

ST STEPHEN IN BRANNEL NDP Economy and Employment – Evidence Report

Planning Policy Background

National Planning Policy Framework 2021.

Key messages from the NPPF include-

- Planning should ensure ‘that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure (Para 8).
- Planning policies should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future... (Para 81).
- Planning policy should include a vision and strategy which ‘positively and proactively encourages sustainable economic growth’ and be flexible enough to accommodate needs not anticipated in the plan, and allow for new and flexible working practices (such as live-work accommodation) (Para 82);
- Planning policies should support economic growth in rural areas by:
 - the sustainable growth and expansion of all types of business and enterprise, both through conversion of existing buildings and well-designed new buildings
 - the development and diversification of agricultural and other land-based rural businesses
 - sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside
 - promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship (Para 84)
- Planning policies should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. They should be sensitive to surroundings, not have an unacceptable impact on local roads and exploit opportunities to make a location more sustainable. The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist. (para 85)

Cornwall Local Plan.

Key messages from the Cornwall Local Plan include:

- Maintaining a positive policy framework with a focus on sustaining a range of local businesses including both new business and the traditional industries of fishing, farming and minerals (Objective 1 and Policy 2 (3c)).
- Enhancing the cultural and tourist offer in Cornwall and promoting Cornwall as a year-round destination for tourism and recreation (Objective 2).
- Supporting employment schemes in ...rural areas, giving particular emphasis to quality and permanent work opportunities that break seasonal labour cycles; ‘smart specialisation’ sectors including food, renewable energies (including geothermal), and cultural industries; and

supporting the provision of work hubs and the ability to work from home through live/work units (Policy 2 (3 f, g and h))

- Employment development planning should emphasise (Policy 5):
 - The development of tourism facilities through the enhancement of existing, and the provision of new, high quality sustainable tourism facilities, attractions and accommodation, that is of an appropriate scale to their location.
 - Provision of education facilities that improve the training and skills base.
 - Safeguarding existing strategic employment land and buildings
 - Safeguarding other existing employment land and buildings where they remain viable for an employment use.
 - Considering alternative uses for other existing employment where this does not result in the loss of economic performance of the site or location, i.e. through the redevelopment for a mix of uses.
- Employment proposals should be located either:
 - within or well-integrated to our city, towns and villages; or
 - as extensions to on existing employment (uses B1, B2 and B8) locations sites where re-location would be impractical or not viable; or
 - within areas that are well served by public transport and communications infrastructure.

Other plans and studies

‘Vision 2030: The Cornwall and Isles of Scilly Strategic Economic Plan 2017 – 2030’ prepared by The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP aims to achieve a situation by 2030 in which ‘Cornwall and Isles of Scilly will be the place where business thrives and people enjoy an outstanding quality of life’.

Three strategic themes inform the interventions to be made through investment and policy:

- Business – Thriving businesses who excel
- People – Inclusive growth and skilled workforce
- Place – Improving infrastructure and economic distinctiveness

The ‘strategic drivers’ flowing from these are to support innovation and creativity, seek productivity led and inclusive growth, help people build great careers, support vibrant communities and ensure that Cornwall has global recognition.

As a result, the strategy calls for actions which build cultural identity and excellence, support environment-based growth, promote healthy and diverse communities, and encourage innovation in industry, including agri-tech and digital connectivity. The need to support rural areas, which are often remote from job markets and have declining local opportunities, are specifically recognised as needing attention.

The Parish falls into the ‘Mid-Cornwall Growth Corridor’ which straddles the peninsula, and the ‘Engineering and Digital Collaboration’ zone running from St Mawgan south west to Truro , Camborne-Redruth, and Falmouth,

‘The Cornwall Environmental Growth Strategy’ has a long-term vision that by 2065, ‘Cornwall’s environment will be naturally diverse, beautiful and healthy, supporting a thriving society, prosperous economy and abundance of wildlife’.

‘**The Cornwall White Paper for Culture**’ notes the importance that Cornish culture and heritage have on economic well-being and sets the aim that Cornwall should be ‘A leading rural region for creativity and culture: where excellence is achieved by keeping in balance community engagement, high value creative industries and cultural distinction’.

The Cornwall Climate Emergency Development Plan Document supports the further sustainability of rural areas and seeks to provide opportunities for development, agricultural diversification and regenerative land management and ecosystem service provision. It seeks to identify ways that planning can help influence land management to reduce greenhouse gas emissions and increase carbon absorption. Rural communities also need to be provided with opportunities to help support their sustainability. Whilst there remain clear relationships between rural communities and towns for services and employment, the DPD says it makes sense that day to day needs can also be met locally to reduce the need to travel. It recognises the particular demand for opportunities for small groups of dwellings to be established in more rural locations, offering an opportunity for off grid living, similar to existing policies in Wales (known as ‘one planet development’) and Dartmoor National Park.

Baseline

Economic Activity

About 3,600 people (67.7% of adults 16 to 74 yrs old) were ‘economically active’ in the Parish (compared to 66.7% in Cornwall and 69.9% in England). Some 75% of the economically active were employees, and 15% [540] were self-employed.

Some 1,715 (or 32.3%) were economically inactive, compared to the proportion in Cornwall (33.3%) and England (30.1%). Of the inactive, about 870 (50.8%) were retired, compared to 57% in Cornwall and 45% in England. [Source: Census 2011 Table qs601EW].

Some 2,300 (63%) of the economically active were in full-time work (Cornwall average 62%, national average 65%).

Unemployment and Benefits [Source NOMIS August 2022 data for SOA].

Claimant data for the Parish are measured in the same Census MSA as adjoining parishes including parts of St Mewan and are thus distorted. In this broader area the claimant count at August 2022 was 120, roughly 3% of the economically active, compared to 4.6% nationally.

Occupation of Residents [Source Census 2011 Table KS605EW].

Residents jobs were mainly in wholesale and retail trade [18.4%], human health and social work [12%], with manufacturing and construction [together 19.6%], a greater preponderance of these activities to that found in England and Cornwall (See Figure 1 below). Notably the proportion of jobs in mining and quarrying [159, or 4.7%] was much higher than in Cornwall or England. Agriculture was much lower than is typical for most of Cornwall.

| FIGURE 1: INDUSTRY OF JOBS HELD BY EMPLOYED ADULT RESIDENTS OF ST STEPHEN IN BRANNEL PARISH | | St Stephen in Brannel | Cornwall | England |
|---|------|-----------------------|----------|---------|
| | No. | Percentage | | |
| All categories: Industry | 3353 | 100.0 | | |
| G Wholesale and retail trade; repair of motor vehicles and motor cycles | 617 | 18.4 | 16.8 | 15.9 |
| Q Human health and social work activities | 401 | 12.0 | 13.5 | 12.4 |

| | | | | |
|---|-----|-----|-----|-----|
| F Construction | 330 | 9.8 | 9.0 | 7.7 |
| C Manufacturing | 327 | 9.8 | 7.9 | 8.8 |
| P Education | 268 | 8.0 | 9.7 | 9.9 |
| I Accommodation and food service activities | 226 | 6.7 | 9.2 | 5.6 |
| N Administrative and support service activities | 199 | 5.9 | 4.3 | 4.9 |
| H Transport and storage | 163 | 4.9 | 3.7 | 5.0 |
| R, S, T, U Other | 163 | 4.9 | 5.3 | 5.0 |
| B Mining and quarrying | 159 | 4.7 | 0.7 | 0.2 |
| O Public administration and defence; compulsory social security | 159 | 4.7 | 6.3 | 5.9 |
| M Professional, scientific and technical activities | 119 | 3.5 | 4.7 | 6.7 |
| A Agriculture, forestry and fishing | 59 | 1.8 | 3.0 | 0.8 |
| L Real estate activities | 43 | 1.3 | 1.4 | 1.5 |
| K Financial and insurance activities | 40 | 1.2 | 1.5 | 4.4 |
| E Water supply; sewerage, waste management and remediation activities | 38 | 1.1 | 0.8 | 0.7 |
| J Information and communication | 34 | 1.0 | 1.7 | 4.1 |
| D Electricity, gas, steam and air conditioning supply | 8 | 0.2 | 0.4 | 0.6 |
| Source Census 2011 Table KS605EW | | | | |

Level of Jobs Held Source: Census 2011 Table KS608EW to KS610EW].

The population St Stephen in Brannel Parish are employed in mainly skilled trades [16.7%], process plant and machine operative jobs [13.7%], elementary occupations [13.2%] and caring/leisure occupations [11.6%], a distinctly different profile to Cornwall generally, with a much smaller proportion of professional and technical occupations [16.9%] compared to Cornwall [24.2%], and England [30.3%], and a smaller proportion of more senior management roles [8.7% compared to 11.4% and 10.9%] [See Figure 2].

| FIGURE 2: LEVEL OF JOBS HELD BY RESIDENTS OF ST STEPHEN IN BRANNEL PARISH | | Perranarworthal | Cornwall | England |
|---|------|-----------------|----------|---------|
| | No. | Percentage | | |
| All categories: Occupation | 3353 | 100.0 | 100.0 | 100.0 |
| 5. Skilled trades occupations | 559 | 16.7 | 17.0 | 11.4 |
| 8. Process plant and machine operatives | 459 | 13.7 | 7.1 | 7.2 |
| 9. Elementary occupations | 442 | 13.2 | 12.0 | 11.1 |
| 6. Caring, leisure and other service occupations | 390 | 11.6 | 10.6 | 9.3 |
| 4. Administrative and secretarial occupations | 371 | 11.1 | 9.5 | 11.5 |
| 2. Professional occupations | 320 | 9.5 | 13.8 | 17.5 |
| 1. Managers, directors and senior officials | 293 | 8.7 | 11.4 | 10.9 |
| 7. Sales and customer service occupations | 270 | 8.1 | 8.2 | 8.4 |
| 3. Associate professional and technical occupations | 249 | 7.4 | 10.4 | 12.8 |
| Source: Census 2011 Table KS608EW to KS610EW | | | | |

Qualifications [Source Census 2011 Table KS501EW].

The population of the Parish had a much lower proportion with level 4 (degree level) and above qualifications, at 16.1%, compared to 25% for Cornwall and 27.4% for England. The proportion holding levels 2 to 3 qualifications (inc. apprenticeships) was 37%, higher than 35% in Cornwall and much higher than the 31% in England. The Parish also had a much higher proportion of less well educated people than is usual in comparison to other areas, with 28.2% of the population having no qualifications, compared to

Cornwall (22.4%) and England (22.5%), and a bigger proportion with level 1 (15.4 % compared to 13.4% in Cornwall and 13.3% in England).[Source Census 2011 Table KS501EW]

Socio-Economic Position Source: Census 2011 Table KS611EW to KS613EW].

The National Statistics Socio-economic Classification shows the structure of socio-economic positions and gives an impression of social class, which can be suggestive of the wealth and life chances of the population of an area, in comparison to others.

Figure 3: National Statistics Socio-economic Classification

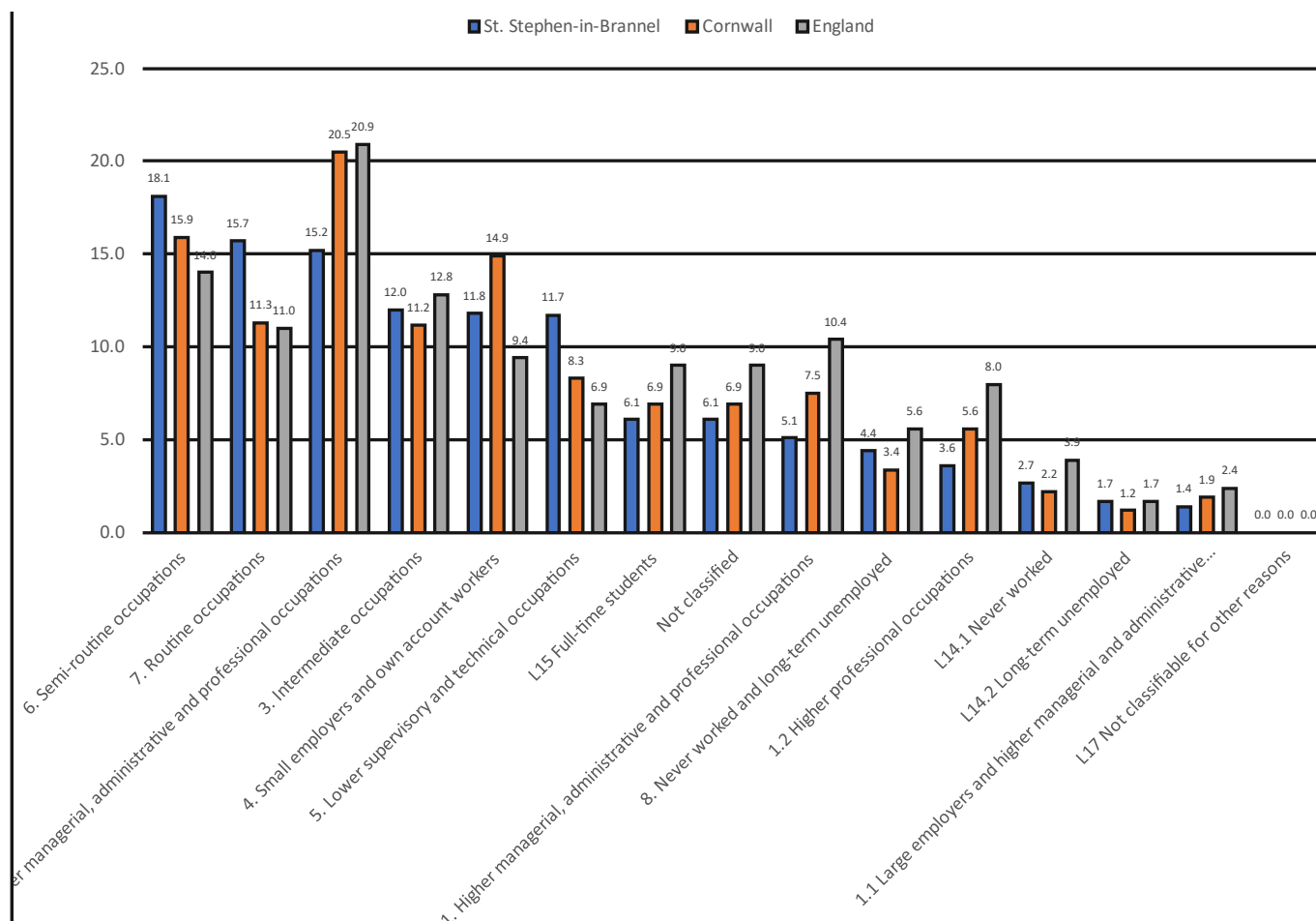


Figure 3 above shows that St Stephen in Brannel Parish had a preponderance of routine and semi-routine occupations, and lower supervisory and technical occupations compare to Cornwall and England, and low representation of those in managerial, administrative and professional occupations compared to Cornwall and England. The figure for people who had never worked or were long term unemployed was higher than in Cornwall, but lower than the national picture. This social economic pattern is an indicator of wealth and 'life chances'. When taken with the lower average levels of qualifications locally, this is a concern for the Parish, as both are associated with lower prosperity, health and well-being.

Deprivation [Source: Census 2011: 'Households by Deprivation Dimensions 2011 (Table QS119EW), IMD 2015 and 2019].

Deprivation classification in the census is based on four selected household characteristics. A household is deprived if they meet one or more of the following conditions:

- Employment (any member of a household not a full-time student is either unemployed or long-term sick);

- Education (no person in the household has at least level 2 education, and no person aged 16-18 is a full-time student);
- Health and disability (any person in the household has general health 'bad or very bad' or has a long term health problem); and
- Housing (Household's accommodation is either overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating).

A household is classified as being deprived in none, or one to four of these dimensions in any combination.

| | St Stephen in brannel | Cornwall | South West | England |
|-----------------------------|--------------------------|----------|------------|---------|
| Household not deprived | 36.9% | 40.2% | 44.8% | 42.5% |
| Deprived in 1 dimension | 35.3% | 34.6% | 33.2% | 32.7% |
| Deprived in 2 dimensions | 21.3% | 19.9% | 17.6% | 19.1% |
| Deprived in 3 dimensions | 6.0% | 4.8% | 4.0% | 5.1% |
| Deprived in 4 DIMENSIONS | 0.4% | 0.5% | 0.4% | 0.5% |

Figure 4: household deprivation 2011

Source: Census 2011: 'Households by Deprivation Dimensions 2011 (Table QS119EW)

From Figure 4 it can be seen that in 2011 the level of deprivation was in overall terms higher than in Cornwall, the SW Region and nationally, although the small percentage suffering more severe deprivation is consistent with the wider picture.

The Index of Multiple Deprivation 2019 (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their respective weights, as described below. It can provide a finer grain to the distribution of deprivation, highlighting where the most significant issues may be present, by examining the data in 'Lower Super Output Areas' or LSOA.

The seven deprivation domains are as follows:

- **The Income Deprivation Domain** measures the proportion of the population experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings (and who satisfy the respective means tests).
- **The Employment Deprivation Domain** measures the proportion of the working-age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.
- **The Education, Skills and Training Deprivation Domain** measures the lack of attainment and skills in the local population. The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills.

- **The Health Deprivation and Disability Domain** measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.
- **The Crime Domain** measures the risk of personal and material victimisation at local level.
- **The Barriers to Housing and Services Domain** measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing such as affordability.
- **The Living Environment Deprivation Domain** measures the quality of the local environment. The indicators fall into two sub-domains:
 - a. The 'indoors' living environment measures the quality of housing;
 - b. The 'outdoors' living environment contains measures of air quality and road traffic accidents.

Two supplementary indices (subsets of the Income deprivation domains), are also included:

- **Income Deprivation Affecting Children Index:** The proportion of all children aged 0 to 15 living in income deprived families.
- **Income Deprivation Affecting Older People Index:** The proportion of all those aged 60 or over who experience income deprivation.

Lower Super Output Areas (LSOAs) are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. They are standardized geographies designed to be as consistent in population as possible, with each LSOA containing approximately 1,000 to 1,500 people. In relation to the IMD the LSOAs are ranked out of the 32,844 in England and Wales, with 1 being the most deprived. Ranks are normalized into deciles, ranging from the 10% most deprived to the 10% least deprived.

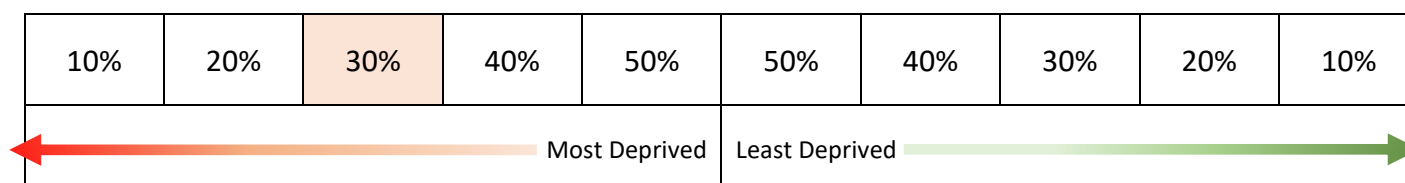
The Neighbourhood Plan area falls mainly within the Cornwall 030A to 030D, and 024c LSOAs. The IMD scores for St Stephen in Brannel Parish indicate that Treviscoe, Nanpean, and Foxhole fall amongst the 30% most deprived areas, Whitemoor in the 40% most deprived, St Stephen In Brannel village in the 50% most deprived, and Lanjeth, High Street in the 50% least deprived areas in the country [See figure 5].

Figure 5: Index of multiple Deprivation 2019 [out of 32844, where 1 is the most deprived.] Source: IMD 2019

| LSOA | RANK 2019* |
|--|---|
| Cornwall 030a (treviscoe & nanpean) | |
| OVERALL | 7596 out of 32,844 Amongst the 30% MOST deprived neighbourhoods in England |
| Income | 11567 – 40% most deprived |
| EMPLOYMENT | 9371 – 30% most deprived |
| education, skills & TRAINING | 10680 – 40% most deprived |
| health deprivation and disability | 12696 – 40% most deprived |
| crime | 31504 – 10% least deprived |
| barriers to housing and services | 3213 – 10% most deprived |

| | |
|--|--|
| living environment | 293 – 10% most deprived |
| income deprivation affecting children | 13427 – 50% most deprived |
| income deprivation affecting older people | 11634 – 40% most deprived |
| | |
| Cornwall 030B (foxhole) | |
| OVERALL | 6667 out of 32,844 Amongst the 30% MOST deprived neighbourhoods in England |
| Income | 7551 – 30% most deprived |
| EMPLOYMENT | 6326 – 20% most deprived |
| education, skills & TRAINING | 3420 – 20% most deprived |
| health deprivation and disability | 10942– 40% most deprived |
| crime | 28791– 20% least deprived |
| barriers to housing and services | 18344 – 50% least deprived |
| living environment | 1747– 10% most deprived |
| income deprivation affecting children | 6718 – 30% most deprived |
| income deprivation affecting older people | 11668 – 40% most deprived |
| | |
| Cornwall 030c (coombe, lanjeth, high street) | |
| OVERALL | 19125out of 32844 Amongst the 50 % least deprived neighbourhoods in England |
| Income | 14193 – 50% most deprived |
| EMPLOYMENT | 14487 – 50% most deprived |
| education, skills & TRAINING | 13863 – 50% most deprived |
| health deprivation and disability | 16470 – 50% least deprived |
| crime | 26488 – 20% least deprived |
| barriers to housing and services | 6632 – 30% most deprived |
| living environment | 1599 – 10% most deprived |
| income deprivation affecting children | 14435 – 50% most deprived |
| income deprivation affecting older people | 19125 – 50% least deprived |
| | |
| CORNWALL 030D (st stephen in brannel village) | |
| OVERALL | 13141 out of 32844 Amongst the 50% most deprived neighbourhoods in England |
| Income | 8562 – 30% most deprived |
| EMPLOYMENT | 6484– 20% most deprived |
| education, skills & TRAINING | 7814 – 30% most deprived |
| health deprivation and disability | 10485 – 40% most deprived |

| | |
|--|---|
| crime | 27087 – 20% least deprived |
| barriers to housing and services | 30327 – 10% least deprived |
| living environment | 2947 – 10% most deprived |
| income deprivation affecting children | 6846 – 30% most deprived |
| income deprivation affecting older people | 13141 – 50% most deprived |
| Cornwall 024c (whitemoor) | |
| OVERALL | 11121 out of 32844 Amongst the 40% most deprived neighbourhoods in England |
| Income | 15584 – 50% most deprived |
| EMPLOYMENT | 13427 – 50% most deprived |
| education, skills & TRAINING | 6684 – 30% most deprived |
| health deprivation and disability | 13512 – 50% most deprived |
| crime | 27269 – 20% least deprived |
| barriers to housing and services | 12520 – 40% most deprived |
| living environment | 1420 – 10% most deprived |
| income deprivation affecting children | 15394 – 50% most deprived |
| income deprivation affecting older people | 1930 – 50% least deprived |



Worst

Best

Jobs in the Parish

In 2011 there were 1800 jobs actually located within the workplace area that equates with the Parish. About 745 [41%] of these were occupied by local residents, leaving about 1,065 local jobs (59%) occupied by people living outside the Parish. It is likely that this balance was similar in 2021. [Source: Census 2011 Table WP7103EW]

Jobs outside the Parish

About 2440 or 72.8% of local residents' jobs were further afield [a further 8.9% are recorded as 'other']. About 38.2% of residents in employment worked between 2km and 10km away, which would bring in St Austell and Victoria Business Park at Roche. Some 24.3% work 10km to 20km away, reaching Truro and Newquay. The average travel to work distance is 17.6 km, compared to 19.7km for Cornwall and 14.9km for England. [Source: Census 2011 Table QS702EW and Census QS701EW].

Workspaces

There are a variety of workplaces in the Parish. These range from the relatively still large business locations, both administrative and operational, associated with Imerys and the china clay industry, set

amongst the unique landscape created by that industry over time, to small industrial estates and individual sites occupied by small businesses supplying goods and services to the local population, and also more regionally within Cornwall. Many of the businesses are micro enterprises located in homes and small workshops. A 'snapshot' of the businesses present in the Parish is given in Appendix 1. [Source: Google maps, telephone directories and local knowledge]. Where the location is an individual business premises, it is covered by Cornwall Local Plan Policy 5.2 which provides criteria to assess proposals that would result in the loss of the business space.

Cornwall Local Plan Policy 5.4 says that Site Allocations Development Plan Document [DPD] and Neighbourhood Plans should safeguard appropriate existing land, necessary for the delivery of the economic strategies for Cornwall. No sites in the Parish are formally identified in the Site Allocations DPD. For the St Stephen in Brannel NDP it is considered that the main industrial estates within the Parish should be safeguarded. These are:

1. Gwindra Industrial Estate , St Stephen
2. Hawkins Motors Sites, St Stephen
3. Old School Workshops, St Stephen
4. Goonvean Industrial Park
5. High Street Industrial Estate

Minerals industry operational and administrative sites are covered by the Minerals Safeguarding DPD.

Some industrial and commercial sites within the Parish are older, built at a time when car-ownership was less common and commercial vehicles were smaller, often have inflexible layouts, life-expired buildings, and poor environments, which tend not to attract inward investment and higher technology development and can cause negative customer impressions that restrict competitiveness.

Tourism

The Parish itself is in reasonable travelling distance of the well-known tourism centres of Newquay, The Eden Project, St Austell Bay, and the Roseland, and is a good location for touring taking in both the north and south Cornwall coasts, all less than one hour drive. The Parish is also well positioned to take advantage of the growing interest in walking and cycling having a reasonably good network of public rights of way and potential links to the Clay Trails, with the 'Blackpool Trail' already in place, and gems like The Hidden Valley.

There are some campsites, holiday-let/B&B premises and tourism support services available:

- 4 Stepside Corner
- Brannel Cottages
- Court Farm Campsite
- Goonlaze
- Greenbank Farm
- Hendra Farm Cottages
- Nanjeth Farm Cottages
- NO LIMIT Luxury Holiday House Services#

Shabby Shack

The Corn Store

The Cottage Nanpean

The Old Smithy

Tremane Campsite

Treviscoe Campsite

However, tourism as an activity is not well established in the Parish. To some degree this might be due to perceptions of the china clay area as an industrial landscape, and a lack of appreciation of the area's intriguing industrial heritage. Few people would appear to be aware that in addition to its huge landscape impacts, the Cornish china clay industry has made important contributions to the national economy, and has had widespread social and cultural impacts, for example transforming the prosperity of the Potteries in England's north, and stimulating well known authors [Bennet, The Five Towns etc] and local poets. It has an industrial heritage potential to equal Cornish tin and copper mining, and coal extraction elsewhere in Britain, but in the St Stephens in Brannel area it is relatively undeveloped [Source: Local knowledge and original research].

Superfast Broadband [Source: Open Reach checker website].

All of the Parish's settlements can access Fibre to the Cabinet [FTTC] connections with 'superfast' speeds of up to 80mb, whilst those where Fibre to the Premises [FTTP] is possible [such as Treviscoe, parts of Nanpean and the south of Foxhole] can achieve 'ultrafast' 1Gbs connections. The more rural locations can only achieve sub 24Mbs connections as they cannot access fibre. Notably this includes High Street Industrial Estate, although both Gwindra Farm and Goonvean industrial parks can achieve 1Gbs connections.

Agricultural and Land Based Rural Business Diversification

Agriculture is less of an important sector overall in the Parish due to the land take of the china clay industry. However in the southern rural area of the Parish agricultural business is important for both the employment potential and its stewardship of the local landscape, biodiversity, heritage and recreational resources that benefit the Parish residents and visitors. The average income from farming enterprises is low in comparison to other industries and also unpredictable, being easily affected by currency exchange rates, supply and demand factors, and climate change impacts. The uncertainty over the future of farming and Brexit means there is a need to sustain existing businesses by providing more predictable revenue streams.

Diversification of agricultural product and extended processing or into other land-based activity and local retailing can be of great assistance. However, diversification generally requires significant investment and commitment to a long payback period. It can also have negative environmental and amenity impacts. [Source: Google maps, telephone directories and local knowledge].

Working from Home and Home Based Businesses

Nationally the proportion of working adults who did any work from home in 2020 increased to 37% on average from 27% in 2019. Some 24% of businesses stated that they intended to use increased homeworking going forward, with the Information and Communication industry recording the highest proportion (49%). Of working adults currently homeworking, 85% wanted to use a "hybrid" approach of

both home and office working in future. However, there was some uncertainty among businesses, with 32% stating they were not sure what proportion of the workforce will be working from their usual place of work.

According to DBIS figures (2014) 1 in 10 domestic properties are home to at least 1 business and 59% of businesses are home based, comprising (i) those that undertake most or all of their activity in the residential home and (ii) those that operate from the home but a large proportion of their activity is conducted either at the client's premises or at outdoor sites. Although the number of small business and sole proprietorships has temporarily reduced as a result of COVID, it is expected they will continue to grow, and many of these will be home based, facilitated by the ability to use high speed broadband to access customers. According to Experian, 76% of retail businesses formed between April 2020 and February 2021 were registered at a residential address. Govt, data suggest that 60% of businesses start from home, and Centre for Economics and Business Research data suggests that 52% [2.75M] of businesses are home based.

Locally Census 2011 data says that 390 or 11.6% of all usual residents aged 16 to 74 in employment worked 'mainly at or from home', compared to 15.8% in Cornwall and 10.3% in England. Given the trends reported above, it is likely that this proportion has increased and will continue to grow substantially in the future. These trends have the potential to make local shops and other services more viable and by reducing travel to work have a positive impact on climate change, although the impact on supporting services in business districts may be harmful. [Source: DBIS figures; 'Business and individual attitudes towards the future of homeworking, UK: April to May 2021 Report' ONS; Census 2011 Table KS601EW to KS603EW; Experian; CEBR].

Related Community Engagement Feedback

60% of respondents agreed that land should be made available for business use to create jobs in the Parish.

When asked what type of business units are needed in the Parish, around 50% of respondents selected workshops/light industrial units, micro farm/market gardening land and units, and starter units.

There were a number of 'other' responses with a majority of those stating that there should be no further business units.

However, of respondents who run a business in the Parish, 85% felt that faster broadband would improve their experience of running their business in its current location, and 76% felt that improved mobile reception would help.

85% of community respondents said they supported the use or extension of part of a dwelling for office and/or light industrial uses to improve working from home.

They also gave ideas to encourage more people to work locally including that more local purpose built offices, perhaps in a 'hub' which provided hireable space and support with office services, and a local support network to help small and lone worker businesses.

Key issues and implications for the NDP

In the light of the preceding data, the following provisions should be reflected in the Neighbourhood Development Plan.

Overall, NDP Policy should support new business development particularly where it aligns with the aims of the Cornwall Strategic Economic Plan. To help tackle deprivation, new business development should aim to

deliver higher value jobs by including attractive and adaptable spaces suitable for a wide range of modern manufacturing, innovation and evolutionary processes, and support the growth of small home based businesses.

Provide for the safeguarding of key business and employment sites so that they can continue to support the economy of the area.

Support enhancement of older business and employment sites so that they can improve to a standard more appropriate to modern needs.

Provide support for new business and employment development opportunities through the conversion of existing buildings and the provision of new premises in forms that are appropriate for our rural environment, will assist the sustainability of existing businesses, and encourage the development of small new commercial ventures.

Support the working from home and the creation of home based businesses by adopting a criteria based approach to impact assessment of planning applications for such development that allows for a balanced consideration of the impacts that might occur in different situations.

Support rural business diversification of agricultural and other land-based rural businesses so that they are able to grow in a sustainable manner, without having an unacceptable adverse effect on the local environment and community.

Encourages development of new or enhancement of existing high-quality sustainable tourism facilities, attractions and accommodation appropriate in scale to their location and accessibility, to provide a balanced mix of economic, social and environmental benefits.

Encourage the provision of enhanced digital communication links that enable business to take a full part in the modern economy, whilst reducing the need to travel and associated environmental issues, and avoiding harm to the landscape and village character.

[Appendix 1. Snapshot of Local Businesses](#)

Ace Vintage Cornwall
Advantage Bookkeeping
Andrew Sykes Hire Ltd
Andy's Removals
Anna's Flower Barn
Anne Cruickshank Celebrant
Aquasource SW
Art of Flowers
B & H Motorcycles
Beauty Training SW
Bouncin Buddies
BP Courier Services
Brannel Launderette
Celtic Drilling
Central Cabs
City Ceramics Dental Laboratory
Clay Country Cat Care
CLN Cleaning
Commercial Plan Repairs
Corcomit
Cornwall Scrap Store
Craft by Craft

Crosswinds Equestrian
D & S Builders
DA Plastering
DBD Plumbing & Heating
DC Carpet Cleaners
Dennis May & Sons
DF Window Repairs
Duchy Digital Marketing
Duchy Landscape & Construction
Eco Dragon Plumbing
Element Engineering
Engineering Inspection Solutions Ltd
Evolve Health Fitness and Well Being
Finning UK
G Julian Haulage & Repairs
G Wizz Home & Garden Maintenance
Goonvean Fibres
Grosvenor House Associates
GT Jones & Co
Gwitha Web Services
Harpr Surveys
Hawkins Motors
Hay Nurseries
Imerys Minerals
Instruct UK Resources
Intrinsic Surveillance
J & C Sons
J & M Autos
Josh Yates Roofing
JP Autotech
K & K Electrical & Refrigeration Ltd
K & K Kitchens & Bathrooms
Kiran QMS Ltd
Krafteekrafts
M & W Meats
Made for Yew Ltd
Martin Elworthy Guns
Mitch-Cal Services
MPS Southwest Ltd
MV Services
Nanpean Garage
Nanpean Self Storage
Nigel Retallack Gardens Grounds Services
Nuco Training
Olver TR & Sons
Pads & Paws Photography
Philip and Sons
Premier Detailing
Prime Surveys
Pro Gas Heating Services
R & R Gasses
Rightway Conversions
Shaw Van Conversions
SOA Designs
Soot & Sweep
St Austell Courier Services

ST Building Services
Sunflower Cottage Massage and Therapies
Sustainable Furniture UK Ltd
SW Sweepers
Target Geometrics
The Happy Sandwich
The Magical Gathering Store
The Print Guru
TS Training
Vale Cleaning Solutions
Vandanine Transport
Vanity Fair
WA Allen Tyres
Wernick Group Ltd
Westcountry Machinery 4 Wood
Yeovale Kennels