

# CHAPTER 11

## The Area of Economic Activity

### THE DEVON STRUCTURE PLAN

**11.1** The Devon Structure Plan identifies four Areas of Economic Activity. These areas are defined on the basis that they have significant existing levels of economic activity and good prospects for new economic investment. In recognition of these factors, the development strategy of the Devon Structure Plan is that the bulk of new housing and economic growth should be proposed in these areas.

### THE BARNSTAPLE/BIDEFORD AREA OF ECONOMIC ACTIVITY

**11.2** The Devon Structure Plan recognises that within northern Devon, a significant proportion of economic activity and population is concentrated in the Barnstaple/Bideford area. Specifically for northern Devon, the Area of Economic Activity (AEA) focuses on the Sub Regional Centre and extends south of the Taw Estuary towards Bideford, which is within Torrridge District. This area therefore includes the Local Centre of Fremington and the adjoining settlement of Yelland and the village of Instow. The extent of the AEA is illustrated in Diagram 1 on page 16.

#### Barnstaple

**11.3** In recognition of its sub regional status and its location within the AEA, most of the new growth proposed in the Plan is concentrated in Barnstaple.

#### Fremington and Yelland

**11.4** Fremington and Yelland function as a Local Centre and are within the AEA. However, growth opportunities are constrained by the visual quality and wildlife value of the Taw Estuary, localised flooding from the Fremington Stream and the need to retain the character and local distinctiveness of the village. For these reasons, the strategy applying to the Area of Strategic Landscape and Development Constraint (ASLDC) is considered more appropriate with further growth generally restricted and aimed at meeting the social or economic needs of the local community.

#### Instow

**11.5** Instow is a village within the AEA. However, as the village is surrounded by the Coastal Preservation Area, a restrictive approach to new development is applied in accordance with the growth strategy for the ASLDC.

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