

**Economy**

Employment opportunities can be created:

- *Within the village, mostly within improved amenities and facilities such as the nursery within the multi-function Village Hall and the Medical Centre and by improving access to shops by ensuring there are at least 2 short-term parking spaces and a safe crossing point on the High Street within 50m of each convenience store; encouraging relocation of businesses requiring heavy vehicle activity*
- *Within extensions to the existing industrial areas; improving public transport services to them*
- *Within the rural parish, new agro-tourism or eco-tourism related development will be permitted, whether as small additions to established viable rural businesses or modest-scale new propositions with demonstrable potential to create employment opportunities.*

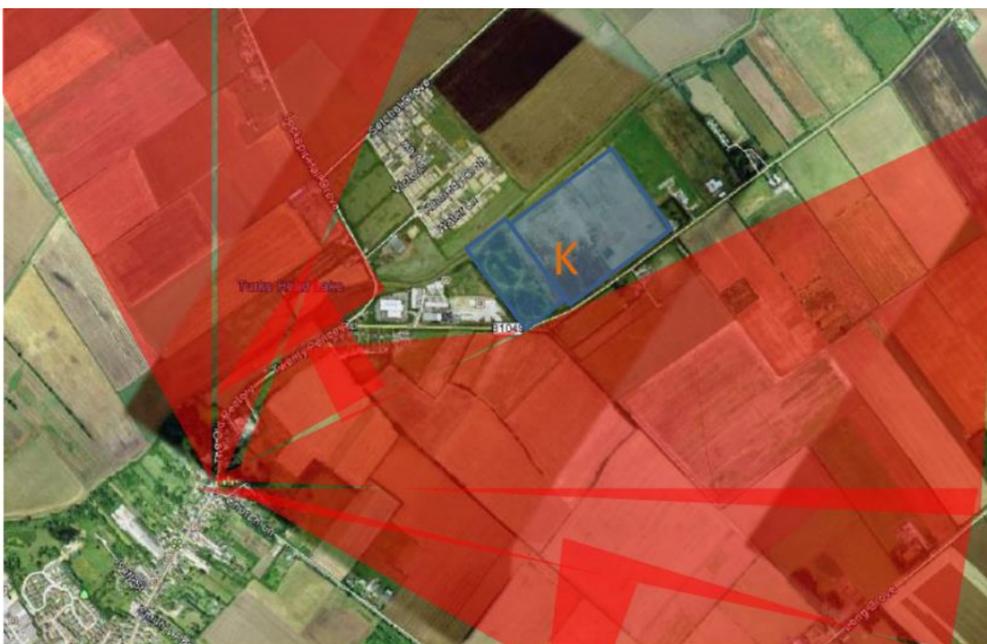
Increasing employment opportunities within the wider village is a key part of reducing the need to travel; hence reducing rush-hour traffic, noise and pollution.

**Evidence**

Cottenham has a natural growth rate of around 12% over the 15 years. If the proportion of people working outside the parish is to fall from around 80% today, over 60 jobs will need to be created within the parish over the next fifteen years to improve sustainability.

Eliminating areas excluded from development by Green Belt, Flood Risk or other major planning constraints, the following sites might be considered:

- The new Medical Centre, pre-school Nursery and Village Hall may create around 20 direct jobs
- Drop-in business / crèche facilities at the new Village Hall will provide working parents of young children with a distraction-free working environment away from home.
- Improved broadband enables more knowledge-workers to be home-based or spend considerable time working from home.
- The existing two industrial sites have expansion potential



**Preliminary Site Selection**

The maps below show the effect of applying a sequence of sustainability tests, including protection of views of the Grade I listed All Saints Church - shown as red sight zones, to various clusters of fields around the village:

- **Site J** is adjacent to the Industrial area on Beach Road and bounded by site D which might be developed for residential purposes, sites E and U which are in Green Belt, and open countryside with views of the Grade I listed All Saints Church.
- **Site K** is adjacent to the Brookfields Industrial area on Twenty Pence Road and bounded mostly by open countryside with views of the Grade I listed All Saints Church and Cottenham Lode, the other side of which is Flood Plain.

Land further to the North-East along twenty Pence Road is further into open Countryside and restricted in purposes for which it might be developed,

The benefits of sites J and K, and the absence of better sites, indicate that these should be developed in preference to other sites. Neither is currently served by public transport.

**Question EE/1 - Should part of site K on Twenty pence Road be designated for industrial development?**

**Question EE/2 – If part of site K is designated for industrial development, should some land nearby be designated for low-cost housing development to minimise traffic generated?**

**Question EE/3 - Should Stagecoach be encouraged to extend their Citi8 route to a turn-round point at Fen Reeves – just north of Brookfields Industrial Estate?**

**Question EE/4 - Should part of site J be designated for industrial development?**

