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# Economic Statement

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| DATE | ORIGINATORS | APPROVED |
| --- | --- | --- |
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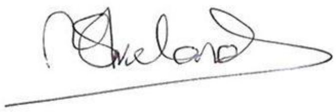
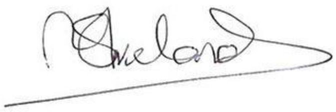
| |  |  |

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# 1 EXECUTIVE SUMMARY

1.1 This report is submitted alongside the Outline Planning Application for the development of a new business park at land east of Cherry Orchard Way, Rochford, to be known as the Airport Business Park. The development scheme envisages provision of up to 80,172 sq.m of B1 and B2 floorspace, together with ancillary A3/A4 café/restaurant and C3 Hotel floorspace which support the operation of the Business Park.

1.2 The evidence base for the JAAP suggests that demand for both office and industrial space has historically been relatively modest, and focused towards smaller unit sizes arising from the needs of local occupiers. The Airport Business Park is intended to be a key driver for growth of the sub-regional economy, and will help to stimulate demand and attract investment.

1.3 The Council's evidence base identified growth opportunities in aviation-related activities, including in the maintenance, repair and overhaul of aircraft, advanced manufacturing, healthcare/ medical technologies and business/ professional services. These sectors provide opportunities for higher paid jobs. These growth sectors include activities which will span use classes and include both B1 and B2 space.

1.4 The demand evidence set out highlights a stronger local industrial than office market, based on current dynamics. Industrial floorspace take-up in the local area has been almost four times greater than office take-up over the last decade. There is an evident shortage of new-build industrial stock with just a 1.8 years supply of floorspace currently available with minimal levels of new-build space.

1.5 The Outline Planning Application takes account of the market evidence, growth sectors and the Councils aspirations, proposing a high quality landscaped business park. The Application proposes a maximum of 47,922 sq.m of B1 space and 32,350 sq.m of B2 space. The mix of B-class space proposed aims to provide flexibility to respond to occupier demand, attract inward investment and support growth of local firms. The split of B-class floorspace proposed is consistent with that set out in the JAAP Evidence Report 2008 which included a detailed assessment of market dynamics and demand.

1.6 It will be important that the planning application provides flexibility to allow the site to accommodate a range of occupier requirements. The need for flexibility was emphasises in the justification for Main Modifications made to the London Southend Airport Joint Area Action Plan. This report also highlights the blurring of distinctions between office and industrial occupiers and buildings associated with different "B" Use Classes. Flexibility in respect of the use class mix will assist in the build-out of the site, including the ability to attract inward investment and create high quality jobs.

1.7 The development scheme aims to deliver high quality local jobs and indeed could help to support growth in employment in Rochford District by up to 25% over the next 15 years or so. It aims to make a substantial contribution to driving economic growth in the sub-region. To do so, the development proposals seek to create a modern, high quality business park environment. Successful business parks provide environments in which people will want to work, and include amenities which workers can access on-site.

1.8 Ancillary uses such as shops, local services and hotels are important to creating an attractive working environment which helps attract businesses and investment. They have sustainability benefits by minimising journeys to find lunch or everyday services. They also have economic benefits from the potential for interaction between firms and staff, and provision of meeting room space, which can support business-to-business links and knowledge transfer. This report includes examples of amenities included on a number of other high quality business parks developed in the UK over the last decade. The ancillary uses proposed in the development scheme – A3/ A4 restaurant/ café and C3 hotel uses – are thus critically important to the success of the business park, helping to attract the high quality jobs to which the Councils aspire.

1.9 The indicative modelling in thee JAAP estimated that the application site could support 3,960 Full-Time Equivalent (FTE) jobs. The proposed development scheme could expect, based on reasonable assumptions, to support stronger employment growth than this of 4,815 FTE jobs. This is 22% higher than levels expected in the JAAP. Reflecting levels of part-time working, the site could be expected to support 5,500 jobs which would represent employment growth of up to 25% in Rochford District. Overall the scheme will make a substantial and positive contribution to driving forward employment and improving the quality of jobs in the local area.

## 2 INTRODUCTION

2.1 This Statement is submitted in support of an Outline Planning Application for the development of a new business park at land east of Cherry Orchard Way, Rochford. The application is submitted on behalf of Henry Boot Developments Ltd (South) which is part owner of the land with Southend Borough Council.

2.2 This statement justifies the mix of employment uses proposed and assesses the number of jobs which the scheme will support.

### The Application Site

2.3 The application site (or "the Site") comprises greenfield land and Westcliff Rugby Club Football Club, and is allocated in the recently adopted London Southend and Environs Joint Area Action Plan (2014) (hereafter "the JAAP") for a business park. It is approximately 55 acres (22 hectares) in size.

2.4 The Site is located immediately to the north of London Southend Airport and the intention is that its development, as well as the land within the JAAP more widely, should realise its potential for being: "*a driver for the sub-regional economy, providing significant employment opportunities and ensuring a good quality of life for its residents and workers.*" (JAAP paragraph 2.1).

2.5 The site is in a strategic location, in the immediate vicinity of a regional airport and situated 1.2 km south-west of Rochford Town Centre and 3.6 km north of Southend-on-Sea Town Centre.

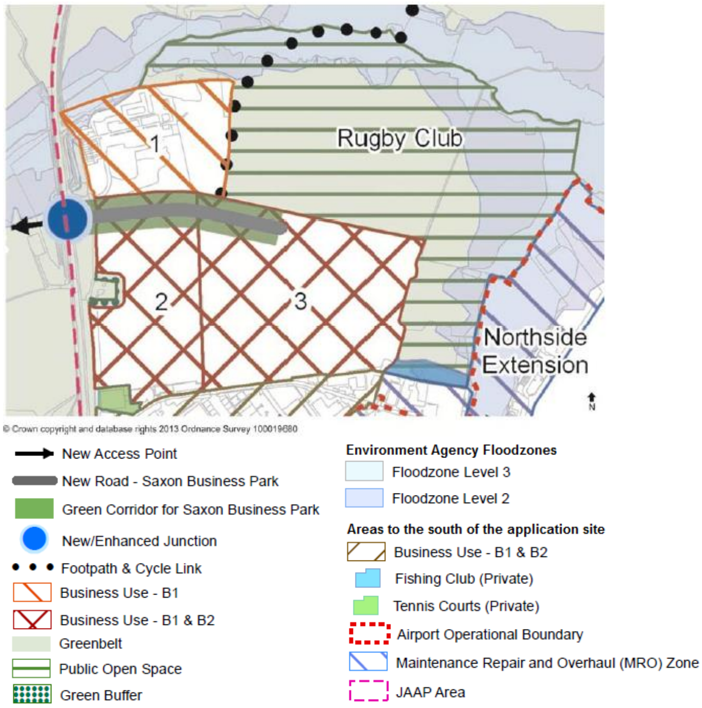
2.6 London Southend Airport is already a major employment location for both aviation related and general businesses. The development of the Airport and wider JAAP area will provide employment growth and regeneration contributing to the delivery of both authorities' job requirements. In this context, it is clear that the proposed development to create a new business park is a key first step in achieving the long-term economic aspirations of the JAAP and for RDC and SBC more widely.

2.7 The development of the business park (to be named Airport Business Park Southend, hereafter referred to "ABPS" or "the business park") is to come forward in phases over the next 15 years or so. In doing so, the development will need to respond to the demands of numerous occupiers and changes in market circumstances. As such, the application is submitted in outline with all matters reserved other than access. As businesses seek to locate to ABPS, Reserved Matter Applications will be submitted to provide full detail of how each plot is to be developed.

2.8 The land subject to this application comprises parts of the JAAP area labelled Development Area 2 and 3 and comprises approximately two thirds of the land allocated for the new business park, as indicated on the Proposals Map below (see Fig.1). It is bounded by Cherry Orchard Way to the west, a principal route out of Southend-on-Sea, and Aviation Way to the south. A new access road will be delivered, linking to Cherry Orchard Way.

2.9 Land marked Area 1 on the Proposals Map (known as “the Brickworks”) is not within the applicant’s ownership or control and is to be brought forward separately by another developer.

**Figure 1: Extract from the adopted Proposals Map (JAAP 2014)**




## The Concept for the Development

2.10 The development of a business park is proposed. The masterplan is structured to create a central business hub which is to act as the focal ‘heart’ of the site, surrounded by a generous landscaped zone. The business hub is intended to attract small businesses (potentially start-ups) which would benefit from locating in an environment of collaboration and knowledge sharing. The JAAP refers to the hub serving the medi-tech sector – to be designed to meet this aspiration but not exclude other small businesses that wish to relocate to the new business park.

2.11 B1 development is proposed in and around the business hub. B1 development includes offices, research and light industry. A proportion of B2 uses, identified as land uses for carrying out of an industrial processes other than light industry, is also envisaged for the site. The policy framework supports B1 and B2 development; and provision of industrial floorspace will assist in achieving local economic development objectives – including in providing the potential to support higher value-added jobs within sectors such as advanced manufacturing, and activities related to the maintenance, repair and overhaul of aircraft. Both of these have been identified as potential growth sectors in the Council's evidence base.

2.12 The development scheme seeks to deliver a modern, high quality business park. Successful business parks provide environments in which people will want to work, and include local amenities which workers can access. The proposed development schemes includes restaurant/ café floorspace (Use Class A1-A3) and a hotel (Use Class C1). These ancillary uses will reduce the number of additional trips generated by the development by providing key amenities on-site, with sustainability benefits; and help to improve the marketability of the business park as an attractive employment location. They are important in helping to attract the high quality jobs to which the Councils aspire.

2.13 The accommodation within the Business Park is to be situated within a highly landscaped environment so to integrate it into the wider green belt setting as to create a sense of space between businesses. Each building will benefit from high quality views of the parkland and wider green belt surroundings, adding to the site's attraction to investors.

## Report Purpose and Structure

2.14 The remainder of this report is structured to consider the existing planning policy framework and associated evidence, and what this says regarding the mix of employment floorspace expected; and to assess the economic impact of the proposed development scheme, in respect of the numbers of jobs that it could support.

2.15 The report is structured as follows:

- Section 2: Policy Framework;
- Section 3: JAAP Evidence Base;
- Section 4: Proposed Mix of Uses;
- Section 5: Job Creation;
- Section 6: Conclusions.

## 3 POLICY FRAMEWORK

3.1 "Policy E3 – Saxon Business Park" in the JAAP provides the relevant policy framework relating to the scale of employment floorspace and acceptable uses. The application site is shown as Areas 2 and 3 on the Proposals Map.

3.2 The application site is allocated principally for B1 and B2 floorspace together with ancillary uses where these are necessary to support the operation of the business park and/or requirements of employees. Policy E3 thus seeks delivery of at least 79,000 sq.m of employment floorspace in Use Classes B1 and B2.

**JAAP Policy E3 – Saxon Business Park**

*applications for development will be supported which at least deliver, or proportionally contribute in land take towards achieving, the following schedule:*

| *Area* | *Use Class* | *Floorspace* |
|---|---|---|
| *Area 1* | *B1/ Education* | *20,000* |
| *Area 2* | *B1 and B2* | *30,000* |
| *Area 3* | *B1 and B2* | *49,000* |

*In the case of Area 2 and 3 Use Class B2 uses will be considered acceptable where they complement and support the B1 uses, and strengthen the role of the new employment land as a high quality business park, as set out in other policies within this Plan. B1 and B2 developments may be accompanied by ancillary storage and distribution uses.*

*"Supporting non B1/B2 uses may be acceptable where it can be demonstrates that these uses are necessary to support the operation and/or the requirements of employees working in the business park.*

3.3 The application provides for up to 80,172 sq.m of employment floorspace within Use Classes B1 and B2, together with ancillary uses which support the operation of the business park. It is thus entirely compliant with the Policy.

3.4 We will demonstrate in this report that the C1 and A3/A4 floorspace proposed in ancillary to the B-class employment floorspace, and necessary to create a successful business park.

# 4 JAAP EVIDENCE BASE

4.1 Policy E3 in the JAAP does not set out the split between B1 and B2 floorspace which is expected. The sites are simply allocated for B1 and B2 use.

4.2 For the purposes of considering the potential economic impact of development within the JAAP area prior to its delivery, it is necessary however to make assumptions regarding the mix of floorspace, and intensity of use of this, in order to consider the potential number of jobs which the development could support. Some headline assumptions have therefore been made within the JAAP Evidence Base to quantify the potential job creation.

4.3 This report seeks to first interrogate the assumptions on job creation made within the JAAP Evidence; before going on to consider the development scheme proposed and potential economic impact of this.

## JAAP Assumptions on Job Creation

4.4 The supporting text to Policy E3 sets out that the JAAP allocates the land to accommodate 99,000 sq.m of new employment space within the Saxon Business Park and that this (together with the smaller business park at Nestuda Way) will accommodate up to 5,450 additional jobs in this area.

4.5 The basis for the specific figures given is set out in the supporting text on page 28. Job numbers are estimated by applying assumptions on the quantum of new floorspace by use, and applying standard employment densities from the HCA's Employment Densities Guide (2010). The calculations are based on the assumptions set out overleaf.

**Figure 2: Assumptions in deriving Job Numbers in JAAP Evidence Base**

| | Sq.M GIA | Use Class | Split by Use | GIA to NIA | Sq.M NIA | Employment Density (FTE Jobs per sq.m) | Initial FTE Jobs Estimate | Vacancy Rate | FTE Jobs | FTE Jobs (Rounded) |
|---|---|---|---|---|---|---|---|---|---|---|
| **Area 1** | 20,000 | B1 | 100% | 80% | 16,000 | 11.4 | 1404 | 25% | 1053 | 1000 |
| **Area 2** | 49,000 | B1 | 80% | 80% | 31,360 | 11.4 | 2751 | 25% | 2063 | 2060 |
| | | B2 | 20% | - | 9,800 | 24 | 408 | - | 408 | 400 |
| **Area 3** | 30,000 | B1 | 100% | 80% | 24,000 | 11.4 | 2105 | 25% | 1579 | 1500 |
| **Total** | 99,000 | | | | 81,160 | | 6,668 | | 5,103 | 4,960 |

4.6 It is invariably necessary to make some assumptions regarding the potential mix of floorspace, occupancy, and employment densities to assess the potential impact of land allocations. The specific assumptions used for modelling in this instance include:

Floorspace Totals/ Mix

- Delivery of 79,000 sq.m GIA of employment floorspace on Sites 2 and 3;
- 100% B1a floorspace within Area 2; and
- An 80/ 20 split between B1a and B2 floorspace for Area 3.

Employment Densities

- An employment density for "general office" floorspace in out-of-town locations (11.4 sq.m NIA per FTE job) for B1a floorspace;
- An employment density of 24 sq.m per FTE job for industrial floorspace, which we assume is based on applying the 47 sq.m per FTE job in the HCA Employment Densities Guide and assuming two shifts per day.

4.7 We would note that the Inspector's Report into the JAAP required the removal of job figures from the policy wording, setting out that:

> *"Policies E1, E2 and E3 contain specific figures relating to the delivery of additional jobs. Even if the numbers themselves are realistic they do not assist a future decision maker in determining what will or will not be permitted since the quantum of employment generated by any development is not enforceable. As such these references should be included in the supporting text (MM2 and MM13). The Use Classes referred to in Policy E3 provide for sufficient flexibility whilst allowing the Business Park to fulfil the Councils' expectations (MM5).*

4.8 MM5 specifically amended Policy E3 to provide greater flexibility regarding the mix of uses acceptable on the site, supporting B2 use in Area 2, and setting out that B1 and B2 use could be accompanied by ancillary storage and distribution uses.

4.9 Against this context, the specific assumptions made in the JAAP regarding the specific mix of floorspace can regarded only as indicative, set out for the purposes of modelling employment numbers which could be supported by development.

## JAAP Evidence Base on Mix of Employment Uses

4.10 We have reviewed the JAAP Evidence Base to consider what evidence is set out regarding the mix of employment uses and job numbers. We have considered the demand evidence set out. The relevant studies comprise:

- JAAP Evidence Report (Halcrow, June 2008);
- Rochford Employment Land Study Update: Final Report (GVA Grimley, Dec 2009);
- Southend-on-Sea Employment Land Review (Baker Associates, 2010); and
- Rochford Employment Land Study (GVA, Dec 2014).

**JAAP Evidence Report 2008**

4.11 The Halcrow Report outlined that the Airport supported around 1,000 FTE jobs in 2005, most of which were focused in the maintenance, repair and overhaul of aircraft (the 'MRO Sector'), and in business jet operations, flying schools and avionics. It identified the potential for growth in employment in and around the Airport – driven by potential expansion and growth in passenger numbers; and through growth in demand for airline maintenance (including through increasing out-sourcing of this by airlines). Growth in the MRO sector could be expected to create demand for B1c/B2 floorspace.

4.12 Savills reviewed property market dynamics in Southend and Rochford to feed into the Halcrow Report. Their key finding was that both office and industrial markets are relatively small in scale and focused on indigenous demand. They identified 5 year office take-up (between 2001-6) of 47,500 sq.ft in Southend and Rochford (a modest 9,500 sq.ft per annum); with industrial take-up of 44,000 sq.ft (8,800 sq.ft) over a similar period, but with a notable upward trend in industrial take-up evident.

4.13 The report identified that the Airport was likely to be a significant draw for office-based activities, commenting that the availability of land and its accessibility (including associated with delivery of the rail station providing a 45 minute connection to London) were relevant demand influences. It commented at that time that the Airport was a stronger industrial than office location, pointing to the potential for small-scale industrial related development catering for indigenous demand. The report however recognised the potential for new office and industrial product close to the Airport to help attract inward investment.

4.14 Overall the evidence in the Halcrow report points to demand for both office and industrial floorspace at London Southend Airport, supporting the policy framework which supports B1 and B2 Uses.

4.15 Turning to look at job numbers, the Halcrow Report set out a number of scenarios for future growth of the Airport of which it is the "High Growth" Scenario which has in effect been taken forward. This envisaged 94,000 sq.m gross of new employment space created across a number of sites, of which 79,000 sq.m of B1 development was envisaged north of Aviation Way and at the Rugby Club. This was based on:

- 16 hectares of land;
- 75% net developable area;
- 47,000 sq.m of B1 (office) floorspace; and
- 32,000 sq.m of B1 (light industrial) floorspace[1].

[1] See Table 11-3.

4.16 The original evidence base thus envisaged split of 59% office and 41% industrial. This is broadly consistent with the floorspace maximiums for B1 and B2 use set out in the application.

4.17 Job creation was calculated assuming a 60% plot ratio for offices, 40% for industrial; and employment densities as follows (as set out in Section 11.3.2):

- B1 Office: 20 sq.m per worker;
- B1 Light Industrial: 35 sq.m per worker.

4.18 This yielded employment growth of 2,450 from Plot iia (Land north of Aviation Way) and of 1,500 from Plot iid (Rugby Club). Total employment supported was thus 3,950 FTE jobs from the application site. This is remarkably similar to the job creation (3,960) envisaged in the JAAP.

4.19 The original evidence base considering the potential mix of uses envisaged a mix of office and light industrial development, with the latter comprising 41% of floorspace. Since the Halcrow Report was prepared, employment densities have fallen (with typically less space required per worker). It seems possible that subsequent amendments to modelling assumptions have simply sought to maintain broadly consistent headline assumptions on job numbers to those in the original 2008 modelling.

**Employment Land Study Update 2009**

4.20 The Rochford Employment Land Study (December 2009) took as its starting point the pre-existing policy framework which emphasised the potential of the Airport as an economic driver; and jobs figures which were set out in the JAAP Preferred Options document of February 2009 which outlined proposals for 99,000 sq.m of B-class employment space at Saxon Business Park for B1/B2 use, resulting in 4,950 additional jobs.

4.21 The report did not critically re-examine what mix of floorspace should be sought on the sites within the JAAP. The report includes a section entitled *Commercial Property Market Analysis*. The commentary considered existing employment space at the airport, commenting that:

> *"Agents highlight there is little demand for high-tech industries on the estate and aviation-related businesses make up a very small number of the current occupiers at Avation Way (one agent mentioned that less than 10% of the existing tenants are related to the airport). It was noted that the majority of demand is made up of businesses with 10 employees or less."*

4.22 It outlined that office rents were around £8.60 psf for second hand space, with units marketed at Aviation Way of £12 psf. These are comparatively low relative to other centres in the region. In contrast the report at Paragraph 3.8 references the 'characteristically strong industrial market' in Rochford, with rents of £5.50 - £6.50 psf which are similar to those along the A127.

4.23 The report sought to quantify future demand using forecasts from the East of England Forecasting Model (EEFM). The detailed assumptions are not set out. GVA identified a *gross* need for 4.2 ha of employment floorspace in Rochford to 2021 and 5.6 ha *net* need in Southend to 2026.

4.24 The report includes an analysis of sectors which have shown growth in the ward around Bournemouth Airport between 2003-7 – which shows a focus towards on professional services, albeit that the report also states that:

> *"the remaining sectors of growth predominantly require a mixture of small scale industrial and service sector units or retail storage and warehousing units as opposed to high specification office space."*

4.25 No comparative information is provided on the overall mix of employment around Bournemouth Airport, nor the scale of growth in employment and the distribution of this by sector. The report simply provides a broad-brush comparison between employment floorspace around Bournemouth Airport, which at 190,000 sq.m, was c. 100,000 sq.m greater than that in/around Southend Airport. The scale and mix of employment floorspace envisaged at Southend Airport was however in effect predetermined prior to the completion of this report.

**Southend-on-Sea Employment Land Review 2010**

4.26 A number of relevant points can be drawn from the 2010 Southend Employment Land Review. It identifies the potential for growth in MRO activities and health/ medical industries around the Airport, as well as the concentration of existing employment in financial and business services in Southend.

4.27 The report identifies a constrained supply of employment land within Southend, and the importance of provision at the Airport to meeting the overall forecast need for 258,817 sq.m (30.8 ha) to 2021.

**Rochford Employment Land Study 2014**

4.28 This Study updates and supersedes previous evidence, but was produced subsequent to the development of the JAAP.

4.29 The Employment Land Study identified the modest scale of the office market in the Borough (Paragraph 4.7) with take-up of 5,336 sq.m across 59 tranactions over the 2009-14 period. This compared to industrial take-up which was almost four times greater at 20,884 sq.m over the same timeframe, albeit still representing a small, localised market. The report concluded (Paragraph 4.32) that both office and industrial markets were small in scale with demand focused towards smaller businesses.

4.30 The base demand forecasts included within the report, based on the 2013 run of the East of England Forecasting Model, showed a demand for 14,259 sq.m of office floorspace between 2012-

31 in gross terms; with a loss of -1607 sq.m of industrial floorspace. The high growth scenario envisaged a need for 15,605 sq.m of office floorspace, and 2, 369 sq.m of industrial floorspace. A low growth scenario was also set out. It should be borne in mind that these represent forecast net changes in overall stock, and that better quality space may be required for existing businesses to support growth.

4.31 The report indicated that delivery of 4,700 jobs at the Airport, based on the land allocations in the JAAP, could support c. 100 jobs across the wider economy such as through supply chain development. It considers the 4,700 jobs to reflect "direct employment generated from airport related and aircraft servicing activities" and "the cache of locating close to it." The report does not specifically examine the mix of floorspace, not likely employment generation, associated with development in/around the Airport.

4.32 The site assessment dealing with 'North of London Southend Airport' sets out that:

> *"land has been allocated to the north of Aviation Way to provide a high quality business park with capacity to accommodate additional aviation related businesses, expanding the cluster of activities already present within the Aviation Way Estate, and other high value businesses which could benefit from locating near to the airport."*

4.33 Reference is made to the potential relocation of Ipeco, which is described as "a leading manufacturer of seating, galley equipment power management and materials to the aircraft industry." The report identifies that the dispersed nature of Ipeco's holdings within the Aviation Way Industrial Estate is a risk, and highlights that the company has previously explored options to consolidate and expand its operations on land north of the airport.

4.34 In respect of the application site, the Employment Land Study concludes that:

> *"Development here would enable new, good quality bespoke space to be delivered in a location which has demonstrated success in attracting business activity. It would enable the current offer in the area to be broadened and support the existing estate.*
>
> *Over the plan period the land would provide a competitive offer to attract businesses from the aviation sector, its supply chain and also others seeking good quality, accessible space."*

4.35 The assessment in respect of this site makes no reference to use classes. It clearly however recognises that there is potential for growth in the aviation sector and supply chain, which will include activities across a range of B-class uses (B1, B2 and B8).

## Implications

4.36 The Council's evidence base suggests that demand for both office and industrial space has historically been relative modest, and focused towards smaller unit sizes arising from the needs of local occupiers. There is clearly a key role for the Airport Business Park to play in helping to stimulate demand and attract inward investment.

4.37 Growth opportunities identified include in the potential for growth in aviation-related activities, including in the maintenance, repair and overhaul of aircraft (the ‘MRO Sector’), and in health/ medical industries.

4.38 The evidence base points towards demand from businesses for both B1 and B2 floorspace. To maximise the potential of the application site to support job creation, it will be important that a planning consent provides flexibility to allow the site to accommodate a range of appropriate occupier requirements.

4.39 Past estimates of employment numbers which the development would support have inevitably had to make assumptions regarding the mix of floorspace by use. The main modifications to Policy E3 in the JAAP however make clear that flexibility is important, with the policy purposely amended to support B2 use in Area 2, and setting out that B1 and B2 use could be accompanied by ancillary uses.

# 5 PROPOSED MIX OF USES

5.1 The allocation of land does not in itself deliver jobs. To successfully deliver new employment floorspace and support new job creation, the development scheme must respond to market demand, and have sufficient flexibility to be able to accommodate a range of business requirements. In this section we provide updated evidence of demand for employment floorspace.

5.2 In this section we review demand evidence, and comment on the mix of floorspace proposed within the outline planning application.

## Demand for Employment Floorspace

5.3 Southend and Rochford combined accommodate over 85,000 jobs. The sectoral structure (as Table 1 shows) shows an above average representation in:

- Tourism-related activities, including arts, entertainment and recreation;
- Public administration, education and health;
- Financial and professional services.

5.4 The size of the manufacturing sector is modestly below wider benchmarks, employing 8.1% of working people.

**Table 1: Employment Structure, 2013**

| Industry | Southend and Rochford | East | UK |
|---|---|---|---|
| A : Agriculture, forestry and fishing | 0.1% | 1.8% | 1.6% |
| B : Mining and quarrying | 0.0% | 0.1% | 0.2% |
| C : Manufacturing | 8.1% | 8.6% | 8.3% |
| D : Electricity, gas, steam | 0.1% | 0.2% | 0.4% |
| E : Water supply | 0.7% | 0.7% | 0.6% |
| F : Construction | 4.5% | 5.2% | 4.6% |
| G : Wholesale and retail trade | 16.5% | 17.6% | 15.8% |
| H : Transportation and storage | 3.2% | 4.6% | 4.4% |
| I : Accommodation and food service activities | 7.2% | 6.3% | 7.0% |
| J : Information and communication | 1.7% | 3.4% | 3.9% |
| K : Financial and insurance activities | 3.0% | 2.5% | 3.6% |
| L : Real estate activities | 2.6% | 1.9% | 1.9% |
| M : Professional, scientific and technical activities | 8.7% | 7.7% | 8.0% |
| N : Administrative and support service activities | 6.8% | 9.9% | 8.2% |
| O : Public administration and defence | 5.0% | 3.6% | 4.6% |
| P : Education | 11.9% | 10.0% | 9.1% |
| Q : Human health and social work activities | 14.7% | 11.8% | 13.2% |
| R : Arts, entertainment and recreation | 3.2% | 2.2% | 2.5% |
| S : Other service activities | 2.0% | 1.9% | 2.1% |

| | | | |
|---|---|---|---|
| **T : Activities of households as employers** | 0.0% | 0.0% | 0.0% |
| **U : Activities of extraterritorial organisations and bodies** | 0.0% | 0.0% | 0.0% |
| **Column Total** | 100.0% | 100% | 100% |

*Source:* BRES

5.5 If we look at the profile of commercial floorspace by B-class use, there is a stronger supply of industrial and warehouse floorspace (totalling 790,000 sq.m in 2008) relative to office floorspace (292,000 sq.m). The stock of industrial and warehouse floorspace is 2.7 times the level of office floorspace. As businesses move within the local market, this points to stronger demand for industrial floorspace.

5.6 Relative the composition of floorspace across the region, there is above average representation of office floorspace – particularly in Southend-on-Sea.

**Table 2: Commercial Floorspace, 2008**

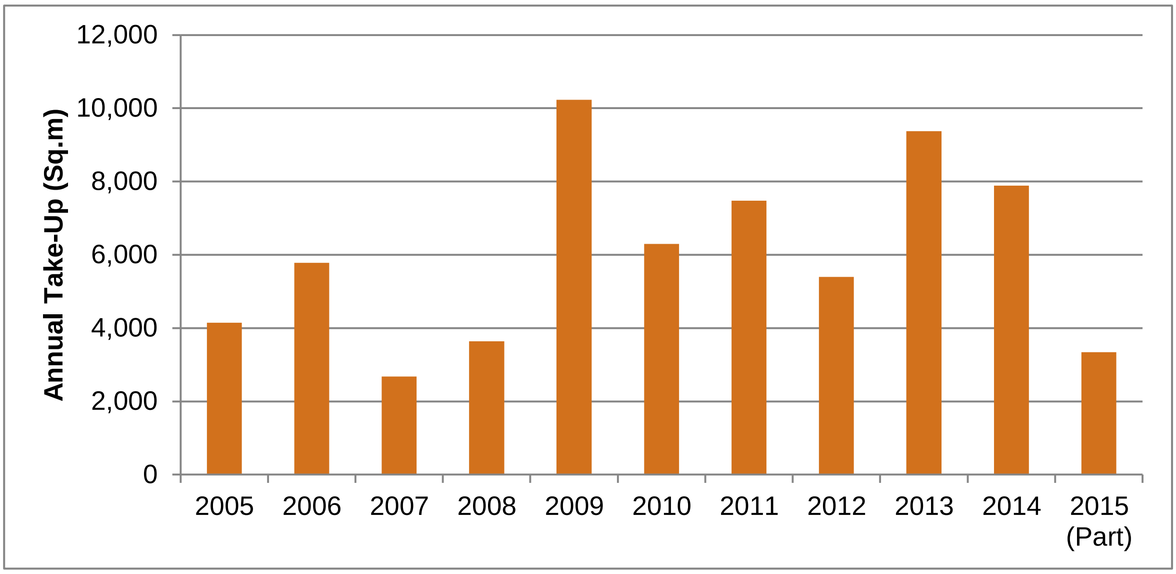
| | Offices (sq.m) | Industrial (sq.m) | Warehouses (sq.m) |
|---|---|---|---|
| **Rochford** | 48000 | 176000 | 112000 |
| **Southend-on-Sea** | 244000 | 275000 | 227000 |
| **Rochford & Southend** | 292000 | 451000 | 339000 |
| **%** | 27% | 42% | 31% |
| **East of England** | 8664000 | 18704000 | 17186000 |
| **%** | 19% | 42% | 39% |

*Source:* Neighbourhood Statistics/ VOA

5.7 We have sought to review demand for office and industrial floorspace using deals data recorded on EGi, a commercial property database. We have sought to profile demand across a market area which includes Southend and Rochford and extends west as far as the A130. Whilst clearly the proposed business park will seek to attract inward investment, this provides a current assessment of the profile of demand in the local market.

5.8 The chart below highlights that average office take-up has been a modest 6,300 sq.m per annum across the market area over the last 10 years. This supports the findings of the previous employment land studies for the two councils which indicated a relatively small office market, with demand principally from local small and medium-sized businesses.

**Figure 3: Office Floorspace Take-Up, Market Area, 2005-15**




*Source:* EGi/GL Hearn

5.9 Current available office floorspace which is being marketed for occupation (as at October 2014) within the market area totals 20,700 sq.m. This represents a 3.3 year supply based on past take-up levels, but is focused on second hand (Grade B) space. New-build/ refurbished office floorspace totals 6,200 sq.m.

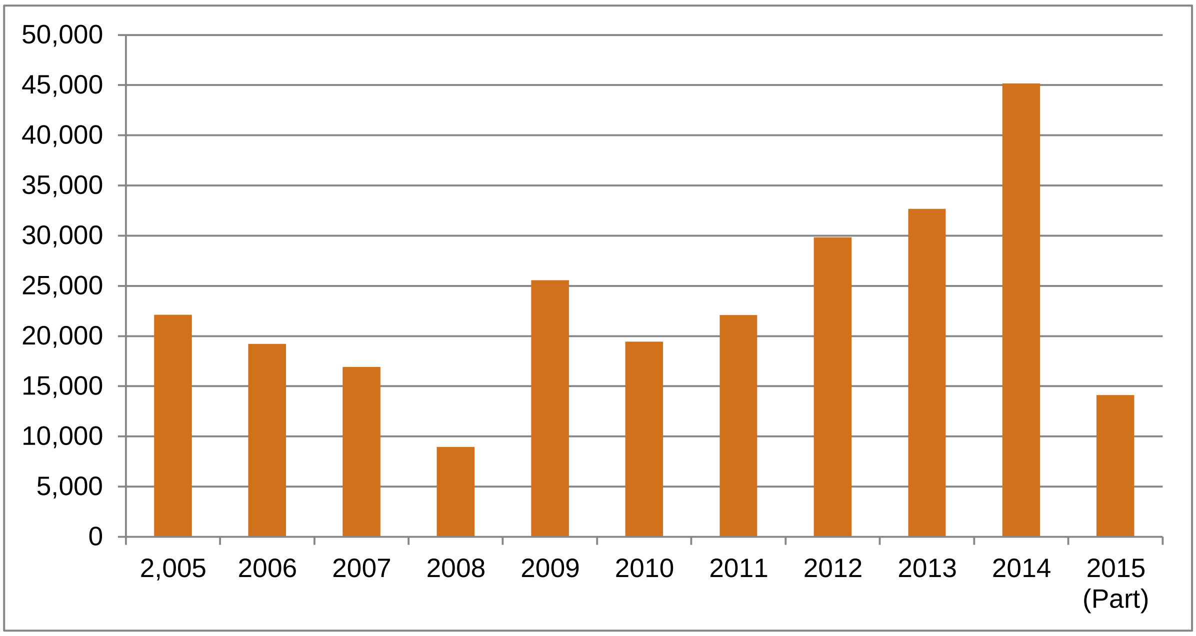
**Table 3: Office Availability, Market Area, Oct 2015**

| | Office Availability | % |
|---|---|---|
| **New-Build (Existing)** | 1,660 | 8% |
| **New-Build (Under Construction)** | 120 | 1% |
| **New (Refurbished)** | 4,392 | 21% |
| **Second Hand (Grade B)** | 14,536 | 70% |
| **Total** | 20,708 | 100% |

*Source:* EGi, GL Hearn

5.10 Turning to industrial floorspace, take-up has averaged 24,200 sq.m over the last decade. This is almost four times greater than the scale of office floorspace take-up. The Council's evidence points to similar conclusions. There is also evidence of a clear growth in demand over last five years – with take-up increasing substantially, and on a year-on-year basis.

**Figure 4: Industrial Floorspace Take-Up, Market Area 2005-15**




*Source:* EGi/GL Hearn

5.11 In contrast to the office market where there are a number of new-build units available, just 4% of current available industrial stock is new-build/ Grade A. 95% of current available space is Second Hand. If new build space is not build forward, there is a risk that businesses will have to move out of the area to find suitable premises. Overall available industrial space would represent a 1.8 years supply, set against past take-up.

**Table 4: Industrial Availability, Market Area, Oct 2015**

| | Office Availability | % |
|---|---|---|
| **New-Build (Existing)** | 0 | 0% |
| **New-Build (Under Construction)** | 0 | 0% |
| **New (Refurbished)** | 1,852 | 5% |
| **Second Hand (Grade B)** | 41,678 | 95% |
| **Total** | 43,821 | 100% |

*Source:* EGi, GL Hearn

5.12 Whilst total employment in manufacturing activities is expected to fall in the longer-term in the forecasts set out within the Rochford Employment Land Study, this does not mean that demand will not arise for new floorspace from businesses engaged in manufacturing, engineering and related activities.

5.13 In particular, Airports typically support demand for a range of business activities, including in:

- Maintenance, Repair and Overhaul (MRO);

- Wider aerospace activities, including in regard to R&D, product development, parts etc.
- Cargo and logistics operations;
- Flight catering;
- Flight training;
- Office space for a range of companies who will benefit from international access.

5.14 It is appropriate to note that the range of activities span B-class sectors, and high value-added activities include both those which could take place in B2 as well as B1 space.

## Mix of B-Class Employment Floorspace

5.15 The split of B-class floorspace proposed in the Outline Planning Application is as follows:

**Figure 5: Split of B-Class Floorspace Proposed**

| Use Class | Floorspace (sq.m GIA) | % B-Class Floorspace |
|---|---|---|
| **B1** | 47,922 | 59.8% |
| **B2** | 32,350 | 40.2% |
| **Total** | 80,172 | 100% |

5.16 The maximum figures proposed respond to the demand evidence and aim to support growth in good quality jobs, contribute positively to growth in the business base and to productivity/ value added.

5.17 The split of floorspace is consistent to that set out in the JAAP Evidence Base Report in 2008, takes account of identified target growth sectors, and the commercial-based demand evidence.

## Blurring of Use Class Boundaries

5.18 Whilst employment land studies have traditionally focused on B1, B2 and B8 uses, the boundaries between uses are now increasingly blurred and cut across use classes. Many industrial occupiers will include both production and office floorspace within units; whilst equally a light industrial unit may include ancillary office and industrial space. These issues are important to recognise – and are reflected in the wording of JAAP Policy E3.

5.19 The actual physical differences in the buildings required by 'office' as against 'industrial' occupiers can be quite marginal, particularly as many industrial processes are now 'clean' and design, product development and manufacturing activities can all take place within a single building. Indeed individual companies in many instances are engaged in activities which cut across use class boundaries.

5.20 Overall there has been a blurring of distinctions between office and industrial occupiers and to a certain degree it is no longer helpful to refer to 'industrial' or 'office' uses or specific use class categorisations. The particular risk in doing so is that constrained use class categories could deter potential inward investments – inhibiting the creation of jobs.

## Ancillary Uses

5.21 The development proposals are for a high quality, landscaped business park which can accommodate a range of businesses, and create an environment which supports knowledge sharing and business-to-business collaboration.

5.22 Successful business parks provide environments in which people will want to work, and include local amenities which workers can access. The proposed development schemes includes 1,832 sq.m restaurant/ café floorspace (Use Class A3/A4) and a hotel (Use Class C1). These ancillary uses will reduce the number of additional trips generated by the development by providing key amenities on-site, with sustainability benefits; and help to improve the marketability of the business park as an attractive employment location. They are important in helping to attract the high quality jobs to which the Councils aspire.

5.23 Successful modern business parks typically include ancillary uses such as shops, local amenities and services with the aim of creating an attractive working environment. This has a range of benefits, including:

- Creating an attractive working environment which helps to attract businesses;
- Sustainability benefits by minimising off-site journeys to find lunch or source everyday services;
- Economic benefits arising from the potential interaction between firms and staff, including in respect of business-to-business links and knowledge transfer.

5.24 These supporting amenities will the scheme attract inward investment to Rochford District.

5.25 The most successful business parks in the UK have a range of on-site amenities. Examples include:

- Stockley Park – a major business park of over 3 million sq.ft close to Heathrow Airport. The site accommodates a range of international corporates, including GSK, M&S, BP, Hewlett Packard and Sharp. It benefits from a high quality environment, and on-site amenities including wine bar, pub, restaurants, health club, golf course and driving range, sandwich shops and a WH Smiths. A third phase of development is to include a 450 room hotel and further ancillary A-class floorspace.
- Chiswick Park – a modern business park in West London comprising 1.8 million sq.ft of floorspace. Key tenants include Baker Hughes, UBS News, Discovery Channel, Paramount Pictures, QVC, United International Pictures and WH Smith. There is a strong representation of creative/media occupiers. Again a range of amenities are provided onsite including restaurants, cafes, retail units and a health club.

- Kings Hill Business Park – a mixed-use development in Kent with the business park adjoining a district centre which offers an Asda foodstore; 21 retail / restaurant units, a pub, medical centre, leisure centre. The site has two nurseries and an 18 hole golf course.
- Croxley Business Park – a smaller business park accommodating 60 companies with 2,500 employees. The site includes a mix of B1 and B2 space. Onsite are a café, gym, nursery, sports pitch and beauty salon.
- Milton Park – a business and science park in Oxfordshire which accommodates 250 businesses and 7,500 emloyees. The Park includes local shops, a pharmacy, nursery, gym, café, post office and hair and beauty salon, providing a range of amenities for the working population.

5.26 The provision of amenities on site is critical to delivering an attractive working environment to support investment. It is a critical ingredient for successful modern employment sites.

## Implications

5.27 The mix of uses proposed responds to market demand evidence and growth opportunities in / around Southend and Rochford. It is specifically targeted at delivering a high quality business park, which delivers good quality jobs in an attractive landscaped setting.

5.28 To attract investment, successful modern business parks need to provide a high quality place where people want to work, and which companies want to move to. The ancillary uses proposed – A3/A4 restaurant/ café and C3 hotel uses – are critically important to delivering an attractive working environment.

5.29 These ancillary uses will reduce the number of additional trips generated by the development by providing key amenities on-site, with sustainability benefits; and help to improve the marketability of the business park as an attractive employment location. They are important in helping to attract the high quality jobs to which the Councils aspire.

# 6 JOB CREATION

6.1 The indicative modelling within the JAAP estimated that the application site could accommodate 3,960 FTE jobs. In this section we review the number of jobs which the development can potentially support.

6.2 Job numbers on any employment site will be influenced by the businesses which take space. Employment numbers can change over time, as for instance businesses can recruit additional staff (or reduce staff numbers) whilst retaining the same overall level of employment floorspace; or as one business moves and a unit is occupied by another.

6.3 In this section we have in effect replicated the approach used in the Council's evidence base and indeed within the JAAP itself to estimating employment numbers. This works by estimating the mix of floorspace and employing industry-standard "employment densities" which describe the relationship between floorspace and employment.

6.4 There are a number of assumptions which are necessary to estimate job numbers, including in relation to employment densities, the occupancy rate, the level of space occupied by entrance halls/ internal circulation space etc, or whether shift-working is expected. Inevitably these factors will be influenced by the nature of business activities and detailed building design.

6.5 To reflect these factors we have modelled a core scenario considering the jobs that the development would support; and sought to provide a sensitivity analysis considering how this might vary. Our core modelling assumptions are set out below:

**Table 5: Core Modelling Assumptions**

| Use Class | Assumptions | |
|---|---|---|
| **B1** | GIA to NIA | 20% |
| | Vacancy | 10% |
| | Sq.m per FTE Job | 11.4 |
| | FTE to Total Jobs Ratio | 117% |
| **B2** | Sq.m per FTE Job | 36.0 |
| | Shifts in Working Day | 2 |
| | Vacancy | 10% |
| | FTE to Total Jobs Ratio | 105% |
| **C1** | Bedrooms | 90 |
| | Employees per Bedroom | 1.67 |
| | FTE to Total Jobs Ratio | 145% |
| **A1/A3** | GIA to NIA | 20% |
| | Sq.m per FTE Job | 18.0 |
| | Shifts in Working Day | 1.5 |
| | FTE to Total Jobs Ratio | 1.43 |

6.6 We assume a density 11.4 sq.m per FTE jobs for B1 space based on the 'business park' density figure in the HCA Employment Densities Guide 2010. For B2 space, we have assumed 36 sq.m per FTE job, again based on the HCA Guide, and assumed 2 shifts per day (consistent to that assumed in the JAAP). Again common to the JAAP modelling, we have assumed that the Net Internal Area (NIA) for office floorspace is 20% less than the Gross Internal Area (GIA). We have however assumed a lower vacancy rate of 10%, in common with the typical vacancy level in a well performing local property market.

6.7 Our assumptions on densities for the hotel assume the hotel is of "mid market" grade, with an employment density of 1 FTE job per 1.67 rooms, based on the density set out in the HCA Guide.

6.8 Our core analysis indicates that the proposed development would support 4,815 Full-Time Equivalent (FTE) jobs. This is 22% higher than the estimated job creation in the JAAP.

**Table 6: Core Modelling of Economic Impact**

| | Full-Time Equivalent Jobs supported by the Development Scheme | Total Jobs Supported |
|---|---|---|
| **B1** | 3027 | 3529 |
| **B2** | 1613 | 1688 |
| **A3/A4** | 122 | 175 |
| **C1** | 54 | 78 |
| | | |
| **Total** | 4815 | 5470 |

*Source:* GL Hearn Modelling

6.9 Reflecting levels of part-time working and shift work, the development scheme could support total employment of almost 5,500.

## Sensitivity Analysis

6.10 Inevitably with a development scheme at planning application stage there is some potential variance in job numbers. A sensitivity analysis has been undertaken considering alternative potential assumptions. We have run two scenarios:

- Scenario A: Maximum Job Numbers – this scenario considers more positive assumptions to identify the maximum potential number of jobs;
- Scenario B: Minimum Job Numbers – this scenario takes more pessimistic assumptions to quantify a minimum potential number of jobs supported on the build-out of the scheme.

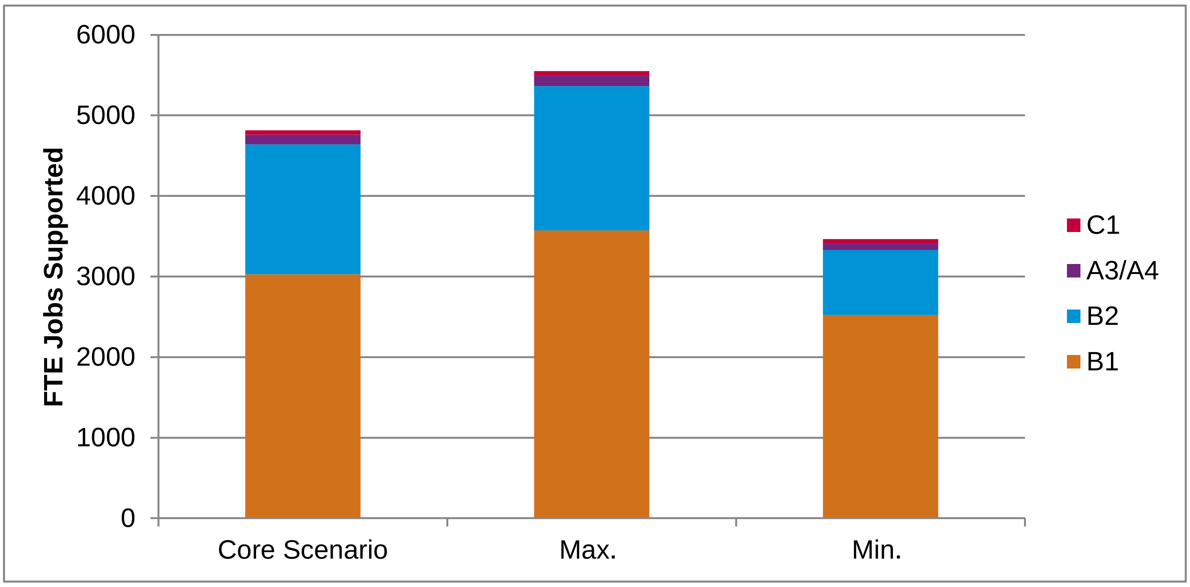
6.11 The Scenarios set out are variants on the core modelling.

6.12 Scenario A assumes that the floorspace proposed is built out and fully occupied. It assumes that the gross office floorspace (GIA) is 15% higher than the net internal floorspace (NIA) compared to an assumption of 20% in the core modelling.

6.13 Scenario B tests the implications of assuming a 25% vacancy within the B1 space, as is assumed in the JAAP modelling. It assumes 1 shift per day for B2 and A3/A4 floorspace, and assumes a lower employment density for the hotel of 2.5 rooms per FTE job, based on budget level provision.

6.14 The sensitivity testing shows that FTE employment can be expected to fall between 3,500 – 5,500 jobs. The core modelling scenario expecting 4,800 FTE jobs sits within this range. As set out, the 25% vacancy level assumed in B1 space is unduly pessimistic for good quality, modern floorspace provision.

**Figure 6: Sensitivity Analysis**




*Source:* GL Hearn

## Implications

6.15 The proposed development scheme can be expected to support 4,815 Full-Time Equivalent (FTE) jobs. This is 22% higher than the estimated job creation in the JAAP.

6.16 Total job creation of 5,500 could potentially support job growth of up to 25% in Rochford District[2].

[2] Based on employment in the District of 21,600 in 2014

# 7 CONCLUSIONS

7.1 In this final section we draw out conclusions from the preceeding analysis, justifying the mix of floorspace proposed; and identify the expected number of jobs which the proposed development will support.

7.2 The evidence base for the JAAP suggests that demand for both office and industrial space has historically been relatively modest, and focused towards smaller unit sizes arising from the needs of local occupiers. The Airport Business Park is intended to be a key driver for growth of the sub-regional economy, and will help to stimulate demand and attract investment.

7.3 The Council's evidence base has identified growth opportunities in aviation-related activities, including in the maintenance, repair and overhaul of aircraft, advanced manufacturing, healthcare/ medical technologies and business/ professional services. These sectors provide opportunities for higher paid jobs. These growth sectors include activities which will span use classes and include both B1 and B2 space.

7.4 The demand evidence set out highlights a stronger local industrial than office market, based on current dynamics. Industrial floorspace take-up in the local area has been almost four times greater than office take-up over the last decade. There is an evident shortage of new-build industrial stock with just a 1.8 years supply of floorspace currently available with minimal levels of new-build space.

7.5 The Outline Planning Application takes account of the market evidence, growth sectors and the Councils aspirations, proposing a high quality landscaped business park.

7.6 The Application proposes a maximum of 47,922 sq.m of B1 space and 32,350 sq.m of B2 space. The mix of B-class space proposed aims to provide flexibility to respond to occupier demand, attract inward investment and support growth of local firms. The split of B-class floorspace proposed (60% B1/ 40% B2) is consistent with that set out in the JAAP Evidence Report 2008 which included a detailed assessment of market dynamics and demand. Subsequent elements of the evidence base, such as the 2009 Employment Land Study Update, have not included detailed interrogation of market and economic dynamics. The mix of floorspace proposed in our view would be supported by evidence in the Rochford Employment Land Study 2014.

7.7 It will be important that the planning application provides flexibility to allow the site to accommodate a range of occupier requirements. The need for flexibility was emphasises in the justification for Main Modifications made to the London Southend Airport Joint Area Action Plan. This report also highlights the blurring of distinctions between office and industrial occupiers and buildings associated with different "B" Use Classes. Flexibility in respect of the use class mix will assist in the build-out of the site, including the ability to attract inward investment and create high quality jobs.

7.8 The development scheme aims to deliver high quality local jobs and indeed could help to support growth in employment in Rochford District by up to 25% over the next 15 years or so. It aims to make a substantial contribution to driving economic growth in the sub-region. To do so, the development proposals seek to create a modern, high quality business park environment. Successful business parks provide environments in which people will want to work, and include amenities which workers can access on-site.

7.9 Ancillary uses such as shops, local services and hotels are important to creating an attractive working environment which helps attract businesses and investment. They have sustainability benefits by minimising journeys to find lunch or everyday services. They also have economic benefits from the potential for interaction between firms and staff, and provision of meeting room space, which can support business-to-business links and knowledge transfer. This report includes examples of amenities included on a number of other high quality business parks developed in the UK over the last decade. The ancillary uses proposed in the development scheme – A3/ A4 restaurant/ café and C3 hotel uses – are thus critically important to the success of the business park, helping to attract the high quality jobs to which the Councils aspire.

7.10 The indicative modelling in thee JAAP estimated that the application site could support 3,960 Full-Time Equivalent (FTE) jobs. Inevitably employment numbers will be influenced by the businesses which take space at the site, and can change over time.

7.11 The proposed development scheme could expect, based on reasonable assumptions, to support stronger employment growth than this of 4,815 FTE jobs. This is 22% higher than levels expected in the JAAP. Reflecting levels of part-time working, the site could be expected to support 5,500 jobs which would represent employment growth of up to 25% in Rochford District.

7.12 Overall the scheme will make a substantial and positive contribution to driving forward employment and improving the quality of jobs in the local area.

# Appendices

## APPENDIX A: JOB CREATION MODELLING SPREADSHEETS

## CORE SCENARIO

| **CORE MODEL** | | | | Plot | Floorspace (Sq.m GIA) | Use Class | NIA Floorspace (Sq.m) | Indicative FTE Job Numbers | |
|---|---|---|---|---|---|---|---|---|---|
| **Input Assumptions** | | | | 1 | 4352 | B1 | 3482 | 275 | |
| B1 | GIA to NIA | 20% | | 2 | 4896 | C1 | | 54 | |
| | Vacancy | 10% | | 3 | 3024 | B1 | 2419 | 191 | |
| | Sq.m per FTE Job | 11.4 | | 4 | 1728 | B1 | 1382 | 109 | |
| | FTE to Total Jobs Ratio | 117% | | 5 | 6250 | B2 | | 313 | |
| | | | | 6 | 12000 | B2 | | 600 | |
| | | | | 7 | 10000 | B2 | | 500 | |
| B2 | Sq.m per FTE Job | 36.0 | | 8 | 2200 | B2 | | 110 | |
| | Shifts in Working Day | 2 | | 9 | 1800 | B2 | | 90 | |
| | Vacancy | 10% | | 10 | 4164 | B1 | 3331 | 263 | |
| | FTE to Total Jobs Ratio | 105% | | 11 | 916 | A3/A4 | 733 | 61 | |
| | | | | 12 | 916 | A3/A4 | 733 | 61 | |
| C1 | Bedrooms | 90 | | 13 | 1800 | B1 | 1440 | 114 | |
| | Employees per Bedroom | 1.67 | | 14 | 4695 | B1 | 3756 | 297 | |
| | FTE to Total Jobs Ratio | 145% | | 15 | 3852 | B1 | 3082 | 243 | |
| | | | | 16 | 4215 | B1 | 3372 | 266 | |
| A1/A3 | GIA to NIA | 20% | | 17 | 2427 | B1 | 1942 | 153 | |
| | Sq.m per FTE Job | 18.0 | | 18 | 4047 | B1 | 3238 | 256 | |
| | Shifts in Working Day | 1.5 | | 19 | 4536 | B1 | 3629 | 286 | |
| | FTE to Total Jobs Ratio | 1.43 | | 20 | 2268 | B1 | 1814 | 143 | |
| | | | | 21 | 4384 | B1 | 3507 | 277 | |
| | | | | 22 | 2430 | B1 | 1944 | 153 | |
| | | | | | | | | | |
| | | | | | | | **Outputs** | FTE Jobs | Total Jobs Supported |
| | | | | | | | B1 | 3027 | 3529 |
| | | | | | | | B2 | 1613 | 1688 |
| | | | | | | | A3/A4 | 122 | 175 |
| | | | | | | | C1 | 54 | 78 |
| | | | | | | | | | |
| | | | | | | | Total | 4815 | 5470 |

## MINIMUM SCENARIO

| **MINIMUM SCENARIO** | | | | Plot | Floorspace (Sq.m GIA) | Use Class | NIA Floorspace (Sq.m) | Indicative FTE Job Numbers | |
|---|---|---|---|---|---|---|---|---|---|
| **Input Assumptions** | | | | 1 | 4352 | B1 | 3482 | 229 | |
| B1 | GIA to NIA | 20% | | 2 | 4896 | C1 | | 54 | |
| | Vacancy | 25% | | 3 | 3024 | B1 | 2419 | 159 | |
| | Sq.m per FTE Job | 11.4 | | 4 | 1728 | B1 | 1382 | 91 | |
| | FTE to Total Jobs Ratio | 117% | | 5 | 6250 | B2 | | 156 | |
| | | | | 6 | 12000 | B2 | | 300 | |
| | | | | 7 | 10000 | B2 | | 250 | |
| B2 | Sq.m per FTE Job | 36.0 | | 8 | 2200 | B2 | | 55 | |
| | Shifts in Working Day | 1 | | 9 | 1800 | B2 | | 45 | |
| | Vacancy | 10% | | 10 | 4164 | B1 | 3331 | 219 | |
| | FTE to Total Jobs Ratio | 105% | | 11 | 916 | A3/A4 | 733 | 41 | |
| | | | | 12 | 916 | A3/A4 | 733 | 41 | |
| C1 | Bedrooms | 90 | | 13 | 1800 | B1 | 1440 | 95 | |
| | Employees per Bedroom | 1.67 | | 14 | 4695 | B1 | 3756 | 247 | |
| | FTE to Total Jobs Ratio | 145% | | 15 | 3852 | B1 | 3082 | 203 | |
| | | | | 16 | 4215 | B1 | 3372 | 222 | |
| A1/A3 | GIA to NIA | 20% | | 17 | 2427 | B1 | 1942 | 128 | |
| | Sq.m per FTE Job | 18.0 | | 18 | 4047 | B1 | 3238 | 213 | |
| | Shifts in Working Day | 1 | | 19 | 4536 | B1 | 3629 | 239 | |
| | FTE to Total Jobs Ratio | 1.43 | | 20 | 2268 | B1 | 1814 | 119 | |
| | | | | 21 | 4384 | B1 | 3507 | 231 | |
| | | | | 22 | 2430 | B1 | 1944 | 128 | |
| | | | | | | | | | |
| | | | | | | **Outputs** | | FTE Jobs | Total Jobs Supported |
| | | | | | | B1 | | 2522 | 2941 |
| | | | | | | B2 | | 806 | 844 |
| | | | | | | A3/A4 | | 81 | 116 |
| | | | | | | C1 | | 54 | 78 |
| | | | | | | | | | |
| | | | | | | Total | | 3464 | 3980 |

## MAXIMUM SCENARIO

| **MAXIMUM SCENARIO** | | | | Plot | Floorspace (Sq.m GIA) | Use Class | NIA Floorspace (Sq.m) | Indicative FTE Job Numbers | |
|---|---|---|---|---|---|---|---|---|---|
| **Input Assumptions** | | | | 1 | 4352 | B1 | 3699 | 324 | |
| B1 | GIA to NIA | 15% | | 2 | 4896 | C1 | | 54 | |
| | Vacancy | 0% | | 3 | 3024 | B1 | 2570 | 225 | |
| | Sq.m per FTE Job | 11.4 | | 4 | 1728 | B1 | 1469 | 129 | |
| | FTE to Total Jobs Ratio | 117% | | 5 | 6250 | B2 | | 347 | |
| | | | | 6 | 12000 | B2 | | 667 | |
| | | | | 7 | 10000 | B2 | | 556 | |
| B2 | Sq.m per FTE Job | 36.0 | | 8 | 2200 | B2 | | 122 | |
| | Shifts in Working Day | 2 | | 9 | 1800 | B2 | | 100 | |
| | Vacancy | 0% | | 10 | 4164 | B1 | 3539 | 310 | |
| | FTE to Total Jobs Ratio | 105% | | 11 | 916 | A3/A4 | 779 | 65 | |
| | | | | 12 | 916 | A3/A4 | 779 | 65 | |
| C1 | Bedrooms | 90 | | 13 | 1800 | B1 | 1530 | 134 | |
| | Employees per Bedroom | 1.67 | | 14 | 4695 | B1 | 3991 | 350 | |
| | FTE to Total Jobs Ratio | 145% | | 15 | 3852 | B1 | 3274 | 287 | |
| | | | | 16 | 4215 | B1 | 3583 | 314 | |
| A1/A3 | GIA to NIA | 15% | | 17 | 2427 | B1 | 2063 | 181 | |
| | Sq.m per FTE Job | 18.0 | | 18 | 4047 | B1 | 3440 | 302 | |
| | Shifts in Working Day | 1.5 | | 19 | 4536 | B1 | 3856 | 338 | |
| | FTE to Total Jobs Ratio | 1.43 | | 20 | 2268 | B1 | 1928 | 169 | |
| | | | | 21 | 4384 | B1 | 3726 | 327 | |
| | | | | 22 | 2430 | B1 | 2066 | 181 | |
| | | | | | | | | | |
| | | | | | | **Outputs** | | FTE Jobs | Total Jobs Supported |
| | | | | | | B1 | | 3573 | 4166 |
| | | | | | | B2 | | 1792 | 1875 |
| | | | | | | A3/A4 | | 130 | 186 |
| | | | | | | C1 | | 54 | 78 |
| | | | | | | | | | |
| | | | | | | Total | | 5548 | 6306 |