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SCOPE OF CHAPTER

- 5.1 A strong local economy is essential to the well-being of the Borough and its residents. Local businesses and industries provide employment for almost one half of Newham's working population and many services for its residents. Economic growth produces a virtuous circle of further investment and improvement in the environment, housing stock, shopping and recreational facilities. Well-paid employment increases opportunities and improves the quality of life for local people.
- 5.2 This Chapter sets out policies for increasing job opportunities and access to jobs by local people. It includes policies which foster and accommodate the growth and adaptation of businesses in the Borough. It also deals with the location of employment uses and the solution of conflicts between activities.
- 5.3 Many of the new employment-generating opportunities are within key sites in the Borough defined as Major Opportunity Zones (MOZs). The Council's policies concerning MOZs are detailed within the Urban Regeneration Chapter. Shopping and associated town centre uses as well as leisure and tourism are other generators of employment. Policies relating to these issues are contained in the Shopping and Town Centres, Leisure and Indoor Recreation, and Tourism chapters, respectively.
- 5.4 Economic growth is also dependent on business support and advice. These functions are carried out by the Council's Regeneration and Partnerships Division.

VISION FOR THE FUTURE

- 5.5 Within the lifetime of the Plan, Newham will, in meeting the objectives of the Council's Urban Regeneration Strategy and associated Vision, lay the foundations for a much stronger and more diversified economy, an economy better able to withstand the economic slumps of the future and to provide long term employment opportunities for its residents and those of the wider east London area. In accomplishing the transformation the Borough will exploit its strategic employment locations within the Arc of Opportunity which links up Stratford, Canning Town, the Royals and Beckton. The Borough will build upon the existing strengths of the local economy and the skill and enterprise of local people, whilst fully exploiting new opportunities for investment and business activity.
- 5.6 Over the next 10-15 years or so there is sufficient land to provide a significant number of new jobs. These jobs will be provided in a range of sectors including manufacturing, service industries, retailing, leisure and tourism. Jobs will be created by new developments in the Arc of Opportunity such as that proposed for Stratford Rail Lands. These developments will act as catalysts for further job-creating development. Over the Plan period the Borough will have developed a critical mass in higher productivity business sectors.
- 5.7 Newham's expanded workforce will be trained in the employment growth sectors, and will be well-placed to take on the new jobs. Social barriers to employment will be removed by the provision of high quality day care and education for the under fives. Physical barriers to employment will be removed by the design of approaches and entrances to workplaces to allow access for disabled people.
- 5.8 Newham's established firms, active in industries with long term growth potential will have been encouraged to stay and expand in the Borough as a result of the improved infrastructure and environment. Modern high productivity firms will have realised significant competitive advantages by locating in the Borough, owing to the excellent provision of land and buildings for employment uses. These growth sector industries will contribute to the diversification and strengthening of the Borough's business base.
- 5.9 A range of 'starter' businesses and small firms seeking to expand will find a choice of accommodation to suit their needs in the Borough. The local entrepreneurial base will develop as a result of the local buyer-supplier chains that will be in place, linking businesses with new developments and the further development of cultural industries in the Borough's town centres.
- 5.10 Working conditions will be much improved for Borough employees, making the environment safer, healthier and more attractive. Industry and commerce will be 'cleaner and greener', thus contributing to sustainable development. Uses which are polluting, or likely to cause nuisance and do not contribute to meeting the broader regeneration objectives of the Council, will be discouraged.

- 5.11 The necessary transport, infrastructure and environment in which businesses will prosper will be in place, as will a greater range of quality housing to meet the needs of all Newham employees and aspiring residents. Newham will be a major business location and a place where people will choose to work and stay.
- 5.12 In order to realise this vision the Council has developed a set of objectives and a strategy which are detailed below. These, together with the assessment of current issues, have guided the formulation of policies contained in this chapter.

OBJECTIVES

- 5.13 The Council's objectives for employment are as follows:
- a) increase both the number and range of jobs particularly within high value added future growth sectors in the Borough;
 - b) promote the Borough as a location for major new investment and business activity;
 - c) encourage existing employers with long term growth potential to remain in the Borough;
 - d) improve the opportunities for local people to obtain jobs, both in Newham and elsewhere, through the provision of work-related training and childcare;
 - e) expand the role of Stratford as an integrated, urban and dynamic business location providing a focus for the regeneration of East London;
 - f) support more effective integration of employment development and opportunities in the Royals with local communities;
 - g) maintain and improve the environment of employment areas by encouraging uses of high quality and high productivity providing the conditions for future growth, and protecting the amenity of neighbouring uses, particularly in residential areas; and
 - h) attract uses which will contribute to the diversification and strengthening of the local economy.

STRATEGY

- 5.14 In order to achieve the aims of the Council's Vision, the Urban Regeneration Strategy is targeting firms in high value added future growth sectors such as: financial/business services; cultural/media; visitor industries/leisure; higher education/technology/communications; pharmaceuticals; and firms with European linkages. It is a major Council objective to attract to large strategically important sites in the Borough's Arc of Opportunity a wide range and large number of new job opportunities in these key growth sectors. During the Plan period the potential of such sites will be further enhanced by proposed and programmed infrastructure improvements.
- 5.15 Particular emphasis will be placed on expanding training opportunities so as to enable local people to gain access to the jobs created. Major employment generating developments will be expected to contribute by participating in employment, education and training access programmes.
- 5.16 The Council is committed to safeguarding established employment areas such as the Thameside Belt, Marshgate Lane and the London Industrial Park from competing forms of development. These areas provide a valuable source of employment well-suited to the current skills of many Newham residents. The Council will seek to retain employment in those sectors whose activities do not detract from its overall aims and objectives for the regeneration of Newham. The Council will encourage new employment uses which contribute to the diversification and strengthening of the local business base. Bad neighbour industries whose processes foster a negative image of the Borough as a business location and thereby act as a deterrent to inward investment in high value added future growth industries will be discouraged. The Council will continue to support, through a framework of planning policies, financial assistance and business and training advice, those firms in the established employment areas that have long term growth potential.
- 5.17 A high standard of design will be expected in all new development so as to improve the environment and physical appearance of the established employment areas. Positive steps will be taken to increase the attractiveness of these areas to firms and employees by identifying opportunities to improve landscaping, provide amenity space, promote surveillance and clear land ownership. Proposals for ancillary services will be encouraged. The Council will seek to improve pedestrian and cycle access through these areas, and towards public transport nodes.

- 5.18 The Borough's larger town centres at Stratford, East Ham and Green Street, apart from being the main shopping areas, have a wider economic function that the Council will seek to strengthen. The Council's policies aim to maintain and improve the vitality and character of these areas in particular through the development of an evening economy. With the emergence of Stratford's Cultural Quarter the Council recognises that a supportive industrial base of workshops, studios and performance space needs to be in place to complement investment in the arts.
- 5.19 Land use policies for employment are a factor in business location decisions, but so is the quality of the environment, the attractiveness of town centres, access to strategic transport routes, the availability of leisure facilities, open space and a range of good quality housing. The perception of Newham as an attractive business location depends on improving the awareness of the Borough's strategic location, and developing, strengthening and promoting the identities of individual local areas as well as raising the expectations of Council services amongst the existing business community. The effectiveness of policies in other chapters of the UDP in raising the profile of the Borough as a viable and attractive business location will impact on existing employers as much as they will have a bearing on attracting inward investment.

CURRENT ISSUES

- 5.20 The objectives and strategy above will address the land use implications of the main issues facing the Borough. These are set out below.
- 5.21 Newham is still attempting to absorb a number of fundamental changes to its economic structure. In the past 25 years the Borough has experienced long term and persistent employment decline as traditional labour intensive industries such as manufacturing and transport have succumbed to global, national and regional trends. Much of the Borough's existing employment is in low value added activities which offer poor employment conditions and wages. Job losses from economic restructuring have been exacerbated by a low rate of business formation and growth. By contrast the wider London economy has radically changed its focus towards high productivity services and moved its perspective to the west. In 1998 there were approximately 57,000 jobs located within the Borough, 22,000 less than in 1981 - a drop of 24% (Annual Employment Survey, 1998).
- 5.22 The restructuring of the economy has led to a geographical redistribution of employment within Newham away from industrial areas (such as the lower Lea Valley and the Thameside Industrial Belt) towards the Borough's larger town centres. In the traditional industrial areas, the loss of economic activity and the rationalisation of public utility operations has left a large amount of brownfield land, obsolete buildings and poor working conditions for many remaining firms and workers. Significant areas of traditional industry remain and contain a number of major employers such as Tate and Lyle, Akzo, Britvic, Sun Chemicals and Kierbeck, all of whom have re-invested significantly in the Borough. The commitment of these firms in terms of building up and maintaining a critical mass in traditional and new employment sectors has been encouraging.
- 5.23 Newham has relatively high and structurally rigid levels of unemployment. In March 2001, 8.3% of the economically active population were officially registered as unemployed, the third highest level in Greater London (GLA, 2001). Please refer to the People Chapter for further information on structural unemployment, economic activity, skills base and earnings.
- 5.24 Newham Council became one of the first local authorities in the country to support the Government's New Deal, a key component of the Welfare to Work Strategy. New Deal has been created to help the jobless, in particular the young (18-24 age group), long term unemployed (over 2 years unemployment), lone parents and disabled people get into work by closing the gap between the skills employers want and the skills people can offer. In Newham the New Deal for young people package is delivered by a partnership known as the Newham New Deal Consortium including the Council, Learning Skills Council, the Employment Service and prominent local businesses such as Tate and Lyle and BT. In Newham the consortium has pledged to bring jobs and training for 3,000 18-24 year olds. The Council is also, through its Access to Jobs Strategy, finding ways of making it easier for local people to get work and training.

POLICIES FOR EMPLOYMENT

POLICIES INCREASING OPPORTUNITIES

Promotion of the Borough

5.25 The Council will act to enhance the profile of Newham by improving the awareness and image of the Borough with external agencies such as the Government Office for London and the Greater London Authority, the London Development Agency, businesses and organisations such as London First and the London Development Partnership. Newham's Arc of Opportunity, set in the context of the Thames Gateway, will provide the focus for specific promotional campaigns, which will be led by the Council in partnership with local interests and official bodies. By contributing fully to its 'world city' needs, functions and status, and acting as a major employment focus for the regeneration of the Thames Gateway, Newham has the potential to be London's European Gateway. Through quality focused improvements in service provision the Council will raise expectations particularly with regard to the standard of the local environment. The Council will work with the local community, businesses and residents to develop, strengthen and promote the identities of individual local areas such as Stratford, Canning Town, West Ham and Beckton. The Council has had considerable success in attracting funding from European Union and Government Single Regeneration Budget programmes. A number of partnerships in the Borough are delivering substantial regeneration programmes focusing both on geographic areas and on identified community needs. The Council will build upon past successes by co-ordinating bids for external funds to ensure more effective targeting, and the maximisation of benefits, to secure lasting social and physical regeneration in Newham. The Council will continue to raise consciousness about the Borough's opportunities and look outward for inward investment.

Employment Growth

5.26 Newham's economy is characterised by declining employment and a structurally problematic industrial base which is seen as an obstacle to future improvements. One of the chief objectives of the Council's Urban Regeneration Strategy is to develop a much stronger and more diversified economy that is better able to withstand the economic slumps of the future whilst providing longer term employment opportunities for Newham residents. A more robust local economy will be better able to accommodate the forecast change in the Borough's economically active population. Please refer to the People Chapter for more information on the forecast changes in the Borough's economically active population.

5.27 In view of the need to retain existing employment and attract a variety of new job opportunities to the Borough, the Council has designated areas where employment activities will take priority over competing uses. If these are developed to their optimum capacity, a significant number of jobs could be provided within these areas.

POLICY EMP1: THE COUNCIL WILL STRIVE TO ACHIEVE WITHIN A STRENGTHENED AND MORE DIVERSIFIED LOCAL ECONOMY AN OVERALL GROWTH IN EMPLOYMENT OPPORTUNITIES THROUGH:

- A) PROMOTING THE COMPREHENSIVE DEVELOPMENT WITHIN THE BOROUGH'S MAJOR OPPORTUNITY ZONES, PARTICULARLY IN THE LOWER LEA VALLEY AND DOCKLANDS (PLEASE REFER TO POLICIES UR2 TO UR26);
- B) SEEKING THE EARLY REDEVELOPMENT OF VACANT SITES AND REUSE OF PREMISES WITHIN PRINCIPAL EMPLOYMENT AREAS (PLEASE REFER TO POLICIES EMP4 TO EMP6);
- C) SEEKING TO PROMOTE STRATFORD AND THE ROYALS AS STRATEGIC CENTRES AND FOR OFFICE AND OTHER EMPLOYMENT-GENERATING USES;
- D) STRENGTHENING THE ECONOMIC ROLE AND BASE OF THE BOROUGH'S MAIN TOWN CENTRES AT STRATFORD, EAST HAM AND GREEN STREET, BY MEANS OF PROMOTING INVESTMENT IN DEVELOPMENT AND BY ENCOURAGING LAND USES AIMED AT MAXIMISING EMPLOYMENT OPPORTUNITIES INCLUDING THE DEVELOPMENT OF AN EVENING ECONOMY;
- E) SEEKING TO PROTECT LAND AND PREMISES SUITABLE TO REMAIN IN EMPLOYMENT-GENERATING USES;
- F) ENCOURAGING THE DEVELOPMENT OF NEW BUSINESSES BY ENSURING AN ADEQUATE SUPPLY OF SUITABLE LAND AND PREMISES;

- G) RESISTING DEVELOPMENT THAT WILL NOT CREATE JOB OPPORTUNITIES WITHIN AREAS IDENTIFIED FOR EMPLOYMENT USE; AND
- H) PROMOTING ACCESS TO JOBS WITHIN THE BOROUGH BY ENCOURAGING THE USE OF PREMISES FOR THE DEVELOPMENT OF EDUCATION, TRAINING AND EMPLOYMENT ACCESS PROGRAMMES WHERE SUCH USE WOULD NOT HAVE A DELETERIOUS EFFECT ON LOCAL AMENITY.

Jobs and Training for Local People

- 5.28 With increased-employment generating development within the Arc of Opportunity, with jobs created on site as well as through the multiplier effects on the business, retail and leisure sectors, there will be more opportunities for the economically active population to work locally. Local access to employment will have positive implications for the quality of life of all Newham residents: less unemployment; reduced commuting; increased leisure time; greater access to jobs for women whose mobility may be affected by caring responsibilities. In order to realise job opportunities within Newham, London and Essex and to compete within an increasingly competitive labour market, local residents have to be equipped with the skills required by those economic sectors with long term growth potential.
- 5.29 Longer term employment change projections suggest that the greatest likely demand for workers will be in managerial, professional and technical occupations, personal services and to a lesser extent, clerical and secretarial work. If residents are to gain maximum benefit from predicted job opportunities within the Borough the traditional patterns of local people working in manual and unskilled/semi-skilled jobs need to be radically changed.
- 5.30 The Council will seek to ensure that at least 25% of new permanent and temporary job opportunities in the Borough will be taken by Newham's residents. This compares with nearly 50% of jobs in the Borough being filled by local residents at present and therefore should be considered the very minimum acceptable.
- 5.31 Through its participation in the Government's New Deal programme and delivery of its own Access to Jobs Strategy the Council has demonstrated its commitment to improving job opportunities in the Borough, responding to the recruitment needs of employers and equipping local people with the skills to benefit from predicted employment growth. In order to achieve this objective the Council will seek appropriate work-related training provision in connection with development for new business, industrial or other employment-generating uses where appropriate (Please refer to Policy S2 on Community Benefits in Part 1 of the UDP).

Small Businesses

- 5.32 Strategic Guidance for London Planning Authorities states that in many areas of London employment growth is likely to be led by small firms, either starting up or expanding, and UDPs should make provision for the accommodation requirements of such firms. Many small businesses in Newham have difficulty in finding accommodation that suits their needs in terms of size, affordability, flexibility of tenure and the provision of supporting business services.
- 5.33 The Council intends to increase the amount of work space available to small firms together with the range of accommodation in terms of size, design and cost of unit and in appropriate circumstances will apply planning conditions and agreements to that effect.

POLICY EMP2: THE COUNCIL WILL SEEK TO ENSURE THAT A SUITABLE RANGE AND QUANTITY OF WORKSHOP AND OFFICE ACCOMMODATION IS AVAILABLE TO SMALL BUSINESSES, STARTING UP OR EXPANDING, BY:

- A) ENCOURAGING THE SUBDIVISION OF LARGER BUSINESS/INDUSTRIAL PREMISES WHICH ARE NO LONGER REQUIRED IN THEIR PRESENT FORM WHERE THERE WOULD NOT BE UNACCEPTABLE LOCAL ENVIRONMENTAL OR TRAFFIC IMPLICATIONS; AND
- B) CONSIDERING FAVOURABLY PROPOSALS FOR THE INCLUSION OF 'LIVE/WORK' UNITS IN CONVERSIONS FROM COMMERCIAL PREMISES SUBJECT TO THE REQUIREMENTS OF POLICY H5.

Quality of Employment Development

- 5.34 The Council recognises that industrial uses with significant nuisance potential such as: recycling and scrap metal sorting; ready mixed concrete manufacture; waste processing; the manufacture of building products of concrete, cement,

lime and plaster; and processing, storage and distribution of aggregates and cement can have a negative impact on neighbouring uses, the local environment and the overall image of the Borough itself as a business location. The Council recognises that the quality of the environment rates very highly as an influencing factor in business location decisions. It is an objective of the Council's Urban Regeneration Strategy to work towards providing an environment which supports a high quality of life for businesses as well as residents and visitors. The Council will continue to support environmental improvement programmes in the established employment areas and readily accepts the displacement of marginal unattractive activities as the consequence of such programmes. The Council will seek to protect neighbouring uses and the surrounding environment by resisting development for nuisance activities. The displacement of nuisance activities is considered a necessary short-term cost if it engenders greater confidence amongst businesses and contributes to the Council's objectives for the wider regeneration of the Borough.

POLICY EMP3: THE COUNCIL WILL ENCOURAGE DEVELOPMENT THAT CONTRIBUTES TO THE CREATION OF EMPLOYMENT PLACES OF QUALITY AND CHARACTER AND WILL RESIST THOSE USES THAT CAUSE HARM TO THE WORKING ENVIRONMENT BECAUSE OF THE NATURE OF THE ACTIVITY OR THEIR APPEARANCE.

5.35 The Council will encourage development, particularly in established employment areas, that contributes to creating employment places of quality and character. New development can be the catalyst for raising the profile of established employment areas, by promoting confidence, safety and security in a well maintained, effectively managed high quality business environment. The Council will apply the following tests to applications for new employment development: the appearance of schemes; the impact upon the environment of the activities of the new occupiers; traffic generation; and the contribution of the character of employment areas and the fostering of a positive image of Newham as an attractive place to work and as a good location for inward investment. In terms of design quality, the Council will assess applications for new employment development based on the following criteria: the layout, function and form of the spaces created between buildings; arrangements for vehicular and cycle access, parking and pedestrian movements; scale and bulk in relation to the plot size and surroundings; materials and details of design including landscaping; safety, security and privacy of the development and its surroundings; and aesthetic quality in terms of the intrinsic design of the proposal and its relationship with its surroundings.

EMPLOYMENT AREAS

5.36 The Council has identified areas of the Borough which are most suitable for a wide range of employment uses. These areas are defined on the Proposals Map. Broadly they comprise four types: Major Opportunity Zones (MOZs); Mixed Use Proposals (MUPs); Principal Employment Areas (PEAs); and Local Employment Areas (LEAs). Major Opportunity Zones are being promoted for large-scale comprehensive development. The scale of these sites makes them capable of supporting major developments including employment uses. Council policies concerning MOZs and MUPs are detailed within the Urban Regeneration Chapter.

5.37 Principal Employment Areas are well-established areas, with a diversity of manufacturing and distribution activities, which the Council wishes to protect and enhance. Development for general industry and storage and distribution is considered appropriate within these areas.

5.38 Local Employment Areas are areas where industry is concentrated in smaller pockets situated close to other uses, including residential uses. Within these areas the Council will encourage new industrial and business development provided that no unacceptable environmental nuisance is caused to neighbouring uses.

5.39 In designating these areas the Council is aware that the type of job opportunities within the Borough will change over the Plan period. The designation reflects the fact that the decline in the existing manufacturing base will be offset by the extensive space requirements of modern industry. At the same time the Council is committed to retaining and encouraging the modernisation and expansion of those existing manufacturing industries with future growth potential, where possible, since they are well related to the current skills of the workforce. By assisting those existing firms with potential for growth, through infrastructure improvements and business support, the Council will aim to manage the process of change from the older to the new industries.

Principal Employment Areas

5.40 The Borough's established employment areas support a wide range and large number of jobs, mainly in the manufacturing, warehousing and distribution sectors, which suit most closely the current skills held by a large proportion

of the local workforce, particularly unskilled and semi-skilled male manual workers. These job opportunities need to be protected and any further decline 'managed' if the benefits to the local population from economic change and re-investment are to be maximised and a large increase in unemployment avoided. Additionally there is continuing demand from firms seeking to establish or expand within the Borough which the Council wishes to encourage by ensuring that good quality, modern industrial premises, in a range of sizes, are readily available. The established employment areas also contain some industrial uses with significant nuisance potential such as: recycling and scrap metal sorting; ready mixed concrete manufacture; waste processing; manufacture of building products of concrete, cement, lime and plaster; and processing, storage and distribution of aggregates and cement. The Council will seek to protect neighbouring uses and the surrounding environment by resisting development for nuisance activities.

- 5.41 In order to meet these objectives the Council has designated Principal Employment Areas (PEAs). These are well-established employment areas where the Council will, in order to increase their attractiveness and operational efficiency, continue to promote uses that contribute to the diversification and strengthening of the local economic base, as well as programmes of environmental improvements, high standards of design in all new development and greater opportunities for non car use.
- 5.42 Many firms, particularly within the Thameside Industrial Belt, feel uncertain about their locational security given the large areas of land available close by for higher value mixed development. Designating PEAs will help to engender greater confidence in these areas as locations in which firms can invest for the future and expand, promoting increased sustainability through the diversification of manufacturing and distribution activities. Diversification is seen as a means to a more vital and viable local economy that is less susceptible to economic downturns. Where resources become available, the Council will seek to make further improvements to the environment of these areas, and will support proposals for developments which improve the operating conditions of firms and give rise to improved facilities for employees.
- 5.43 The Use Classes Order allows changes between industrial, research and development and office uses defined within the B1 Business Class Use without the need for planning permission. The 1995 General Permitted Development Order also gives permitted development rights for changes from General Industrial (B2) to any use within the B1 Class. Within the designated PEAs the most frequent enquiries made to the Council's Regeneration and Partnerships Division are for unspecified B1 and B2 accommodation. Therefore, when considering proposals for B1 development, the Council will encourage premises to be designed in such a way that full flexibility of use can be achieved within the Class. Where changes between B2 and B1 uses require planning permission, the Council will encourage premises to be designed in such a way that they can be used in a satisfactory manner by a B1 or B2 occupier, particularly in terms of vehicle parking and servicing requirements (Please refer to SPG Note 'Business, Industry and Warehousing' and Appendix T2 of the Transport Chapter for further information). In appropriate cases the Council will apply planning conditions and agreements to achieve these objectives.
- 5.44 The Council will normally support proposals for ancillary services within the PEAs which improve the attractiveness of these areas to employers and which enhance working conditions for employees. Such services may include amenity areas, small-scale leisure, shopping and eating facilities and workplace nurseries and training facilities.
- 5.45 Principal Employment Areas have been designated at: Cody Road, E15 and E16; Leyton Road, E15; Bridgewater Road, E15; Marshgate Lane area, E15; Tidal Basin area, E16; Thameside West, E16; Thameside East and Oriental Road, E16; and London Industrial Park, E6 (Proposal Nos. emp 2-8 respectively).

POLICY EMP4: WITHIN THE PRINCIPAL EMPLOYMENT AREAS (PEAS) INDICATED ON THE PROPOSALS MAP, THE COUNCIL WILL SANCTION THE RETENTION AND EXPANSION OF INDUSTRIAL AND WAREHOUSE USES, SUBJECT TO POLICY EMP8 (WAREHOUSING). WITH THE EXCEPTION OF RETAIL AND RESIDENTIAL DEVELOPMENTS, WHICH WILL BE STRONGLY OPPOSED, PROPOSALS FOR DEVELOPMENT FOR OTHER USES OF LAND OR PREMISES CURRENTLY OR LAST IN EMPLOYMENT USE WILL BE RESISTED EXCEPT WHERE THEY WOULD BE ANCILLARY TO OR SUPPORTIVE OF THE PREFERRED USES OR WHERE THE APPLICANT CAN PROVE THAT THERE IS NO APPRECIABLE DEMAND FOR THE COUNCIL'S PREFERRED USES PROVIDED THAT THERE WOULD BE NO ADVERSE IMPACT ON NEIGHBOURING USES, THE ENVIRONMENT OR TRAFFIC CONDITIONS.

POLICY EMP5: WITHIN PEAS THE COUNCIL WILL ENSURE THE CONTINUED PROVISION OF PREMISES SUITABLE FOR INDUSTRIAL USE AND FLEXIBILITY WITHIN USE CLASS B1 (BUSINESS), BY REQUIRING PROPOSALS FOR NEW B1 DEVELOPMENT TO BE DESIGNED FLEXIBLY IN ORDER TO ACCOMMODATE

SERVICING AND PARKING REQUIREMENTS OF THE WHOLE RANGE OF USES WITHIN CLASS B1 IN ACCORDANCE WITH THE STANDARDS SET OUT IN APPENDIX T2 OF THE TRANSPORT CHAPTER. A CHANGE OF USE FROM CLASS B2 TO CLASS B1 WILL BE OPPOSED IF EXISTING OFF-STREET PARKING, SERVICE YARDS AND LOADING BAYS ARE NOT RETAINED TO MEET THE COUNCIL'S SERVICING AND PARKING STANDARDS, OR IF THE PROPOSAL CANNOT MEET THESE STANDARDS.

POLICY EMP6: WITHIN THE PEAS THE LOCAL PLANNING AUTHORITY WILL ENCOURAGE PROPOSALS FOR NEW EMPLOYMENT USES THAT WILL CONTRIBUTE POSITIVELY TO THE DIVERSIFICATION AND STRENGTHENING OF THE LOCAL ECONOMY.

Local Employment Areas

- 5.46 Local Employment Areas (LEAs) are established locations for industrial and business use and are situated within primarily residential parts of the Borough. The firms operating within them provide significant and valuable employment opportunities easily accessible to local residents. The designation of LEAs is intended to protect these locations for economic use, to retain existing firms, and to allow further industrial and business development within these areas whilst protecting the environment of neighbouring uses. Where planning permission is granted for a new B2 development the Council may in circumstances, when it considers it necessary, protect the surrounding environment by the use of planning conditions and legal agreements where appropriate. The Council will consider proposals for alternative uses where the applicant can demonstrate that an employment use is no longer viable, where the sites in question comprise the majority of the LEA and where there will be no adverse impact on neighbouring uses, the environment or traffic conditions.
- 5.47 Local Employment Areas have been designated at: Tavistock Road, E15; Forest Gate Arches, E7; Nursery Lane, E7; Ashburton Terrace, E13; and Butchers Road, E16 (Proposal Nos. emp 9-13 respectively).

POLICY EMP7: WITHIN THE LOCAL EMPLOYMENT AREAS INDICATED ON THE PROPOSALS MAP, THE COUNCIL WILL PERMIT NEW BUSINESS AND INDUSTRIAL DEVELOPMENT PROVIDED THAT NO UNACCEPTABLE ENVIRONMENTAL NUISANCE IS CAUSED TO ADJOINING RESIDENTIAL AREAS BY THE ACTIVITY INVOLVED AND THAT THERE WILL BE NO ADVERSE IMPACT ON SURROUNDING OCCUPIERS, THE LOCAL TRAFFIC OR ENVIRONMENTAL CONDITIONS. THE REDEVELOPMENT, FOR OTHER USES, OF LAND OR PREMISES CURRENTLY OR LAST IN EMPLOYMENT USE WILL GENERALLY BE RESISTED EXCEPT WHERE THE APPLICANT CAN PROVE THAT THERE IS NO DEMAND FOR THE COUNCIL'S PREFERRED USES AND THAT THERE WILL BE NO ADVERSE IMPACT ON NEIGHBOURING USES, THE ENVIRONMENT OR TRAFFIC CONDITIONS.

LOCATION OF USES

Warehousing

- 5.48 Warehousing activity within the Borough has expanded considerably and constitutes an important part of its economic base. However, warehousing uses, particularly those of a large scale, tend to provide a lower density of jobs than industrial or business/office uses. In addition, heavy vehicle movements associated with the storage and distribution of goods can lead to considerable environmental and traffic problems. Strategic Guidance for London Planning Authorities (RPG3) requires Boroughs to provide for the accommodation of warehousing, except where this would lead to the loss of good quality sites for business and industrial development, and having regard to local environmental or traffic implications.
- 5.49 This policy relates to storage and distribution uses included within Use Class B8 of the 1987 Town and Country Planning (Use Classes) Order, as amended. Wholesale cash and carries are included within this Class, but retail warehouses which sell direct to the public are not (Please refer to Policy SH12 of the Shopping and Town Centres Chapter for the Council's policies concerning retail warehouses).

POLICY EMP8: PROPOSALS FOR WAREHOUSE DEVELOPMENT WILL NORMALLY BE PERMITTED WITHIN PRINCIPAL EMPLOYMENT AREAS (POLICY EMP4) AND LOCATIONS WITH GOOD ACCESS TO THE STRATEGIC ROAD NETWORK OR WITH POTENTIAL TO BE SERVED FROM WHARVES OR RAILWAY SIDINGS SUBJECT TO COMPATIBILITY WITH THE URBAN REGENERATION STRATEGY AND THERE BEING

ADEQUATE ON-SITE SERVICING AND NO UNACCEPTABLE IMPACT ON LOCAL TRAFFIC OR ENVIRONMENTAL CONDITIONS.

Bad Neighbour Industry

- 5.50 Newham has long been a preferred location for a large number of bad neighbour industries and offensive trades, many of which cause environmental nuisance to adjacent firms and in some cases to residential areas through the emission of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit caused by the processes involved. Bad neighbour industries may also contaminate the land on which they are sited which increases the cost of future redevelopment considerably. Those bad neighbour industries classified as Major Notifiable Hazards severely limit the scope for development over a much wider area. Whilst being mindful of the employment opportunities which existing bad neighbour industries provide, the Council considers that allowing new development of such activities will discourage inward investment in high value future growth industries and detract from the aims and objectives of its Urban Regeneration Strategy.
- 5.51 Where environmental improvements are secured on existing sites occupied by bad neighbour industries, the Council will seek to safeguard these by legal agreement.

POLICY EMP9: THE COUNCIL WILL RESIST PROPOSALS FOR DEVELOPMENT, INCLUDING THE EXTENSION OR INTENSIFICATION OF EXISTING USES, THAT WOULD CAUSE ENVIRONMENTAL HARM OR NUISANCE.

Major Office Development

- 5.52 The rapidly improving transport infrastructure within Newham is a major factor in transforming the prospects for business operating and setting up in the Borough. High productivity, future growth sectors such as: financial and business services; pharmaceuticals; cultural/media; visitor industries/leisure; higher education/technology/communications; and firms with European linkages; will be attracted to the Borough's two main opportunity areas of Stratford and the Royals.
- 5.53 Stratford is the Council's preferred location for large-scale office development since it is well served by both rail and bus links and already supports a large amount of office employment. Further office development within the town centre and the workers it will attract will help to strengthen Stratford's role as the Borough's main shopping and commercial area. Both Strategic Guidance for London Planning Authorities (RPG3) and Advice on Strategic Planning Guidance for London (LPAC) recognise the great regenerative potential of Stratford and the adjacent Rail Lands. Development of Stratford Rail Lands and the building of an International Passenger Station as part of the Channel Tunnel Rail Link will boost economic activity and employment opportunities in the area and help deliver the sustained regeneration of the area. Attracting office based activities in sectors such as: European and UK headquarters functions; central corporate facilities/services; and financial and business services to a highly accessible, high quality, planned business environment in Stratford will underpin the regeneration initiative being carried out through the Council's Urban Regeneration Strategy and spearhead economic development within the Thames Gateway.
- 5.54 A second key location for office development is the Royals. Infrastructure improvements which have recently been completed, are programmed, or are planned, will open up opportunities on specific sites. Office development will be permitted within identified Major Opportunity Zones where it meets the Council's criteria. The Council's policies concerning Major Opportunity Zones are detailed within the Urban Regeneration Chapter. The Council's Urban Regeneration Strategy will seek to attract to the Royals major investment that can diversify the local economy towards modern industrial processes, business tourism and technology research. Major office development will contribute significantly to the process of realising the full economic potential of the Royals and will contribute substantially to the regeneration of the Thames Gateway. In order to focus investment for the regeneration of the Borough and ensure that new development is serviced by necessary infrastructure it is felt that major office developments (schemes of 2,000 m² or more) are generally inappropriate outside the Council's preferred locations. Some parts of Newham have limited potential for major office developments. The upper limit on floorspace will ensure that developments remain in scale with their surroundings and that the Council's policy of directing major office development to preferred locations is not undermined.

5.55 Infrastructure improvements which are programmed for completion during the lifetime of the Plan will open up opportunities for office development within parts of the Lower Lea Valley, in particular around West Ham station. In these areas, such development will generally be permitted where it meets the Council's criteria.

POLICY EMP10: MAJOR OFFICE DEVELOPMENT WILL ONLY BE PERMITTED WHERE A LOCAL OR REGIONAL NEED HAS BEEN IDENTIFIED. STRATFORD AND THE ROYALS ARE THE COUNCIL'S PREFERRED LOCATIONS FOR MAJOR OFFICE DEVELOPMENT. WITHIN THE ROYALS, OFFICE DEVELOPMENTS WILL BE PERMITTED IN IDENTIFIED MAJOR OPPORTUNITY ZONES, IN ACCORDANCE WITH POLICIES UR2 (ALBERT DOCK BASIN - NORTH SIDE), UR6 (ROYAL VICTORIA DOCK -NORTH SIDE) AND UR9 (ROYAL ALBERT DOCK - NORTH SIDE). IN OTHER LOCATIONS PROPOSALS WILL BE CONSIDERED FAVOURABLY WHEN THEY ARE LOCATED:

- A) CLOSE TO A MAJOR PUBLIC TRANSPORT INTERCHANGE, AND WHERE THE ROAD SYSTEM HAS THE CAPACITY TO CARRY TRAFFIC GENERATED BY THE DEVELOPMENT; AND/OR
- B) IN THE BOROUGH'S DESIGNATED TOWN CENTRES CLOSE TO SHOPPING, LEISURE AND OTHER FACILITIES REQUIRED BY EMPLOYEES.

Other Office Development

5.56 Smaller office developments when they are located in areas with good access to public transport links can be expected to generate less traffic or cause less nuisance to neighbouring uses. These developments can be distributed more widely throughout the Borough than their larger counterparts. The type of business which occupies small offices often benefit local residents in providing local services and employment in growing sectors of the economy. Furthermore, small office developments can help to sustain and rejuvenate local commercial areas by providing increased business for local traders and enhancing the built environment.

5.57 This policy applies to office development that can be defined within Use Classes A2 and B1 of the Town and Country Planning (Use Classes) Order 1987, as amended.

POLICY EMP11: PROPOSALS FOR OFFICES TO MEET LOCAL NEED WILL BE FAVOURABLY CONSIDERED WHERE:

- A) THEY ARE LOCATED IN TOWN CENTRES AND, EXCEPTIONALLY, OTHER AREAS WITH GOOD ACCESS TO PUBLIC TRANSPORT LINKS;
- B) THEY DO NOT CONFLICT WITH OTHER POLICIES IN THE PLAN; AND
- C) THEY RESPECT AND WOULD ENHANCE THE CHARACTER OF THE SURROUNDING AREA IN TERMS OF LAYOUT, SCALE, MASSING, MATERIALS AND DESIGN.

OTHER POLICIES

Existing Firms In Residential Areas

5.58 The Council estimates that there are approximately 500 existing firms in residential areas within the Borough. Most of these firms cause no significant environmental problems and the Council is committed to them remaining. Several firms cause environmental nuisance to nearby residents and the Council will seek to ameliorate their impact.

5.59 The Council recognises that certain firms have local linkages in relation to suppliers, workforce and customers. In view of this, efforts will be directed to achieving in-situ improvements before relocation is considered. Please refer to SPG Note 'Business, Industry and Warehousing' for further guidance on firms engaged in industrial/business activities in residential areas.

5.60 Where relocation of such firms is necessary it will be achieved as locally as possible, subject to the availability of acceptable sites and the suitability of the firm to the location. The Council has legislative authority to acquire land, by agreement or compulsory purchase and will take such action where appropriate. In the case of an unauthorised use the Council will take all necessary action including the service of an enforcement notice to stop the activity from continuing.

POLICY EMP12: THE COUNCIL WILL SAFEGUARD THE LOCATION OF FIRMS IN RESIDENTIAL AREAS EXCEPT WHERE THEIR OPERATIONS CREATE UNACCEPTABLE ENVIRONMENTAL NUISANCE FOR SURROUNDING

USES. WHERE UNACCEPTABLE NUISANCE CANNOT BE RECTIFIED OR ADEQUATELY REDUCED, THE FIRM WILL BE ENCOURAGED TO RELOCATE TO A SUITABLE AREA OF THE BOROUGH.

New Employment Uses in Residential Areas

- 5.61 Business and industrial premises outside the designated employment areas provide work opportunities for many local people and can be particularly important for those who are disadvantaged in the employment market, for example, ethnic minority communities and women. They can also provide relatively inexpensive 'seed-bed' accommodation for new businesses.
- 5.62 PPG4 states that it may not be appropriate to separate industrial and commercial development, particularly those of a small scale, from the residential communities for which they provide employment and services. The fact that an activity differs from the predominant land use is not a sufficient reason in itself for refusing planning permission. Nevertheless, the Council recognises that particularly in residential areas, industrial and business uses can have an unacceptable impact on neighbouring uses and residents, for example, by generating noise, vibration or dust, or excessive traffic movement.
- 5.63 Generally only those uses falling within the B1 Business Use Class will be permitted. These can be carried out in any residential area without detriment to the amenity of that area by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit. Please refer to SPG 'Business, Industry and Warehousing' for further advice on the criteria used by the Council to assess such planning applications.

POLICY EMP13: THE COUNCIL WILL PERMIT PROPOSALS FOR NEW B1 EMPLOYMENT USES WITHIN PRIMARILY RESIDENTIAL AREAS WHERE THEY WOULD NOT LEAD TO UNACCEPTABLE DETERIORATION IN LOCAL TRAFFIC CONDITIONS OR THE AMENITY OF THE AREA, WITH CONDITIONS TO GOVERN THE OPERATIONS PERMITTED LIKELY TO BE IMPOSED ON THE GRANT OF PLANNING PERMISSION.

Car Repair Workshops and Garages

- 5.64 Car repair workshops often give rise to complaints, with the greatest problems occurring where businesses operate from inadequate premises in residential areas. Panel beating and spray painting are a particular source of nuisance and these activities in residential areas will be resisted. Within residential areas conditions will be attached relating to the hours of operation and the nature of the activities.

POLICY EMP14: THE COUNCIL WILL GRANT PLANNING PERMISSION FOR CAR REPAIR WORKSHOPS AND GARAGES, SUBJECT TO THE LIKELY IMPOSITION OF CONDITIONS TO GOVERN THE OPERATIONS PERMITTED, WHERE THE FOLLOWING CONDITIONS ARE MET:

- A) THERE WOULD BE NO ADVERSE IMPACT ON SURROUNDING OCCUPIERS FROM NOISE, SMELL OR OTHER NUISANCE;
- B) THERE IS ADEQUATE OFF-STREET PARKING AND VEHICLE STORAGE SPACE AND NO ON-STREET PARKING WOULD RESULT FROM THE USE;
- C) OPERATIONS PURSUANT TO THE USE ARE ADEQUATELY SCREENED FROM RESIDENTIAL OCCUPIERS; AND
- D) THE USE DOES NOT CONFLICT WITH OTHER POLICIES IN THE PLAN.

Displaced Businesses and Industries

- 5.65 Given the scale of redevelopment proposals identified within the Unitary Development Plan and the major infrastructure improvements, particularly the CTRL, Chelsea-Hackney line and CrossRail, it is inevitable that a number of firms will be displaced from their present accommodation. Whilst displacement cannot always be avoided, the Council will seek to ensure that most firms are provided with suitable alternative accommodation.
- 5.66 When a firm is displaced, the Council will seek, taking into account the industrial processes involved, established markets, the needs of locally based employees and any potential conflict with the aims and objectives of its Urban Regeneration Strategy, to ensure that most businesses are provided with the opportunity to relocate within the Borough. The Principal Employment Areas are generally considered to be the most acceptable alternative location for such firms.

POLICY EMP15: THE COUNCIL WILL SUPPORT THE RELOCATION OF DISPLACED EMPLOYMENT USES WITHIN THE BOROUGH WHERE IT IS CONSISTENT WITH OTHER POLICIES IN THE PLAN.

Homeworking

5.67 Homeworking in Newham is primarily associated with low value added activities which offer poor employment conditions and wages. Homeworking is concentrated mainly within the garment industry although it can encompass marginal industrial activities such as making up toys and novelties, gluing stationery or working on electronic parts and appliances. The Council estimates that around 1,000 Newham residents are engaged in homeworking. A large proportion of these homeworkers, in particular women, especially those of Asian origin, face social barriers to employment in higher value added industries.

5.68 The Council's policy is to require planning permission where industrial machinery, such as a sewing machine, is being used. Planning permission will normally be granted where the activity is ancillary to the residential use and does not adversely impact upon the amenity of the residential area.

5.69 When granting planning permission for homeworking, this will be personal to the applicant in order to prevent the establishment of a permanent employment use. If this is the applicant's first application, a limited period of planning permission, usually one year, will be given. This is in order to monitor the level of impact on neighbouring properties. Please refer to SPG Note 'Homeworking in the Clothing Industry' for further information.

POLICY EMP16: THE COUNCIL WILL ALLOW HOMEWORKING WHERE THE FOLLOWING CONDITIONS ARE MET:

- A) THERE WOULD BE NO ADVERSE IMPACT ON SURROUNDING OCCUPIERS BY WAY OF NOISE OR OTHER NUISANCE;
- B) THE SCALE OF THE PROPOSED USE IS SUCH THAT THE OVERALL CHARACTER OF THE PROPERTY REMAINS AS RESIDENTIAL;
- C) WHERE ENVIRONMENTALLY INTRUSIVE MACHINERY IS INVOLVED THE USE WILL BE LIMITED TO A SPECIFIED NUMBER OF MACHINES;
- D) ADEQUATE SOUNDPROOFING IS PROVIDED IN APPROPRIATE CASES;
- E) THE HOURS OF OPERATION ARE LIMITED SO AS TO SAFEGUARD THE AMENITIES OF THE AREA;
- F) WORK IS CARRIED OUT IN SPECIFIC ROOMS IN ORDER TO MINIMISE NOISE AND VIBRATION; AND
- G) THE USE DOES NOT CONFLICT WITH THE COUNCIL'S OTHER POLICIES.

Telecommunications Development

5.70 PPG8 encourages planning authorities to include policies on telecommunications development in their development plans. The benefits that these developments bring are recognised and this policy seeks to allow such development subject to criteria which minimise their visual and environmental impact and to encourage the shared use of facilities. The Council will encourage prospective developers of new housing estates to consider the means by which the telecommunications needs of occupiers may be met, in co-operation with telecommunications operators. Early consideration of these issues can help reduce the visual impact and unnecessary proliferation of telecommunications apparatus by, for example, providing communal or master antenna systems.

POLICY EMP17: PLANNING PERMISSION WILL NORMALLY BE GRANTED FOR TELECOMMUNICATIONS DEVELOPMENT PROVIDED THAT THE FOLLOWING CRITERIA ARE MET:

- A) THERE IS A NEED FOR THE DEVELOPMENT;
- B) THERE IS NO SATISFACTORY ALTERNATIVE MEANS FOR TELECOMMUNICATIONS AVAILABLE;
- C) THERE IS NO REASONABLE POSSIBILITY OF SHARING EXISTING FACILITIES; AND
- D) IN THE CASE OF RADIO MASTS THERE IS NO REASONABLE POSSIBILITY OF ERECTING ANTENNAE ON AN EXISTING BUILDING OR OTHER STRUCTURE (INCLUDING LISTED BUILDINGS).

ANY DEVELOPMENT SHOULD BE SITED AND DESIGNED SO AS TO MINIMISE ITS VISUAL IMPACT ON THE LOCAL ENVIRONMENT SUBJECT TO TECHNICAL AND OPERATIONAL CONSIDERATIONS.

WHERE THE RECEPTION OF TELEVISION SIGNALS IN THE LOCALITY MAY BE ADVERSELY AFFECTED BY A PROPOSAL, THE COUNCIL WILL REQUIRE AN EVALUATION OF THE PROPOSAL'S IMPACT AND THE IMPLEMENTATION OF MEASURES TO PREVENT SUCH INTERFERENCE.

SCHEDULE OF PROPOSALS: EMPLOYMENT

Proposal No.	Location	Policy Ref. No.	Proposal	Comment
emp1	Cody Road, E15 and E16	EMP4-6	Business, general industrial, warehousing	
emp2	Leyton Road, E15	EMP4-6	Business, general industrial, warehousing	
emp3	Bridgewater Road, E15	EMP4-6	Business, general industrial, warehousing	Delete eastern site. Land transferred to MOZ1
emp4	Marshgate Lane area, E15 (4 sites)	EMP4-6	Business, general industrial, warehousing	Delete Blaker Road site. Land transferred to proposal h6
emp5	Tidal Basin area, E16	EMP4-6	Business, general industrial, warehousing	Delete land north of George Street. Boundaries redrawn with land from former Silvertown Way PEL and an extension to Ford Street
emp6	Thameside West, E16 (2 sites)	EMP4-6	Business, general industrial, warehousing	
emp7	Thameside East, and Oriental Road (2 sites), E16	EMP4-6	Business, general industrial, warehousing	Delete land in Oriental Road area, transferred to MOZ10
emp8	London Industrial Park, E6	EMP4-6	Business, general industrial, warehousing	Boundaries redrawn. Now includes Winsor Terrace site
emp9	Tavistock Road, E15	EMP7	Business, general industrial development, provided no adverse impact on neighbouring uses/environment	
emp10	Forest Gate Arches, E7	EMP7	Business, general industrial, provided no adverse impact on neighbouring uses/environment	
emp11	Nursery Lane, E7	EMP7	Business, general industrial development, provided no adverse impact on neighbouring uses/environment	
emp12	Ashburton Terrace, E13	EMP7	Business, general industrial development, provided no adverse impact on neighbouring uses/environment	
emp13	Butchers Road, E16	EMP7	Business, general industrial development, provided no adverse impact on neighbouring uses/environment	
m1	Aldersbrook Hostel, Romford Road, E12	EMP1 EMP11	Mixed use development including offices and light industry	As referred to in the Urban Regeneration Chapter Schedule of Proposals
m5	Burford Road, E15	EMP1 EMP11	Mixed employment generating uses linked to leisure uses	As referred to in the Urban Regeneration Chapter Schedule of Proposals

Proposal No.	Location	Policy Ref. No.	Proposal	Comment
m7	Silvertown Way, E16	EMP1 EMP11	Mixed use development including offices	As referred to in Urban Regeneration Chapter, Schedule of Proposals.
