

PLANNING ASHBY'S FUTURE

ASHBY DE LA ZOUCH NEIGHBOURHOOD PLAN EMERGING OBJECTIVES AND POLICIES EMPLOYMENT AND ECONOMIC GROWTH THEME

Objectives:

- Promote and nurture business growth especially staff intensive businesses, maximising the economic benefit from key initiatives in the area e.g. National Forest, East Midlands Airport
- Protect existing employment sites
- Promote homeworking
- Support tourism and the development of an outside market
- Prioritise the identification of additional employment sites
- Protect and retain current employment

Policy preferences:

- Use of brownfield industrial sites for non-retail/ non-industrial use only permitted when developer has demonstrated that the site is not economically viable
- New development that provides staff intensive businesses will be supported
- Applications that identify a site for an outdoor market in the town will be supported
- Good broadband connections, fibre optics in housing developments to support homeworking will be expected
- Support for tourist facilities where they conserve the quality of built and natural environment
- Support for developments that help promote tourism in Ashby, including the provision of new facilities e.g. overnight accommodation or improving existing facilities.

Potential projects coming from the Neighbourhood Plan, which are outside the remit of the Plan and will require a lead to be taken by either North West Leicestershire District Council or Leicestershire County Council:

- Marketing the town and surrounding area as a tourist destination, including the image of the town 'at the heart of the National Forest'
- A marketing campaign to attract new businesses and economic investment in to the town.

Email: info@ashbytowncouncil.org.uk with comments on these proposals by 31st August 2015