



Glenlivet Distillery by LDN Architects, Forres

Introduction

- 2.1 Structure Plan policies on employment land require to recognise the basic structure of the Moray economy, take account of longer term prospects, and provide a framework for accommodating and promoting economic growth. In so doing it is necessary to take into account the impact and effect this may have on the general environment to ensure that there is no unnecessary detrimental impact on this important asset. This approach reflects the key aims set out in the Strategy section.

National Context

- 2.2 The Government's planning policy for industrial and business development is contained in National Planning Policy Guideline 2 (NPPG2). It essentially seeks to promote and create the right climate to encourage economic growth.
- 2.3 Planning authorities are expected to have regard to the following objectives:
- to give priority to job creation and economic development
 - to provide an adequate amount of marketable land in terms of choice, quality, size, and location
 - to ensure that business and industrial development does not lead to unacceptable damage to the environment
 - to seek a distribution of sites that gives greater weight to energy efficiency
 - to give support to other Government policy objectives such as the development of small businesses, and the needs of both indigenous and inward investment companies.
- 2.4 Moray needs to attract investment in development because of its locational disadvantage. There are two main areas for promotion: (i) the existing indigenous industries related to agriculture, fishing, distilling and food processing; and (ii) inward investment, through business relocation or through the use of high technology such as telematics, which will be encouraged by providing an appropriate portfolio of sites. The more local materials used in production, the more sustainability objectives are achieved.

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ECONOMIC DEVELOPMENT



The Keith Kilt School

The Keith Kilt School is the only one of its kind in the world and is internationally recognised as the Centre of Excellence for the traditional craft. It is supported by The Moray Council with assistance from The European Social Fund.



**Policy S/ED1:
Approach to
Economic Development**

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2.5 The Council and the Local Enterprise Company are currently developing a joint economic strategy. This will be put in place alongside the Development Plan and will be used to help deliver its policy objectives.

Update

A joint Moray Economic Development Strategy was published in January 1999. The Strategy, has been used as the basis for Partnership working on economic development between the two organisations.

2.6 Therefore the Structure Plan aims for economic development are as follows:

- to secure European funds for business infrastructure
- to provide an adequate supply of land for development, related
- to existing communities
- to provide land for high amenity business development which attracts inward investment
- to promote sustainable developments and the use of telematics and renewable energies
- to provide a framework for enhancing indigenous industries
- to promote tourism development

European Funding

2.7 Moray is presently eligible for a range of financial assistance through the European Structural Funds. These can be utilised to offset such costs as site servicing, factory construction, or financial assistance schemes. The current programmes covering the use of Structural Funds ends in December 1999, and a new framework for the following years is currently being considered. It is important for Moray to retain such incentives, and, in the meantime it should seek to take maximum advantage whilst grant aid is still available.

Update

The new European Structural Fund Programmes came into effect in January 2000. Whilst all of Moray is eligible for continued assistance, this is in a different form than was previously the case. Much of the coverage is Transitional and will be withdrawn by 2006.

The approach to Economic Development in Moray is to target public and private sector resources into towns and established business areas while safeguarding the environment and making best use of infrastructure. It will promote:

- i) the growth and diversification of indigenous businesses and services,**
- ii) the safeguarding of those natural resources which underpin local industry**
- iii) inward investment opportunities,**
- iv) telematics/information processing,**
- v) tourism.**

The approach will include taking full advantage of available European funding for industrial and business infrastructure and seeking adequate replacement of existing Structural Fund arrangements to benefit Moray.

EMPLOYMENT LAND AND PREMISES

Aim: To provide an adequate supply of land and premises for development related to existing communities

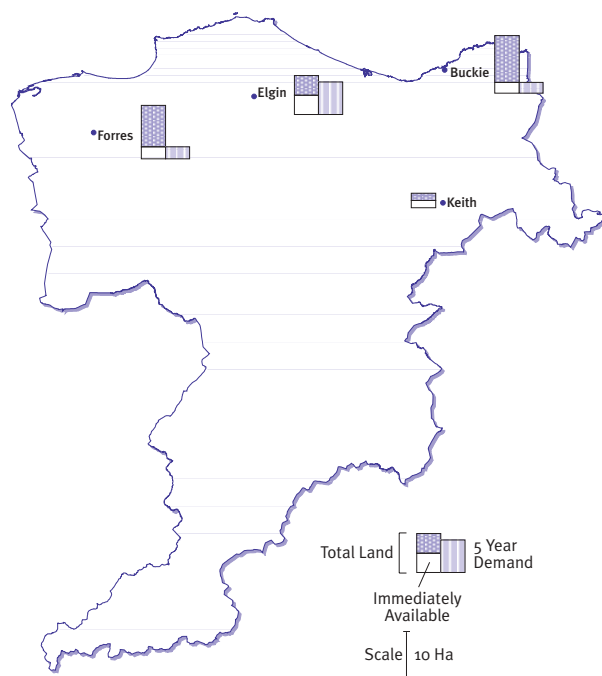
Land Supply

- 2.8 Employment forecasts to the year 2011 indicate a slow but steady growth in total employment with varying trends within individual sectors. This, coupled with the low land development rate recorded over the past 5 years (2.5 hectares per annum on established industrial estates), indicates only a moderate requirement for industrial land over the next 15 years. Industrial development focuses on the major settlements, but recognition is made of the role of existing business areas, individual business complexes, and opportunity or redevelopment (brownfield) sites which provide a more sustainable and a more energy efficient supply of industrial land and minimise impact on the environment. The Implementation Section of the Plan sets down the guidelines related to development, and where there may be a requirement for Environmental Assessment or Traffic Impact Assessment.
- 2.9 Traditionally the provision of serviced industrial land and speculative factory/workshop premises has been carried out by public sector bodies (previous District and Regional Councils, Local Enterprise Company). There have been only a few examples of private sector provision because it has not been seen as an attractive form of investment. Constraints on public sector budgets (especially since Local Government reorganisation in 1996) have further reduced the public sector role, and therefore the ability to make such provision.
- 2.10 To date, the availability of land and premises has been an important factor in accommodating development and supporting new business growth. This has also enabled proposals to be directed away from other less suitable sites. Demand for land and premises has primarily been concentrated in the larger towns. In smaller locations, proposals are generally able to identify their own sites, more appropriate to their scale and requirements.
- 2.11 Whilst proposals for industrial and business development will generally be directed towards industrial estates and existing business areas, it is still likely that proposals will come forward for sites that are not specifically allocated for this purpose. Depending upon circumstances such as the surrounding land uses, or the type of activity, it may be possible to accommodate such proposals without detriment to amenity but controls require to be imposed to ensure that this situation is maintained.



Scottish Highlands and Islands Film Commission - On location in Findhorn
 The Moray Council is one of six local authorities of the North of Scotland operating the Scottish Highlands and Islands Film Commission. The Commission offers a "one-door" access to free and confidential advice and information for all types of projects, from film, TV and video productions, to commercial stills and shoots.

Figure 3: Industrial Land Supply and Demand



2.12 Given the demand for industrial and business land it is appropriate to identify targets for land supply which can accommodate likely future levels of requirement with some addition for flexibility. In order to ensure a continuing supply of land the targets are required to be available at any one time. Therefore, the main towns are identified for specific provision, with targets for 5-10 hectares at any one time in Elgin and Forres, (reflecting the Forres Development Area and Objective 1 status and opportunities to target high amenity development) and for up to 5 hectares at any one time in Buckie and Keith. In Speyside there is a shortage of available industrial land. Therefore, to meet more local transport and warehouse/distribution type requirements in Speyside, a site of up to 5 hectares should be identified in the first instance in the Rothes/Aberlour area. In other towns and settlements there is scope to identify land up to 2 hectares but this should be set within the context of likely levels of demand.

Premises Provision

2.13 It will be important to ensure that financial resources are made available to bring land allocated by the Plan 'on-stream,' and to contribute to the provision of business premises. In particular, there is a requirement for low cost, 'easy in, easy out' premises to assist new business ventures. This will primarily be in the hands of the Moray Council and the Local Enterprise Company, but it will be necessary to try and generate more private sector involvement.

Update

A public/private sector partnership - Moray Property Development Company - has been formed as a vehicle for providing workshop/factory premises. Units have been built at Elgin and Lossiemouth, with others proposed at Keith and Forres.

Subject to the availability of financial resources, the Moray Council will acquire and service land for industrial and business purposes, and develop business premises. This will be in accordance with the priorities of the Moray Economic Strategy, and, where appropriate, in partnership with or by encouraging separate provision by the Local Enterprise Company or the private sector. In so doing, attention will be paid to the proposals of other agencies and overall supply and demand.

To ensure an adequate supply of employment land in terms of location, size and quantity, the Local Plan will identify land for general industrial and business development amounting at any one time to

Elgin	5-10 hectares,
Forres	5-10 hectares,
Speyside (Aberlour/Rothes)	up to 5 hectares,
Buckie	up to 5 hectares,
Keith	up to 5 hectares
Elsewhere in other locations	up to 2 hectares as appropriate.

The Structure plan requires that, for strategic reasons sufficient land is available for industrial development, specifically in Elgin, but also in other towns to meet realistic demand.

Ten towns have industrial estates, where investment by public authorities has enabled businesses to set up, relocate or expand. There is a continuing demand for serviced industrial land, and for speculative or custom-built premises, and the Local Plan therefore seeks to make provision for at least this level of demand, and to maintain a distribution of such facilities throughout the Moray area.

In accordance with the Structure Plan Policy S/ED2, the Local Plan provides for minimum quotas of industrial land for industrial and business use, in Elgin, Forres, Buckie and Keith and at other locations including Lossiemouth, Mosstodloch, Lhanbryde, Aberlour, Rothes, and Dufftown. Site identification and conditions of development relating to these industrial sites are contained in Town and Village Statements.

Given the concentration of manufacturing industry in the Rothes/Aberlour/Dufftown area (primarily whisky and bakery products) and the resultant transport requirements, there may be a need for a site to accommodate the warehousing/distribution activity generated. The Council in association with other economic agencies will undertake a site search for such a facility to provide an initial area of up to 5 hectares to meet the "strategic" needs of Speyside. By implication, this may have to be outwith identified settlement boundaries.

**Policy S/ED2:
Supply of Employment Land
and Premises**



Factory Units for rent from the Moray Property Development Company.

**Policy L/ED1:
Supply of
Serviced Industrial Land**

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(i) Access

Principal access roads within industrial estates should be laid out to Moray Council standards and provision made for off-site and on-site car parking (also to Council Standards: see policies L/T4 and L/T7 in Chapter 4). In particular circumstances, roads standards may be relaxed to permit hammerheads instead of turning circles. This will primarily be on smaller sized sites where the land taken up by a turning circle would make the development unviable.

(ii) Drainage

Drainage arrangements should incorporate appropriate Sustainable Urban Drainage Systems when infrastructure requirements are designed. (See Policy L/ENV24 in Chapter 2: Environment). Policy L/ENV26 shall apply in locations at risk from flooding.

(iii) Landscaping

Landscaping proposals must address the issues of screening; sound barriers; treatment of boundaries; and the visual impact of the estate. Details of maintenance arrangements will be required in respect of landscaped areas: (See policy L/IMP4 in Chapter 8).

(iv) Transport

Layout proposals should provide for public transport, pedestrian and cycle links. (See policies L/T9 (Traffic Impact) and L/T10 (Cycling) in Chapter 4).

(v) Briefs

Detailed development briefs will be prepared by the Council for each new industrial estate designated. These will contain the criteria for the design, layout and development of the estates.

(vi) Design

Many industrial sites occupy prime frontage locations where the design impact of new buildings will be significant. Policy L/IMP3 in Chapter 8 (New Building Design) will apply.

Established Business Areas

In almost all towns there are long established business premises which have developed along with the surrounding built up area. The predominant land use is clearly industrial, examples being Distilleries in Rothes; Maltings in Burghead; Textile Mills in Keith; Fish Processing around Buckie Harbour. These are clearly not industrial estates but are identified as single user business/industrial complexes. The Plan objective is to retain the business/industrial character of these areas.

Within 'Established Business/Industrial Areas' as identified in the Town Maps the Council will presume in favour of business redevelopment and expansion (subject to environmental considerations). Proposals which may conflict, such as residential or retail uses, will normally be resisted.

Policy L/ED3: Servicing and Landscaping on Industrial Estates



*Glen Keith Distillery by
Acanthus Architects Douglas Forrest*

Policy L/ED4: Established Business Areas

BUSINESS PARKS

Aim: To provide land for high amenity business development which attracts inward investment.

Specialised Business Parks

- 2.14 Land for standard industrial estate development has been allocated in most of the main settlements. However, there remains a requirement to make provision for certain types of development for which a conventional industrial estate location is not appropriate.
- 2.15 If new industrial, business or commercial activities are to be attracted to locate in Moray, this is most likely to be in the high technology, telematics and data processing sector. Moray's clean environment, financial incentives and communications network are ideally suited to this type of activity which is seen as an area of great potential. Strategic provision to accommodate development of this nature is required so that the relevant agencies responsible for attracting such inward investment are able to direct enquiries to Moray. A site at Tarras, east of Forres, has recently been given planning permission for high amenity development and will be marketed by Highlands and Islands Enterprise and Locate in Scotland for inward investment.

Update

The Forres Business Park has now been developed, the first tenants being a Cap Gemini call centre with an anticipated 1,000 employees.

- 2.16 Similarly, the former airfield at Dallachy, currently safeguarded as a site for possible long term industrial development because of its accessibility to the A96 the A98, and Buckie harbour, should be retained. Its marketability will be assisted by the improvement of the local access to the A98 currently the subject of investigation and assessment.

Sites will be identified for specialised business parks at:

- i) **Forres; to accommodate high amenity development including large scale inward investment.**
- ii) **Dallachy; as a land reserve in the east of Moray for major proposals.**

The Forres Business Park was granted consent in 1998 and was completed in 2000. Significant infrastructure investment is required in order to service the Dallachy site and make it readily available. This is unlikely to happen in advance of confirmed demand, and the likely cost of these works will dictate that development proposals are of a significant scale in order to justify this level of expenditure.

The Moray Council, in association with the Local Enterprise Company and Crown Estate (owners of the site) will prepare a development brief containing details of the types of road works; drainage; power supplies; that will be require to be put in place before the site can be occupied.

**Policy S/ED3:
Business Parks**

TELEMATICS AND RENEWABLE ENERGY

Aim: To promote sustainable developments and the use of telematics and renewable energy.

Telematics and Telecommunications

- 2.17 Developments in the field of information technology have seen an increase in the use of computer based communications in business. This has enabled remote processing of data, (Cap Gemini in Forres being one example), and the use of the Internet as a means of promoting goods and services. This sector is seen as one with great potential in Moray and underpinned the promotion of the Business Park at Forres. The Moray Council is itself supportive of telematics, both in a business context and environmentally, in terms of reducing commuting through homeworking.
- 2.18 Telecommunications and information technology provide an important opportunity for rural areas such as Moray to reduce the impact of its peripheral location and to compete for business on equal terms. Computer and communication links can enable certain categories of work to be carried out in remote areas and reduce the need to commute to workplaces in larger centres.
- 2.19 This is good, not only in terms of improving employment prospects, but also in a sustainability context. It also presents the opportunity to attract new business to the area as city locations with their expensive overheads become less desirable, with Moray's high quality environment providing an attractive alternative. This is seen as a significant area of potential for Moray, and was instrumental in the decision of the Enterprise Company to promote the Forres Business Park.

The Moray Council, in conjunction with the Local Enterprise Company, will actively promote Moray as a location for telematics/data processing type activities. It will continue to encourage local businesses to develop and utilise the advantages offered by the application of information technology.

The availability of high tech communications networks, allowing cellular telephone links and other similar means of contact are becoming another significant element in modern industry. The infrastructure for this often requires the installation of masts; towers; dishes etc. which are often conspicuous and to be completely effective, often require to be sited in exposed positions and in environmentally sensitive locations. With the Government's policy being to encourage competition and thereby widen the availability of advanced telecommunications services, requests to site such infrastructural elements are increasing. It will be important to ensure that the advantages these high tech links offer are realised while at the same time environmental safeguards are respected.

**Proposal S/ED4:
Telematics and
Telecommunications**

**Policy L/ED8:
Telematics
and Homeworking**

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Business proposals in the field of information technology and data processing will generally be encouraged throughout Moray, subject to environmental policies as contained elsewhere in the Plan. The promotion of telematics will form an important element of the Economic Strategy for Moray in terms of inward investment and new job creation.

This supportive principle will extend to proposals related to 'homeworking' which may involve change of use applications.

**Policy L/ED9:
Telecommunications**

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Proposals for telecommunications related equipment (masts; antennae; dishes etc) which require to obtain planning consent, will be permitted where they are considered to meet the requirements of the Environment policies of this Plan. Locational requirements of such installations (on technical/operational grounds, and links with transport) will be recognised during consideration of proposals. Applicants may be asked to justify their choice of site. Measures to mitigate impact or to disguise or camouflage installations will be sought wherever possible, and the sharing of facilities between operators will be encouraged. In recognition of concerns that have been expressed, the Council will monitor information and research findings regarding the health implications of living in proximity to telecommunications facilities. The Council will consider amending this policy to introduce safeguarding areas should sufficient evidence emerge.

Renewable Energy Technology

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2.20 Renewable energy can be in several forms such as wind, hydro, solar, geothermics and biomass. It offers a new technology approach to power provision and brings several benefits including a reduction in the consumption of non-renewable resources. National Planning Policy Guideline 6 on Renewable Energy and Planning Advice Note 45 on Renewable Energy Technologies state that the Development Plan should make positive provision for renewable energy development where it is compatible with other environmental interests. The United Kingdom target is 1500 MW of new capacity from renewable sources by the year 2000.

2.21 Moray offers the potential for various forms of renewable energy but the greatest potential may be through wind farms consisting of groups of wind turbines. Wind Farms, can visually impact on the environment. Therefore, a detailed survey is required to identify search areas within which the principle of establishing wind farms is likely to be acceptable. They will be subject to detailed environmental criteria set out in the Local Plan.

Update

Revised NPPG6 published by the Scottish Executive in November 2000. The Scottish Executive proposes to increase the level of energy from renewable sources by a further 5% by 2010, taking the total to 17-18% of all electricity generated in Scotland.

The Moray Council will review the areas of greatest potential for wind farms in order to provide a policy framework for the Local Plan.

Renewable energy proposals can be in a variety of forms including wind, hydro, solar, geothermics and biomass and bring a new technology approach to power provision. Moray offers the potential for renewable energy developments, particularly through wind farms. Wind farms in particular, can have a significant impact on the landscape and it is important that renewable energy developments respect environmental safeguards, as advocated in NPPG6. Certain structures and installations enjoy 'permitted development rights' which mean they are exempt from planning control.

Update

It is intended to publish a detailed survey to identify preferred search areas for wind farms in Autumn 2001.

Proposals for renewable energy will be considered favourably where they meet the following criteria:-

- i) they are compatible with policies to safeguard and enhance the built and natural environment (see chapter two). High design and siting standards will be sought in all new developments.**
- ii) they do not lead to the permanent loss or permanent damage to, prime agricultural land.**
- iii) they are compatible with tourism/recreational facilities.**
- iv) they do not interfere with aircraft activity.**
- v) they do not result in an unacceptable impact in terms of visual intrusion, noise, electro magnetic disturbance, pollution, traffic generation or damage to the local ecology.**
- vi) they do not result in an unacceptable cumulative impact.**

Proposals may be required to provide 'decommissioning arrangements' to illustrate how the site will be re-instated if and when the plant ceases to operate - this may be enforced by condition of consent through the use of section 75 agreement. Where the Council is satisfied that a site has particular merit for a renewable energy development it will safeguard such sites from development which would inhibit their subsequent exploitation.

**Proposal S/ED4A:
Renewable Energy**

**Policy L/ED10:
Renewable
Energy Proposals**

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**Policy S/ED5:
Safeguarding
Indigenous Resources**



Forestry

INDIGENOUS INDUSTRIES

Aim: To provide a framework for enhancing indigenous industries

Indigenous Resources

2.22 While the overall strategy is to foster the growth of Moray’s indigenous industries, a balance has to be struck between development potential and extraction of finite supplies of natural resources, such as prime quality farmland, land best suited to commercial forestry, mineral deposits, and quality water supplies for distilleries. Similarly, the fishing industry requires safeguards for Moray’s few remaining fish landing harbours.

There will be a presumption against development which is likely to sterilise significant workable reserves of:

- i) mineral resources**
- ii) prime quality farm land and**
- iii) preferred areas for forestry planting**

all as defined in the policies for the control of development of mineral resources, and for the development on agricultural and forestry land, in the Local Plan.

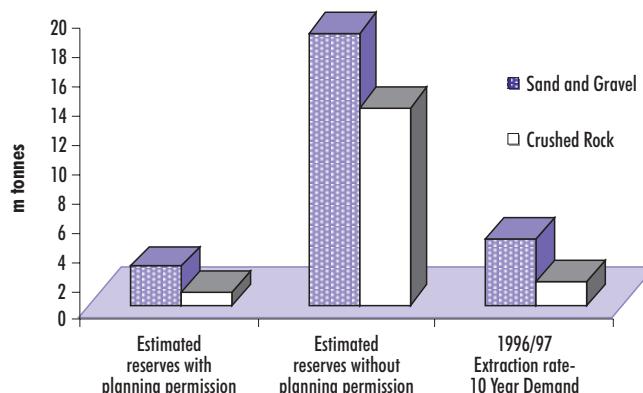
Minerals

2.23 The most recent National Planning Guidance relating to mineral extraction is contained within NPPG 4 ‘Land for Mineral Working’ published in April 1994. In line with this advice, Structure Plan policies are encouraged to:

- Ensure that development does not result in the sterilisation of workable mineral reserves.
- Define ‘Preferred Areas’ for mineral extraction.
- Define areas of environmental significance where mineral extraction would prove difficult.

2.24 National Planning Guidance states that planning authorities should make available a 10 year supply of aggregates with planning permission for the construction industry. The estimated supply in Moray at present is 10 years for sand, 3 years for gravel and 5 years for crushed rock. However, there are significant reserves available through potential extensions to existing workings.

Figure 4: Minerals Supply and Demand



The Structure Plan requires that development unrelated to mineral extraction shall not compromise areas of significant workable reserves in order to safeguard valuable natural resources. New mineral working can make a positive contribution to the local economy by creating additional job opportunities. However, the extraction process can present significant challenges to both the natural and built environment. The consideration of mineral applications will focus upon aspects of landscape setting, as well as the location of the proposed site in relation to built-up areas and watercourses, and proposals for land restoration, after-care and after-use.

Due to the scale and long term nature of the mineral extraction process, the Council will monitor quarry operations in order to ensure compliance with planning conditions and details of consent.

Mineral extraction can, in some cases, result in the permanent scarring of the landscape and the creation of areas of dereliction and contamination. In order to guard against these negative impacts, operators will be required to submit with their planning application, details of proposals for the phased restoration and intended after-care and after-use of the site. Restoration can include the re-instatement of natural vegetation, and in some cases might include seeking development potential for another use which requires planning permission. Financial agreements will be considered for the re-instatement of land, where appropriate.

The minerals policy establishes a four-tier system of constraint as a basis for assessing applications. Detailed maps have been prepared identifying the extent of international, national and local designations within Tiers 1, 2 & 3 and are available for inspection at the offices of the Economic Development and Planning Department. The fourth Tier highlights the location of Preferred Areas for mineral working.

A four-tier constraint policy will be applied to the consideration of planning applications for mineral extraction. The designations included within each Tier are outlined below:

Tier 1: International Designations

Mineral extraction in or adjacent to Tier 1 areas will only be permitted in the most exceptional circumstances, where it can be demonstrated that the existing habitats and species will be safeguarded from the proposed development, or where there is an outstanding national requirement for the extraction of material to take place, and no reasonable alternative exists. Tier 1 designations relate to Special Protected Areas (SPAs), Special Areas of Conservation (SACs) and Ramsar sites.

Tier 2: National Designations

Consideration will be given to the extraction of minerals both within and adjacent to Tier 2 areas where it can be demonstrated that the underlying objectives and overall integrity of the designated area will not be compromised or where any adverse effects on the qualities of the environmental designation are clearly outweighed by national benefits of additional mineral extraction. Designations categorised under Tier 2 are National Nature Reserves,



Mineral Extraction

Policy L/ED11: Mineral Extraction

Agricultural Land

- 2.25 It has been a long standing principle of National Planning Guidelines, that the use of top quality agricultural land for development purposes should be avoided. Prime quality land (which constitutes less than 6% of the total agricultural land in Scotland) is a limited resource of national importance. It is therefore in the long term interests of the agriculture industry to seek to minimise the use of prime quality land for irreversible development.
- 2.26 In recent years, developments involving agricultural buildings and farming activities have become subject to planning control, having previously been permitted development. Some proposals (such as slurry stores and intensive livestock units) are regarded as bad neighbour developments, and the visual impact of large farm buildings and structures has also become an important consideration, all of which necessitates some level of control to be exercised.

In line with National Planning advice (SDD Circular 18/87) and Structure Plan Policy S/ED5 there will be a presumption against "irreversible" development on prime agricultural land (Classes 1, 2 and 3.1). Proposals involving over 10 hectares of prime land, or 20 hectares of non prime land will require to be notified to the Scottish Office Environment, Agriculture and Fisheries Department.

In light of the current surpluses in agricultural output, the Council will support the principle of farm diversification and generally look favourably on business proposals which provide additional income/employment on farms (this will not include housing sites).

The Council will ensure that in common with other agricultural activities, agricultural developments are assessed against visual impact and amenity concerns, and will be subject to the environmental policies as contained elsewhere in the Plan.

Forestry

- 2.27 Although forestry is not subject to planning control, the Council are consulted by the Forestry Commission on a limited range of new planting proposals. This is an attempt to ensure that large scale forestry is balanced against the need to protect landscape and nature conservation resources. The Council use the Grampian Forestry Strategy as a basis for consultation.
- 2.28 Most woodland has the production of timber as its primary aim. However, recent reviews of the Woodland Grant Scheme have placed a greater emphasis on planting for other reasons such as landscape enhancement, habitat creation and recreation opportunities. The Forestry Commission recently produced the UK Forestry Standard which aims to encourage good forestry management. This is in accordance with the Government's policy on sustainable forestry. It is a useful guideline for considering forestry applications. The principles applied to Forestry consultations are set out in the Local Plan.



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**Policy L/ED12:
Developments
on Agricultural Land**



Policy L/ED13: Development in Woodlands

Policy L/ED14: Forestry Consultations

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Update

It is intended to publish a draft indicative Forestry Strategy in Spring 2001 identifying preferred areas for new forestry proposals and providing guidance on the type of forests to be planted.

Timber production is an economically productive use of the land which should be protected from unrelated development which could prejudice its commercial operation or threaten its viability. Alternatives to clear felling should be pursued, such as continuous cover forestry.

For development proposals within or adjacent to woodlands, the commercial resource of forestry is to remain the primary consideration, and development which is considered to prejudice the commercial management of the forest, is likely to be refused. However, non-native woodlands may be suitable for certain developments such as holiday chalets, and, in appropriate circumstances, the location of individual house plots. In order to ensure that the new use neither conflicts with, nor poses a danger (e.g. through fire risk) to remaining trees, the Forestry Authority will be consulted in such cases.

All new planting proposals are guided by the locational criteria set out in the Grampian Indicative Forestry Strategy.

The Council will submit observations based upon the following:-

- i) the relationship to the Grampian Indicative Forestry Strategy.**
- ii) a landscape assessment of the visual impact of the planting scheme, taking particular account of contouring, edges and species mix.**
- iii) the effect on water quality and water quantity.**
- iv) the likelihood of hillside tracks being formed and the implications of, ultimately, felling for road access.**
- v) the effect on natural vegetation and bird-life (if identified as a SINS) and areas of significant biodiversity importance.**
- vi) opportunities for recreational use.**
- vii) access to agreed forestry extraction routes.**

Fishing

2.29 Buckie is the most important port for fishing (and boat repair) with Burghead and Lossiemouth also providing fish landing facilities at their harbours. Their role should be maintained and enhanced. Current moves by The European Commission to designate ports for fish landings may threaten landings at all Moray ports and should therefore be resisted.

Update

The Designated Ports proposals resulted in only Buckie being granted this status.

The Moray Council, in conjunction with Moray Badenoch and Strathspey Enterprise and Harbour Authorities will seek to ensure the continued future economic role of Buckie, Lossiemouth and Burchhead for fish landing.

The Rural Economy

- 2.30 Much of Moray's traditional, indigenous employment base is situated outwith the towns and villages, for example distilleries and maltings, agriculture and estate management, quarries and forestry. These are all important elements in the local economy whose locational requirements have dictated their siting in the countryside, and through time they have become established parts of the landscape. They provide essential employment opportunities and contribute to the sustainability of rural areas and their communities.
- 2.31 Subject to securing the correct balance between encouraging economic growth and protecting the natural environment, there is also much to be gained from attracting small scale business operations into rural Moray. There are business advantages to locating in rural areas. Premises are often less expensive, although this may sometimes be outweighed by more difficult access to suppliers, markets and trained labour. However, improved communications (including telecommunications) are making it easier for some firms to locate in rural areas. Rural areas provide a potential pool of labour which can help to reduce commuting, attract more women to work, and retain young people who might otherwise move away.
- 2.32 There is clearly a need to encourage employment related development throughout the rural area, making a start on raising rural incomes, reducing wasteful commuting and contributing to easing pressures on urban centres. Whereas major new development proposals will continue to be directed to suitable sites on industrial estates and business parks, expansions to existing indigenous industries and new smaller scale business development will be encouraged throughout the rural area. This will be subject to securing the correct balance with the environment.

Smaller scale business development, or extensions to existing indigenous industries, will be encouraged in the countryside subject to it being acceptable in terms of the infrastructure requirements and environmental considerations set down within the Local Plan.

The potential conflict between business development in the countryside and environmental protection can be resolved by application of sound principles governing siting, design and servicing arrangements for all proposals.

For major proposals with significant implications particularly regarding visual impact; emissions; traffic movements, a detailed assessment of the employment and environmental factors may be necessary in order to assist the Council in making its decision (see policy S/IMP2 of the Structure Plan and policies L/IMP5, L/IMP6 and L/IMP7 in the Local Plan).

Proposal S/ED6: Fishing

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Policy S/ED7: Rural Businesses



*Strathisla Distillery, Keith
by Acanthus Architects Douglas Forrest*

LOCAL PLAN

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TOURISM

Aim: To promote tourism development.

- 2.33 Local Government reorganisation in April 1996 coincided with the reorganisation of the Scottish Tourist Board network. There is now one Board - Aberdeen and Grampian Tourist Board (AGTB), covering all of the former Grampian Region. The new Board have the responsibility for promoting and marketing their areas, while the development role rests with Enterprise companies and the private sector.
- 2.34 The Board are currently financed by core funding from the Scottish Tourist Board and the constituent Local Authorities, along with membership fees and income from revenue generated. The Board is expected to agree the level of service provided within the Local Authority's area. The Council is participating in the preparation of a Tourism Strategy which will identify the direction for growth in the sector.
- 2.35 Tourism is an important element of the Moray economy and is regarded as an area with growth potential. Moray provides a wide range of attractions, has areas of high scenic quality and is popular for activity type holidays. There may be scope for promoting environmental tourism in its own right. As with other forms of economic development a balance must be struck between encouraging growth and safeguarding the environment.
- 2.36 Although its role as a provider has diminished, the Moray Council still owns and operates a number of facilities (museums, parks, gardens etc.) which contribute to the tourism product. Longer seasons and extended stays would seem to be a high priority in order to increase the contribution that tourism makes to the local economy. This is likely to require new, improved, and upgraded facilities to meet with visitor expectations, along with localised marketing. An opportunity also exists to capitalise upon the regeneration of the Aviemore Centre which provides a potential 'gateway' into Moray.

The Council will generally support proposals which contribute to Moray's role and image as a tourist area. There will be a presumption in favour of proposals which expand or enhance existing visitor centres/facilities, or provide new facilities relevant to local themes or activities. Proposals must:-

- i) be compatible with policies to safeguard and enhance the built and natural environment and achieve high standards of design and siting.**
- ii) fall within existing infrastructure capacities (roads, water, drainage etc). Where strain on the existing infrastructure network is likely to result from the development (e.g. through increased traffic movements), a contribution may be sought to upgrade facilities (see policy S/F2);**
- iii) where appropriate, demonstrate a locational need to establish on a specific site.**

Policy S/ED8: Tourism Proposals

into a joint policy formulated by Local Authorities and Tourist Board representatives within Grampian. The aim of this new policy is to promote the establishment of standardised tourist information signs within the highway boundary (which will not require planning permission).

There will continue to be a presumption against granting planning permission for roadside signs and advertisements.

Instead, proposals will be encouraged to follow the approved policy as agreed with The Moray Council and the Tourist Board. In such instances advertisement consent is not required.

To qualify under the terms of this policy a number of criteria have to be observed:-

- i) establishment(s) must be current members of the Aberdeen and Grampian Tourist Board, and a Scottish Tourist Board Quality Assurance Scheme.**
- ii) attractions and facilities will be signposted from the nearest main tourist route, or from an adjacent themed trail. Where further turns onto other roads are required additional, confirmatory signs will be permitted.**
- iii) signs will be worded with the commercial name of the destination or a generic title (e.g. B & B). No other wording will be permitted.**
- iv) the Moray Council as Roads Authority will determine such matters as exact dimensions, design, materials used and exact location of signs.**
- v) the costs of design, manufacture, erection, relocation, maintenance, removal, etc of signs will be borne in full by the establishment(s) concerned.**

Full details of the Policy can be obtained from the Moray Council Roads Service or the Aberdeen and Grampian Tourist Board.

Policy L/ED17: Roadside Signs (Tourism)

*Redevelopment of Lossiemouth Harbour introducing a new marina and involving the conversion of the former warehouse (category A listed) to ground floor retail units and residential units on upper floors.
Designed by Stephen Gauld of Wittets,
for Elgin and Lossiemouth Harbour Company.*

