



Nathaniel Lichfield  
and Partners

Planning Design Economics

**Review of Potential  
Employment Sites in  
South Ceredigion**

Main Report

Ceredigion County  
Council

December 2010

Nathaniel Lichfield  
and Partners  
Helmont House  
Churchill Way  
Cardiff CF10 2HE

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Registered Office:  
14 Regent's Wharf  
All Saints Street  
London N1 9RL

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## 1.0 Introduction

1.1 Nathaniel Lichfield and Partners (NLP) has been appointed by Ceredigion County Council (CCC) to undertake a study to identify and assess suitable sites to provide for the future economic needs within South Ceredigion.

1.2 This work follows on from the Ceredigion Employment Needs Assessment (DTZ, July 2008 and updated in August 2010) and our study which looked at future employment opportunities in the Aberystwyth area to the north of Ceredigion.

1.3 Focusing specifically around the following five Urban Service Centres (USC):

- a Aberaeron
- b Cardigan
- c Lampeter
- d Llandysul
- e Tregaron

the purpose of this study is to consider how the identified future B Class employment requirements (as defined below) might be satisfied within the southern part of the County in a manner that reflects its importance to Ceredigion and Mid Wales. Whilst noting that economic growth and well-being is supported by non-B Class sectors and within existing premises or on windfall sites, the study focuses solely upon the potential allocation of land for B Class employment development.

1.4 A key requirement in allocating land for any form of development is the need to have a reasonable level of certainty that the proposed site might come forward for development within the Plan Period. Whilst very small sites do contribute towards the future well-being of the area, they tend not to be allocated for development due to uncertainties regarding future deliverability. The implication of this is the need to identify locations that are most capable of sustaining the delivery and operation of (slightly larger) sites that are appropriate for allocation.

1.5 The geographical nature of Ceredigion is such that even the largest centres are quite small in terms of physical size, population and economic potential. In order to encourage economic development it is therefore important to ensure that it can be focused upon those locations within which it would have the greatest prospect of delivery and could thereby offer the greatest opportunities.

1.6 The focus on USCs stems from this aspiration and reflects the approach contained within the emerging LDP which recognises that these largest settlements will represent the key locations for growth over the LDP period and beyond. They are most likely to have (and be able to sustain) sufficient critical mass that is necessary to encourage the delivery of sites. By contrast, there is a concern that the Rural Service Centres (RSC) might be less able to support or

sustain comparatively high (within the Ceredigion context) levels of economic development and growth.

- 1.7 This approach is further supported by the fact that the emerging LDP seeks to concentrate residential development primarily into the USCs. A balanced approach to employment and housing growth will be important in helping to deliver a more sustainable distribution of facilities in a manner that reflects the various tiers of the settlement hierarchy.
- 1.8 This approach does not, however, overlook the reality that Rural Service Centres will continue to contribute to the economic well-being of Ceredigion, both through accommodating windfall developments and also through growth in non-B Class employment. However, there is some uncertainty regarding the availability and deliverability of larger sites that might be allocated for employment purposes within these smaller centres.
- 1.9 Ceredigion is – and is likely to remain – heavily dependant upon key non-B Class sectors such as agriculture, tourism, health and education, retail, public administration and construction. The relative importance of these sectors is likely to be maintained (and will potentially increase) over the LDP period and will provide an important means by which economic opportunities might be distributed throughout the County, including in RSCs and smaller Linked Settlements. Although non-B Class activities are beyond the scope of this report, Ceredigion County Council should seek to ensure that an appropriate policy platform is in place to support this important part of the local economy.

Use Class	Use/Description of Development
B1	(a) Offices not falling within Class A2 (b) Research and development laboratories and studios (c) Light Industry
B2	General industry unless falling within B1
B8	Wholesale warehouses, distribution centres, repositories (does not include use of that building or land for the storage of, or as a distribution centre for, radioactive material or radioactive waste.

Table 1 Description of B Class Uses

- 1.1 Following the approach that was taken by DTZ and within our previous study, we have identified sites for office, industrial ('other business space') and warehousing purposes which are defined as follows:

Activity	Use class
Offices	B1(a)/(b)
'Other business space' / industrial	B1(c) and B2
Warehouses	B8

Table 2 Definition of Different Employment Uses

- 1.2 It is not possible to disaggregate the land requirement for B1(c) activities and B2 uses and so these must be considered together as 'industrial' activities.
- 1.3 The location, land and premises requirements of office activities differ substantially from those associated with industrial and warehousing uses (which can be considered together). We have therefore adopted a different approach to the identification and review of sites for each of these types of business activity. A review of the specific forms of future business activities within the south of the County was contained within the Ceredigion Employment Needs Assessment and therefore falls outside of the scope of this report.
- 1.4 Although it does not apply in Wales, the Employment Land Review Guidance Note, which was published by the (then) ODPM in December 2004 states that there are 'specialised' employment land requirements which need to be taken into account in the course of the review of employment land requirements, in addition to those needs addressed in the scope of general industrial demand. These include specialist waste facilities (i.e. those that might reasonably and appropriately be provided within industrial locations). On this basis, the land requirements associated with specialist waste facilities that will be required in Ceredigion over the period to 2022 are included within the overall requirement. In undertaking this study, we consulted with the County Council's Waste Officer regarding the anticipated future waste requirements and also drew upon the quantification of employment land requirements which has been undertaken by DTZ. In reviewing the requirement for waste facilities, no consideration has been given to the need for additional land fill sites. This would represent a separate piece of work which would fall beyond the scope of this study.
- 1.5 The DTZ analysis included a specific land allowance for "relevant" non-B Use Classes. These include sui generis activities which would often be expected to locate on employment sites as well as some institutional and service sector uses which often locate alongside employment uses. Appendix 2 explains how this requirement has been disaggregated between office and industrial/warehousing categories.

## Assessment of Employment Land Requirements

- 1.6 Our previous study, which looked at future employment opportunities within the north of the County, stated that the concentration of the entire employment land requirement within the Aberystwyth area would have potentially significant implications upon the economic well-being of other parts of the County and

other Urban Service Centres such as Aberaeron, Llandysul, Tregaron, Lampeter and Cardigan. As such, it emphasised how the future economic well-being of the County will depend upon ensuring that each of these larger settlements can continue to perform an employment function. The purpose of this report is to demonstrate how the requirements for the southern part of the County might be satisfied in a manner that will support the viability of Ceredigion's economy and the well-being of each of the defined Urban Service Centres.

- 1.7 On the basis of the above, the starting point for this study is an understanding of the specific employment land requirements within the south of the County. As discussed in the previous study, DTZ did not provide guidance in terms of how the County employment requirement should be distributed. Therefore, in order to address this matter (which was not part of DTZ's remit) and to ensure that the identification and assessment of potential development sites through this study could be undertaken in the context of a clear understanding of how much land is required to serve the south of Ceredigion, our initial task was to identify the proportion of the employment land requirement that should be concentrated in the South Ceredigion area. This analysis was initially undertaken to inform our work for the Aberystwyth area and is summarised below.
- 1.8 Appendix 1 sets out the methodology, analysis and findings of our assessment process in detail. It also outlines how the 'South Ceredigion' area was defined. To summarise, the South Ceredigion area incorporates the following wards:

Lampeter Area Wards	Cardigan Area Wards
Aberaeron	Aberporth
Ciliau Aeron	Aberteifi/Cardigan – Mwldan
Lampeter	Aberteifi/Cardigan – Rhyd-y-Fuwch
Llanarth	Aberteifi/Cardigan – Teifi
Llandysiliogogo	Beulah
Llanfihangel Ystrad	Capel Dewi
Llangeitho	Llandyfriog
Llangybi	Llandysul Town
Llanwenog	Pen-parc
New Quay	Penbryn
Tregaron	Troedraur

Table 3 Definition of South Ceredigion Area by Ward

- 1.9 Calculation of the employment land requirement for South Ceredigion involved:
- a An identification of the South Ceredigion area (see Appendix 1) based upon an analysis of travel to work patterns;
  - b An assessment of the proportion of workers in the identified area relative to the total number of workers in Ceredigion by employment sector; and,
  - c A calculation of the expected growth in each sector.
- 1.10 The outcome from this process was the identification of a requirement for between 10ha and 13ha employment land to be identified in South Ceredigion, as follows:



	B1a/b	B1c, B2	B8	Non B Class	Total
Cardigan	1.5 - 2	1.75 - 2.25	1.25 - 1.75	2 - 2.5	5 - 6.5
Lampeter	1.5 - 2	1.75 - 2.25	1.25 - 1.75	2 - 2.5	5 - 6.5
South Ceredigion Sub-total	3 - 4	3.5 - 4.5	2.5 - 3.5	4 - 5	10 - 13
Aberystwyth Sub-total	5 - 6.75	4.5 - 6.25	4 - 5.5	2 - 2.5	15.5 - 21
<b>Ceredigion Total</b>	<b>8 - 10.75</b>	<b>8 - 10.75</b>	<b>6.5 - 9</b>	<b>3 - 3.5</b>	<b>25.5 - 34</b>

All figures in hectares. Figures may not add up due to rounding

Table 4 Employment Land Requirement for the Aberystwyth Area

- 1.11 As explained in the DTZ report, the range of employment requirement figures is based on the application of different plot ratio figures (3,000 sq m per ha and 4,000 sq m per ha). The selection of which figure to adopt represents a policy choice which is to be made by Ceredigion County Council and which will flow from the general approach of the LDP and the Council's decisions on the strategic direction of growth within and across the County.
- 1.12 The purpose of this report is to consider strategic land requirements and to assess the suitability and capacity of sites to contribute towards the achievement of these requirements. In this context, our approach has been to divide out the maximum amount of land that is likely to be required over the LDP period to 2022, as follows:

	B1a	B1b/c, B2	B8	Total
Cardigan	2	4.5		6.5
Lampeter	2	4.5		6.5
<b>South Ceredigion</b>	<b>4</b>	<b>9</b>		<b>13</b>
Aberystwyth	6.75	14.25		21

<b>Total</b>	<b>10.75</b>	<b>23.25</b>	<b>34</b>
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Figures include an allowance for the inclusion of relevant non-B uses as part of the employment allocation

All figures in hectares. Figures may not add up due to rounding

Table 5 Land requirement for Ceredigion by area, including provision for relevant non-B Classes within employment sites

## The Purpose of the Study

- 1.13 The purpose of this report is to consider the land requirements for B1, B2 and B8 uses and to assess the suitability and capacity of sites to contribute towards the achievement of these requirements.
- 1.14 The methodology has not sought to appraise existing business premises or to measure their availability to accommodate additional workers. The possible reuse and ‘churn’ of existing (vacant or occupied) employment premises was considered by DTZ and was therefore taken into account in its quantification of the employment land requirements for Ceredigion. To seek to address some of these needs through the re-occupation of existing premises would therefore result in a double counting and a resultant under-supply of premises, to the detriment of the well-being of the local economy.
- 1.15 In addition, DTZ also made provision for a ‘safety margin’ to allow for losses of existing space, delays in the delivery of new employment space, sites not coming forward, flexibility and choice in provision.
- 1.16 As such, this study has been based upon the requirement for 34ha in Ceredigion and the resultant 13ha requirement for the South Ceredigion area.
- 1.17 Based upon our analysis of the data, we have identified separate requirement figures for the Cardigan and Lampeter areas, as defined above. This is rooted in an understanding of the Council’s economic objective (Objective 2) which is set out in its Preferred Strategy consultation document:
- 1.18 “To promote a sustainable, diverse and progressive rural economy for the benefit of Ceredigion and its local communities; and to encourage the regeneration and evolution of the County’s towns so that they are ready to meet the challenges of a modern and dynamic economy.”
- 1.19 The implication of this is the need for some future employment provision in each of the Urban Service Centres, so far as this is possible within the context of environmental, economic constraints and ownership/availability. It is not possible to achieve an employment land requirement for each of the Urban Service Centres and so a consideration must be given to the way in which it might be distributed on the best quality sites that are most readily available and capable of coming forward within the LDP period.
- 1.20 In the context of the overall size of the South Ceredigion area, this requirement is relatively limited. It equates to an average of 6.5ha in Cardigan and Llandysul

and 6.5ha in Aberaeron, Lampeter and Tregaron over the 15-year LDP period. As such, it is likely that a choice will need to be made between a number of alternative sites that might have the capacity to come forward for development within the LDP period. Whilst some sites will be the subject of specific “deal breaker” constraints that means that they are not suitable for allocation or development, others should be reviewed in terms of their relative attractiveness in relation to alternative opportunities. Our recommendations therefore seek to identify the sites that are free from severe constraints and that, in relation to other locations, have the greatest capacity to come forward for employment development and offer the greatest balance of benefits for the local economy in Ceredigion.

- 1.21 In the light of the limited overall requirement for additional employment land in South Ceredigion, our approach has been to focus our search in the first instance upon sites within and on the edge of the Urban Service Centres and within and on the edge of existing employment estates. This approach is rooted in an understanding that further employment development in such locations would have a greater prospect of being delivered as it could draw upon and benefit from the existing critical mass of such centres. It also follows a sequential approach and would be important in reducing the pressure for development on more sensitive sites in the rural area that are not well related to existing settlements or employment centres. This balance will be important in contributing towards the LDP vision in terms of environmental and resource protection and the achievement of a strong, diverse and progressive economy.
- 1.22 Whilst we have sought to identify sufficient land to meet the requirement for South Ceredigion, it is for Ceredigion County Council to make the policy decision regarding the amount of employment space and the location of sites that are to be allocated within the LDP. This decision should be based upon the imperative of ensuring that the LDP is internally consistent in its vision, objectives and policies.
- 1.23 We have not sought to re-assess the level of quantitative or qualitative demand for employment premises within the County or the South Ceredigion area.
- 1.24 As a starting point of the study, it was considered prudent to assess the number of completions within Ceredigion between 2007 and 2010 (i.e. within the period covered by the DTZ employment forecasts and the LDP). In Cardigan there has been approximately 300 sq m of B1, 750 sq m of B2 and 30 sq m of B8 permitted on sites totalling 2ha. In Lampeter, there has been approximately 130 sq m of B1, 480 sq m of B2 and 30 sq m of B8 on sites totalling 0.7ha. However, these site areas represent whole site areas and not just those parts which were developed. Therefore, taking a 4,000 sq m per ha plot ratio, this reduces the requirement for Cardigan by approximately 0.3ha and Lampeter’s requirement by approximately 0.2ha.

## Report Structure

1.25

The report is structured as follows:

- a Section 2 provides a summary of the methodology used to undertake this study;
- b Section 3 provides details and an explanation into the site sifting process;
- c Section 4 explains our assessment process and summarises the outcome of our consultation process;
- d Section 5 provides an assessment of each of the shortlisted sites; and,
- e Section 6 summarises the conclusions of the study and provides recommendations.

## 2.0 Methodology

- 2.1 The project methodology is set out in Fig 1 below. This summarises the various inputs into the process in terms of:
- a The initial sources of sites;
  - b GIS data;
  - c The site assessment matrix;
  - d Stakeholder consultation;
  - e The assessment of the employment land requirement for the South Ceredigion area (i.e. how much land was to be identified); and,
  - f The site analysis and assessment process that we adopted.
- 2.2 Close working with Ceredigion Council afforded officers the opportunity to review and comment upon the study inputs, processes and key decisions. The initial sources of information were obtained from Ceredigion County Council, in conjunction with the lead officers. The consultation process was similarly undertaken in conjunction with the Council Officers who were able to identify key stakeholders that would be able to input into the process and provide the most valuable information regarding the suitability, availability and relative viability of different potential employment sites.
- 2.3 Throughout the study process, the team was aware of the different implications of Class B1(a)/(b) and Class B1(c)/B2/B8 forms of development. Our methodology was designed to be sensitive to the requirements and effects of these different forms of development and to ensure that the project recommendations could provide a basis by which a sufficient amount of appropriate employment land might be identified and allocated.
- 2.4 Key decisions regarding the relative suitability of sites for employment purposes were made at two key stages of the process:
1. Following the initial site sifting process; and,
  2. Following the site visits and subsequent scoring and analysis.
- 2.5 These key stages are highlighted in blue in the diagram below. This approach enabled the increasingly detailed analysis to focus upon those sites which were consistently found to have the greatest potential for employment development. At each stage of the process, our exclusion of sites was undertaken in liaison with Ceredigion County Council so that there could be a clear understanding as to why sites were being excluded and what implications this would have upon the LDP strategy.
- 2.6 Given the relatively small amount of land that is required for development within the south of Ceredigion, the methodology was designed in the context of a recognition of the reality that only a limited number of sites would be required for development. It was intended to provide a robust basis by which the difficult

choices and trade-offs might be made and by which clear recommendations could therefore be made in respect of the sites that would be most appropriate for allocation and future employment development. It also recognised that some suitable sites would by necessity be excluded by the sifting process due to the presence of preferable sites or the existence of specific availability or viability issues.

- 2.7 Our methodology was designed to address these issues and to ensure that the recommended sites have the greatest capacity of coming forward for appropriate forms of employment development within the LDP period. However, it is recognised that there is no absolute certainty in respect of the delivery of land for development and so the recommendations of this report cannot be taken as an absolute assurance that land will be developed for employment purposes by 2022. Similarly, it is entirely feasible that land that is excluded by this study might come forward within the Plan period. So long as this does not result in the release of unsuitable land, generate sustainability difficulties or compromise the potential for other sites to be released, this should be welcomed as an opportunity to improve the strength of the local economy within Ceredigion.
- 2.8 This report explains the approach and the outcome of the project and provides a series of conclusions and recommendations that will inform the Council's consideration of sites to be allocated for employment development.

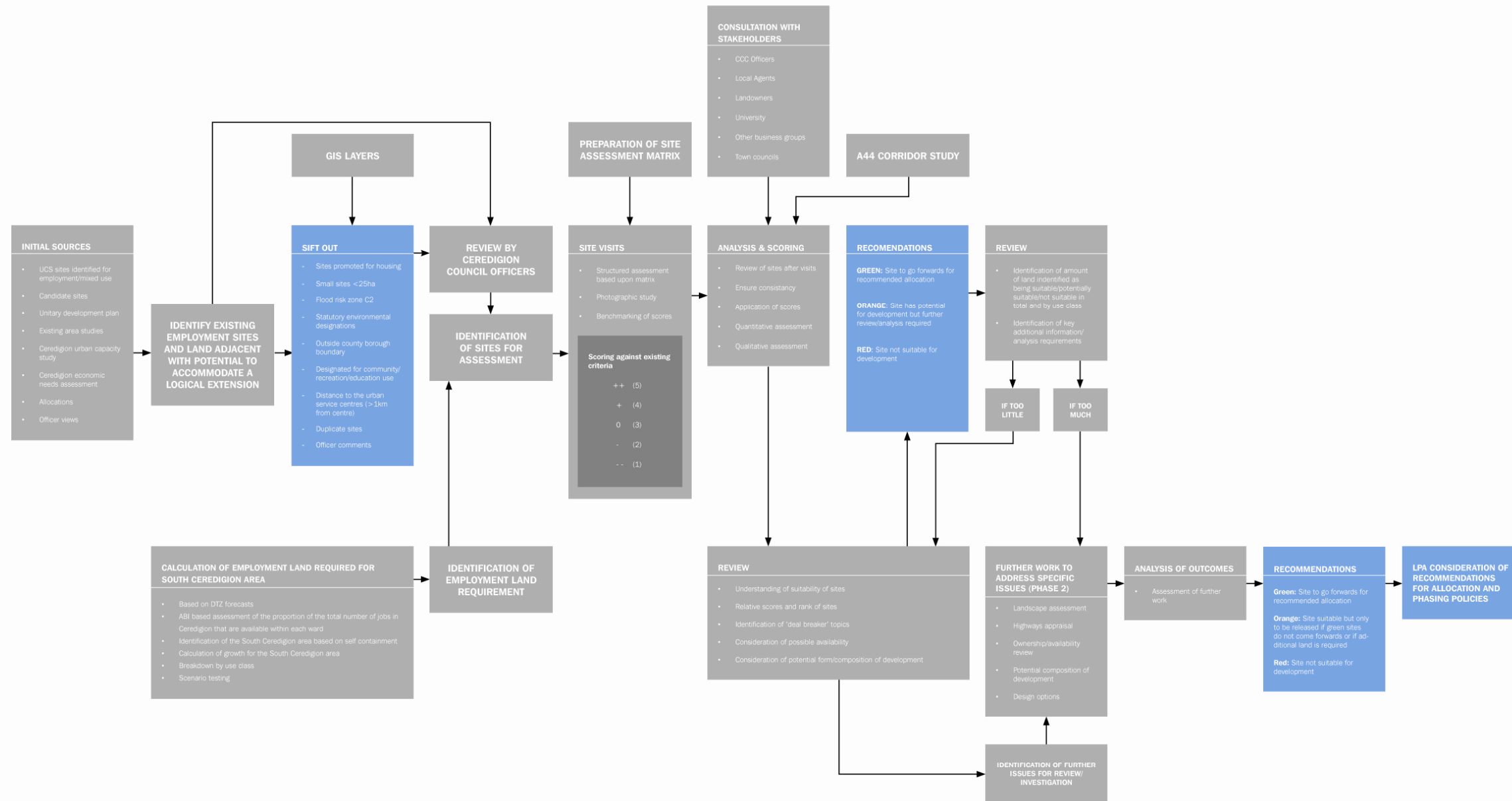


Figure 2.1 Methodological Approach to South Ceredigion Employment Land Assessment

## 3.0 Site Sieving Exercise

- 3.1 Having calculated the amount of land required within the South Ceredigion area and adopted a methodology for the completion of the study the next stage in the process was to consider the potential locations for which a detailed assessment was to be undertaken. This chapter provides details of the identification and site sieving process which was undertaken in order to allow detailed assessment of the most suitable sites.

### Initial Site Identification

- 3.2 The first stage in the process was to use all available resources in order to produce an initial list of sites which could be considered for potential employment uses. The following sources were used in order to inform this schedule:
- a **Ceredigion County Council Unitary Development Plan – employment allocations:** The Ceredigion UDP (which although not adopted is used for development control purposes and as such carries a significant amount of weight) was reviewed in order to establish the existing employment allocations within the southern part of the County.
  - b **Existing Regeneration Studies:** The following documents were reviewed in order to see sites which have been identified previously as suitable for employment development:
    - i Tregaron Regeneration Study (2005);
    - ii Llandysul and Pont-Tyweli Spatial Regeneration Strategy (2007);
    - iii Lampeter Economic Development & Regeneration Strategy Development Framework (2008); and,
    - iv Cardigan and South Ceredigion Regeneration Plan (2003-2006).
  - a **Ceredigion Urban Capacity Study:** This study was completed by ENTEC in October 2008 and identified a number of sites of varying sizes within the South of Ceredigion (concentrating on the five main town centres of Lampeter, Llandysul, Aberaeron, Cardigan and Tregaron) which were considered to have the potential for future employment or mixed use development.
  - b **Ceredigion Economic Needs Assessment:** This document, which was completed by DTZ in July 2008, identifies a number of sites which could potentially be suitable for employment development.
  - c **Candidate Sites:** The Council made a call for candidate sites, the consultation period for which closed in April 2009. This process saw the submission of approximately 1,500 sites for the whole of Ceredigion, of which 962 were in the defined ‘South Ceredigion’ area. Whilst the majority of sites were put forward specifically for housing development, some sites did relate to requests for land to be allocated for employment and other purposes.



- d **Officer Discussion:** Given their local knowledge, officers at the Council were also consulted in order to discuss whether any additional sites should be assessed or discarded.

3.3 The information from the above documents was collated and all obvious duplications of sites were discarded. This process provided a total of over 1,000 sites for analysis. In view of this very large number of potential opportunities and the reality that many would not be suitable for employment purposes, the sites were made subject to a detailed sieving process. The purpose of this was to identify and remove any sites that were obviously unsuitable or inappropriate for potential employment development. The sieving criteria that were applied are set out below. This exercise resulted in some sites being excluded from further review and allowed us to ensure that our subsequent detailed assessment could be focused upon those sites with the best potential for development.

## Site Exclusions

3.4 The sieving process considered the following factors that were considered to potentially reduce the suitability of the identified sites. Full details of the sites that were considered by this phase of the study are contained in Appendix 3.

### Sieve 1: Existing Employment Sites

3.5 The first stage of the sifting process was to identify the existing employment sites within the South Ceredigion area. This was done through discussions with the Council who monitor these areas in terms of vacancy rates and current occupiers etc. This showed there to be 10 existing employment areas within the South Ceredigion area which are as follows:

- a Parc Teifi Business Park, Cardigan;
- b Pentood Industrial Estate & Mart Site, Cardigan;
- c Aberporth Technology Park;
- d Llambled Business Park/Former Gwili Jones Site/Tregaron Road Industrial Estate, Lampeter;
- e Ystrad Aeron/Felinfach Industrial Estate;
- f Teifi Valley Business Park/Horeb Industrial Area;
- g Llandysul Enterprise Park, Croesffordd;
- h Station Road Industrial Estate, Tregaron;
- i Vacant land adjacent to coal yard, Tregaron; and,
- j Min Aeron (Jewson's Site), Aberaeron

3.6 All other sites which fell within these existing employment areas or immediately adjacent were identified and removed from the main site sifting process and allocated under the relevant employment area in order provide 10 expanded sites for further assessment. Consequently, these 10 sites were automatically

taken through the sieving process, with the next stage being to discuss the extent of the site search boundaries of these sites with officers.

- 3.7 Although all these sites will be investigated in further detail, this process effectively removed 84 sites from the main sieving process.

### **Sieve 2: Site Size**

- 3.8 As per the previous study, a site threshold of 0.25ha was agreed for sites within or on the edge of a USC or an existing employment estate. This is the minimum site size that is considered to be sufficient to accommodate a level of employment activity that would make a meaningful contribution to meeting Ceredigion's needs and would thereby warrant allocation. All sites below this threshold were excluded from further assessment. This approach was rooted in an appreciation of the role of this study in identifying sites that could be potentially allocated for employment development.

- 3.9 In line with the Aberystwyth area study, if our initial site search of USCs and existing employment estates did not yield sufficient suitable land to meet the identified requirements, a minimum site threshold of 1ha would be applied to any new sites (away from USCs and employment estates). In such cases, this threshold is considered to be necessary in order to ensure that the new development could achieve an adequate commercial profile and critical mass and that it could thereby be relied upon to come forward and contribute to meeting the identified needs. The result of our analysis was that there was no requirement for the identification or proposed allocation of larger "freestanding" sites.

- 3.10 Whilst sites below this 0.25ha threshold were considered too small to be considered for allocation, it was nevertheless accepted that the non-identification of smaller sites in this report and the non-allocation of smaller sites in the LDP would not necessarily stop them from coming forward as windfall sites if the owners wished to pursue employment uses. The potential for windfall releases of employment land in addition to the identified release of allocated land to contribute towards employment needs was recognised in the DTZ analysis.

- 3.11 This process removed 270 sites of less than 0.25ha.

### **Sieve 3: Housing Candidate Sites**

- 3.12 The next sift removed all candidate sites which have been submitted for residential development. This approach was based on the consideration that as these sites are being actively pursued for other, commercially more valuable uses they would not be available for employment development within the LDP period. Many of these sites would also not be appropriate for employment related development although they were not individually appraised in detail by this study team.

- 3.13 Our assumption that all sites that have been proposed through the LDP for residential purposes should not be included in this study was reviewed and tested by Council Officers who were able to verify the approach that we had taken and advise if any of the sites should actually be considered as being potentially appropriate for future employment purposes.
- 3.14 This process removed a further 458 sites.
- 3.15 It is recognised that long term sustainability and well-being within Ceredigion will necessitate a balanced approach to the provision of all forms of development. Achieving alignment between the provision of jobs and houses is particularly important in this regard as it will increase the potential labour supply, increase the local availability of jobs and help to reduce the need to travel long distances to get to work. To this end, restricting the potential supply of land for housing by releasing land for employment purposes (or vice versa) would not be in the best interests of the County. As such, no further consideration was given to those sites that are being promoted through the LDP process for housing.
- 3.16 Given the importance of the five identified Urban Service Centres, it is evident that the LDP should ensure that sufficient housing provision is made within these settlements in order to meet the existing and anticipated future requirements and to ensure that a balance can be achieved with the provision of employment land. In respect of all land uses, however, allocations should be made in the context of an appreciation of need, a clear understanding of the environmental capacity of the site and the local area and a recognition of the potential impacts of development.

#### **Site Sieve 4: C2 Flood Risk and National Designations**

- 3.17 Although TAN15 identifies employment activities as a less sensitive use, it would nevertheless be inappropriate to allocate land that entirely falls within a flood risk zone C2 unless these form defined regeneration areas.
- 3.18 This stage also considered the potential impact of employment development upon the site and the surrounding area by excluding any land that was identified by a national designation as being particularly sensitive. It was recognised that the development of such sites would be neither acceptable nor appropriate and so there was no merit in considering them in more detail.
- 3.19 Such an approach provides the basis for the potential allocation of the most suitable and sustainable land for employment development. This sieving stage, which excluded only 8 sites, meant that any sites that were particularly sensitive and upon which development would not be appropriate could be removed at an early stage.

#### **Site Sieve 5: Other Reasons**

- 3.20 Other reasons for sites to be excluded from the process at the early stages were as follows:

- a The site was allocated for Community, Recreation or Education purposes within the existing UDP: 11 sites removed;
- b The site fell outside Ceredigion's County Council's administrative boundary or covering the entire of the County area: 6 sites removed;
- c There was a Scheduled Ancient Monument located on the site: 1 site removed.

3.21 It should be noted that all candidate sites which were submitted for 'other' purposes were initially removed after this stage of the site sieving process with an intention for them to be assessed by Council Officers at the later stages of the site sieve. However, given a change in approach relating to the distance of sites to the Urban Service Centres (described in further detail below), a decision was taken to reinstate these sites into the process. This was largely done for simplicity and to reduce the amount of sites officers would need to assess. Consequently, no sites were removed purely on the basis that they were being promoted for 'other' purposes.

### **Site Sieve 6: Distance to the Urban Service Centres**

3.22 The first 5 stages of the site sifting process saw the removal of 838 sites. This meant that there were still a further 172 sites left in the process for review.

3.23 Due to this significant number of remaining sites and following discussions with the Council it was decided that an appropriate approach would be to remove any site not considered to be within a reasonable distance of the Urban Service Centres. This approach was considered to be in line with the Council's Local Development Plan Preferred Strategy which seeks to direct development to these main centres. Providing employment development close to these existing centres is also considered to be a sustainable approach.

3.24 Therefore, as a starting point all sites which had not previously been identified as falling within or adjacent to an existing employment site and was located more than 1km away from one of the five Urban Service Centres was removed. The purpose of this was to ensure that future allocations could be directed to the most sustainable locations alongside Urban Service Centres (or within / adjacent to existing employment estates). It is therefore in accordance with the sequential approach to site selection. Moreover, it is recognised that sites in these broad locations would be preferable – and potentially more viable than the establishment of "new sites" in locations that are unrelated to existing business or population centres.

3.25 This process led to the removal of 138 sites.

## Site Sieve 7: Duplication

- 3.26 In order to focus the assessment work and to ensure that there was no risk of double counting in our analysis (which might result in insufficient land being allocated for development), we reviewed the list of sites to ensure that any duplication was identified and addressed.
- 3.27 Although obvious site duplications were removed from the original list prior to the commencement of the sieving process, establishing the overlap of historic sites and the submitted candidate sites was more complex.
- 3.28 The Council was able to provide GIS mapping of all the candidate sites which allowed for the assessment of where candidate sites were overlapping with the historic sites. We also identified any cases where candidate sites overlapped or where one was incorporated within another and therefore duplicated.
- 3.29 Any sites located adjacent to each other and which could be reasonably combined were also identified within this process, reducing the number of sites further.
- 3.30 This process allowed for the removal/amalgamation of 17 sites.

## Officer Comments

- 3.31 At this stage of the process, a spreadsheet of the on-going sifting process and a site location plan of each of the 27 sites identified was provided to Ceredigion County Council Officers for review and comment. The purpose of this was to ensure that there was agreement within the team in respect of the sieving process undertaken to date, the sites removed and the sites remaining for further sieving. The detailed local knowledge of the Officers was particularly valuable at this stage and provided an important verification of the approach that we had undertaken.
- 3.32 Having reviewed the shortlist of sites that we had proposed for detailed assessment, the Officers were able to use their local knowledge to suggest any sites that were not considered to be suitable for employment development and to reinstate any sites which had been excluded from the site search but which they deemed worthy of further assessment. These refinements were then discussed in order to ensure that the reasoning behind the decisions was acceptable and that both NLP and the Council were comfortable with the reasons being put forward.
- 3.33 During this process the Council requested the exclusion of two sites which were removed for the following reasons:
- a 'Bath House site' – this site was no longer available for development; and,
  - b 'Cardigan town centre redevelopment and urban regeneration scheme site' – this 'site' related to a broad area which was associated with the wider regeneration of Cardigan rather than being related to one specific site. Therefore, as individual sites were looked at with the town, this site

which referenced the wider area was not relevant and as such was deleted.

- 3.34 Other land was included by Officers as a result of extending the site search boundaries of the shortlisted sites (rather than through the inclusion of additional sites). In particular, the existing employment site search boundaries were expanded in order to allow for a robust assessment of the potential to maximise employment opportunities in these locations.
- 3.35 This process only removed 2 sites although the boundaries of several sites were increased.

### Sites for Assessment

- 3.36 Having undertaken the sieving analysis, a total of 985 sites were excluded from more detailed assessment. The final 25 sites comprised:

Site	Location
1	Aeron Caravan Park, Aberaeron
2	Pwllhai Development, Cardigan
3	Field to the north of main roundabout opposite hospital, Cardigan
4	Cardigan Hospital site, Cardigan
5	Land adjacent to Bath House site, Cardigan
6	Field Heol Y Gilfach – behind Primary School, Llandysul
7	Penrallt, Tregaron
8	Cattle Market and Recycling Centre, Tregaron
9	Tregaron Hospital, Tregaron
10	Site LI1, Llon Letty, Llandysul
11	Offices at Pontfaen Road, Lampeter
12	Various employment units near fire station, Lampeter
13	Maes Radley, Cardigan
14	Community Hospital, land adjacent to Talbot Yard
15	Parc Teifi Business Park, Cardigan
16	Pentood Industrial Estate & Mart Site, Cardigan
17	Llambled Business Park, Lampeter

18	Teifi Valley Business Park/Horeb Industrial Area
19	Llandysul Enterprise Park, Croesffordd
20	Industrial Area, Station Road, Tregaron
21	Vacant Land Adjacent to Coal Yard, Tregaron
22	Aberporth Technology Park, Blaenannerch
23	Ystrad Aeron/Felinfach Industrial Estate
24	Llanwen Road, west of Pontfaen and Pitches, Lampeter
25	Min Aeron, Aberaeron

3.37

On completion of this final sift, it was then agreed that each of these 25 sites should be taken forward in the assessment process. Details of these sites are contained in Appendices 6, 7 and 8.

4.0

## Assessment

### Desk Based Assessment

4.1

Following the sieving exercise set out above, 25 sites were brought forward for detailed assessment.

4.2

The first stage of the detailed analysis was a desk based assessment drawing upon information provided by the Council for each of the sites. This included details on:

- a Vehicular, cycle and pedestrian access;
- b The presence of Tree Preservation Orders;
- c Infrastructure;
- d Ecology;
- e Landscape sensitivity;
- f Water quality;
- g Contamination; and,
- h Ownership and availability of the land.

4.3

The information was analysed against the assessment matrix that we had previously agreed with Ceredigion County Council. A copy of the site assessment matrix is contained in Appendix 4. The scores provided an initial indication of the relative suitability of the sites and provided an important context which was subject to detailed assessment following the site visits.

4.4

In establishing the assessment matrix, we took account of Ceredigion County Council's SA/SEA objectives to ensure that the matters that are to be specifically addressed as part of the SA/SEA process were incorporated into our consideration of the sites. The purpose of this is to ensure that a consistency in approach can be achieved and to enable the SA/SEA process to inform this element of the work so that the subsequent appraisal of the LDP policies and allocations might be made more efficient. We did not, however, undertake a full SA of the sites. The site assessment matrix also took account of the Council's site assessment criteria and our experience of undertaking similar studies elsewhere in the Country.

### Consultations

4.5

It was agreed with Ceredigion County Council that the involvement of local stakeholders would be an important input into this study and would provide evidence relating to the strength of the local economy and the type and location of employment land that would be most suitable and appropriate for development and most attractive to the market.



- 4.6 The Council provided a list of 25 consultees they considered appropriate to speak to regarding the site assessment process. This list comprised local commercial property agents, town councils and representatives from the Council, the Chamber of Trade, the University and other Business groups. We then undertook research to get the contact details for other commercial property agents within the local area in order to get as wide a set of opinions as possible. This provided an additional 2 consultees.
- 4.7 The limited number of agents that were able to input into this study is testament to the character and scale of the local economy within Ceredigion. Similarly their localised operation and lack of dealings with national or regional businesses also reflects the fact that the economy within Ceredigion is dominated by small scale firms which predominantly serve a local catchment area.
- 4.8 In addition to the above, in order to try and ensure the study could be as robust as possible we undertook further research to establish some additional contacts who could potentially contribute to the study about specific sites. This included owners of the Tregaron Community Hospital land, the administrator's of the Pwllhai site, owners of the Cattle Market Site in Tregaron, the owners of land to the west of the A482 and owners of the land to the west of Station Road, Tregaron.
- 4.9 A detailed summary of the consultations is provided in Appendix 5. The key matters that were discussed are outlined below:
- a It was considered that the character of the local economy is that it is dominated by small scale businesses/solo entrepreneurs looking for small premises rather than large scale units. Starter units are also required within the area.
  - b It was considered that a lot of the existing businesses/industrial parks have vacant units with many of these being too large to appeal to local businesses. Therefore, there may be opportunity of sub-division.
  - c There is a feeling that existing business premises are too expensive due to a lack of competition which is pricing many potential businesses out of the market.
  - d It is considered that a significant barrier to employment is infrastructure with the A485 and A482 both considered sub-standard and requiring significant improvement. Therefore, the best location for development is the main settlements of Cardigan, Tregaron, Lampeter, Aberaeron and Llandysul.
  - e Land for municipal waste disposal is, and could continue to be, accommodated at Glanyrafon Industrial Estate in Aberystwyth. Planning permission has been granted for a waste transfer station on the edge of the estate and land has been identified adjacent to the existing waste facility at Glanyrafon for the potential future development of an anaerobic digester if this is required (although there is still some debate as to whether this development will be located in Ceredigion or Powys). As

such, no land is needed to be designated for future municipal waste requirements in South Ceredigion the foreseeable future.

## Site Visits and Assessments

- 4.10 Site visits were undertaken for each of the 25 sites identified in Section 3 with the key purpose being to supplement and validate the information gathered in the desk based assessment.
- 4.11 Each site visited was appraised against an agreed assessment matrix which looked at 20 separate categories requiring a score of between 1 and 5. These categories were:
- a Access:
    - i Road access
    - ii Public transport access
    - iii Public/cycle access
  - b Site Context:
    - i Proximity to residential area/community facilities
    - ii Brownfield/greenfield status
    - iii Adjoining uses
    - iv Relationship with built environment
    - v Proximity to infrastructure
  - c Environment:
    - i Landscape sensitivity
    - ii Opportunity to remove an eyesore
    - iii Ecology
    - iv TPO
    - v Topography
    - vi Contamination
    - vii Flood risk
    - viii Water quality
    - ix Impact on agricultural land
  - d Availability and Deliverability:
    - i Viability
    - ii Site ownership
    - iii Pressures for other forms of development
- 4.12 The following points are important in helping to explain the approach that we adopted in reviewing the sites against each of these criteria. No comment is set out below for those criteria which are considered to be self explanatory.
- a Access was largely dependant upon the proposed use of the site. For office premises, proximity and accessibility for employees was the key

consideration (relationship to the Urban Service centres and public transport services) whilst for industrial and warehousing sites, greater weight was given to strategic access for goods into or out of the site. This assessment was based upon an understanding of the different type of vehicle movement that would tend to be associated with the various uses.

- b Landscape sensitivity was judged using information provided by the Council obtained from LANDMAP as well as an initial review during the site visit.
- c The opportunity to remove an eyesore is an important consideration in the assessment of sites and relates closely to potential landscape impact. If the development of a site would remove an eyesore then it would be seen as a benefit. If it created an eyesore then it would be detrimental to the area. If it neither created nor removed an eyesore, then development would be neutral from this perspective.
- d Topography of the site also relates to landscape impact. A steep slope might preclude development. A gentler or undulating topography might not stop development from coming forwards but could restrict the amount of floorspace that could be accommodated and the form of development that could be provided on the site.
- e Although sites that were entirely or wholly located within flood risk C2 zones were excluded as part of the initial sieving exercise, consideration was given at this stage regarding potential flood risk on part of the site. This is rooted in a recognition that an employment use might be acceptable where part of the site is at some risk of flooding but that this would have an impact upon the form and amount of development that could be accommodated on the site.
- f Water quality differs from flooding. It represents a function of the impact of development upon potential groundwater resources and the risk of contamination or pollution.
- g Ownership and pressure for other forms of development can both be viewed as a function of the availability of the site for employment uses. This is a fundamental consideration because, in allocating land within the LDP, Ceredigion County Council needs to have confidence that it is capable of being released within the LDP period and can contribute to the identified employment land requirements. There obviously can be no guarantee that any land will definitely come forward for employment uses within the LDP period but if a site is known to be unavailable – either due to landowner’s known aspirations or the presence of a recent development or a clear pressure for other forms of development – it can be assumed that it is unlikely to come forwards within the LDP period and that it should therefore not be allocated. In its subsequent decision making process regarding the allocation of land, Ceredigion County Council should therefore seek to satisfy itself as far as reasonably possible that the land that is included in the LDP does have the capacity to come forward for the proposed uses by 2022.

h The viability of development is a function of the likely costs associated with delivering the scheme (including any abnormal costs) and the likely income receipts from its future users or owners. In considering viability, we have not undertaken a residual valuation assessment but have taken account of the likely costs (as identified by the site assessment matrix) and market attractiveness of the development and location. Detailed viability assessments cannot be undertaken until a specific scheme is known but this overview does have the capacity to provide a broad indication of the likely viability of the sites for employment development.

4.13 It is recognised that the land requirements and likely implications of Class B1(a)/(b) development is likely to differ considerably to that of heavier forms of activity such as B1(c), B2 or B8 uses. The sites were therefore appraised in the context of an understanding of the potential uses for which they might be developed. Our assessment of potential uses was based upon the following considerations:

- a Size of site;
- b Site location;
- c Proximity from the Urban Service Centres;
- d Ease of access into site; and,
- e Character of the surrounding area.

4.14 Adjustments were then subsequently made in the context of the type of use for which the site is proposed and in order to ensure a consistent approach had been taken in the review of each site in the context of others.

4.15 The sites were categorised as being appropriate for the following types of development. These categorisations served as the basis for assessment but were adjusted again (as appropriate) following the site visits:

Site	Location	Suggested form of development
1	Aeron Caravan Park, Aberaeron	B1a /Mixed use
2	Pwllhai Development, Cardigan	B1a/b/Mixed use
3	Field to the north of main roundabout opposite hospital, Cardigan	B1a/b/Mixed Use
4	Cardigan Hospital site, Cardigan	B1a /Mixed use
5	Land adjacent to Bath House site, Cardigan	B1a/b/c/B2/B8/ Mixed Use

6	Field Heol Y Gilfach – behind Primary School, Llandysul	B1 c/ B2/B8/Mixed Use
7	Penrallt, Tregaron	B1 c/ B2/B8/Mixed Use
8	Cattle Market and Recycling Centre, Tregaron	B1/Mixed Use
9	Tregaron Hospital, Tregaron	B1a/b/Mixed use
10	Site LI1, Llon Letty, Llandysul	B1, B2
11	Offices at Pontfaen Road, Lampeter	B1a/b/Mixed use
12	Various employment units near fire station, Lampeter	B1a/b/c/B2/B8/ Mixed Use
13	Maes Radley, Cardigan	B2/ Mixed Use
14	Community Hospital, land adjacent to Talbot Yard	B1/Mixed Use
15	Parc Teifi Business Park, Cardigan	B1/B2/B8
16	Pentood Industrial Estate & Mart Site, Cardigan	B2/B8
17	Llambed Business Park, Lampeter	B1/B2/B8
18	Teifi Valley Business Park/Horeb Industrial Area	B1/B2
19	Llandysul Enterprise Park, Croesffordd	B1, B2, B8
20	Industrial Area, Station Road, Tregaron	B2/B8
21	Vacant Land Adjacent to Coal Yard, Tregaron	B1, B2, B8
22	Aberporth Technology Park, Blaenannerch	B1/B2/B8
23	Ystrad Aeron/Felinfach Industrial Estate	B2/B8
24	Llanwen Road, west of Pontfaen and Pitches, Lampeter	B1, B2, B8

25	Min Aeron, Aberaeron	B2, B8
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Table 6 Potential Land Uses for Assessment Sites

- 4.16 The sites were then ranked in accordance with their allotted score and were assessed in terms of their quantitative and qualitative attributes. This assessment relied upon a consideration of the following factors.
- a Total site score;
  - b Average site score;
  - c The number of criteria for which the site scored either the maximum or minimum possible scores;
  - d The nature of the categories for which very high or very low scores were awarded;
  - e Whether the presence of any high scores could make up for specific weaknesses;
  - f Whether any identified weaknesses could be remedied;
  - g The presence of any ‘deal breaker’ attributes which would rule out any potential for employment related development (e.g. availability of the land for employment development);
  - h The size of the site (and the amount of the site that is capable of accommodating employment uses) and its potential contribution to the defined employment land requirement;
  - i The potential for employment uses to be brought forward as part of a mixed use development scheme; and,
  - j The ability of employment uses on the site to make a meaningful contribution towards sustainable development and economic well-being.
- 4.17 Based upon this qualitative and quantitative assessment process, a traffic light system was then applied to each individual site in order to show their relative attractiveness, as follows:

	Not suitable for employment development
	Potentially suitable for employment development, subject to obtaining further information
	Suitable for employment development

Table 7 Traffic Light Scoring System

- 4.18 The results of this exercise are provided in Appendices 7 and 8 and are summarised below.

## 5.0 Site Recommendations

5.1 Following the site assessment process, the assessment sites were scored according to the following approach:

No.	Site	Comment
1	Aberaeron Caravan Park, Aberaeron	<p>This site occupies a good location in relation to Aberaeron but its suitability as an employment allocation site is undermined by the following constraints:</p> <ul style="list-style-type: none"> <li>a Flood risk.</li> <li>b Infrastructure issues which raise concerns in terms of delivery and viability.</li> <li>c Visual impact.</li> <li>d The economic impact arising from the loss of the existing tourism facility. Not only is the caravan park an important tourism facility in its own right, it also performs an important role in supporting other retail, leisure and visitor services in Aberaeron. Its redevelopment (even to B Class uses) would therefore be likely to have a detrimental economic impact. This is an important concern given the significance of tourism as an economic sector within Ceredigion and the need to ensure that it can be retained and enhanced. Council policy seeks to resist the loss of existing tourism facilities and so the redevelopment of this site would not be supported or deemed to be acceptable in this regard.</li> <li>e Whilst the overall site is in a single ownership, the individual caravan owners benefit from property rights. As such, assembly of the site for allocation and redevelopment might prove to be a substantial barrier to the delivery of new employment premises.</li> </ul> <p><b>In the light of these considerations and concerns, it is not considered that this site would be appropriate for allocation as a location for potential employment development.</b> Not only are there issues relating to its suitability, the availability of the site cannot be assured and we are concerned about the potential economic impact of its release for non-tourism purposes.</p>

No.	Site	Comment
2	Pwllhai Development, Cardigan	<p>This site benefits from a central location with excellent accessibility but suffers from a range of constraints and difficulties:</p> <ul style="list-style-type: none"> <li>f Up to 50% site falls within flood zone C2 (floodplain) thereby reducing the amount of land that is available for development. The Cardigan SFCA also cited the entire site as a ‘Medium Risk’ candidate site in terms of flood risk.</li> <li>g Infrastructure issues raise concerns in terms of delivery and viability.</li> <li>h The location of the site close to the castle would mean that a very high quality scheme would be required. This would increase the likely costs of development and, together with the other factors, might serve to undermine viability. A previous redevelopment scheme for the site was found not to be viable.</li> <li>i Whilst much of the site is under the control of administrators following the liquidation of Modus Properties, the former Woolworths store has been sold and a vets practice is in separate ownership. This could affect the potential to bring the site forward for comprehensive redevelopment. However, we have been advised by the administrators that they are seeking to dispose of the remainder of the site as a single entity.</li> </ul> <p>In spite of these issues, the site benefits from a prominent and sustainable location which has been identified in the Regeneration Strategy for Cardigan. As such, redevelopment would be acceptable. The regeneration study refers to the potential for retail development in this location and it is recommended that very careful thought should be given to the most appropriate use (or set of uses) that could be delivered in order to ensure that it can provide the greatest possible benefit to Cardigan.</p> <p>We believe that the site would be most appropriately used for mixed development, including retail, offices and some housing (depending upon residential market factors). Whilst the balance of uses will remain the subject of further consideration and assessment though a detailed masterplanning exercise, we consider that an area of approximately 0.25ha might come forward for office purposes.</p>



No.	Site	Comment
		<p><b>We therefore recommend that this site should be considered for allocation as a mixed use development opportunity. The acceptable range of uses on the site should include 0.25ha offices.</b> The amount of office space that can be accommodated on the site must be reviewed through a detailed master planning process. We would recommend that the office element of any mixed use scheme on this site be provided at a density in the order of 40% (4,000 sq m per hectare).</p>
3	Field Opposite Roundabout, Cardigan	<p>Whilst this site occupies a good location, it is constrained by a number of factors:</p> <ul style="list-style-type: none"> <li>j Difficult road access such that access would represent a very significant barrier to development and is unlikely to be acceptable to the Council’s highways department.</li> <li>k Infrastructure issues raise concerns in terms of delivery and viability.</li> <li>l Approximately 60% of the site is within the floodplain therefore significantly reducing the capacity for development.</li> <li>m Any development might also have a large impact on water quality/ditches.</li> <li>n The topography and awkward shape of the site means that the capacity for development on the area of the site that lies outside of the floodplain will be limited.</li> <li>o The topography and the need to achieve adequate drainage and access might also have a bearing upon viability.</li> <li>p Ownership/availability unknown as the site has not been put forward as a candidate site for employment development by its by owners.</li> </ul> <p>No employment uses are being actively pursued at this time. The site has been put forwards as a candidate site for retail and a park and ride facility but not for employment purposes.</p> <p>Although it is located close to Parc Teifi, it is separated by the A487 and so any development would be viewed separately to the existing employment estate rather than as part of it. <b>In the light of this and given the capacity for expansion at Parc Teifi itself and the constraints upon this site, it is not considered that it should be taken forward for potential allocation for employment uses.</b></p>

No.	Site	Comment
4	Cardigan Hospital, Cardigan	<p>This site benefits from a good location in an urban area, close to the town centre. It is presently in use as a hospital but it is understood that the building does not meet current standards and so this site is expected to become available as the health activities are to be relocated elsewhere.</p> <p>Although approximately 60% of the site lies within the floodplain, the existing built up area is outside of the flood zone C2 area and would therefore be appropriate for redevelopment. <b>As such, It is considered that this 0.4ha site would be appropriate for Class B1 purposes.</b> Given the location of the site on the edge of the town centre, it is considered that a 40% (4,000 sq m per ha) development density would be most appropriate.</p>
5	Land Adjacent Bath House, Cardigan	<p>This site occupies a good location and does not suffer from any major constraints. It is already occupied by a fire station and a factory building. The factory has now closed but does have the capacity to make a positive contribution to the local economy again in the future. However, the purpose of this process is to identify new sites that could contribute towards the identified requirement for additional provision. Given its status, it is not considered that the allocation or redevelopment of this site would make any such further contribution to future additional employment requirements for Ceredigion. Therefore, <b>it should not be specifically allocated for future development to meet the specified needs although reuse of the factory building should be encouraged so that it might once again make a beneficial contribution to the local economy.</b></p>
6	Field Behind Primary School, Heol Y Gfach, Llandysul	<p>Whilst this site does have a number of strengths and achieved a good overall score, it suffers from significant “deal breaker” constraints which substantially undermine its suitability for development. These relate to:</p> <ul style="list-style-type: none"> <li>q Access;</li> <li>r Gradient; and,</li> <li>s Visibility.</li> </ul> <p>It is understood that the site has been identified as a potential candidate site for future</p>

No.	Site	Comment
		<p>education development although no decision has yet been made regarding the use of the site for such purposes.</p> <p><b>Whilst the site is potentially available for development as an employment location, it is considered that the very significant access constraints render it as being unsuitable for allocation as an employment site.</b></p>
7	Penrallt, Tregaron	<p>This site is not well related to a settlement or employment estate and has the atmosphere of being located in the open countryside. Consequently development in this location would substantially extend Tregaron in an unsustainable manner. The site is not well served by existing facilities and is distant and separate from the town centre.</p> <p>It is severed by the A485 which splits the site into two smaller plots which would reduce the overall capacity for development on the site. In addition, access from the main road is likely to be problematic and might serve to undermine the attractiveness of the site from an operator perspective. In addition, the site is visually sensitive and development might therefore have an adverse impact upon the surrounding area.</p> <p><b>For these reasons, we do not consider that this site would be appropriate for allocation as a site for future employment development.</b></p>
8	Cattle Market and Recycling Centre, Tregaron	<p>This site occupies a central location and, whilst it does not suffer from any major constraints, it is affected by access difficulties which might impact upon the type of use that could be accommodated. It is considered that Class B1 uses would be most suitable in this location.</p> <p>The site is presently in use as one of the largest cattle markets in Ceredigion which operates on a weekly basis and serves an important role within the local community. The potential of this site for redevelopment will depend upon the possible relocation of the market. It is not considered that relocation is likely to happen and this would raise considerable concerns unless an enhanced facility could be provided elsewhere in the local area. Closure of the cattle market</p>

No.	Site	Comment
		<p>would raise concerns in terms of its impact upon the rural economy and the town centre in terms of the existing spin-off benefits.</p> <p>The site has not been promoted through the candidate site process and, despite repeated attempts, we have been unable to contact the owner to discuss their aspirations. We therefore assume that the site is not available for redevelopment and that <b>it should therefore not be allocated.</b></p>
9	Tregaron Hospital, Tregaron	<p>The site is located outside of the existing settlement. It suffers from access constraints and is also partly located within a flood risk area. Its future release for development would only happen after the completion of a new primary health care facility. It is likely that the new facility will be completed during the LDP period, although this is not certain at this time.</p> <p>Given its relationship to the settlement and existing employment estates and the nature of its constraints, <b>it is considered that this site is inferior to other potential locations and should not be taken forward as an LDP allocation for employment development.</b></p>
10	Site LI1, Llon Letty, Llandysul	<p>The site is located close to the town centre but its very steep topography would make development very difficult and would further reduce the development capacity of the site below level appropriate for allocation. Part of the site is located within a Zone C2 area (floodplain) and would therefore not be appropriate for development. This additional restriction further reduces its capacity for development.</p> <p>The site was promoted for both residential and employment purposes in the LDP candidate site process. Of the two uses, housing development would be more appropriate in the context of the surrounding area, although the topography of the land means that any type of development would be both difficult and costly. The flood risk of part of the site would restrict the amount of development that could be accommodated and would further impact upon the viability of development.</p> <p>In the light of these factors, <b>we believe that other sites would be preferable and more</b></p>

No.	Site	Comment
		<b>appropriate for employment development and therefore do not considered that there is a specific need to allocate this land for employment development at this time.</b>
11	Offices at Pontfaen Road, Lampeter	<p>This is a small, well located site within urban area with no significant constraints to undermine development. The premises are presently used for office purposes, although the building structure is no longer considered to be fit for purposes.</p> <p>The site has the capacity to make a positive contribution to the local economy again in the future. However, the purpose of this process is to identify new sites that could contribute towards the identified requirement for additional provision. Given its status, it is not considered that the allocation or redevelopment of this would make any such further contribution to future additional employment requirements for Ceredigion. Furthermore, the site is constrained on all sides and could therefore not be expanded. As such, <b>it should not be specifically allocated for future development to meet the specified needs although its reuse should be encouraged so that it might once again make a beneficial contribution to the local economy.</b></p>
12	Various Units Near Fire Station, Lampeter	<p>This is a central site which is presently in use for a range of employment purposes. It suffers from some access constraints and is partly located within the floodplain.</p> <p>It is considered that the site will continue to make a positive contribution to the local economy again in the future. However, the purpose of this process is to identify new sites that could contribute towards the identified requirement for additional provision. Given its status, it is not considered that the allocation or redevelopment of this would make any such further contribution to future additional employment requirements for Ceredigion. Furthermore, the site is constrained on all sides and could therefore not be expanded. As such, <b>it should not be specifically allocated for future development to meet the specified needs although its reuse should be encouraged so that it might once again make a beneficial contribution to the local economy.</b></p>
13	Maes Radley, Cardigan	<p>This site is located on the edge of the town centre but suffers from difficult access. Part of it is used for recreational purposes which is unlikely to be available for development unless alternative/better facilities can be identified and delivered. The topography of the northern part</p>

No.	Site	Comment
		<p>of site might also affect its development potential and the capacity for comprehensive development.</p> <p><b>Due to constraints on the site and its limited availability, it is not considered that it should be taken forward.</b></p>
14	Community Hospital Land, Tregaron	<p>This is an edge of town site with good access. Although any development in this location would be required to take account of the potential for adverse visual impacts, it is considered that this could be overcome a careful design treatment.</p> <p>The site is available for development although part of it has recently been developed to accommodate a public car park and some retail and (Class A2) office units. Planning permission has been granted for two blocks of buildings on this site – one of which is currently under construction. Block A comprises a total net floor area of approximately 700 sq m and Block B comprises approximately 1,250 sq m (net). Neither block contains any B Class premises but all of the office units are presently empty.</p> <p>The site is being promoted by its owners for the development of a health centre. It is anticipated that this would include a range of uses, including a hospital, residential home, extra care housing, community facility and emergency services. However, the delivery of such facilities would depend upon the availability of WAG funding. We have been advised by the owner of the possibility that the remainder of the site could be promoted for open market housing. In the event that funding for the health facility is not forthcoming, all of the site could be developed for housing.</p> <p>Having spoken to the land owner, it is evident that employment uses are not being considered as a development option. The demand for office provision in this area is considered to be limited and any demand for premises that does arise could be accommodated within the existing (vacant) units. Such an approach would be appropriate, given the existing availability of premises, although some issues might arise regarding the possible need for changes of use to ensure that emerging demand could be accommodated. The owner stated that he has no</p>

No.	Site	Comment
		<p>interest in developing any Class B2 or B8 premises on the site as he considers that this accommodation is provided elsewhere within Tregaron.</p> <p>The owner's aspirations for the site mean that it cannot be viewed as being available for employment development. As such, the deliverability of any possible allocation cannot be assured. In the light of this, <b>it is not considered that this site should be taken forward as a proposed employment allocation.</b></p>
15	Parc Teifi Business Park, Cardigan	<p>Parc Teifi is an important and good quality employment estate which is recognised to be vibrant and capable of accommodating further expansion. Interest has been expressed in the site for further commercial development although it has also come under pressure for some non-B Class activities. It is recognised both by Ceredigion County Council and the Welsh Assembly Government (who own the site) that further development could come forward within the LDP period in this location and would contribute towards a viable and attractive extension to the business park.</p> <p>Any future development would need to take account of potential constraints relating to:</p> <ul style="list-style-type: none"> <li>t Potential visual impact; and,</li> <li>u Vegetation impact</li> </ul> <p>Site infrastructure is already in place and helps to identify the direction of growth and the location of the logical next development phases. It is a sloping site so not all the land is developable but we consider that an area of approximately 3.5 ha of land directly to the east of the existing buildings is capable of development and would be deliverable within the LDP period. New premises in this direction would benefit from existing infrastructure connections within the estate and would therefore be more readily delivered and capable of being integrated with the estate. In the longer term, development could also be promoted to the north of the existing estate. This would extend Parc Teifi in a linear pattern along the A487. Whilst this expansion area would benefit from an improved profile from the main road, consideration would need to be given to the means of integration with the existing employment area. This would require a careful</p>

No.	Site	Comment
		<p>design and layout response. In spite of this challenge, we recommend that land to the north of the existing estate should be safeguarded for future allocation in a subsequent LDP.</p> <p>This area would be suitable for B1, B2 and B8 activities although not for “dirty” activities which should be focused on other estates.</p> <p><b>It is recommended that 3.5ha of land should be allocated for Class B1, B2 and B8 development to the east of existing commercial premises.</b> It is recommended that given that the site is located quite a way from the town centre, yet still within reasonable proximity of the urban boundary, that a density of 35% (3,500 sq m per ha) would be reasonable.</p>
16	Pentood Industrial Estate, Cardigan	<p>Pentood Industrial Estate is an existing employment site in good location close to the town. It is occupied by a number of businesses and its complex ownership structure would make land acquisition difficult. It is considered that the site will continue to make a positive contribution to the local economy again in the future. However, the purpose of this process is to identify new sites that could contribute towards the identified requirement for additional provision. Given its status, it is not considered that the allocation or redevelopment of this would make any such further contribution to future additional employment requirements for Ceredigion, particularly given that there are no evident opportunities for the expansion of the site or the development of additional premises within its existing boundaries. Therefore, <b>it should not be specifically allocated for future development to meet the specified needs although its reuse should be encouraged so that it might once again make a beneficial contribution to the local economy.</b> If redevelopment of this site takes place, we would recommend a development density of approximately 35% (3,500 sq m per ha).</p>
17	Llambled Business Park, Lampeter	<p>Llambled Business Park is an existing business park with good potential for expansion in an accessible location on the edge of settlement. The site suffers from some constraints, including flood risk on part of site and some topography constraints.</p>



No.	Site	Comment
		<p>Infrastructure works are required to facilitate development to the east of river which acts as logical barrier to the estate. Any development beyond would be viewed as being within the open countryside. Given that there is land within the business park which could be developed for employment purposes, it is not considered that such an expansion would be required.</p> <p>A 1.1ha part of the site (adjacent to the tractor dealership) is presently vacant and would be appropriate for future Class B2/B8 development. In so doing, it would provide a beneficial addition to the existing range of business activities that are present on the site. In addition, a small area of land (0.1ha) at the former Cattle Mart remains available for future Class B1 development. It is recommended that both of these sites should be allocated for development.</p> <p>In addition, a larger 1.8ha site is available for the expansion of the business park to the western side of the A482. This area of land could be important in contributing towards the enhancement of the business park and the improvement of its profile and contribution to the local economy. The owner of the site has been contacted and would not be opposed to the development of this site for employment purposes on the basis that an acceptable value could be achieved. As such it is considered that the site is available for employment development.</p> <p><b>In summary, we recommend that the following sites should be proposed for allocation as employment sites:</b></p> <ul style="list-style-type: none"> <li>v <b>1.1ha area adjacent to the tractor dealership for Class B2/B8 development</b></li> <li>w <b>0.1ha at the former Cattle Mart for Class B1 development</b></li> <li>x <b>1.8ha area to the west of the A482</b></li> </ul> <p>We would recommend that any development on these sites has a density of approximately 35% (3,500 sq m per ha) given their locations a way from the town centre.</p>
18	Teifi Valley/Horeb Business Park	<p>This specialist food centre makes an important contribution to local economy and provides a basis by which considerable value might be added to the agricultural activities that take place within the County. Food and drink has been identified as a growth sector that would be important</p>

No.	Site	Comment
		<p>in helping Ceredigion to move forwards towards a high value added economy. For this reason, it is considered that the expansion of this site would perform an important role in enhancing its critical mass and its ability to develop a strong reputation as a major centre for food processing. It might also provide a basis for the diversification into other associated activities.</p> <p>Discussions with the manager of Horeb have revealed that the facility is proving very successful and that there is a need for more small scale, high quality incubator units to serve local firms. It is considered that any additional land that is provided would be taken up. As such, there is support for physical expansion to the north of the site as a basis by which Horeb can continue to perform a strong role within Ceredigion and the wider region.</p> <p>Although a substantial area of land (18.9ha) has been submitted for review through the candidate sites process, it is not considered that this level of growth would necessarily be deliverable within the LDP process or that it would be appropriate in the context of the small settlement of Horeb. Rather, the internal road structure provides the basis for a modest expansion to the north and so <b>it is recommended that an area of 3.2ha immediately to the north of the existing estate should be allocated for development.</b> This area would benefit from a connection to the existing estate and as well as a frontage onto the A486 which would help to further enhance its profile. A direct link onto the A486 might also be provided, subject to a detailed review of the highway and transportation implications and preferences. Given the rural nature of this area, we would recommend that a development density of 30% (3,000 sq m per ha) would be reasonable.</p>
19	Llandysul Enterprise Park	<p>Llandysul Enterprise Park is a high quality existing employment estate which is located outside of but close to the existing settlement. Opportunities for the physical enlargement of the estate to the north, south or east are constrained by the topography (steeply sloping land to the south) and the presence of main roads (to the north and east), including the recently completed Llandysul bypass. There is physical scope for expansion to the west but this may raise concerns regarding the possible coalescence of Llandysul and Horeb which would not be desirable.</p> <p>Whilst there is not considered to be any opportunity for the physical expansion of the site, there</p>

No.	Site	Comment
		<p>is scope for a considerable amount of additional development within the existing estate. Internal roads and four (serviced) development plateaux are available, some of which could accommodate more than one building. <b>The site has the capacity to accommodate 1.6ha new development. Its owner (Welsh Assembly Government) is keen to promote further development in this location and it is therefore considered that an allocation in this location would be attractive to the market and deliverable within the LDP period.</b> It is considered that given the sites relatively rural location, a development density of 30% (3,000 sq m per ha) would be appropriate.</p>
20	Industrial Units, Station Road, Tregaron	<p>Over 10ha land around the existing Station Road industrial estate has been proposed for consideration through the candidate site process. Whilst this estate has a slightly untidy appearance, it does serve a role in respect of light industrial and Class B2 and B8 activities. The estate is presently located close to existing residential properties and the land that has been put forward for consideration has been categorised as being of high quality in terms of visual and sensory attributes and as having some high quality ecological characteristics. In addition, access onto and within the site is already difficult and is not considered to be ideally suited to accommodating an expansion of business activities.</p> <p>The land to the west of the existing estate benefits from separate access and so development in this area would not be viewed as part of the existing employment estate. Expansion in this direction might therefore help to stimulate changes within the existing estate and therefore help to enhance the overall area. However, this area was not promoted through the candidate site process and we have not been able to contact the owner to discuss their aspirations for this area of land and so it must be assumed that it would not be available for allocation or development.</p> <p><b>For these reasons, it is not considered that further expansion within this location would be readily deliverable within the LDP period and as such, it is not recommended that the site should be allocated for employment purposes.</b></p>
21	Vacant Land	<p>This prominent site is occupied by a single employment building and cannot be viewed as an</p>

No.	Site	Comment
	Adjacent Coal Yard, Tregaron	<p>employment estate which would be appropriate for expansion. It is located to the north of settlement, beyond a residential area and has been promoted as a candidate site for residential development. Landscape sensitivity is a known constraint in this location and development would be viewed as being in the open countryside.</p> <p><b>It is not considered that this site would be appropriate for allocation for employment purposes.</b></p>
22	Aberporth Technology Park	<p>The large site at Aberporth is directly linked to the existing airport which the Welsh Assembly Government purchased from Kinetic. WAG has sold the runway to West Wales Airport and a planning permission to extend the runway has since been implemented. An area of over 13ha benefits from an extant planning permission for Class B1, B2 and B8 purposes, of which 3.2ha is serviced and readily deliverable. It is considered by WAG that the serviced element of the site is sufficient to meet its expansion requirements for the “foreseeable future”. Use of the larger (unserviced) area of land with planning permission in the longer term may be constrained by the continued use of the grass runway.</p> <p>The site is intended for high technology and aerospace purposes, although there is no condition attached to the current planning permission to restrict activities to these uses. However, it is considered that related research and development activities could act as catalyst for technology based activity and could therefore provide opportunities for clustering in this location.</p> <p>The previous Local Plan Inspector concluded that there was “no argument of substance against the designation of land as a key strategic employment site”. <b>It is considered that the site continues to perform an important role within the local economy and that this should be reflected in the emerging LDP and specific allowance should be made for the extant planning permission for 3.2ha for high technology activities (Use Classes B1, B2 and B8) to come forward.</b> Given the rural nature of this area, it is considered that a development density of 30% (3,000 sq m per ha) would be reasonable.</p>

No.	Site	Comment
23	Felinfach Industrial Estate, nr Aberaeron	<p>This is an existing employment estate which is located on the A482 between Aberaeron and Felinfach. It suffers from substantial constraints, including those relating to flooding and the risk of harm that development might cause to water resources. Following the recent acquisition of a vacant cheese factory, there is now only one vacant building on the site (the 7.5ha former dairy gold factory) but no vacant land within the site boundary that would be appropriate for development.</p> <p>The southern part of the site is in use for community purposes and would not be available for employment uses. It is considered that the site will continue to make a positive contribution to the local economy again in the future. However, the purpose of this process is to identify new sites that could contribute towards the identified requirement for additional provision. Given its status, it is not considered that the allocation or redevelopment of this would make any such further contribution to future additional employment requirements for Ceredigion. In the light of this and <b>given its location and evident constraints, it should not be specifically allocated for future development to meet the specified needs although its reuse should be encouraged so that it might once again make a beneficial contribution to the local economy.</b></p>
24	Llanwen Road, Lampeter	<p>This greenfield site is located on the edge of the existing settlement. Part of it is at risk of flooding and there is possible pressure for its release for other purposes. The site is not well served by existing facilities and is distant and separate from the town centre.</p> <p>Given its location away from the main part of the settlement and any existing business locations, we believe that other sites within South Ceredigion would be preferable and more appropriate for employment development in the first instance. <b>However, given the limited amount of available land within Lampeter, there may be merit in allocating this land for employment development in order to provide an adequate overall supply of employment land to meet the identified needs of the Lampeter area.</b> If this site were taken forward, we would recommend a development density of 35% (3,500 sq m per ha) given the sites out of centre location to the edge of the settlement boundary. We have been unable to contact the landowners of this site to discuss their aspirations and therefore these discussions would need to be had prior to any decision</p>

No.	Site	Comment
		regarding allocation.
25	Min Aeron, Aberaeron	The whole site is within flood risk zone C2 so <b>not appropriate for development.</b>

Table 8 Conclusions on site assessments

## 6.0

## Conclusion

## 6.1

Drawing upon these conclusions set out in the previous chapter, we recommend that the following sites should be considered by the Council for allocation for development:

No.	Site	TTWA	Available Area (ha)	Proposed Use
2	Pwllhai Development, Cardigan	Cardigan	0.25	B1a as part of mixed use development
4	Cardigan Hospital, Cardigan	Cardigan	0.5	B1a
15	Parc Teifi Business Park, Cardigan	Cardigan	3.4	B1, B2, B8 (25% B1, 75% B2/B8)
19	Llandysul Enterprise Park	Cardigan	1.6	B1, B2, B8 (50% B1, 50% B2/B8)
18	Teifi Valley/Horeb Business Park	Cardigan	3.2	B1, B2 (25% B1, 75% B2)
22	Aberporth	Cardigan	3.2	B1, B2, B8 (25% B1, 75% B2/B8)
Cardigan Settlement Area			12.15	
17	Llambed Business Park, Lampeter	Lampeter	1.1	B2, B8
			0.1	B1
			1.8	B1, B2, B8 (50% B1, 50% B2/B8)
24	Llanwen Road	Lampeter	4.4	B1, B2, B8 (25% B1, 75% B2/B8)

Lampeter Settlement Area	7.4	
<b>South Ceredigion Total</b>	<b>19.55</b>	

Table 9 Recommended allocation sites

- 6.2 In allocating this land for development, the LDP policy should specify:
- The types of employment uses that are to be provided in each location;
  - The package of local and environmental enhancements that may need to be provided as part of any development, including highway/access improvements and adequate landscaping and screening; and,
  - The location of any employment development within the larger sites.
- 6.3 These sites have the capacity to meet the identified employment land requirements for South Ceredigion:

		B1a/b	B1c, B2	B8	Total
Cardigan	Requirement	2	4.2		6.5
	<b>Available</b>	<b>4</b>	<b>8.15</b>		<b>12.15</b>
Lampeter	Requirement	2	4.5		6.5
	<b>Available</b>	<b>2.1</b>	<b>5.3</b>		<b>7.4</b>
<b>Total</b>	Requirement	4	9		13
	<b>Available</b>	<b>6.1</b>	<b>13.45</b>		<b>19.55</b>

Table 10 Proposed employment land split

- 6.4 The figures set out above are based upon the assumption that 13ha employment land would be provided in South Ceredigion. We have consistently applied this high figure in order to identify sufficient land to meet the maximum requirement. The lack of town centre sites within South Ceredigion further supports this approach.
- 6.5 The Council should recognise that the identified land requirement represents a minima and not a maxima and that growth beyond this level would be economically advantageous and as such, should be encouraged.



## Locational Issues

- 6.6 As a potential model for the sustainable development of Central Wales and to address the diverse range of places, the Wales Spatial Plan (2008 Update) broadly identifies primary settlements, hubs and clusters as focal points for appropriate plan-led growth and investment. It identifies Cardigan, Lampeter, Aberaeron and Tregaron as key settlements and further identifies Cardigan, Lampeter and Tregaron within the Teifi Valley 'primary settlement cluster' and Aberaeron within the Aberystwyth primary settlement cluster.
- 6.7 As such, in order to support the primary settlement, hub and cluster approach and to reinforce the role and function of strategic locations, an integrated approach for the distribution of growth is required.
- 6.8 With regards to the above approach, specific concerns exist in respect of Tregaron and Aberaeron. In each of these settlements, no readily suitable or available land can be identified. However, we recognise that Aberaeron already has a very high level of employment and serves as a key economic centre as the Council's main office is located within the town. This is not presently recognised in any plans and so the LDP should define the council offices (and other similar key employment areas) and protect them from future loss.
- 6.9 In both Aberaeron and Tregaron, the future approach to employment land and development should be supported by positive policies which provide a framework by which proposals for employment development on non-allocated land might assessed.
- 6.10 Whilst an adequate amount of land has been identified to support the projected growth in Lampeter, there may be more appropriate land available in the Cardigan area. Therefore, the Council would need to make a decision in relation to less sustainable sites within Lampeter being brought forward before identified suitable, viable and available sites in the Cardigan area. In making such a decision, consideration will need to be given to the need to balance issues relating to:
- a The importance of providing a supply of sites to meet the identified need in the Lampeter area; against,
  - b The importance of ensuring that the best sites can come forward for development in South Ceredigion, to the overall benefit of the wider area and the County as a whole.
- 6.11 These considerations will draw upon an interpretation of the Council's aspirations for Ceredigion and its understanding of the ways in which these might best be achieved.

## Key development issues

### Office Development

- 6.12 The adoption of a sequential approach to site selection is considered to represent the most appropriate basis for consideration of land for office development. It would concentrate facilities within urban areas which would be most easily accessible for employees and is likely to be more attractive to the market. However, there is a concern that only 2 sites within the existing Cardigan urban area have been identified for potential Class B1 development. Both of these are very small and therefore have limited capacity to accommodate future expansion.
- a Pwllhai Development, Cardigan (0.25ha); and,
  - b Cardigan Hospital, Cardigan (0.5ha).
- 6.13 No suitable town centre sites have been identified elsewhere in South Ceredigion. The implications of this is a requirement for more out of centre sites which will be developed at a lower density thereby increasing the amount of land required.
- 6.14 In the light of this, it is necessary to consider the potential capacity of other sites to accommodate office uses, either on their own or as part of mixed use employment development schemes:
- a 0.8ha at Llandysul Business Park;
  - b 0.85ha at Parc Teifi;
  - c 0.8ha at Horeb;
  - d 0.8ha at Aberporth;
  - e 1ha at Llambled Business Park, Lampeter – within a specific office development area at the former cattle market and on a separate area of land to the west of the A482. Both sites are very well related to the remainder of the business park is formally viewed as a separate site with its own access arrangements; and, if required,
  - f 1.1ha at Llanwen Road.
- 6.15 This adds up to 6.1ha, compared to a requirement for 4.4ha. The shortfall in the Lampeter area remains a matter of some concern and would necessitate the Llanwen Road site, even though this is inferior in many regards to some of the other identified potential development locations.

### Industrial and warehousing

- 6.16 Several parcels of land have been identified which are available for development for industrial and warehousing purposes. These are:
- a 2.55ha at Parc Teifi Business Park, Cardigan – expansion of a thriving business park. A good and viable location for further business development;

- b 0.8ha at Llandysul Enterprise Park – high quality estate with scope for expansion on established plateaux;
- c 2.4ha at Teifi Valley/Horeb Business Park – a business park accommodating specialist food activities;
- d 2.4ha at Aberporth – a business park accommodating specialist high tech activity;
- e 2ha at Llambled Business Park, Lampeter; and, if required,
- f 3.3ha at Llanwen Road.

6.17 This accounts for a total of 13.45ha compared to an identified requirement of 9ha which represents an over-provision of 4.5ha. However, as stated above, it is considered that a view should be taken as to whether it may be considered more prudent to bring more sustainable sites within Cardigan forward before less sustainable sites within Lampeter are developed (i.e. Llanwen Road).

6.18 These sites have the capacity to accommodate a mix of general and specialist development. This provision would add to the existing portfolio of land and space and would help to contribute towards the well-being of the economy and the viability of development generally.

### Conclusion

6.19 This study has focussed upon a sequential approach by looking firstly towards development within town centres and then to the expansion of existing business parks, which represents the most viable and sustainable basis for further development. This approach has therefore meant that there is no need to establish new employment locations within South Ceredigion.

6.20 Within South Ceredigion there is an inadequacy of town centre sites. The implication of this is that there is increased need for employment space within out of centre locations. Therefore, as out of centre sites cannot accommodate development at such a high density, more employment land is required. On this basis, if a decision were made to provide only enough land to meet the lower range it is likely that there will be a shortage of employment land which in turn would have significant economic implications.

6.21 A key issue remains that a view should be taken as to whether an over provision of land within the Cardigan area and an under provision within Lampeter is more desirable than bringing less sustainable sites forward within Lampeter to meet the projected requirement.

## Policy implications

### Portfolio of Sites

- 6.22 The identification and allocation of a range of sites that could serve different purposes would provide an element of choice regarding the location and type of employment facilities that are to be provided and would overcome potential difficulties associated with the deliverability (or otherwise) of a single large site. It would also ensure that a more sustainable distribution of facilities could be provided across South Ceredigion in order to reduce the need for very long distance commuting trips. Such an approach is in full accordance with planning policy on all levels and with the spatial vision set out in the emerging LDP.
- 6.23 The strategic employment land requirement can only be met if the sites that are identified actually come forward. Whilst it is not possible to be certain that any site will definitely be developed, our analysis has sought to focus upon the deliverability of the sites and the likelihood that they will be able to make a meaningful contribution towards employment land requirements. Following on from a robust approach to the assessment of site suitability, this will ensure that the employment land strategy contained within the LDP has the best prospect of contributing towards the economic well-being and prosperity of Ceredigion more generally.

### Employment Focus

- 6.24 In seeking to progress the LDP, it is necessary to ensure that sufficient land can come forward to accommodate future employment needs. However, it is also important to recognise the extent to which different floorspace and development density levels would result in particular sites being able to accommodate different numbers of employees. Rather than focusing solely upon land requirements, the key policy focus should therefore remain upon the number of jobs that are expected to come forwards within the local economy and the ways that these might be accommodated. This might include home working, a more efficient use of existing premises and the reuse of vacant space as well as new development. It should also take account of potential employment generation in non-B Class sectors.
- 6.25 The adoption of such an approach would reflect the latest thinking in economic development policy. It would reflect the reality that a large proportion of local employees do not work in B Class sectors, that other activities play a very important role in the local economy and that they should be supported as such. In essence, it therefore provides the flexibility that is required to ensure that the economic well-being of the local area could be sustained and enhanced in a manner that reflects and recognises the environmental limits and the ability to sustain development within the local area.

- 6.26 The adoption of this “whole economy” approach should not be restricted to the planning system but will have wider ranging implications on other areas of Council policy, including:
- a Economic development;
  - b Education and training;
  - c Business support and development; and
  - d Marketing.
- 6.27 This resultant joined up policy platform will help to improve the strength of Ceredigion’s economy in a manner that takes account of its natural characteristics and the opportunities and threats that are associated with its physical location and other key attributes. It is a forward looking approach that takes account of all existing and emerging key economic sectors and provides a basis by which the Council’s strategic vision and objectives might be realised in the future.