

## Protection of Employment Land

15 February 2012

### **Purpose and type of consultation**

This Consultation Paper sets out the Minister for Planning and Environment's proposals to introduce planning guidance relating to the protection of employment land. This guidance will outline the policy context for the protection of employment land and the information that is required for relevant planning applications.

The intention of the current Island Plan policy is to protect employment land from non employment uses, where appropriate to do so. Policy E1 – the Protection of Employment Land, identifies a series of tests against which planning applications, which involve the potential loss of employment land, are judged against. The guidance document provides greater detail on the evidence that is required to be submitted against each of these tests, so that planning applications can be fully assessed on their merits.

The Minister would like to hear the views of those interested in and affected by the guidance.

**Closing date: 28 March 2012**

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### **Summary**

There is a benefit to the Island in seeking to maximise the economic contribution of employment sites which cumulatively provide significant levels of employment. There is often commercial pressure for the development of residential uses on employment land, whilst at the same time there is a shortage of sites available for new business development. The loss of any size of site in employment use can be significant, especially since a large proportion (77%) of the 5,700 businesses in Jersey employ five or fewer people. The loss of employment land will therefore not only have an impact upon the local economy, but may also lead to the additional future demand for new employment sites, possibly in areas where development costs will be lower, such as on green fields or in other non sustainable locations.

The policy regime that seeks to support economic regeneration by encouraging the recycling of existing employment sites for use by new employment activities is provided by policies SP5: Economic growth and diversification and E1: Protection of employment land of the Island Plan 2011.

### **Further information**

The consultation can be viewed online at: [www.gov.je/consult](http://www.gov.je/consult).

Printed copies are available on request from the Department of the Environment, South Hill, St Helier.

**Please send your comments to:**

Ralph Buchholz, Principal Planner  
Planning and Building Services, South Hill, St Helier, JE2 4US

**How to contact us**

Telephone 4484443  
Email r.buchholz@gov.je  
Fax 445528

**This consultation paper has been sent to the following individuals / organisations and will be lodged in the States as a report:**

Chairman – Environment Scrutiny Panel  
Director – Development Control  
Director - Jersey Property Holdings  
Association of Jersey Architects  
Association of Jersey Estate Agents  
Jersey Construction Council  
Chamber of Commerce  
Public Consultation Register

**Supporting documents attached**

Consultation draft advice note – Protection of Employment Land

**Consultation response**

A series of statements about the guidance and the strategic policy direction which underpins it are set out below, which may help with your response. Alternatively, you may submit any other comment that you wish to make on the content of this draft guidance note.

You may do this online on [www.gov.je/consult](http://www.gov.je/consult) or you can print and submit the questionnaire to the address below.

<b>1. Is there is a need for planning guidance on the protection of employment land?</b>	Strongly agree	Agree	Don't know	Disagree	Strongly Disagree
<i>Please give reasons for your answer</i>					
<b>2. Is it appropriate for the Minister to require an independent marketing strategy to be undertaken of the site in order to evidence the current level of demand and viability for employment use?</b>	Strongly agree	Agree	Don't know	Disagree	Strongly disagree
<i>Please give reasons for your answer</i>					

<b>3. When assessing the demand for employment uses is it appropriate to have a flexible approach towards the time period required for marketing a site?</b>	Strongly agree	Agree	Don't know	Disagree	Strongly Disagree
<i>Please give reasons for your answer</i>					
<b>4. If you did not agree with question 3, what would be the appropriate minimum marketing period?</b>	Less than 3 months	3-6 months	6-9 months	9-12 months	More than 12 months
<i>Please give reasons for your answer</i>					
<b>5. Is the form of the planning guidance clear and easy to understand and use?</b>	Strongly agree	Agree	Don't know	Disagree	Strongly disagree
<i>Please give reasons for your answer</i>					
<b>6. Please indicate any additional information that you think is needed, that is not in the guidance document.</b>					

Please note that consultation responses may be made public (sent to other interested parties on request, sent to the Scrutiny Office, quoted in a published report, reported in the media, published on [www.gov.ie](http://www.gov.ie), listed on a consultation summary etc). If you have a particular wish for confidentiality please indicate this clearly when submitting a response.

I agree that my comments may be made public and attributed to me

I agree that my comments may be made public but not attributed (i.e.anonymous)

I don't want my comments made public

If you agree to your comments being attributed to you, please provide your details below:

<b>Name:</b>	<b>Organisation:</b>
<b>Address:</b>	
	<b>Email:</b>

Other comments can be submitted in writing or by email to the address below.

If you or your organisation would like to discuss these proposals further, or would like more information, please contact Ralph Buchholz, Principal Planner on 448443 or [r.buchholz@gov.je](mailto:r.buchholz@gov.je).

Policy and Projects Section  
Department of the Environment  
South Hill,  
St Helier,  
JE2 4US

**Deadline for consultation responses:** 28 March 2012.