

13.0 THEME TWELVE – BUSINESS AND INDUSTRY

13.1 It should be noted at the outset that the inherent linkages between tourism, rural issues and business and industry mean that there will be considerable overlap between these sections. Much of this section, particularly that referring to the Regional Economic Strategy should be taken, therefore, as applying to all sections. Equally issues raised in other sections will be relevant to this.

13.2 At the core of the Regional Economic Strategy is the concept that the only way to achieve lasting growth is to create integrated sustainable development. In other words, the region, including the coastal zone, needs to raise GDP and reduce social exclusion in an environmentally sustainable way. Amongst the strategic aims are :

- Growing existing and new businesses to achieve high and stable levels of economic growth and jobs; and
- Utilising the full potential of the regions physical and cultural assets and conserving and enhancing the environment to achieve a balanced sustainable economy.



13.3 The six objectives of the economic strategy provide a useful focus for the improvement of economic performance in both rural and urban areas:

- To radically improve competitiveness
- To improve the number of businesses that last
- To attract and retain more investment
- To improve the development of skills
- To implement targeted community-based regeneration programmes
- To get the best out of the region's physical and cultural assets

The emphasis for delivering these objectives is to work through inclusive, effective partnerships involving businesses, communities and public agencies.

13.4 The industrial base in the East Riding coastal zone is confined to southern Holderness and the Bridlington area. The gas terminals at Easington and Dimlington owned by BP Amoco and BG provide jobs for over 10% of the workforce of southern Holderness and as such are important from a local perspective as well as their national importance in terms of strategic infrastructure. The treatment and processing facilities at these sites supply up to 25% of Britain's gas. The economic benefits associated with these facilities in the Shoreline Management Plan approached £30 million.

- 13.5 Associated British Ports (ABP) which owns and manages the ports of Grimsby, Immingham and Hull in the Humber estuary as well as Goole, operate a Vessel Traffic Service (VTS) centre at Spurn Point. This centre co-ordinates vessel traffic movements on one of Europe's busiest estuaries and is vital for the regional economy. At present the servicing of this facility, including pilotage operations is by road. The mobile nature of Spurn, and the levels of erosion over the last few years has meant that considerable sums have been spent maintaining the road link along the peninsula.
- 13.6 In the Seaside towns of Withernsea, Hornsea and Bridlington, most private business has links with the tourism or retail sectors. Each of these towns has identified needs relating to business start-up, support and attracting investment. The Bridlington Regeneration Partnership, Withernsea and South Holderness Regeneration partnership and Lets Go Hornsea are all involved in initiatives to address such issues. Single Regeneration Budget (SRB) has played a major role in Bridlington and Withernsea based on the levels of deprivation in those towns. The SRB scheme in Bridlington is due to finish in 2002 (although it should be noted that the regeneration partnership will continue to source funding to carry on its work) while in Withernsea SRB funding is due last until 2004.
- 13.7 The Carnaby Industrial Estate is the largest area allocated for industrial development in the coastal zone and the only strategic location. The site is approximately 133.6 hectares with 77.7 ha. of this available for development in 1997. While this site is close to the urban centre of Bridlington wider transport links rely on the road network to the M62. Two issues that have been raised in relation to any future development at this site are the possible power shortage and the need for a rail freight link. The locations of strategic sites will be reviewed through the Joint Structure Plan process.
- 13.8 Opportunities exist for small scale light industrial development in various places in the coastal zone, both within urban centres (such as Bessingby way and Pinfold Lane in Bridlington) but also in the more rural areas. The Grange Farm site at Flamborough consists of 8 small units suitable for small businesses. In addition Aldbrough, Easington and Patrington have small areas allocated for light industrial use in the relevant Local Plans. The Beacon Industrial estate in Withernsea has allocated scope for expansion. Small discrete units in largely rural areas can provide an important source of local employment and boost the local economy.

13.9 POLICY AIMS:

- TO1.** To contribute to an increase in the overall spend by visitors to the coastal zone, whether by increasing numbers directly or exploiting particular market segments
- TO2.** To support the development of the Yorkshire Marina, ensuring the principles of sustainability are central
- TO3.** To ensure that micro, small and medium sized businesses in the coastal zone have the ability to benefit from any increase in tourism while at the same time ensuring an increase in product quality
- TO6.** To encourage businesses at risk from erosion to re-locate, and to investigate opportunities for providing assistance in this
- B1.** To raise or expand the skill level within the coastal workforce to enable local businesses to take opportunities for expansion as they arise.
- B2.** To ensure the viability of strategic sites and local industrial units.



Withernsea