

# Draft Island Plan 2022-25

## Thematic webinar: economy

05 May 2021

# Introduction

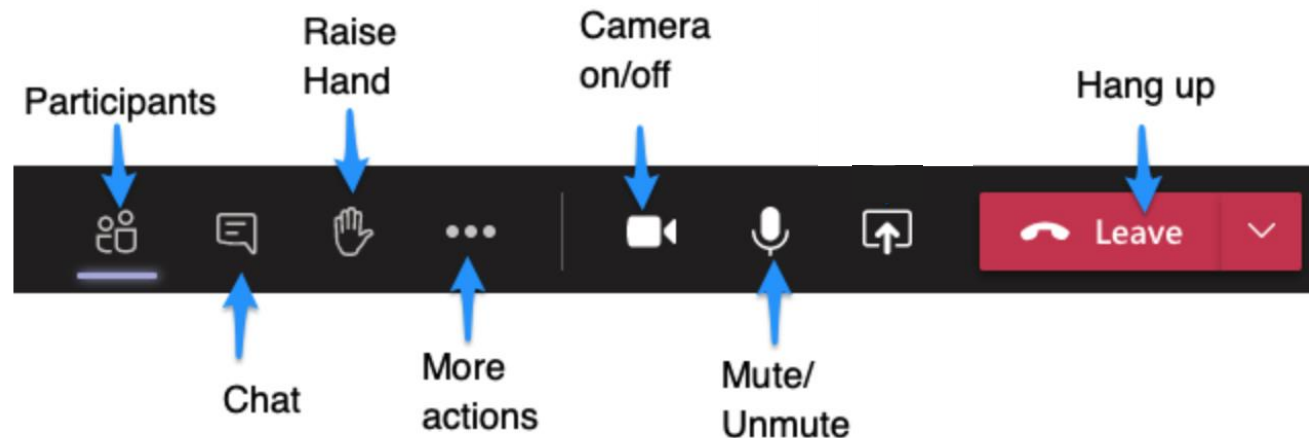


House rules

# Before we start



- You must have your camera turned off and be on mute
- Raise your hand or use the chat to ask a question
- This webinar will be recorded
- Respect other participants thoughts and opinions
- If you have specific issues you would like to discuss in more detail, you can book a 1-2-1 session after the event



# Webinar covers...



Consultation

Overview of the  
draft plan

**Economy [1]**  
(retail, office,  
tourism, light  
industry)

**Economy [2]**  
(rural economy)

How to engage



**Consultation**

Overview of the  
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**Economy [1]**  
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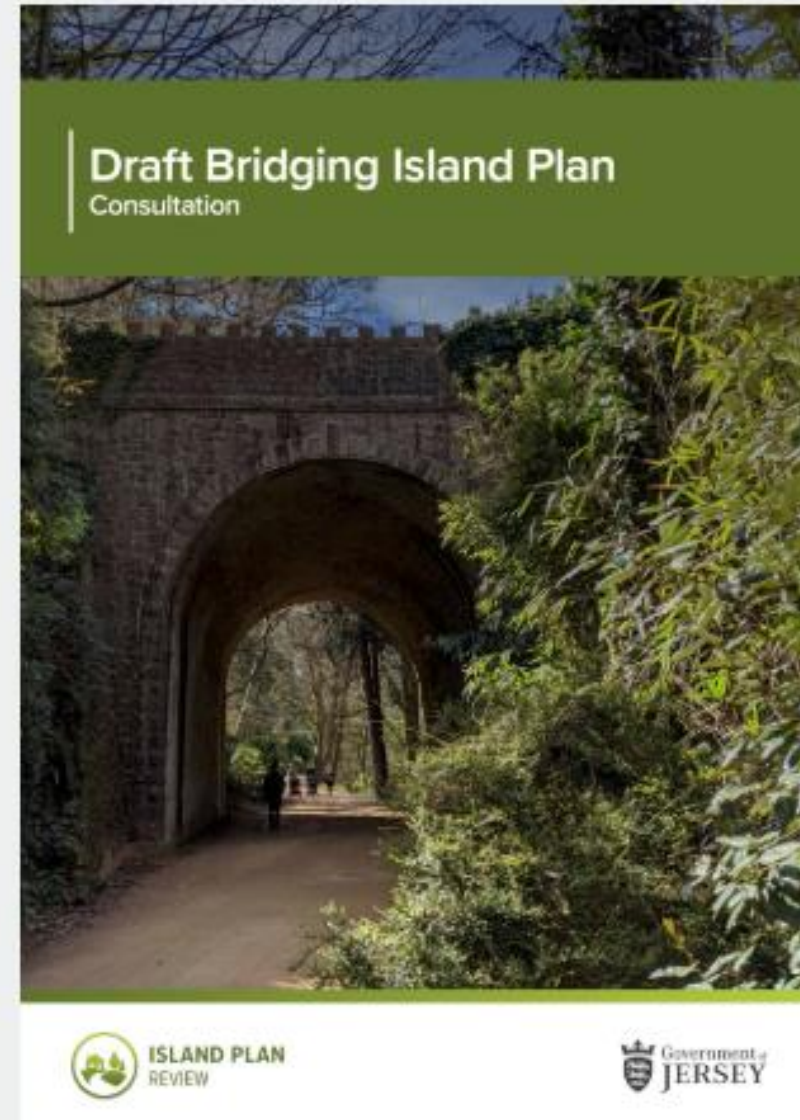
**Economy [2]**  
(rural economy)

How to engage

# The draft bridging Island Plan Consultation is live

The 12-week public consultation is  
open until 12 July.

**Island Plan consultation →**



**Draft Bridging Island Plan**  
Consultation



# Consultation portal: <https://haveyoursay.gov.je/consult/islandplan/>

HAVE YOUR SAY 



[Home](#)

[Advanced search](#)

[How to use this site](#)

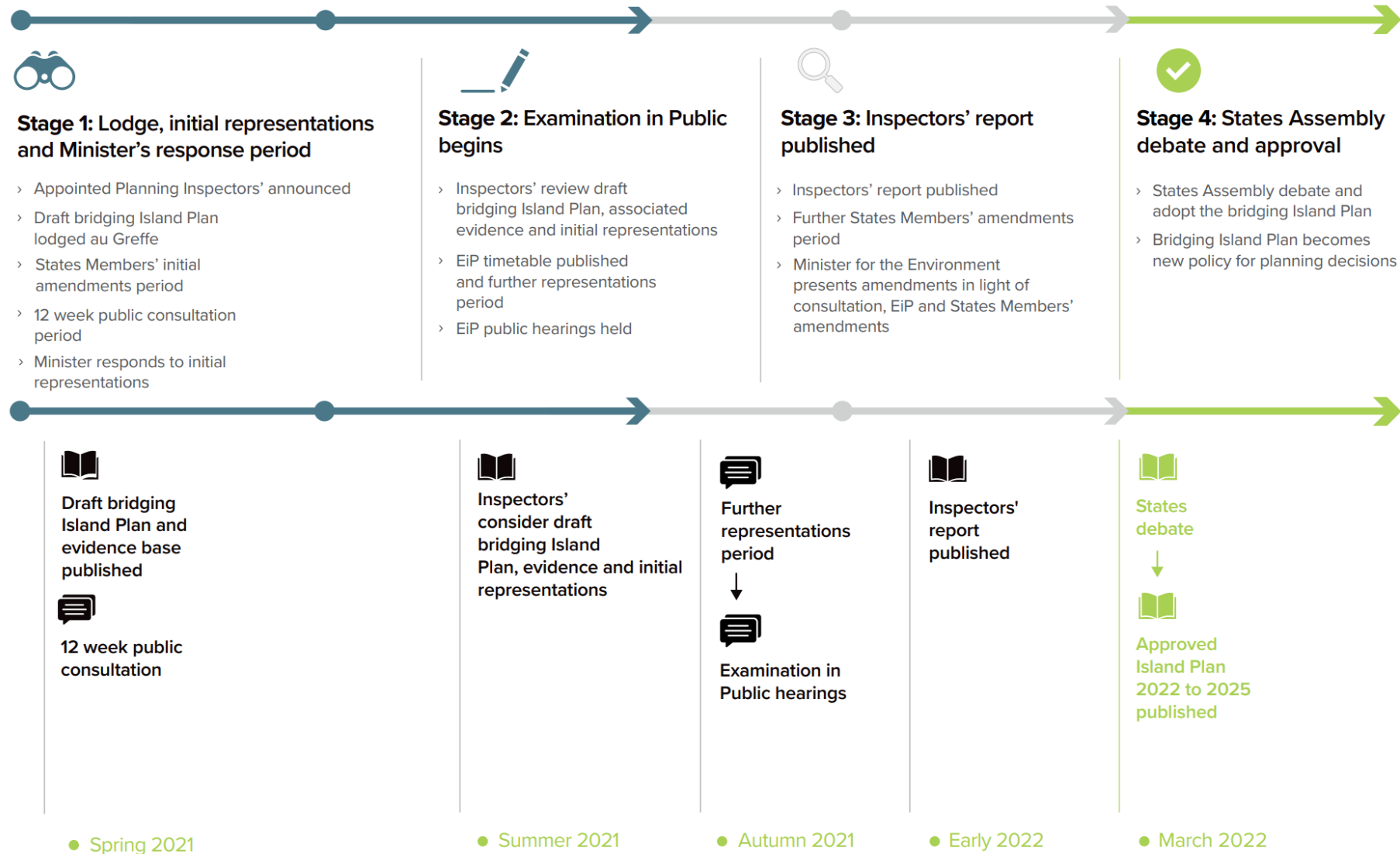


## Draft bridging Island Plan consultation

Give us your views on the draft Plan

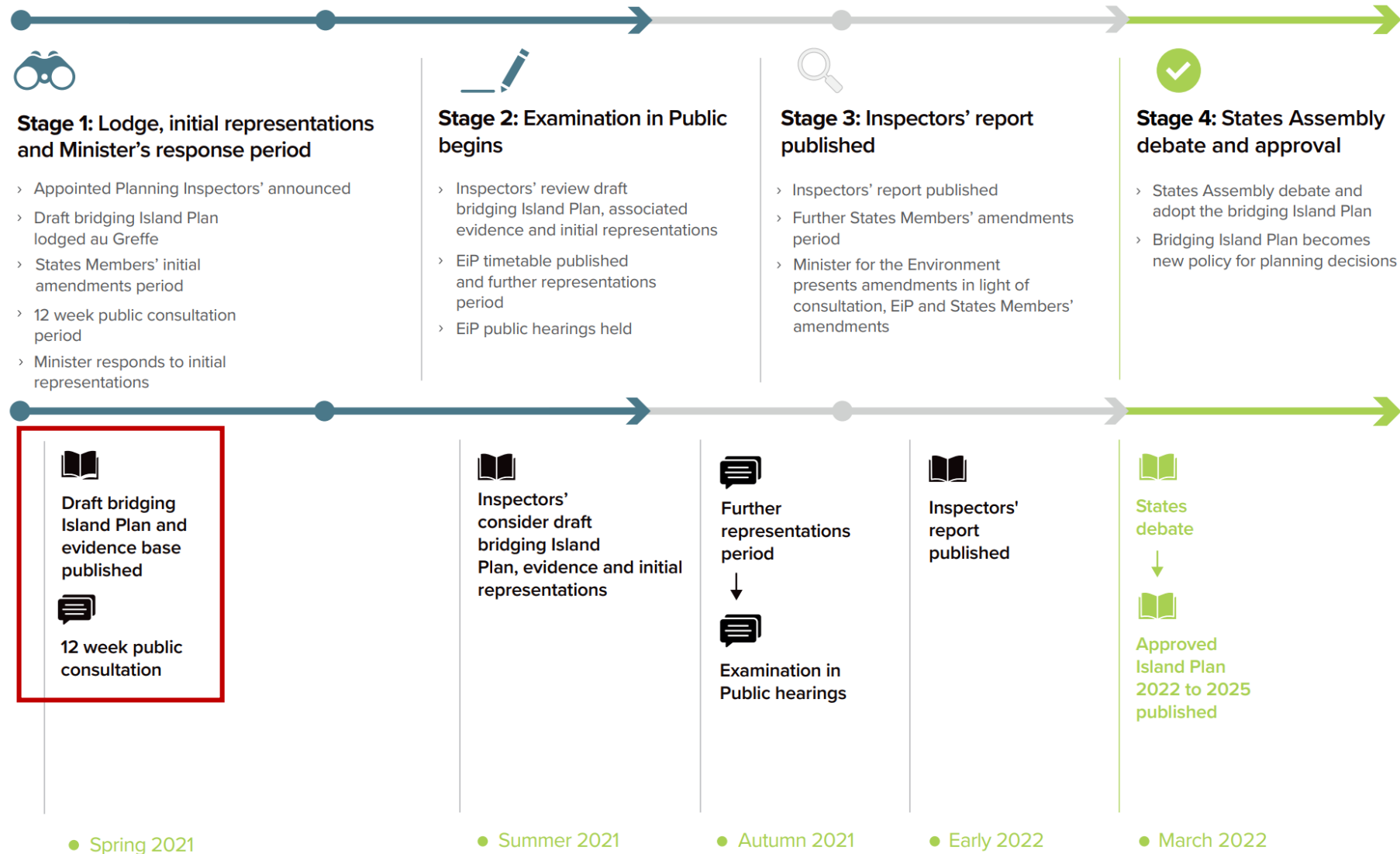
[Submit your comments](#) >

# Updated programme: draft bridging Island Plan





# Updated programme: draft bridging Island Plan



# Consultation events schedule – May/June



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
3 May Bank Holiday	4 Webinar: Housing (12:30-14:00)	5 Webinar: Economy (12:30-14:00)	6	7 Planner surgery: Housing / Economy	8	9 Liberation Day
10 Webinar: Historic environment (12:30- 14:00)	11	12 Webinar: General development (12:30- 14:00)	13	14 Planner surgery: Historic environment / General development	15 Roadshow: St Brelade's Parish Hall (10:00-13:00)	16
	Roadshow: St Helier Town Hall (15:00-19:00)	Roadshow: St Peter's Parish Hall (16:00-19:00)	Roadshow: St Clements's Parish Hall (16:00-19:00)			
17 Webinar: Transport and travel (12:30- 14:00)	18	19 Webinar: Natural environment (12:30- 14:00)	20	21 Planner surgery: Transport / Natural environment	22 Roadshow: St Martin's Parish Hall (10:00-13:00)	23
	Roadshow: St Saviour Parish Hall (16:00-19:00)	Roadshow: St John's Parish Hall (16:00-19:00)	Roadshow: St Lawrence Community Centre (16:00-19:00)			
24 Webinar: Community infrastructure (12:30- 14:00)	25	26 Webinar: Minerals, waste and water (12:30-14:00)	27	28 Planner surgery: Community infrastructure / Minerals, waste and water	29 Roadshow: Trinity Parish Hall (10:00- 13:00)	30
	Roadshow: St Ouen's Parish Hall (16:00-19:00)	Roadshow: St Mary's Parish Hall (16:00-19:00)	Roadshow: Grouville Parish Hall (16:00-19:00)			
31 May Bank Holiday	June 1 Webinar: Minimising waste, environmental risk, utilities and strategic infrastructure (12:30- 14:00)	2 Webinar: Managing emissions (12:30- 14:00)	3	4 Planner surgery: Minimising waste, environmental risk, utilities and strategic infrastructure / Managing emissions	5	6



Consultation

Overview of the  
draft plan

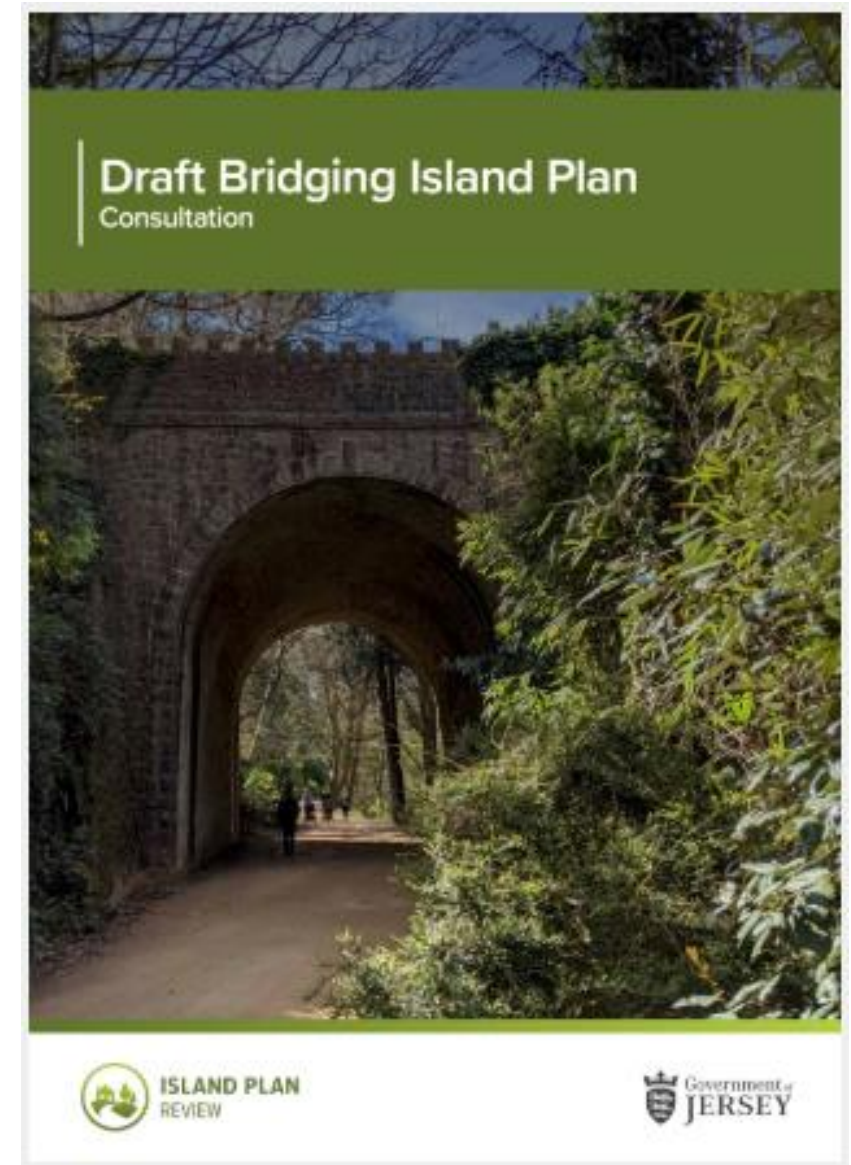
**Economy [1]**  
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(rural economy)

How to engage

# What forms the draft bridging Island Plan?

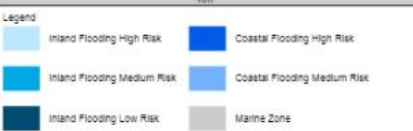
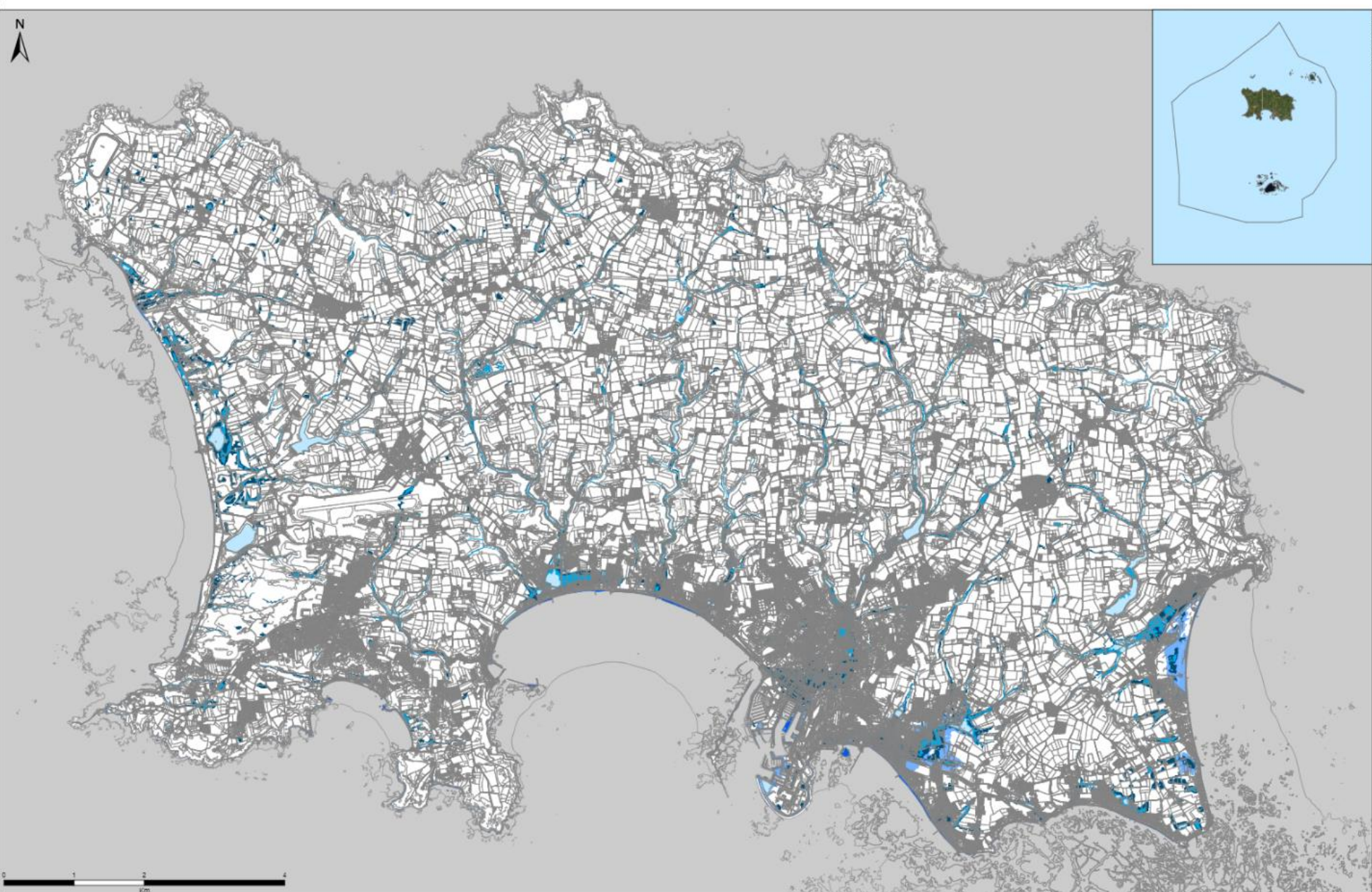
1. Draft bridging Island Plan
2. Proposals map
  - a) Proposals map Part A – planning zones
  - b) Proposals map Part B – flood risk
  - c) Inset map Part A – planning zones
  - d) Inset map Part B – flood risk









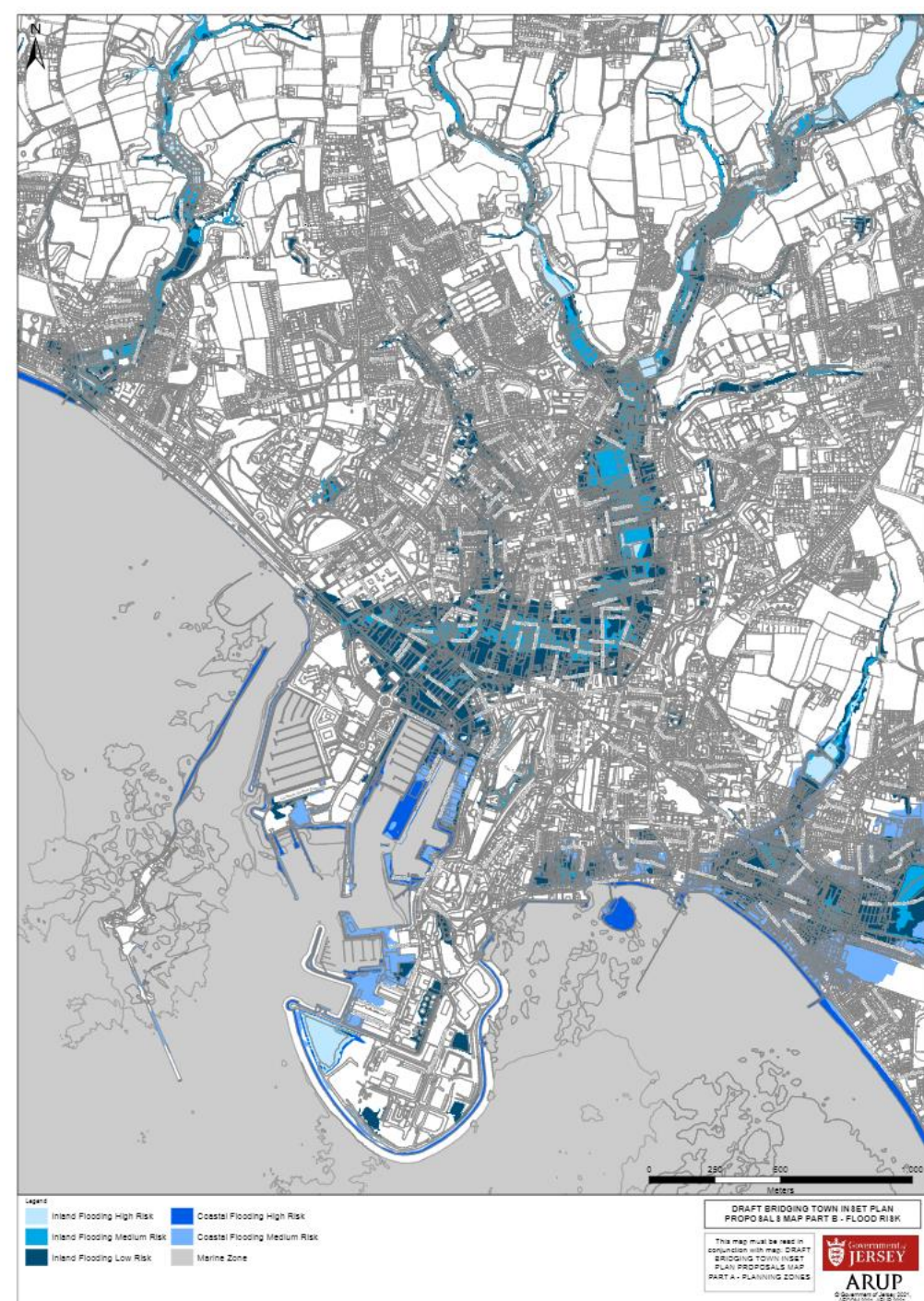
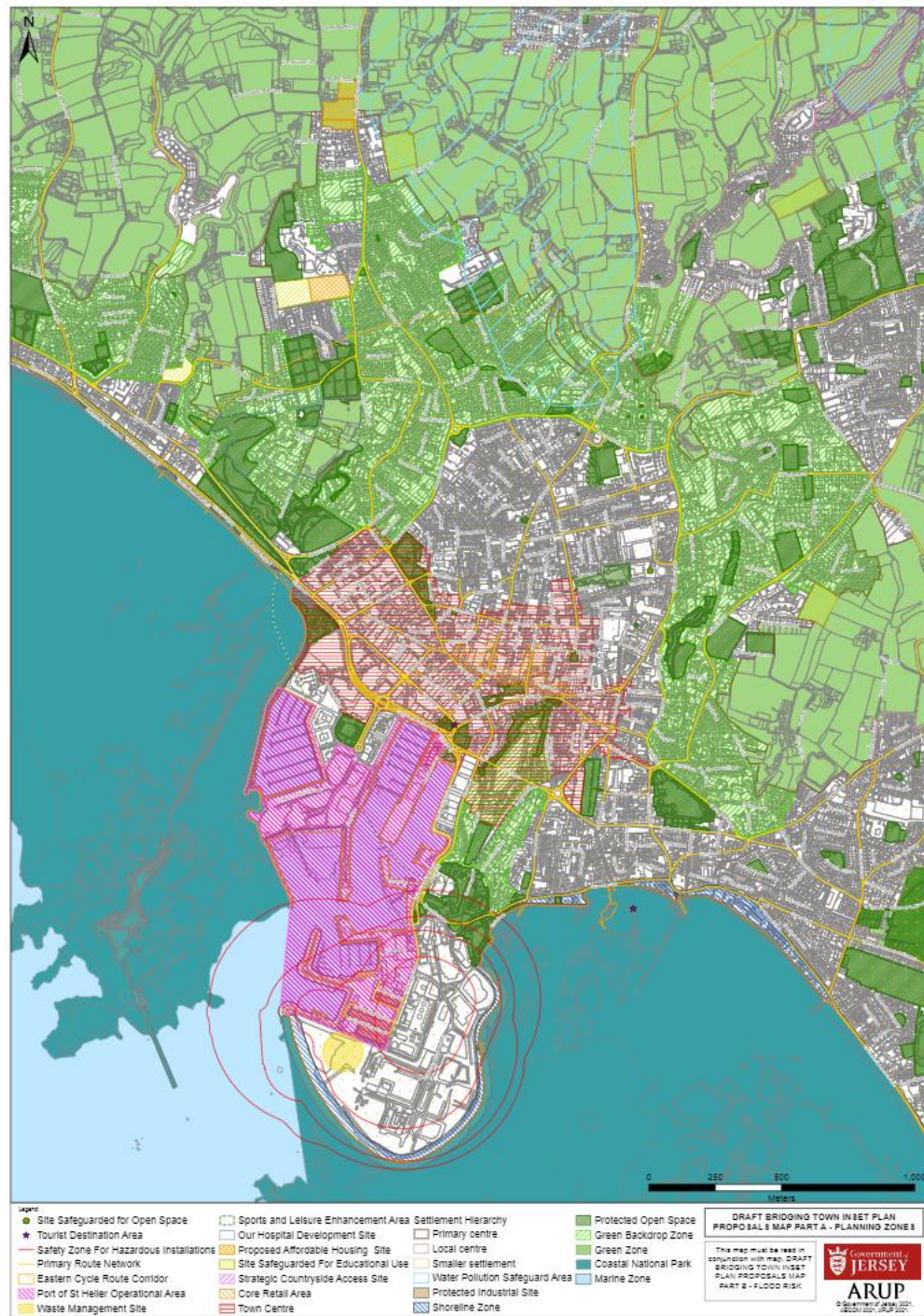


DRAFT BRIDGING ISLAND  
PLAN PROPOSALS MAP  
PART B - FLOOD RISK

This map must be read in conjunction with  
map DRAFT BRIDGING ISLAND PLAN  
PROPOSALS MAP PART A - PLANNING  
ZONES









# Evidence base - all at [www.gov.je/islandplan](http://www.gov.je/islandplan)



## Published in advance

- Strategic issues and options consultation and response
- In-committee debate report and response
- Island Plan Review: preferred strategy
- Objective assessment of housing need
- Integrated landscape and seascape character appraisal
- Coastal National Park boundary review
- Landscape sensitivity assessment
- St Helier urban character assessment
- St Helier public realm and movement strategy
- St Helier open space audit
- St Brelade character assessment
- Historic environment review
- Infrastructure capacity study
- Employment land study

## Published with the draft Island Plan

- Minerals, waste and water study
- Strategic flood risk assessment
- Housing land availability and assessment of sites
- Protected and open spaces: assessment of sites
- Employment land: assessment of sites
- Community facilities and open space: assessment of sites
- Children's Rights Impact Assessment
- Viability Appraisal
- Sustainability Appraisal (*due soon*)



# Structure and content

- Thematic chapters in four volumes (right)
- 96 policies, down reduced from around 150
- Policies contain:
  - pre-amble (justification) and
  - Policies: blue box
  - Proposals: green box

## Volume one – introduction and strategic proposals

- Introduction and context
- Strategic proposals

## Volume two – strategic framework

- Strategic policies
- Places

## Volume three – managing development

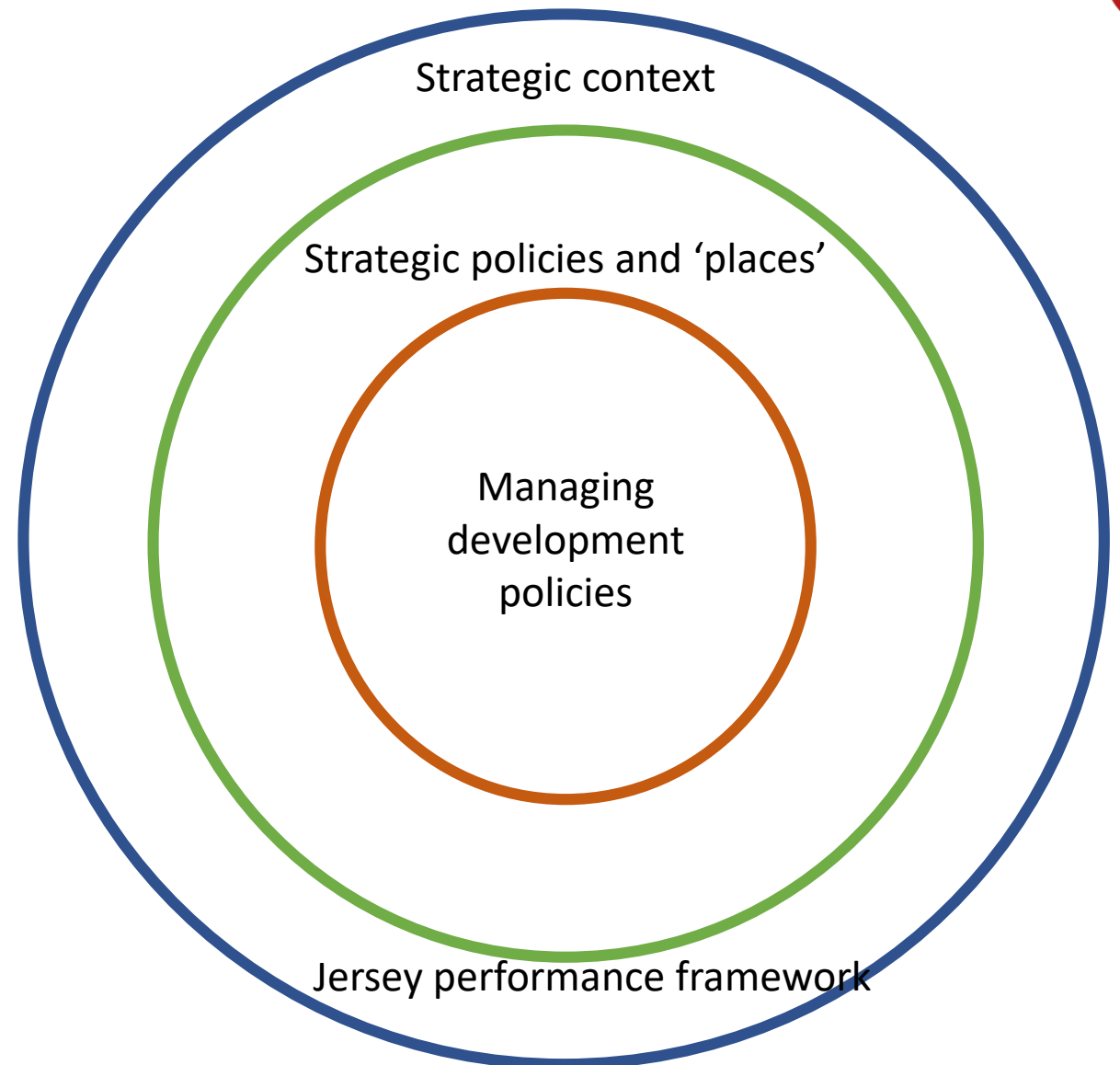
- General development
- Natural environment
- Historic environment
- Economy
- Housing
- Managing emissions
- Community infrastructure
- Travel and transport
- Minimising waste and environmental risk
- Utilities and strategic infrastructure
- Minerals extraction and solid waste disposal

## Volume four – performance and delivery

- Delivery, monitoring and review



# Plan structure and what it means



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- Need to have regard to the plan as a whole
- Policies and proposals should not be viewed in isolation



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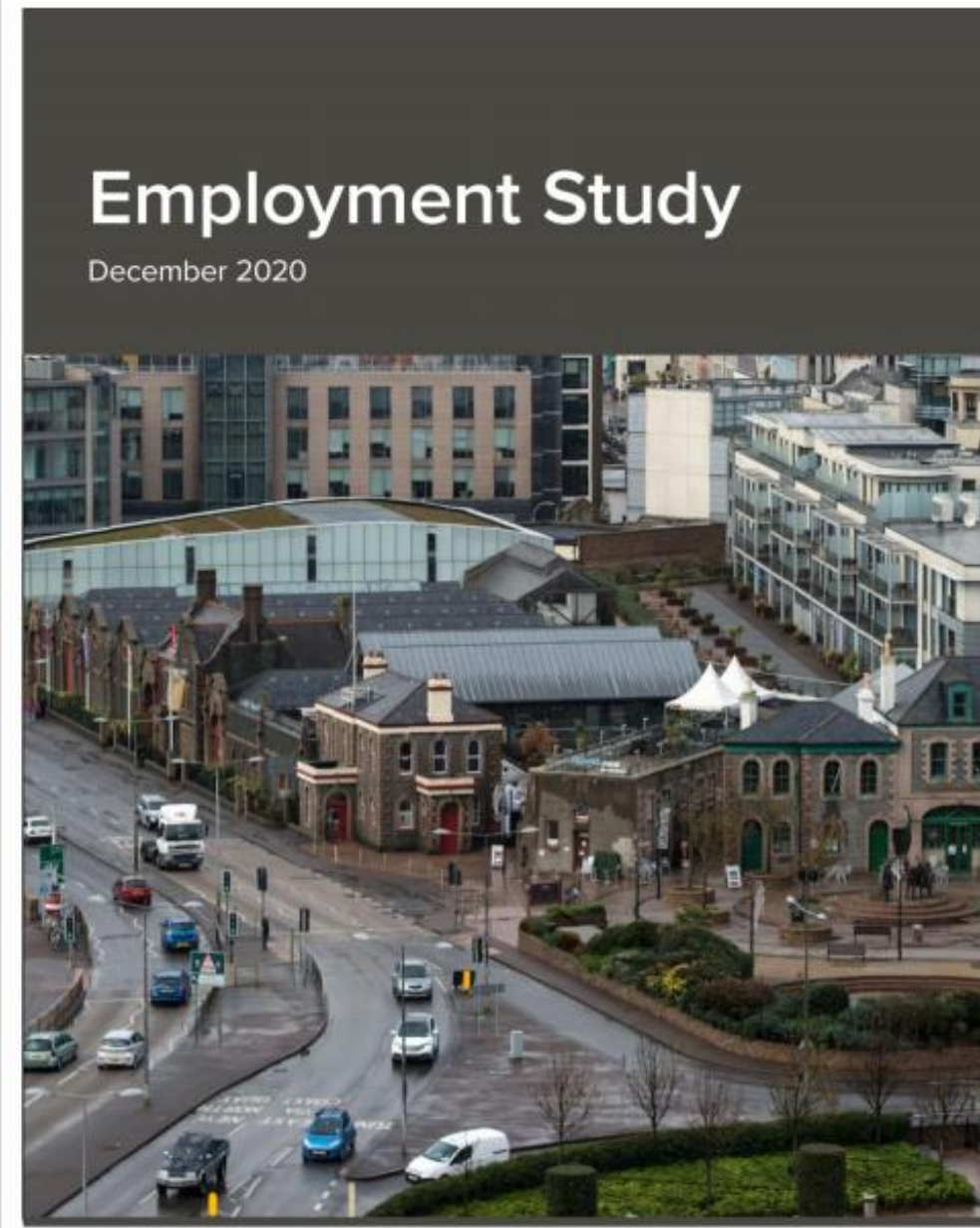
**Strategic  
policies and  
proposals**

**Economy [1]**  
(retail, office, tourism,  
light industry)

**Economy [2]**  
(rural economy)

# Evidence base

- Part 1: Baseline
  - summarises the methodology (Section 2).
  - provides an overview of Jersey's economic and employment baseline (Section 3).
  - considers in more detail the current position of, and future drivers of change for, four types of employment land use:
    - visitor accommodation
    - retail and town centre
    - office
    - light industrial (Section 4).
- Part 2: Land Use Futures and Policy Review
  - for each type of employment land use: assesses a range of land use 'futures' which might occur over the lifetime of the BIP; and
  - evaluates the efficacy of the current Island Plan policies in the context of the findings (Sections 5-9).
  - provides a series of next steps for the BIP (Section 10).



# Policy overview



- All policies and proposals are listed
- Each is marked in one of three columns, as either:
  - ■ - an existing policy, that is essentially unchanged
  - ▲ - an existing policy, that has been changed in some way
  - ☼ - a new policy, that is not currently in the Island Plan
- Where a policy has been changed (▲) or is new (☼) the final column gives a short description of the change and / or flags up issues.
- Where a policy is essentially unchanged (■) the wording of the policy and the associated preamble will have changed – as all policies have been updated – but the intent and impact is essentially unchanged



**Strategic  
policies and  
proposals**

**Economy [1]**

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# Strategic policies



#	Policy	■	▲	⊗	Issues and / or nature of changes
SP1	Responding to climate change				Frames Island Plan in context of the Climate Emergency
SP2	Spatial strategy				Settlement hierarchy
SP3	Placemaking				Strengthens focus on liveability in the built environment
SP4	Protecting and promoting island identity				Respond to recent PDB report
SP5	Protecting and improving the natural environment				Greater emphasis on biodiversity crisis
SP6	Sustainable island economy				Updated for current context
SP7	Planning for community needs				Strengthens focus on liveability in communities

- Strategic policies frame the whole Island Plan
- All development must have regard to strategic policies

# Strategic policies



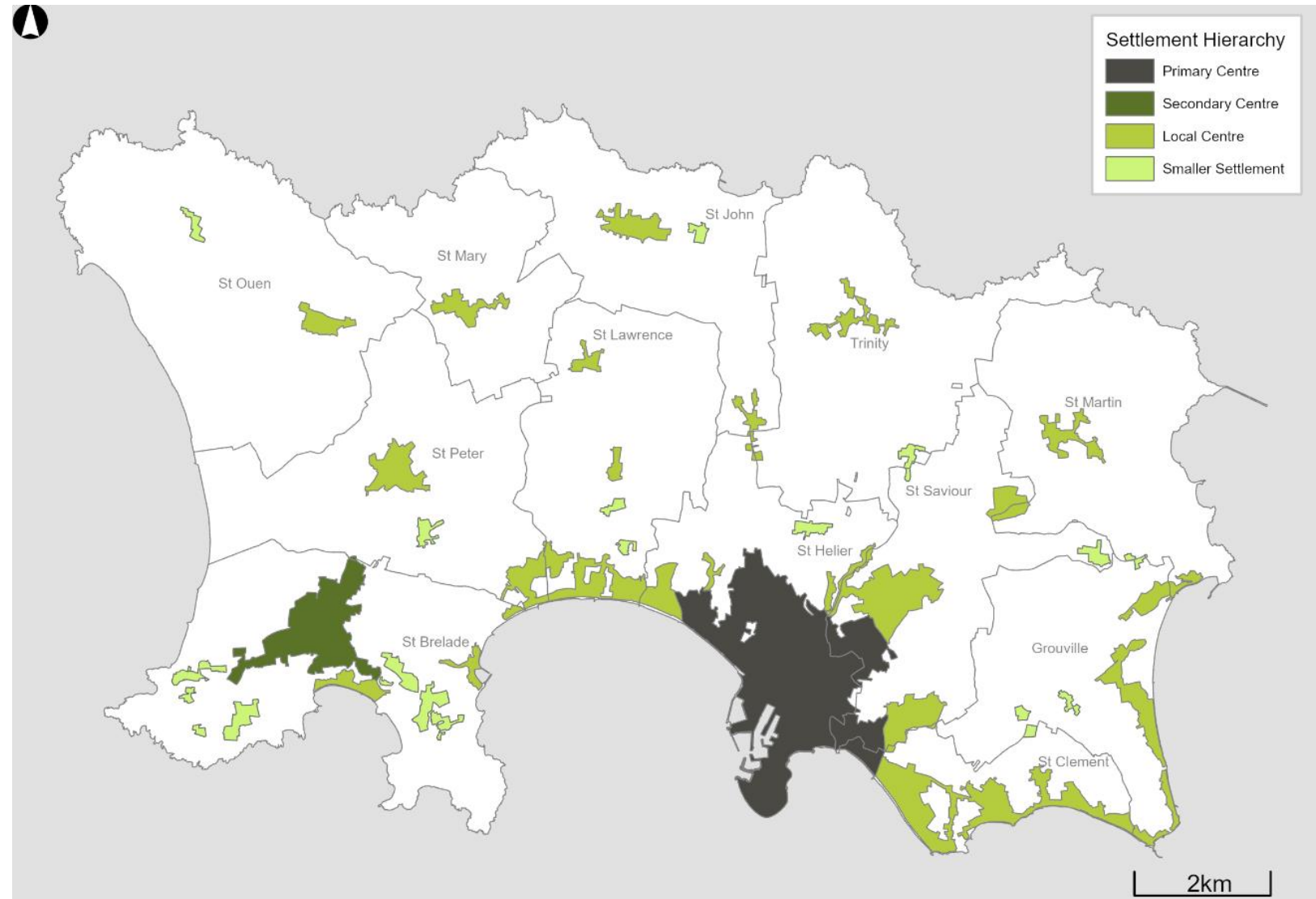
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# Strategic policy: spatial strategy



- Disaggregates the built up area
- Places chapter describes different scale and nature of development in different places
- Explicit recognition
  - 1<sup>o</sup> role St Helier
  - 2<sup>o</sup> role Les Quennevais



# Strategic policy

- Sets strategic context for subsequent policy
- Emphasis on protection, maintenance and encourage growth (small footprint/high value)
- Focus on St Helier
- Explicit encouragement for economic activity at Les Quennevais
- Support for appropriate rural economic activity

## Policy SP6 – Sustainable island economy

A high priority will be given to the creation and maintenance of a sustainable, productive and diverse economy, with support for new and existing businesses, particularly where they encourage the development of a local market for goods and services, attract small footprint/high value business and foster innovation.

In particular, there will be support for:

- the protection and maintenance of existing employment land and floorspace for employment-related uses;
- the redevelopment of vacant and under-used existing employment land and floorspace for employment uses;
- the provision of sufficient land and development opportunities, in the right places, for new and employment uses;
- economic development that: supports and enhances the vitality and viability of Town as a place to shop, work, do business and visit; helps regenerate Les Quennevais; and supports and responds to local retail needs in other local centres;
- development which can help to maintain and enhance a sustainable rural economy, where a rural or coastal location is justified, and where it protects the character of the landscape and seascape, and high-quality agricultural land.

A high priority will be given to the development of the hard and soft infrastructure required to support and facilitate innovation, productivity, diversification and the development and enhancement of skills across all sectors of the economy, where this infrastructure is proven to be in the long-term interests of a sustainable island economy and will enable the creation of attractive and rewarding employment opportunities.

# Places policies



#	Policy	■	▲	⊗	Issues and / or nature of changes
PL1	Development in Town				Plan for Town
PL2	Les Quennevais				Secondary urban area; defined centre;
PL3	Local centres				Establishes anticipated scale of development (locations on settlement hierarchy map)
PL4	Smaller settlements				Establishes anticipated scale of development (locations on settlement hierarchy map)
PL5	Coast, countryside and marine environment				Coastal National Park extension

<b>Proposal</b>	Sustainable Communities Fund				Standard, fixed levy to invest in community infrastructure
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<b>Strategic Proposal 4</b>	West of island planning framework				Development of a planning framework for Les Quennevais and adjacent areas, including Jersey Airport
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# Plan for Town



- Eight concept statements that frame all development in town
- Seeks managed, sustainable densification of town
- But recognises the need for
  - more open space and play space
  - improved public realm
  - better walking/cycling infrastructure
  - better countryside access
- Identifies sites for key public infrastructure projects and protected open space



# Plan for Town



The **ENLIVEN TOWN** concept statement is reflected in a range of detailed policies and proposals, including the following:

- Policy ER1 – Retail and town centre uses
- Policy ER4 – Daytime and evening economy uses
- Policy ER5 – Meanwhile retail and town centre uses
- Policy EO1 – Existing and new office accommodation
- Policy CI5 – Sports, leisure and cultural facilities
- Policy TT2 – Active travel
- Proposal – Active travel network
- Proposal – Public realm works programme





# Plan for Town



## **Policy PL1 - Development in Town**

Town will provide land and development opportunities to meet much of the island's development needs over the plan period in its role as the island's primary centre for economic activity, the provision of public services and infrastructure, and the creation of new homes.

Development within Town must have regard to and consider how it will respond to the Plan for Town and will be supported where it makes a positive contribution to the strategic concepts of the Plan for Town in order to help deliver a sustainable future for Town and the island.

Les Quennevais

Railway Track

Quennevais Park

Development will be consolidated within the existing built-up area; and economic development will be focused in a defined area, as set out on the proposals map, to support regeneration.





# Rural economy

## **Policy PL5 – Countryside, coast and marine environment**

Development proposals in the countryside, around the coast and in the marine environment should protect or improve its character and distinctiveness. Where relevant, they should also protect or improve the special landscape and seascape character, and special qualities, of the Coastal National Park and its setting, and be compatible with the purposes of the park.

To protect the countryside and coast and to ensure development is concentrated in the most sustainable locations, the development of new homes will not be supported except in very limited circumstances.

Where a coast or countryside location is justified, and where any impact will be limited, the provision or enhancement of sports, leisure and cultural facilities that supports the health, wellbeing and enjoyment of islanders and visitors will be supported.

Agricultural land will be protected, particularly where its characteristics mean the land is of high-quality and value to the agricultural industry.

Economic development that supports the maintenance and diversification the rural and island economy will be enabled here, where the location of development is justified and appropriate; or where it involves the reuse or redevelopment of already developed land and buildings, where it is appropriate to do so.

The development of sites and infrastructure that help meet the island's strategic needs for minerals, waste management, energy and water will be supported in the countryside, around the coast and in the marine environment, where it is demonstrated to be in the island's strategic interest, and where its impact can be avoided, minimised, mitigated or compensated.

Development proposals located in the marine environment will not be supported except where a marine location is demonstrated to be essential.

# Economy [1]



#	Policy	■	▲	⊗	Issues and / or nature of changes
ER1	Retail and town centre uses				New town centre retail core; Les Quennevais centre (as above)
ER2	Large-scale retail				After town, encourages larger retail to Les Quennevais
ER3	Local retail				
ER4	Daytime and evening economy uses				Broadened to include daytime uses
ER5	Meanwhile retail and town centre uses				To encourage vitality on the high street
EO1	Existing and new office accommodation				
EO2	Business run from home				
EV1	Visitor accommodation				Enables self-catering accommodation
EI1	Existing and new industrial sites and premises				

<b>Proposal</b>	Shopfronts				SPG on design of shopfront
<b>Proposal</b>	St Brelade's Bay				Develop an improvement plan

# ER1: core retail area



- response to change in retailing and pandemic
- contraction of St Helier core retail area
  - focus on primary retail frontages
- promote vitality and viability
  - new, refurbishment or extension of retail supported
  - change of use away from retail subject to tests
  - presumption against change of use to non-town centre uses

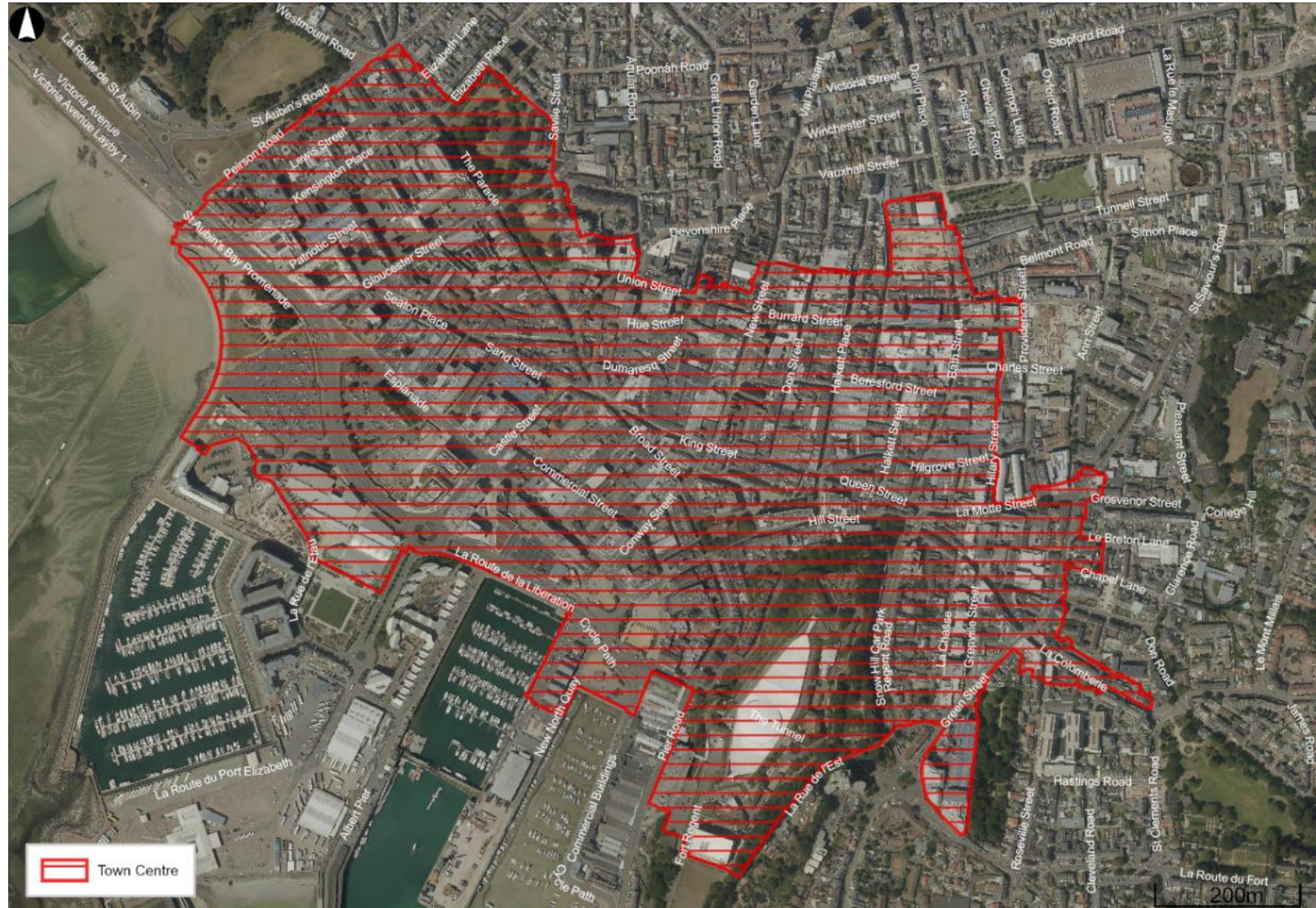




# ER1: town centre area



- seeks to recognise that trips to Town not just retail-focused
- a wider area that seeks to enable retailing and complementary town centre uses including:
  - Class A: shops
  - Class B: cafes and restaurants
  - Class G: social
  - Class H: sport and fitness
  - Class I: entertainment
  - Class M: late night entertainment and drinking
- retail over 200 sqm subject to impact test on retail core





- [illegible]

# ER2: Large-scale retail



- large-scale retail defined as 200sqm (gross internal floorspace) and above
- supported within the built-up area, subject to a sequential test
  - St Helier core retail area;
  - St Helier town centre or the defined centre at Les Quennevais;
  - the built-up area of Town; and
  - the built-up area of other local centres, (where the extent of provision is between 100-500sqm gross internal floor area) and it can be demonstrated that it would meet a local need and not unduly harm existing retail provision in other centres.
- should include proportionate evidence of retail impact



# ER3: Local retail



- Small-scale retail defined as up to 100 sqm (gross internal floorspace) supported within built-up area to meet local needs
- Medium-scale retail 100-200 sqm, within built-up area but outside St Helier town centre and Les Quennevais centre requires evidence of need
- Outside built-up, only permitted where;
  - ancillary to employment or cultural use
  - does not exceed 100 sqm
  - does not adversely affect vitality and viability of existing retail provision.
- Change of use subject to tests

# ER4: Daytime and evening economy uses



- includes:
  - Class B: cafes and restaurants
  - Class G: social
  - Class I: entertainment
  - Class M: late night entertainment and drinking
- supported in
  - St Helier town centre
  - Les Quennevais defined centre
  - Tourist destination areas
  - and only outside these areas, where demonstrable evidence of need
- subject to tests for impacts on amenity of neighbouring uses
  - agent of change principles



# ER4: Meanwhile retail and town centre uses



## **Policy ER5 – Meanwhile retail and town centre uses**

Proposals for meanwhile retail and town centre uses, excluding residential use, will be supported where the proposal:

- a. is within St Helier core retail area; St Helier town centre or the defined centre at Les Quennevais;
- b. contributes positively to the character and early activation of the local area, and reinforces longer-term use aspirations for the area;
- c. does not adversely impact the deliverability of a permanent use for the site or premises;
- d. does not have an unacceptable impact on neighbouring residents and uses; and
- e. utilises materials and designs appropriate for its intended lifespan and setting.

## Proposal: shopfronts

### **Proposal – Shopfronts supplementary planning guidance**

The Minister for the Environment will review and issue new supplementary planning guidance for the design of shopfronts. This guidance will be used to guide and assess proposals for shopfront alterations.

# EO1: Office accommodation



- large-scale office, defined as 200 sqm and above (gross internal floorspace), encouraged in and around IFC
- smaller-scale office, below 200 sqm, supported within St Helier town centre and Les Quennevais centre
- outside built-up these areas, only supported where;
  - ancillary to employment use
  - demonstrable need
  - and outside of built-up area, where it supports rural economy or is ancillary
- no test for change of use from office

# EO2: Business run from home



- supported where use remains ancillary and subordinate to residential use
- subject to tests on:
  - traffic generation; and
  - impact on neighbours



# EV1: Visitor accommodation

- responds to changing nature of tourism market
  - changing balance between business/leisure visitor
  - reduce seasonality
  - diversification – niche tourism, wider demographic
- new visitor accommodation supported in the built-up area, particularly the tourist destination areas
- new self-catering accommodation supported outside the built-up area where;
  - involves conversion of traditional farm building or listed buildings
- camp sites or use of land for touring units only supported subject to tests around impact
- no test for change of use from visitor accommodation
- Proposal: St Brelade's Bay improvement plan

# EI1: Industrial sites and premises



- defines protected industrial sites
- protects these and other light industrial sites: change of use subject to tests
- new light industrial uses supported on PIS and within built-up area subject to tests
- outside built-up area, only supported for rural diversification; or make use of existing buildings



# Light industrial use: future provision



- Potential for provision to be made at the following:
  - La Collette and surrounding harbour areas;
  - non-operational land at the airport;
  - other States-owned land;
  - existing light industrial sites; and
  - the use of existing agricultural premises.

- Strategic proposal 4: west of Island planning framework
- Strategic proposal 5: develop an infrastructure roadmap



# Economy [2]



#	Policy	■	▲	⊗	Issues and / or nature of changes
ERE1	Protection of agricultural land				Protected, but some flexibility re. agricultural value of the land
ERE2	Diversification of the rural economy				
ERE3	Conversion or re-use of traditional farm buildings				Defined and considerations added
ERE4	Re-use of modern farm buildings				Defined and considerations added
ERE5	New or extended agricultural buildings				Clearer framework for assessment
ERE6	Derelict and redundant glasshouses				
ERE7	Equine development				Provides policy framework for equine uses
ERE8	Fishing and aquaculture				Adopts spatial zone for aquaculture

<b>Proposal</b>	Farm buildings				Updated SPG on traditional farm building use and conversion
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# ERE1: Protection of agricultural land



- High quality agricultural land protected
- Some flexibility for use of other agricultural land, where regard had to:
  - soil quality;
  - historic use of the land
  - location relative to farm operation;
  - size and impact on integrity and viability of a farm holding
  - impact on access to other agric land.

# ERE2: Diversification



- Support for rural diversification
- Subject to a number of tests:
  - necessitates and is appropriate to a rural location;
  - contributes to rural economy – existing or new business
  - makes use of existing buildings; or
  - successfully integrates with site/context
- Farm shops
  - should not exceed 100 sqm
  - should be based on sale of fresh local produce, including produce from that farm
- All proposals for rural diversification should be supported by a business plan

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# ERE3: Conversion or re-use of traditional farm buildings



- Traditional farm buildings defined as pre-1960
- Conversion/re-use supported where redundant to agriculture
- Re-use/ conversion to employment use encouraged
- Re-use/ conversion to non-employment use only supported where employment use is not appropriate/viable
- Adequate supporting information is required
  - redundancy to agriculture
  - condition and capability of conversion
- Proposal: review and provide updated guidance

# ERE4: Re-use of modern farm buildings



- Applies to post-1960 buildings
- Re-use only supported, for other employment uses where;
  - building is of permanent design and has been in agricultural use for 20 years or more
  - redundant to agriculture, on the farm; and to wider industry
  - proposed use is appropriate to location - relative to impact; capacity of local roads
- Temporary buildings may be re-used until they reach the end of their serviceable life

# ERE5: New or extended agricultural buildings



- Only supported where:
  - demonstrated to be essential to viability or efficiency;
  - other buildings – on the farm or nearby, cannot meet need
  - successfully integrates with site/context
- All proposals should be supported by a business plan

# ERE6: Derelict and redundant glasshouses



- Redevelopment for non-agricultural uses will not be supported
- Where redundant to industry, or derelict, they should be removed and land restored
- In exceptional circumstances, they may be redeveloped for other uses
  - provided the amount of development is the minimum required to remove glass;
  - delivers restored agricultural land or an appropriate environmentally-beneficial use
  - development may only be permissible in a different location to that where glass is to be cleared



# ERE7: Equine development



- Policy framework for
  - commercial-scale equine-related development
  - smaller-scale private equine-related development
- Commercial proposals should make a genuine contribution to the rural economy
- Consideration of impact of potential loss to agriculture and relative merits of both
- In both cases, should seek to limit impact, make use of existing buildings, and minimise associated infrastructure

# ERE8: Fishing and aquaculture



- Support for landside facilities to support fishing and aquaculture
  - within operational Port of St Helier
  - outside of built-up area, will be considered in a similar manner to proposals for agriculture

# ERE8: Fishing and aquaculture



- Royal Bay of Grouville aquaculture box
  - current use safeguarded
  - additional use through densification of activity supported
  - proposals outside of this area not supported





Consultation

Overview of the  
draft plan

**Economy [1]**  
(retail, office,  
tourism, light  
industry)

**Economy [2]**  
(rural economy)

How to engage

# How to engage



- **Find out more**

- attend a themed webinar
- come to a parish drop-in session
- review details online: [Core evidence base documents for the Island Plan Review 2021 bridging plan \(gov.je\)](#)

- **Discuss**

- planner surgery (30 minute 1:1 session)
- book through link: [Planner surgery bookings](#)

- **Comment**

- Consultation portal: [Draft bridging Island Plan consultation - Government of Jersey - Citizen Space](#)