

firms, alongside the critical mass of firms already present and their established track record. The AMP provides a dedicated advanced manufacturing technology park where established industries cluster, with strong links to Sheffield's universities and on-site research centres which will help to feed further growth in this sector. Advanced manufacturing also forms a key sector in both Sheffield's Economic Strategy and Rotherham's Growth Strategy, and is a policy priority for future development with higher projected job growth anticipated in this sector as a result.

Overall, therefore, the growth potential of advanced manufacturing and engineering sectors in Sheffield is considered to be strong. In terms of geographic distribution, it is anticipated that the area around the AMP and neighbouring Sheffield Business Park in the Lower Don Valley straddling the Sheffield and Rotherham boundary – currently referred to as the Advanced Manufacturing and Innovation District (AMID)⁵⁴ – will remain a key focus of future advanced manufacturing activity, particularly for the expansion of established businesses.

Rotherham MBC has an adopted Core Strategy policy CS9⁵⁵ and is proposing a development management policy SP19⁵⁶ both of which encourage advanced

⁵⁴ See [Sheffield Innovation District Commission](#)

⁵⁵ See [Rotherham Adopted Core Strategy, Policy CS9](#)

⁵⁶ See [Rotherham Sites and Policies \(Publication Version 2015\), Policy SP19](#)

manufacturing in the Waverley area. The Sheffield Plan could include a policy or policies that mirror these, to ensure a consistent approach to the wider Sheffield Business Park/AMP area.

An option arising from these observations is that Sheffield should ensure there is sufficient land and sites of suitable quality available in and around the Sheffield Business Park/AMP area to meet the needs of the advanced manufacturing and associated research sectors.

Consultation questions

Q14: Should the Plan focus advanced manufacturing development in and around the area around the Sheffield Business Park and Advanced Manufacturing Park?

Q15: Should this require the identification of land not currently designated for business and industrial use?

Office Development

The ELR identified the financial and professional services sector in Sheffield as being of importance (accounting for 33,000 jobs) and having significant growth potential. The majority of these businesses are



located, or would seek to be located, in the City Centre or in purpose built out-of-centre office parks, with the Meadowhall (Lower Don Valley) area specifically identified. Specifically, the study recommends that policies promote high quality office space in the City Centre. This could be achieved in part by delivering higher densities on City Centre office sites.

The ELR recommends that office requirements are set out as targets for both B1a and B1b use classes, unlike the previous Core Strategy approach to setting targets for B1a uses only. This would assist in promoting the advanced manufacturing and knowledge-based industries required in the Sheffield Business Park/AMP area referred to previously.

Further recommendations are detailed in Chapter 4 and are summarised below:

- The Core Strategy approach of identifying Priority Office Areas is still appropriate. In the past we have proposed to require 60% of the floorspace in the area for offices, but this could be higher.
- There is also a need for office park locations, specifically in the Sheffield Business Park/AMP area on the Sheffield and Rotherham boundary.
- The Core Strategy approach for 65% of new office development in Sheffield to be in the City Centre or at its edge is supported and achievable.

- The supply of office sites in the City Centre when related to requirements is limited.

Consultation questions

Q16: Should targets for office development be for both B1a and B1b uses, rather than just B1a?

Q17: (a) Should the City Centre continue to be the main location for new office development?
(b) If so, is the target of 65% appropriate, or should this be different?

Q18: Should the approach to identifying Priority Office Areas in the City Centre be continued?

Q19: Should we promote higher density office development on sites within the Priority Office Areas?

Q20: Should there be a target for office development in the Sheffield Business Park / Advanced Manufacturing Park area on the Sheffield and Rotherham boundary?

Q21: Should the Plan promote a limited amount of office development in other outlying areas or well-connected locations to help reduce the need to travel and support sustainable housing growth in those locations (e.g. Hillsborough, Crystal Peaks, Chapeltown, Stocksbridge)?

Please provide reasons for your answers

