

# EMPLOYMENT

The economy and employment would be central to the quality of life, ‘place-making’ and the sustainability of An Camas Mòr, while minimising the settlement’s physical and carbon footprint. Of key significance, the new development would be an essential part of the Highland contribution to the Government Economic Strategy, which focuses upon growth.

## THE SOCIO-ECONOMIC CONCEPT

The socio-economic basis of the new settlement is the unique opportunity afforded by An Camas Mòr to provide both affordable housing and the attraction of higher income employment in the central Highlands. Through the creation of a well planned settlement and high quality of life, this would assist in the retention of the more highly educated people who have historically left the area for jobs elsewhere.

## LOCAL JOBS

Creating a sustainable settlement would require many things, including providing the maximum number of local jobs, opportunities to live and work from home, reduction of travel to and from work, ensuring the highest energy efficiency and encouraging high value economic activities and investment, with the least carbon footprint via the latest environmental technology – developing a ‘green and clean economy’. Similar examples of this form of high value and clean economy are to be found in Scandinavia and the USA and also on a modest scale indications are that this strategy is working locally at the Forres Enterprise Park.

The development aims to build upon the existing lower value economic base in Badenoch & Strathspey, encouraging a more diverse range of higher value added businesses. Historically this has been constrained by the long-term shortage in available housing – particularly affordable stock – which An Camas Mòr would provide. Across the wider area this would raise income levels,

offer the opportunity to transform perceptions, attract new investment and also offer prospects of expansion of existing businesses.

## EMPLOYMENT PROFILE + PROVISION QUALITY JOBS

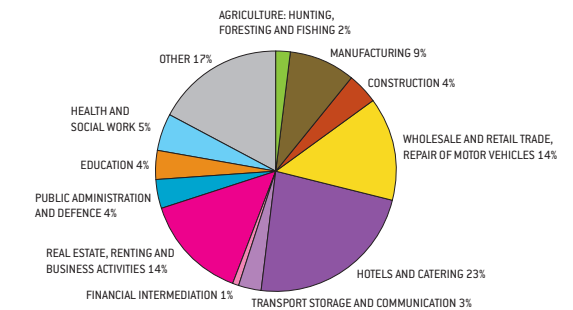
The aim would be for the balance of jobs and economic activities in An Camas Mòr to be towards high value, technology, innovation and research and learning, while the high quality of life would attract the self-employed and entrepreneurs looking for an excellent environment in which to ‘work, live and play’.

## EMPLOYMENT SPACES

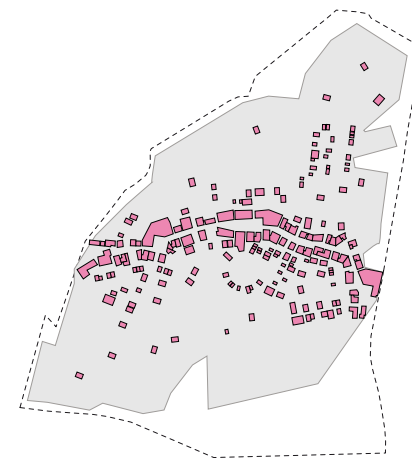
Employment would be provided throughout the settlement and in particular be concentrated around the High Street, where ground floors would generally be 3.5m high to provide suitable spaces for shops, studios and workspace; and buildings would also extend to the rear to provide workspace. The house designs would encourage home working, as well as live-work units; a primary school and retirement home(s), would also be accommodated. Another key feature of the settlement would be its mixed-use nature, encouraging and featuring ‘exemplar’ buildings, providing opportunities for show-casing carbon-neutral and energy efficient building techniques and energy efficiency. Larger scale manufacturing, factories, or large scale distribution businesses and related employment would not be proposed in An Camas Mòr.

Employment space would extend to 15,560m<sup>2</sup>; with employment estimated to be some 1,300 jobs – 56% within people’s own premises and 44% in other premises, shops and commercial facilities. Some 430 of the economically active would be those who require affordable homes, drawn largely from the existing population in Badenoch & Strathspey and also those who are essential workers. In the medium term many

of the jobs would be for residents, encouraged to set up and operate businesses and to live and work in close proximity and there would also be interaction between An Camas Mòr and other neighbouring communities. Some residents would travel into and leave the village for work, but this level of net out-commuting would be minimal. With very few places being more than 5 minutes walk from the High Street, a very high proportion of internal transport would be on foot and by cycle to Aviemore.



An Camas Mòr - Predicted employment by Industry



Workplaces would be concentrated in the High Street area, but there are also possibilities for home offices, small businesses and workshops throughout the site.