



A new approach to planning for sustainable economic development

The Barker *Review of Land Use Planning* (December 2006) identified that planning authorities do not always give sufficient weight to economic considerations when drawing up plans and determining planning applications and recommended the replacement of Planning Policy Guidance Note 4: *Industrial, Commercial Development and Small Firms*. A consultation paper of a draft PPS4: *Planning for Sustainable Economic Development* was published in December 2007.

ATI Projects, of which Greenwatt Technology is a division, recently completed a new-style Sustainable Economic Development Statement (SEDS) for a leading East Midlands local authority. This consisted of an impact study and economic development review for a major planning proposal including assessment of economic regeneration outputs, analysis of workspace, community benefits, transport issues and sustainable environment. The proposed mixed-use development will include renovation of a listed building along with new-build for a new college campus and a business centre for creative industries.

We believe that evidence based policy is essential and that preparing for compliance with the central tenets of the draft PPS4 is advisable as it is designed to provide local authority planners with a summary and checklist of policy issues to ensure that planning decisions take full account of economic and sustainability issues and the need to support enterprise regeneration. Our SEDS used the draft PPS4 as a framework to achieve a wide evidence base to underpin the desire of the council to prioritise development which achieves both efficient and effective use of land and a high quality and sustainable environment.

What does the Sustainable Economic Development Statement include?

A SEDS is specific to the project's local context. This SEDS drew upon a broad range of local reports and business plans to provide evidence of economic regeneration, sustainability and community benefits. Interviews with key personnel provided further information. The SEDS also highlighted where evidence is lacking or is insufficient and takes into consideration local politics, stakeholders, partnerships and communities as well as the following factors in the region or locality:

Demography	New business creation
Housing	Transport
Economy	Infrastructure
Labour market	Environment
Economic inclusion	Social and quality of life issues

If you require a Sustainable Economic Development Plan to be carried out please contact us.

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