

# FORMATIVE LISKEARD NEIGHBOURHOOD PLAN EMPLOYMENT/TRAINING STRATEGY

## 1. INTRODUCTION

This report sets out the findings of the Liskeard Neighbourhood Plan Employment and Training Working Group, along with recommendations to the NP Steering groups as to appropriate objectives and outline policies that would make up a deliverable and well supported strategy for creating higher levels of employment and skills for the town and CNA.

The Working Group membership is as follows:

Name	Status
Jane Pascoe	Town Councillor (Chair of Group)
Stephen Vinson	Liskeard Town Clerk
James Shrubsole	Town Councillor (Chair of NP Team)
Steve Clark	Community volunteer
Roger Holmes	Town Councillor/Cornwall councillor
Bruce Hawken	Community volunteer
Lynne Butel	Community volunteer
James Moon	Community volunteer
Peter Murnaghan	Community volunteer

## 2. PROCESS

Creation of this report involved a period of evidence gathering and looking at a range of issues that might influence the employment and training strategy of the NP. A series of meetings was held to process the evidence and define the outline of a strategy, using various basic strategy building techniques. Stakeholder sessions with local employers, business leaders and others were also held, aimed at discovering their views on what might deliver the strategy. Site tours were also made to identify the physical constraints affecting the town and the potential sites for further development.

## 3. SUMMARY OF EVIDENCE

Employment statistics, history of employment land allocation, study(ies) of employment sites, info on skills shortages, training needs

## 4. KEY POINTS FROM COMMUNITY ENGAGEMENT FEEDBACK

- **A place to work and learn**

Seventy two percent of those who ranked their top four themes included 'a place to work and learn'. Its rank in third position probably reflects the fact that whilst people may live in Liskeard and its environs and use the town centre shops to a greater or lesser extent, not everyone works in Liskeard, nor are all the Liskeard children educated here. However this was a very widely supported theme, perhaps with more confidently expressed views about its importance than any other category. It was tied to the 'place to live' by a significant majority. The point was made repeatedly, 'jobs first, then houses'. Many respondents considered ways to bring more employment into the town. Accessibility and attractiveness were considered critical. The availability of suitable industrial units of different sizes, business rates and rents, poor access to the A38 from Moorswater and similarly poor links from the A38 to the south of town, were all identified as critical issues.

The limited post-school education and training facilities and a shrinking adult education provision in town was criticised. Two respondents said that basic literacy and numeracy skills training was required, in addition to the higher level skills and entrepreneurial/business training that was suggested by others. Respondents argued that specific sectors should be encouraged to set up in town, perhaps in the small incubator-style units in converted Victorian villas, currently surplus to Cornwall Council's requirements. The ICT sector, arts and craft businesses were suggested as suitable for small clusters. The expertise of local professional business advisers should be made more widely known and available. The high speed broadband should be publicised. Financial support should be sought from the EU.

A meeting of the leaders of the business community drew out more specific details relating to the concerns of doing business in the town. One critical issue repeatedly raised was the availability, cost and accessibility of good quality industrial units with good transport access. It was suggested that the town needed small starter units and also larger units for successful firms to move to as they grew. Better road links, particularly from the southern end of town to the A38 was identified as important. Business leaders also suggested that the town was not promoted well; Liskeard does not get a mention until 22 miles east of Liskeard on the A38. The signs on the M5 just have 'Plymouth and the West'. The good rail links and high speed broadband should attract businesses to the town. Although the town population is less than 10,000, as a market town Liskeard serves a rural hinterland of up to 30,000 people. Respondents thought that all these things should make Liskeard attractive to businesses.

**Figure 6.1 General concerns expressed about Employment and Training**

Number of comments made

Figure 6.2 Liskeard's Potential

Number of comments made

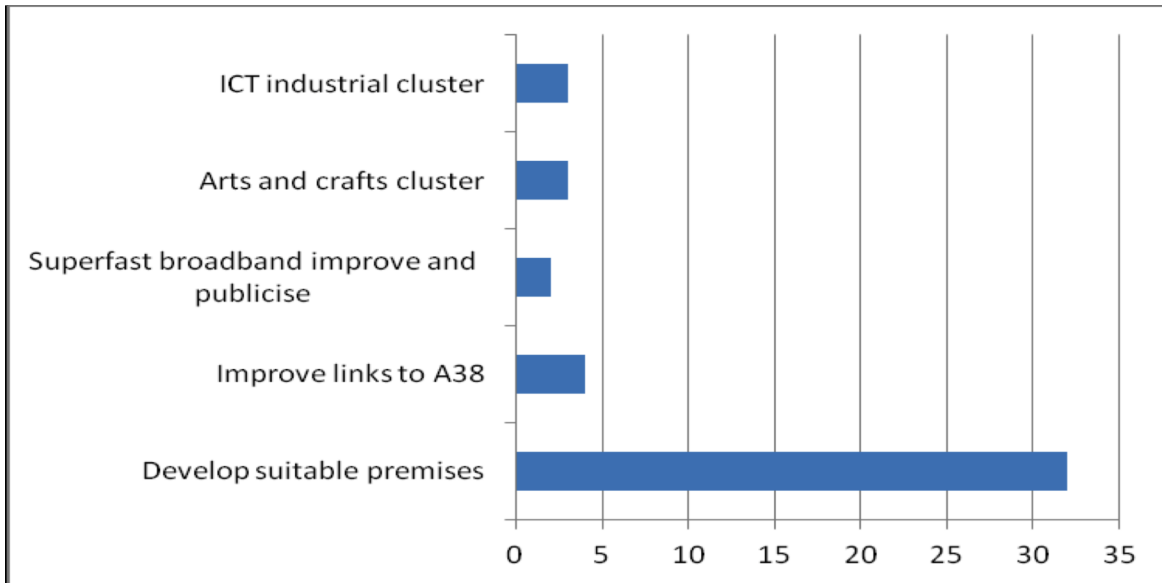
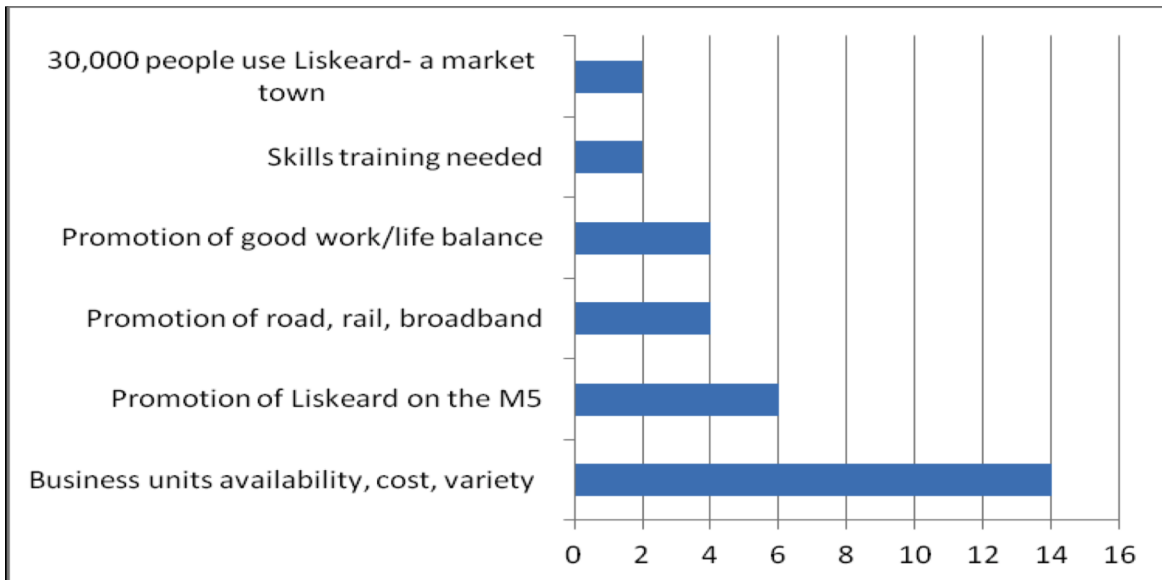


Figure 6.3 Business Leaders Views on Employment and Training issues

Number of comments made



## **Employment group SWOT analysis**

<p><b><u>Strengths</u></b></p> <p>A 38 + good rail links Quality of life / attractive location Able people ( employers &amp; employees ) University nearby, Duchy college etc. superfast broadband plenty of potential sites existing employment sites (hospital, school)</p>	<p><b><u>Weaknesses</u></b></p> <p>no training colleges in Liskeard lack of available land / unwilling to sell for employment patchy broadband e.g. Moorswater draw of Plymouth (dormitory town) inadequate access junctions onto A 38 lack of skills base lack of development in recent years/present sites largely full housing mix may not encourage new business / enterprise not much flat land economic issues/recession</p>
<p><b><u>Opportunities</u></b></p> <p>Some mixed use developments to unlock sites Utilize sustainable transport links already in place enhance connectivity through better junctions onto A 38 capitalize on broadband find niche e.g. agricultural services/food hub enhance training provision potential for green energy on new business/industrial site</p>	<p><b><u>Threats</u></b></p> <p>Landowners not releasing land for employment use Draw of commuting to other towns for work e.g. Plymouth Other towns attracting funding for employment and training e.g. Bodmin</p>

## **5. CONCLUSIONS FROM THE EVIDENCE**

The evidence we have collected suggests to us that there is a need to identify employment sites which will meet the requirements of the NPPF and Cornwall Local Plan, and which:

- Are situated where maximum use can be made of sustainable transport links;
- Provide a range of sizes and tenures of buildings/facilities, so that new businesses can set up, and existing businesses can expand and develop without having to leave the area;
- Enable employers to make good use of local skills and infrastructure assets such as superfast broadband in order to raise average incomes in the Liskeard and Looe CNA
- encourage inward investment in local business and employment and support the viability of the town centre;
- do not add unacceptably to pressure on infrastructure, service and road traffic conditions.

In addition there is a need for up-skilling of people working and living in Liskeard through the establishment of links between schools, colleges, universities, other training providers in both public and private sectors, and employers, with an aim to establishing a training hub to serve the town/CNA.

Our over-riding purpose must be to deliver sustainable development. Sustainable development means making sure we grow and develop in a way that's safe and fair for future generations. To get the best long-term outcome our employment strategy must follow the guiding principles of sustainable development , which are:

- Living within the planet's environmental limits – protect and enhance our natural and man-made environment, and respond to climate change.
- Ensuring a strong, healthy and just society – meet present and future needs for the housing, work and services that support the wellbeing of all our community.
- Achieving a sustainable economy – support actions that build prosperity for all and use resources wisely.
- Promoting good governance – make sure that all are involved in creating the Neighbourhood Plan

## **6. STRATEGIC OVERVIEW – VISION/AIMS – OBJECTIVES.**

Our proposals are as follows:

Aim: The Neighbourhood Plan adopts a strategy to attract high quality employment to meet the needs of businesses and the working population and to ensure the long-term sustainability of Liskeard as a thriving community and modern market town.

Objectives:	Achieved by:
1.Promote quality employment growth	<ul style="list-style-type: none"> <li>a) identifying appropriate sustainable locations for employment/training development in and around Liskeard</li> <li>b) ensuring employment land is developed up-front, or in parallel with housing, including through s106 agreements and other grants</li> <li>c) building on our local strengths including superfast broadband, mainline railway, close proximity to A 38 and attractive environment to promote local business opportunities and attract inward investment</li> <li>d) linking with the housing strategy to encourage appropriate houses that attract businesses/entrepreneurs to the area</li> <li>e) supporting developments that are compatible with a sustainable transport strategy and maximise the use of “green” energy and sustainable building methods/design</li> </ul>
2.Improve skills and training	<ul style="list-style-type: none"> <li>a) Identifying skills shortages</li> <li>b) Supporting and encouraging the co-ordination of vocational training/skills development between formal education and private sector and identify appropriate providers including schools, further/higher education and training agencies</li> </ul>
3.Establish an innovation hub	<ul style="list-style-type: none"> <li>a)Working with Cornwall council to locate suitable start-up premises (devolution?) and via funding agencies to attract new businesses to form a co-operative work-space.</li> <li>b)Sponsorship and grant aid to support local enterprises and universities</li> </ul>
4.Build on existing viable businesses which provide local employment opportunities and a range of services for both the people living in the town and surrounding area	<p>supporting provision of a range of facilities that will allow businesses to expand and stay in the area</p>

NPPF - DCLG 2012: Building a strong, competitive economy (ref 20; 21 [\*4 \*5 \*6]; 22; 23)  
Sustainable transport (ref 34; 35; 37; 38)

Cornwall Local Plan (draft) 2010-2030: Theme 1 support economy (obj. 1; obj. 2; obj. 3)

Theme 2 self-sufficient, resilient communities (obj. 5; obj. 6)

Theme 3 good health and wellbeing (jobs near neighbourhoods)

Theme 4 best use of environment (obj. 9 (a), (b), (c), (d))

Spatial Strategy: (1.20; 1.23)

Policy 2: (refs 1; 2; 3; 7; 8 (d), (g))

General policies – jobs and skills (p16): (refs 2.3; 2.4; 2.5)

Policy 5: (p18)

Transport policy: connecting Cornwall 2030;

infrastructure needs assessment

PP15 Liskeard and Looe CNA : (obj. 1; 2; 3; p107 18.6)

Policy PP15 (p108 refs 1; 1a; 1b; 2; 2a; 2b; 2c)

Cornwall Local Plan: Liskeard section of DPD document 2015 (requirements for employment provision)

CRCC summary of relevant documents and policies Jan 2015

Caradon Local Plan (first alteration 2007) (saved policy LISK 7 – allocation of Primary school site Callington Rd)

NOMIS 2011 census statistics

Liskeard Town Framework (draft) 2011/12

Cornwall Development Company (CDC) report July 2012: new sites for industrial development

Liskeard Neighbourhood plan: assessment of sites 2015

NP Plymouth University : community engagement report (2014)

Community/Stakeholder engagement:

Community engagement/survey Summer 2014

Other meetings 2014/15

Business breakfast; developer/preapp meetings (Magistrates court, Wain Homes; Wilton Homes ; Trewithan House; Cattle Market FEZ)

Cornwall Council/ Menheniot Parish council (NP liaison); MP for SE Cornwall (need for employment, sustainable housing/renewable energy); Liskeard School/RIO/Jobcentre plus (training needs/training hub)

Talk from head of RIO (EU funding; 'niche' employment – e.g.'e-Health'); ECCABI breakfast meeting (supporting training needs/universal credit); Cornwall Property Review/Devolution meetings (opportunity sites – cattle market, Graylands, Westbourne, Trevecca)

**Summary of Site Surveys:**



The following sites were highlighted as suitable for employment use:

Li05, next to hospital; Li06, N of Pengover Road; Li 08, East of Charter Way; Li10, bordering Charter Way, South of Lake Lane; Li11, Tencreek Farm (Menheniot); Li12 flat land, Bolitho (Menheniot)

In-town sites suited to expansion with office development:

Li13 Heathlands; Li15 Rapsons/mortuary site

In-town site that could better be allocated to housing:

Liskeard enterprise centre

Other significant sites in town identified by Town Centre Working Group could be suitable for a range of uses including Cattle Market; Top Photo site; and other smaller spaces detailed in Town Centre group report

**Establishing employment centres:**

1. Linking provision of employment to housing developments to overcome the reluctance of landowners to release land at “employment “ values rather than for housing
2. Promoting an innovation hub based on a ‘niche’ sector such as IT, eHealth
3. Promoting a training hub, through links between school/higher education and training providers.

