A record is kept of the marketing activity and all expressions of interest and offers received.
- 6.28 The length of marketing should be for two years, though there may be certain exceptional circumstances where a shorter period (minimum of 6 months) may be considered adequate. For example, a viability assessment may identify that re-use for employment uses would not be viable, or the Council considers that for practical or amenity reasons retention in employment use impractical. However, before an applicant decides not to market the site for two years, they must discuss this with the Council.
- 6.29 Any applications for a barn conversion must be accompanied by a viability assessment, except where the Council have confirmed in writing that this will not be necessary for the reasons set out in 6.20. The assessment will need to consider the differences between the value of the site based on its current use, the viability of redeveloping the site for employment uses (i.e. the difference between the cost of doing this and the end value) and the viability of redeveloping the site for the applicant’s preferred use. The applicant should discuss with the Council what information would be required in the assessment. An indication of the likely information is set out in Appendix C. The appraisal will be checked by the Council’s retained Economic Viability consultants, and the cost will be charged to the applicant.

7. Glossary

Local Advertisement Strategy	means a local advertisement strategy designed to increase the awareness of the local labour market and local businesses of employment and contractual opportunities by placing adverts and sending out press releases to local newspapers and websites, producing posters and briefing key local organisations such as St.Helens Council and St.Helens Chamber.
Local business	a business based in, or with a significant permanent physical presence in, the Borough of St.Helens.
Local Employment Partnership (LEP)	means the local employment initiative comprising the developer and/or the first occupier(s), the Council and other relevant partners such as St Helens Chamber and Job Centre Plus, aiming to maximise the number of jobs created that would be filled by local people.
Local Employment Strategy	means a strategy to ensure the maximum amount of awareness of a development is raised in the local business and local labour market and the potential for local people to fulfil the job opportunities is maximised (through, for example, pre-employment support and training from the potential employer and named organisations).
Local people	persons who reside in the Borough of St.Helens

Appendix A – Contacts

Business Location Service:

- John Quirk, Business Location Manager
- 01744 676 001 or 002
- enquiries@investinsthelens.com
- http://www.investinsthelens.com/page_business_premises.php

Funding and Economic Intelligence Team:

- Steve Berlyne, Funding and Economic Intelligence Manager
- 01744 671 750
- economicdevelopment@sthelens.gov.uk
- http://www.investinsthelens.com/page_support_and_advice.php

Development Team Approach (DTA)

- John Holden, Development Team Approach Coordinator
- 01744 676245.
- dta@sthelens.gov.uk

Building Control

- 01744 676 242 or 240
- <http://www.sthelens.gov.uk/themes/business/planning/building-control/>

Planning applications

- 01744 676219
- planning@sthelens.gov.uk

Jobcentre Plus: Local Recruitment Services

- Sandra Wilson, Business Development Manager
- 01744 698022
- sandra.j.wilson@dpw.gsi.gov.uk

Starting Point: Local Recruitment Services

- Pauline Devine
- Director of Employment Services
- 01744 698800 (switchboard)
- info@thestartingpoint.org

St Helens Chamber: Apprenticeships

- Debbie Hillon or Daniel Manchester
- 01744 742000
- debbie.hillon@sthelenschamber.com or daniel.manchester@sthelenschamber.com

St Helens Chamber: Local Suppliers of Goods & Services

- 01744 742000
- info@sthelenschamber.com

Transport grants and advice and Employers Network

- Transport Planning team
- 01744 676512
- planningtransport@sthelens.gov.uk.

Transport Solution schemes

- Merseytravel
- 0151 330 1301 or 1311

Travel Surgeries and Personalised Travel Plans

- Merseytravel Travelwise
- 0151 330 1253

Questions about the planning policy section, and this SPD in general

- Planning Policy Team
- 01744 676190
- planningpolicy@sthelens.gov.uk

Appendix B – Information required on submission of relevant planning applications

The submission of a statement accompanying developments identified in paragraphs 6.2 to 6.9 will be required, setting out the following information (or if not available, a best estimate). Please indicate if any of the information is commercially confidential, and the Council will treat it as confidential and not disclose it:

- An overview of company operations and market;
- The number of Full Time Equivalent jobs created and / or safeguarded (broken down into full time and part time) and broad skills areas;
- The number of Full Time Equivalent apprenticeships created and/or number safeguarded (broken down into full time and part time) and broad skills areas;
- Approximate salary ranges (to indicate the continued value to the local economy);
- Existing supply chains and opportunities for local suppliers of goods and services;
- The value of construction work;
- The total investment value (construction and non-construction investment total);
- How the applicant plans to contact with and take reasonable steps to engage with named organisations such as the Council, St Helens Chamber, Starting Point and/or Jobcentre Plus regarding local recruitment services, local apprentices and local suppliers of goods and services, or undertake a Local Employment Strategy, in line with paragraphs 6.2 to 6.9 of this SPD, including details of any pre-application discussions and agreements, or what the good reasons why they and/or the first occupiers are unable to do this; and
- Any other relevant information that explains the value of the investment to the local and wider economy

Appendix C – Information for Viability Assessments

Stage 1 - Valuation of Site Based on Current Use

Current site layout plan
Site Area
Floor areas by building and use
Area of any surplus land
Details of any current leases (floor areas, rents, term etc)
Floor areas of vacant accommodation
Valuation of site and buildings based on current use
Valuation report with supporting evidence prepared by surveyor
Evidence of attempts to market/sell/let the site
Period of time vacant

Stage 2 - Viability Appraisal Based on Redevelopment for Employment Uses

Proposed site layout plan
Breakdown of floor space by use
Specification
Valuation report for completed units including comparable evidence and details of incentives
Current build costs
Abnormal development costs and breakdown
SI report with summary recommendations and costs
Copy of financial appraisal in summary and detail

Stage 3 - Viability Appraisal Based on Planning Permission Being Sought

Proposed site layout plan
Breakdown of commercial floor space by use
Housing Units - schedule of numbers and types
Specification
Valuation report for completed units including comparable evidence and details of incentives - residential and commercial
Current build costs - breakdown between uses
Abnormal development costs and breakdown
SI report with summary recommendations and costs
Copy of financial appraisal in summary and detail

General

Supporting details for cost calculations
Basis of cost calculations - tender, QS estimate etc
Affordable units - numbers, tenure, basis of value attributed

Appendix D – Example content and wording for planning conditions and S106 agreements

This appendix aims to provide examples of possible content and wording for planning conditions and S106 agreements regarding the use of local recruitment services, apprenticeships and local suppliers, in accordance with section 6 of this SPD. They are for illustrative purposes to help inform discussion between the Council and applicants, and are not meant to be final or exhaustive.

Where there application is likely to exceed the standard threshold or the threshold for large sites, applicants are encouraged to enter into pre-application discussions regarding the requirements under this SPD. When an application is submitted, that exceeds the standard threshold or the threshold for large sites (as set out in paragraphs 6.6 and 6.9 of this SPD), the Council will expect the information set out in appendix B to be supplied. The Council will use this information and discussions with the applicant to determine the appropriate requirements in terms of local recruitment services, apprentices and goods and services. This will then be used to develop the S106 agreement or conditions, as appropriate.

Conditions

Where conditions are used, they will normally require that a scheme for satisfying the requirements of this SPD are submitted in writing to the satisfaction of the Local Planning Authority before commencement of the development or certain other defined stages or times.

Section 106 wording

For schemes over the standard threshold

The following wording illustrates the likely issues to be addressed in a S106 agreement:

“As soon as possible after permission granted and prior to commencement, [the applicant] will make all reasonable endeavours to:

- Contact the Local Recruitment Services named in paragraph X to discuss the local advertisement and recruitment of local people for construction and other site support work in the first instance, with any shortfall then made up by non-local recruits
- Contact the local trainers of apprentices named in paragraph Y to discuss the use of local apprentices during construction (including the use of local sub-contractors who are already employing apprentices?)
- Contact St. Helens Chamber to find out about local suppliers of goods and services during construction and find out about Meet the Buyer events.”

Where it is identified by the Council that it is appropriate for the S106 to apply to the first occupiers of the site and premises, the following wording may be appropriate:

“As soon as possible after the first occupier of the site and premises [where there will just be one occupier] or each first occupier of each separate part of the site and premises [where there is more than one premises to be occupied] is identified, but prior to occupation, the first occupier / each first occupier will make all reasonable endeavors to:

- Contact the Local Recruitment Services named in paragraph x to discuss the advertisement and recruitment of local people to work for the occupier, with any shortfall made up by non-local recruits

- Contact the local trainers of apprentices named in paragraph x to discuss the recruitment of local apprentices to work for the occupier (possibly including the use of local sub-contractors who are already employing apprentices)
- Contact St. Helens Chamber to find out about local suppliers of goods and services suitable for the occupiers of the development and find out about Meet the Buyer events.”

Schemes over the threshold for large sites or with large single user occupiers

As stated in paragraph 6.9, an enhanced approach to that for schemes over the standard threshold may be required where the development creates many jobs and contractual opportunities or over a long period, which increase the amount or duration of local opportunities. In such circumstances a Local Employment Strategy (LES), possibly incorporating a Local Advertisement Strategy (LAS), in conjunction with the above approaches, may be appropriate to enhance local labour and supplier uptake.

A Local Employment Strategy (LES) aims to maximise the amount of local people and/or businesses employed in a development during construction and/or operation. This can be through:

- A Local Advertisement Strategy (LAS), which is designed to increase the awareness of the local labour market and local businesses of employment and contractual opportunities by placing adverts and sending out press releases to local newspapers and websites, producing posters and briefing key local organisations such as St.Helens Council and St.Helens Chamber;
- Pre-application training for local people to provide pre-employment training and support initiatives targeted at providing a qualified and suitable stream of applicants for new jobs created; and/or
- To arrange Meet the Buyer events for local suppliers.

The LES could be formulated by a Local Employment Partnership (LEP), comprising the developer and/or the first occupier(s), the Council and other relevant partners such as St Helens Chamber and Job Centre Plus.

Equalities issues

It is expected that any recruitment of workers or apprentices will adhere to the requirements of the Equality Act 2010, as all recruitment has to. It is understood that apprenticeships will normally be focused on younger people due to the importance of giving them a start in employment and the disadvantages they face in achieving this.

LOCAL ECONOMY SUPPLEMENTARY PLANNING DOCUMENT

ADOPTION STATEMENT

In accordance with Regulation 14 of the Town and Country Planning (Local Planning) (England) Regulations 2012, St Helens Council hereby gives notice that the Local Economy Supplementary Planning Document (SPD) was adopted on 20 November 2013.

The Local Economy SPD will provide guidance against which planning applications will be assessed in relation to encouraging economic growth within St.Helens.

Copies of the adopted Local Economy (November 2013) and a summary of the representations received are available for inspection at Planning Reception, Town Hall, Victoria Square, St Helens and all local libraries in the Borough during normal opening hours. The adopted Local Economy SPD (November 2013) and a summary of the representations can also be viewed and downloaded from the Council's website at <http://www.sthelens.gov.uk/planningpolicy> or obtained by contacting the Planning Policy Team on 01744 676190.

Any person with sufficient interest in the decision to adopt the Local Economy SPD may make an application to the High Court for permission to apply for judicial review of the decision to adopt the document. Any such application must be made promptly and in any event not later than 3 months after the day on which the Local Economy SPD was adopted.



St. Helens Council

Urban Regeneration, Housing & Culture Department

Development Plans

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Victoria Square

St. Helens WA10 1HP

Tel: 01744 676190

Minicom: 01744 671671

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Email: planningpolicy@sthelens.gov.uk

→ www.sthelens.gov.uk

Please contact us to request translation of Council information into Braille, audio tape or a foreign language.



**EQUALITY
FRAMEWORK
FOR LOCAL
GOVERNMENT
ACHIEVING**



**INVESTORS
IN PEOPLE** | Gold



*2003-2004
Rethinking Construction
2007-2008
Healthy Schools
2008-2009
Improving Accessibility*

*2009-2010
Homes for the Future
2009-2010
Raising economic
prosperity through
partnership*