

## **KEEP ULVERSTON SPECIAL**

**Submission on the conformity of South Lakeland District Council's Development Plan Document with the National Planning Policy Framework.**

**14.7.2012.**

**I write in support of SLDC's DPD which, in the view of the organisation I represent, conforms with NPPF, national policy and with the reality of enterprise, employment and development needs in South Lakeland District.**

**I confine myself chiefly to its relevance to the needs of Ulverston, the District's second largest town.**

- 1. "Keep Ulverston Special" is concerned to see enhanced the special nature of the town, not least as a centre for up to the minute high-tech industries, of which GSK, Forge Europa and Siemens are in the vanguard. We believe that the prosperity of Ulverston lies in the provision of high value-added goods which are and will be in demand nationally and internationally. The SLDC's DPD is right to prioritise this need rather than demands for more land devoted to retail development. This is especially the case in the light of (i) the South Lakeland Retail Study Update 2012 (Nathaniel Litchfield and Partners) which identifies only limited demand capacity for more retail food outlet; and (ii) the existing heavy supermarket capacity within 20 mins. drive (mostly in Barrow-in-Furness)**
- 2. The designation of the "Beehive" site (M11M/Mod) as a business and science park is sound, as it bolsters the much-needed high-tech development requirements of Ulverston and Furness and fits into the existing character of the town's economy and culture and their development.**
- 3. The DPD will meet the NPPF criteria in that:  
(i) It is based on objectively assessed need for employment land;**

- (ii) It helps set out a clear economic vision and strategy;
- (iii) It adheres to the requirement to work towards a 'strong, responsive and competitive economy by ensuring that sufficient land of the right type is available .... to support growth and innovation' (NPPF para. 7) (Substituting for the DPD proposals for more retail provision would do absolutely nothing for growth and would certainly be the negation of innovation.)
- (iv) it helps ensure the viability of the town centre;
- (v) it plans positively for the location, promotion and expansion of clusters and networks of knowledge-driven, creative and high technology industries (NPPF para.21)

**"Keep Ulverston Special" believes that to change the DPD which enshrines such important priorities for SLDC (and Ulverston in particular) simply to accommodate a very large shop, would be damaging, backward-looking and perverse.**

**Colin Pickthall, Chairman, Keep Ulverston Special,**