

An Economic Strategy for Land at Rochford and Southend



Introduction

This document has been developed by Icení Economics to set out an outline economic strategy to inform and support the masterplanning work which is being undertaken for Land at Southend and Rochford.

It uses an evidence-based approach to consider economic dynamics across Rochford and Southend, to consider future drivers of change - including the degree to which strategic growth at this location can be an economic driver in its own right – and seeks to develop from a framework for employment with a view to ensuring that the area contributes positive to economic growth in local area, and fulfils its potential to support transformational change.

It is structured into three sections as follows:

1. Southend and Rochford's Economy
2. Employment Land Supply & Commercial Market Dynamics
3. Emerging Findings & Outline Economic Strategy



Southend and Rochford's Economy



Southend & Rochford's Economy

£4 billion local
economy
(GVA per
annum, 2018)

270,500
population
(2019)

113,000
jobs (2018)

The latest information (has been used to profile Southend and Rochford's economy. This shows that the area has a sizeable economic base – with the economy GVA of £4 million pa and sustaining over 113,000 jobs in 2018.

There is a significant critical mass of activity implying a sizeable local market for goods and services.

A more detailed analysis shows the following:

- Weak relative growth in GVA (0.7% pa) in the area over the 2008-18 decade – around ½ the rate of growth seen across Essex or the East of England growth (1.4-1.5% pa)
- GVA growth has been driven by health, construction (and retail sector in Rochford)
- Limited levels of B-class employment development for almost 15 years

Sectoral Structure

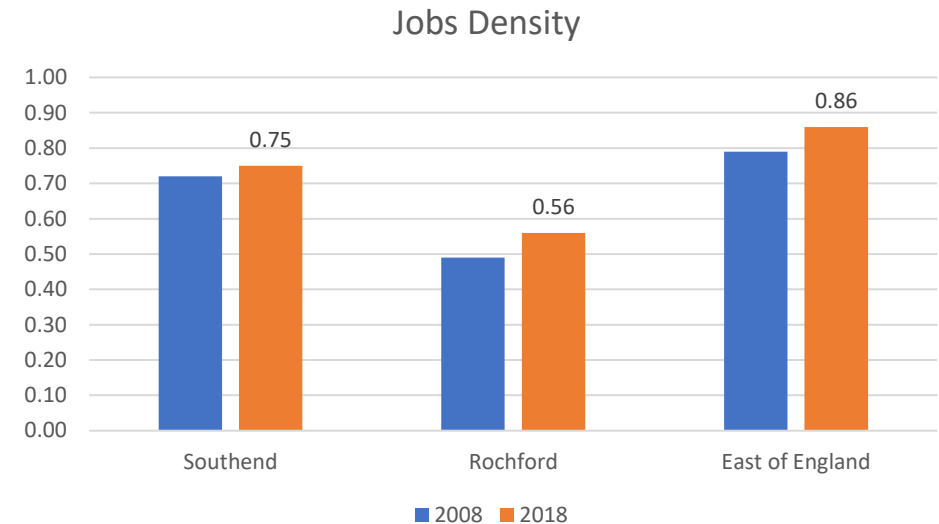
The local economy in Southend and Rochford is structured principally around **delivering goods and services to the local population and visitors**. Health, education and retail are the largest sectors in terms of overall employment – as in many areas.

The evidence shows an under-representation of higher value-added activities – including both typically office-based activities and manufacturing – which contributes to low productivity performance.

There are fewer job opportunities and there has been weaker growth in employment than you might have expected over last decade – in part related to this.

GVA per head in Southend at £16,350 (2018) is 38% below the East of England. Similar figures are evident in Rochford based on 2016 estimates. Weaker economic growth over last decade has seen the area's relative productivity performance deteriorate (GVA per head growth of 1.1% pa vs. 2.2% EofE).

Responding to this, a local policy ambition is to drive growth in higher value-added activities – higher paid and skilled jobs. Doing so will have positive impacts on the economy more widely, through the resultant local spending on other goods and services.



Sectoral Structure (cont.)

The 8 sectors shown in the table to the right accommodate more than ¾ of employment in Southend and Rochford. The largest sectors are retail/wholesale and health/social work.

There is a particular concentration of employment in tourism/leisure activities – activities which are low paid. There is a relatively significant level of employment in education (9,500 jobs) – but the sector has been seeing jobless growth.

The construction and health sectors have seen GVA and employment growth over last decade (and driven GVA).

Given the structure of the local economy, housing (and associated population) growth will be an important economic driver in its own right – supporting jobs in education, health, retail and other consumer services.

	% GVA, Southend and Rochford	% Employment , BRES 2018	Employment, '000s
Wholesale and retail trade	12.3%	15.6%	14000
Human health and social work activities	10.9%	15.8%	14300
Construction	8.9%	5.3%	4800
Manufacturing	7.3%	6.4%	5800
Education	6.8%	10.6%	9500
Public administration and defence	5.6%	3.8%	3500
Professional, scientific and technical activities	4.7%	10.3%	9300
Accommodation & food	2.7%	8.6%	7800

There are some higher value office-based activities in the area:-

- Professional, scientific & technical
- Finance and insurance – e.g. RBS, Hood Group

This in part relates to a historical legacy of larger employers such as HMRC and RBS locating in Southend. Knowledge-based office activities are however under-represented in the area, and this will influence overall employment growth potential.

Manufacturing accounts for 6.4% of jobs is but important to wealth creation: it has seen GVA growth since 2015 . This points to some growth potential in demand for industrial space.



Self-Employment & Enterprise

Growth in self-employment has been an important component of overall employment growth in the area in recent years, as the chart shows.

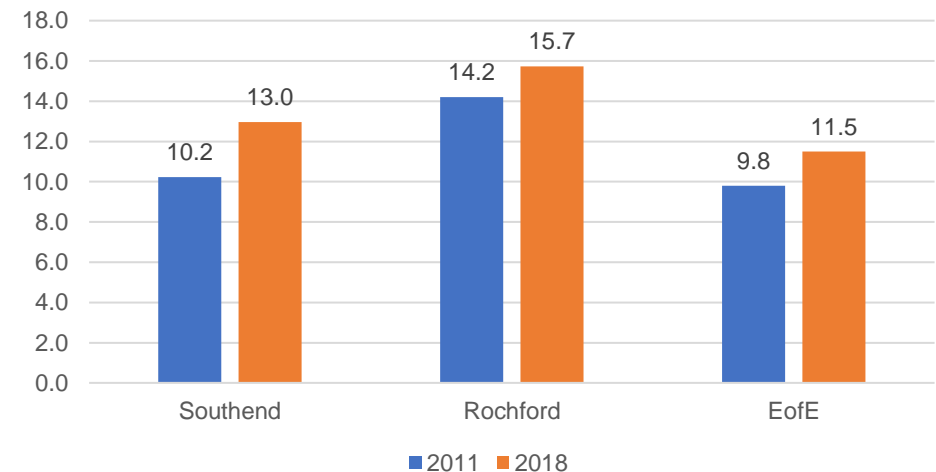
Data from the ONS Annual Population Survey (APS) suggests concentrations of self-employment in the following sectors:

- Financial & Prof Services (7,000)
- Construction (6,400)
- Transport & Comms (3,300)
- Other Services (3,300)

The self-employed thus span a range of sectors ... from taxi drivers and builders to those in professional services and consultancy. The evidence suggests that this is an entrepreneurial place.

The stock of businesses grew by 12% between 2013-18 in each of the two local authorities.

Self-Employment (% population 16-64)



There is the potential for Covid (and the proposed development) to further support growth in self-employment moving forwards – including home-based businesses and growth in people working partly at home.

The potential here relates to a range of factors: the delivery of high quality broadband, but also to deliver high quality places which have access to amenities, the countryside and the coast which can attract higher skilled/paid individuals to the area.

Labour Market

The Southend and Rochford area has a relatively sizeable local workforce: there are 163,600 persons aged 16-64 across Southend and Rochford.

Pre-Covid, 80% of those aged 16-64 were in employment – with stronger growth evident over period since 2012. This represents conditions of almost full employment.

Growth in the working-age population growth (16-64) has been modest: 0.15% pa (+2000) persons since 2011 compared to 0.22% pa EofE. This is a function of relatively modest levels of housing delivery in recent years.

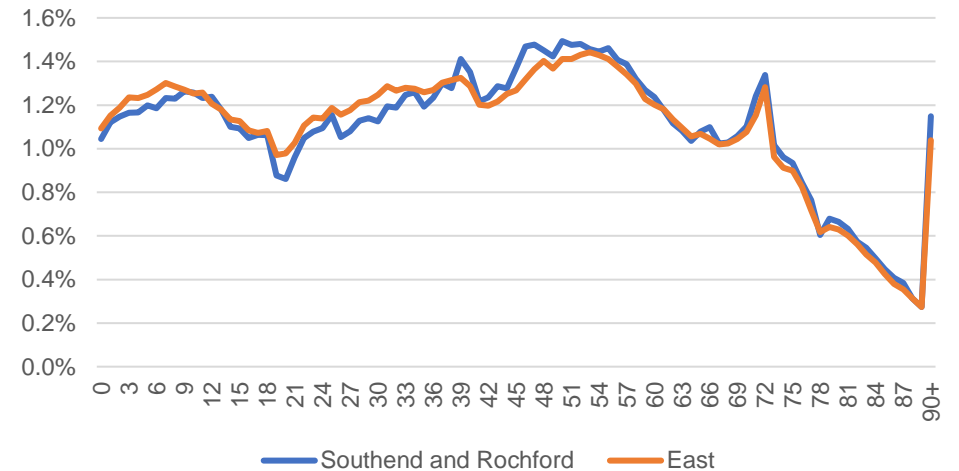
There is a strong representation of people 43-54, who a proportion of whom over the next 20 years will move into retirement. If housing growth does not accelerate, in the medium- and longer-term there will be more people moving out of the workforce than joining it – impacting on the ability to recruit and retain staff (and employers) in the area.

Development of Land at Southend and Rochford provides major opportunity in these terms to:

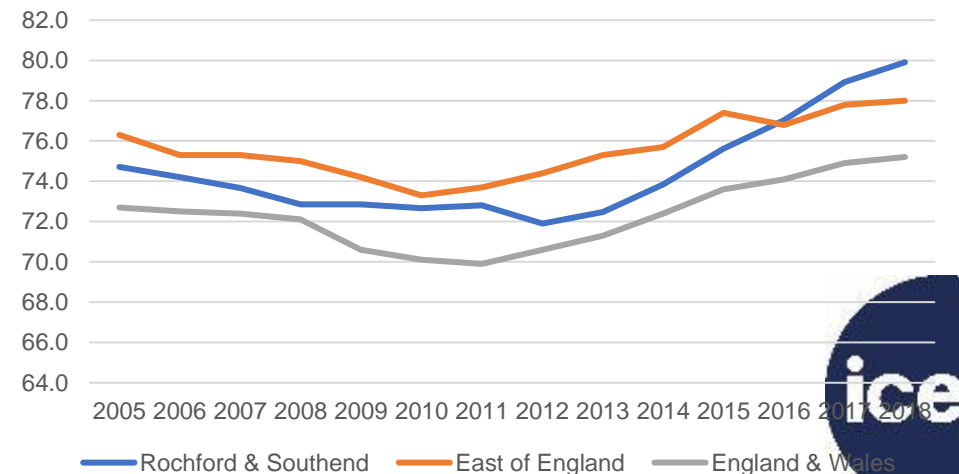
- Support workforce growth in the area
- Attracting new employers – who will come because there is a large labour force in the catchment area, and it has some capacity within it.

In the absence of such growth, there are structural challenges which will loom large: with a growing elderly population which creates costs for the public sector – including in health, social care, pensions etc – but a declining number of people and businesses which are contributing to this through taxation.

Age Structure, 2019



Employment Rate (% 16-64)



Covid Labour Market Impacts

36,600 people are on furlough (31% of eligible positions in Aug 2020) across the two authorities. In addition there are c. 11,450 JSA claimants in July 2020.

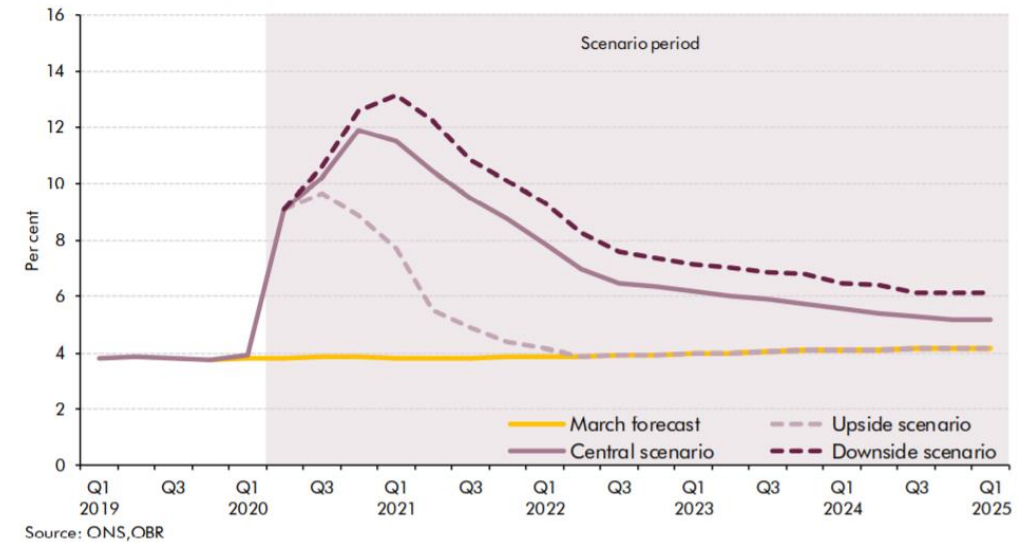
JSA Claimants in Southend increased from 4,400 in March to 9,020 in May (8.1% of those 16-64). They remained at a similar level (9,030) in July 2020. Claimants in Rochford increases from 845 to 2,560 in May 2020 (4.9%), but then improved slightly to 2,420 (4.7%) in July.

In total 53,000 are not in work or furloughed equivalent to 37% of the economically active population. This is a very significant level. It seems likely that we will see a structural increase in unemployment; and that some older people will not return to the workforce.

But unemployment will fall in the short-term. The Office for Budget Responsibility indicates that we see will it fall to low levels by 2024 – before any new development in this area really gets going.

With an ageing population, housing growth is going to be important to supporting the local economy and ensuring that local businesses can find staff over the medium- and longer-term.

Chart 2.9: Unemployment rate: scenarios versus March forecast



Skills Profile

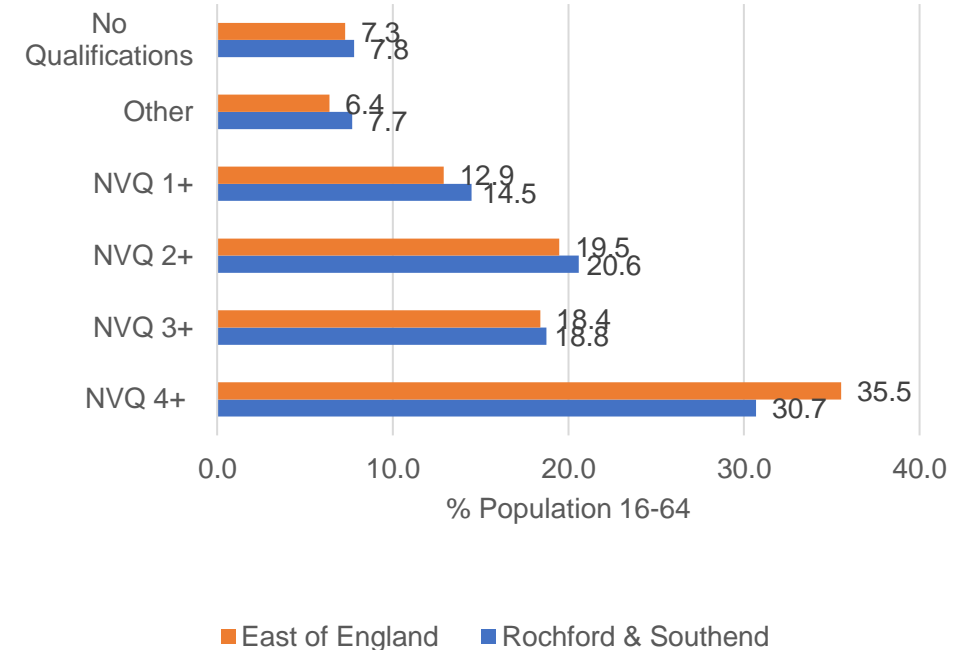
Less than 1/3 of residents across Southend and Rochford have degree level skills – while the absolute level is improving, there has been little progress in closing the gap to the national average (40%) in recent years.

The skills profile affects the ability to attract higher value-added activities – e.g. office-based professional services – which are currently under-represented in the local economy. To a degree the two are mutually dependent.

There is skills infrastructure in place - University of Essex Southend Campus; South Essex College – and public sector strategies are seeking to drive improvements in the skills base.

There is an however also an ability for housing growth to influence skills profile by attracting higher paid/earning individuals. Delivering larger homes in attractive neighbourhoods can help to attract higher earners to the local area contributing to improving its skills profile and investment offer.

Skills Profile %, 2017-19)



Commuting Dynamics

There is strong inter-commuting between Southend and Rochford – which fall within a common functional economic area. However there are net outflows from both areas to London, other South Essex authorities and Chelmsford – with 12,400 travelling daily from Southend to London in 2011. This is driven by availability of higher-paid employment opportunities.

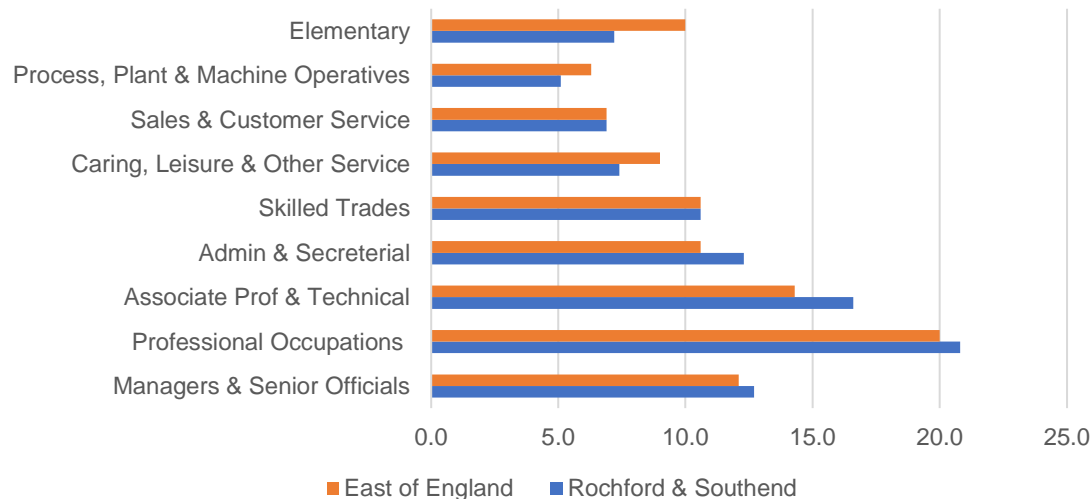
Covid could lead to changes to commuting patterns. Whilst some people who did commute out pre-Covid may commute less often; we could also see households move out of London to the area seeking family-sized dwellings they can afford in a more attractive, less busy environment.



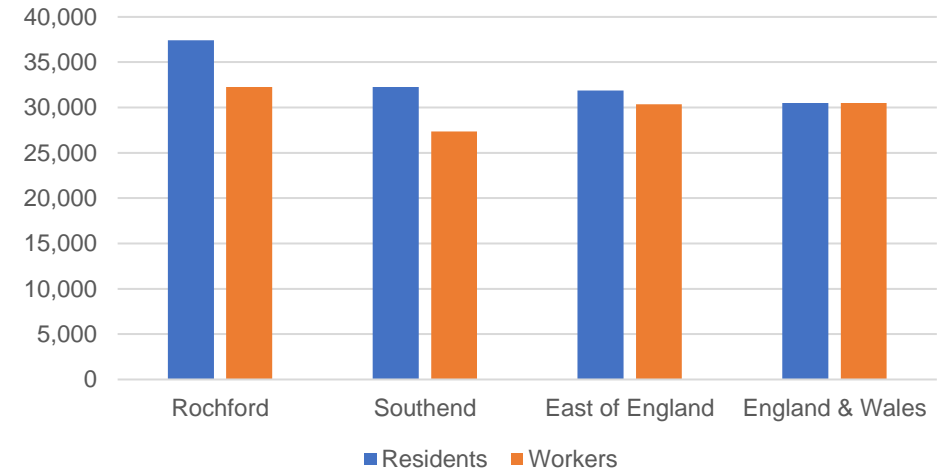
Occupations & Earnings

Residents' earnings are marginally above East of England average in Southend (and well above it in Rochford) – this is influenced by the number of residents employed in managerial & professional occupations in particular. Wage differentials however point to notable out-commuting to higher paid jobs in London.

Occupational Profile: Residents (2017-19)



Annual Earnings: Full-time Workers (2019)



Providing the infrastructure to support more local based working (with less days commuting out) of those in financial and professional services will help to retain spending and support growth in the local economy.



South Essex Productivity Strategy

ASELA's Productivity Strategy sets out that high-skilled, knowledge based work will drive future economic activity, but that the nature of work is changing. It sets out opportunities to attract and retain highly skilled knowledge workers, use data and leverage connectivity to grow the economy through both growth of indigenous SME businesses and attracting inward investment.

It emphasises the importance of town centres as centres for economic activity which offer a rich social experience and space for interaction and can accommodate a range of economic activities; and sees the growth of a cultural identity and offer as importance to town centres punching more strongly economically.

It sets out an ambition to make the business community more effective and efficient, providing access to support for skills development; opportunities for B2B collaboration and supply chain development at a local level; and funding to support innovation.

The Strategy sets out ASELA's ambition to grow the base of higher skilled knowledge based workers, including through bringing forward plans for a higher education institute; and to use data (including that held by the public sector) to support opportunities for growth. Our ambitions for land at Southend and Rochford responds to this.



What does this tell us?

The scale of growth envisaged at Land at Southend and Rochford is a potential major economic driver in its own right. As with other development schemes, it will support growth in the population which supports employment in consumer-related sectors (as well as supporting the construction sector over a sustained period).

But it also provides the opportunity to transform the area's wider investment appeal by improving the skills profile through diversifying the housing offer and delivering family housing with space to work in an attractive residential environment with access to the coast, countryside and local facilities together with local work hubs which offer facilities. A lifestyle offer which attracts higher skilled residents can over time improve Southend and Rochford's skills profile and investment offer to businesses.

In an environment in which we are seeing shifts in how people work – and will no doubt see shifts in the sectoral structure of the economy – the potential for a high quality lifestyle, at a location which is well connected (to London and other parts of Europe) is one of the important ways in which Southend and Rochford can stand out.

Self-employment is significant and has been growing. There is potential for further growth in this area, and a need for infrastructure to support this. With changes in how we work, some of those who currently commute out to higher paid jobs elsewhere may spend more time working at home or locally. The digital infrastructure (and potentially some local workspace) is needed to support this.

But not everyone will be in self-employed, or work in home-based businesses. There will still be jobs in schools, education, local shops and services. Development on land at Southend and Rochford will support jobs in these areas. There will also still be jobs in offices, on industrial sites and at Southend Airport. We turn to explore the dynamics in these sectors further next.

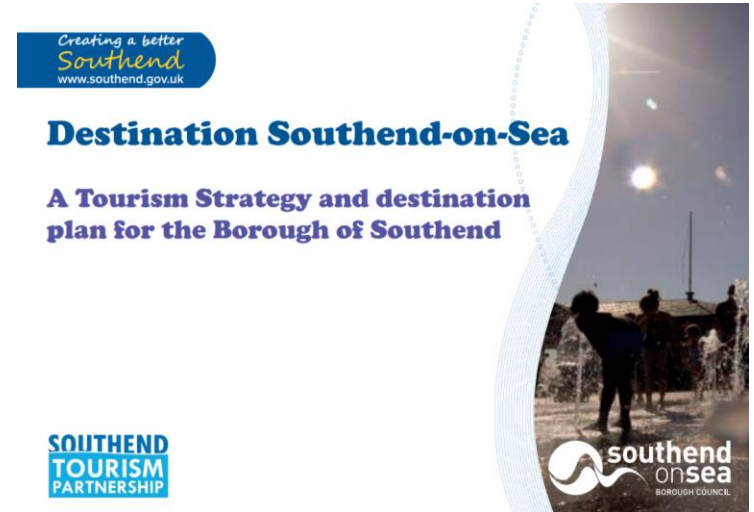


Developing the Tourism Offer

Southend sees a significant number of tourists, with 6 million visitors a year (2015) attracted to the beach, pier, seafront and its wider leisure/ cultural amenities. It is one of the closest coastal locations to London, and tourism supports 8,700 jobs within the Borough's economy (14% of the total).

There are however few overnight stays, which total c. 253,000 stays per year, with equivalent to around 4% of visitors staying overnight. There is an opportunity to grow this.

Land at Southend and Rochford provides the potential to develop an alternative tourism offer to the Seafront – one which draws on the countryside location, the high quality environment along the River Roach, and the leisure offer at Garon Park. This could provide the potential for development of hotel accommodation, a broader tourism/ visitor resort/ destination which compliments Southend and Rochford's wider offer, with associated access to the countryside and River Roach.



Employment Land Supply & Commercial Market Dynamics



Office Market

The local office market is relatively modest in size – it totals 220,000 sq.m floorspace (85% of which is in Southend) equating to 13% of the Essex total. There has been a **25% reduction in total volume of office floorspace over the last 15 years** – this reflects the redevelopment/ conversion of an overhang of outdated floorspace (e.g. blocks on Victoria Avenue).

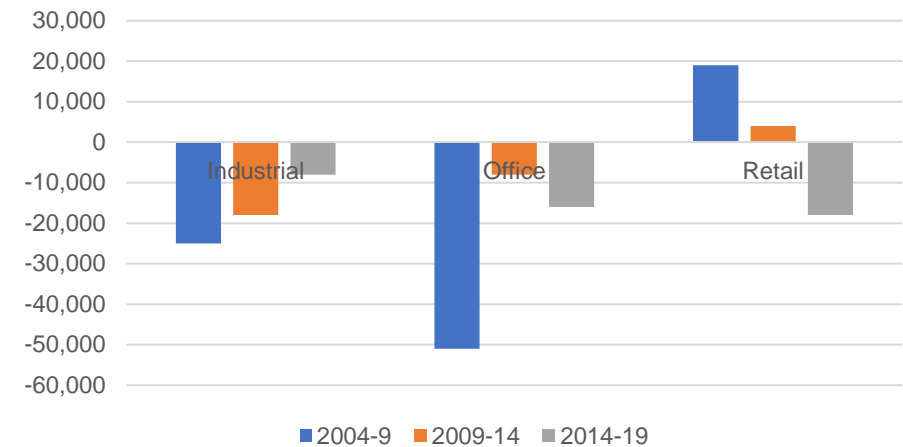
Office rents are relatively low. The average rent according to CoStar is £14 psf, compared to £21 psf in Chelmsford. The headline rent is of £22psf for Grade 4/5 stock.

While there are some corporate occupiers – HMRC, RBS, Hood Group (insurance), Ventrica (contact centre) – these are a legacy of historical moves and inward investment of this scale is now unlikely. Office floorspace demand is focused on small units (< 185 sq.m / 2,000 sq.ft) with local agents describing inquiries for over 5,000 sq.ft occurring ‘once in a blue moon’.

Current office vacancy levels are very low at 1.2% but may rise short-term.

No significant new office developments has come forwards in recent years (the last major development was in 2005). There is a pipeline of schemes including supply at Eko Business Centre (60,000 sq.ft proposal nr Pritwell Stn) and at Airport Business Park. The focus of inquiries at Airport Business Park has been on industrial space.

Trends in Total Commercial Floorspace



Industrial Market

There is a stronger concentration and critical mass of industrial floorspace in the area, with almost 700,000 sq.m across the two authorities – albeit this is significantly lower than other parts of Essex (particularly Thurrock). Industrial stock has been declining but has been relatively stable since 2013.

Weak accessibility to the M25 (including relative to other parts of South Essex) means that this is not a major logistics/ distribution market.

The focus of the industrial market is on demand from SMEs, with very few deals of over 10,000 sq.ft.

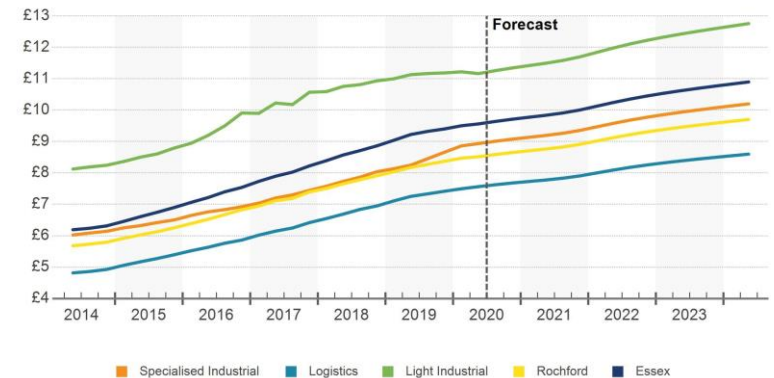
There has been very limited new development over 15 years in Southend; with last building of over 20,000 sq.ft in Rochford in 2004 and Southend in 2006. The level of vacant space is currently very low (0.4% Southend, 1.2% Rochford) but equally there is strong availability and a strong supply pipeline elsewhere in South Essex including in Basildon and Thurrock.

The delivery of Southend Airport Business Park, where site road infrastructure has just been completed, should assist the local market by addressing the shortage of plots and space able to accommodate requirements for over 20,000 sq.ft. Inquiries have principally been from growing local companies, and providing new space for firms to grow into potentially support fluidity in the market in releasing smaller units elsewhere.

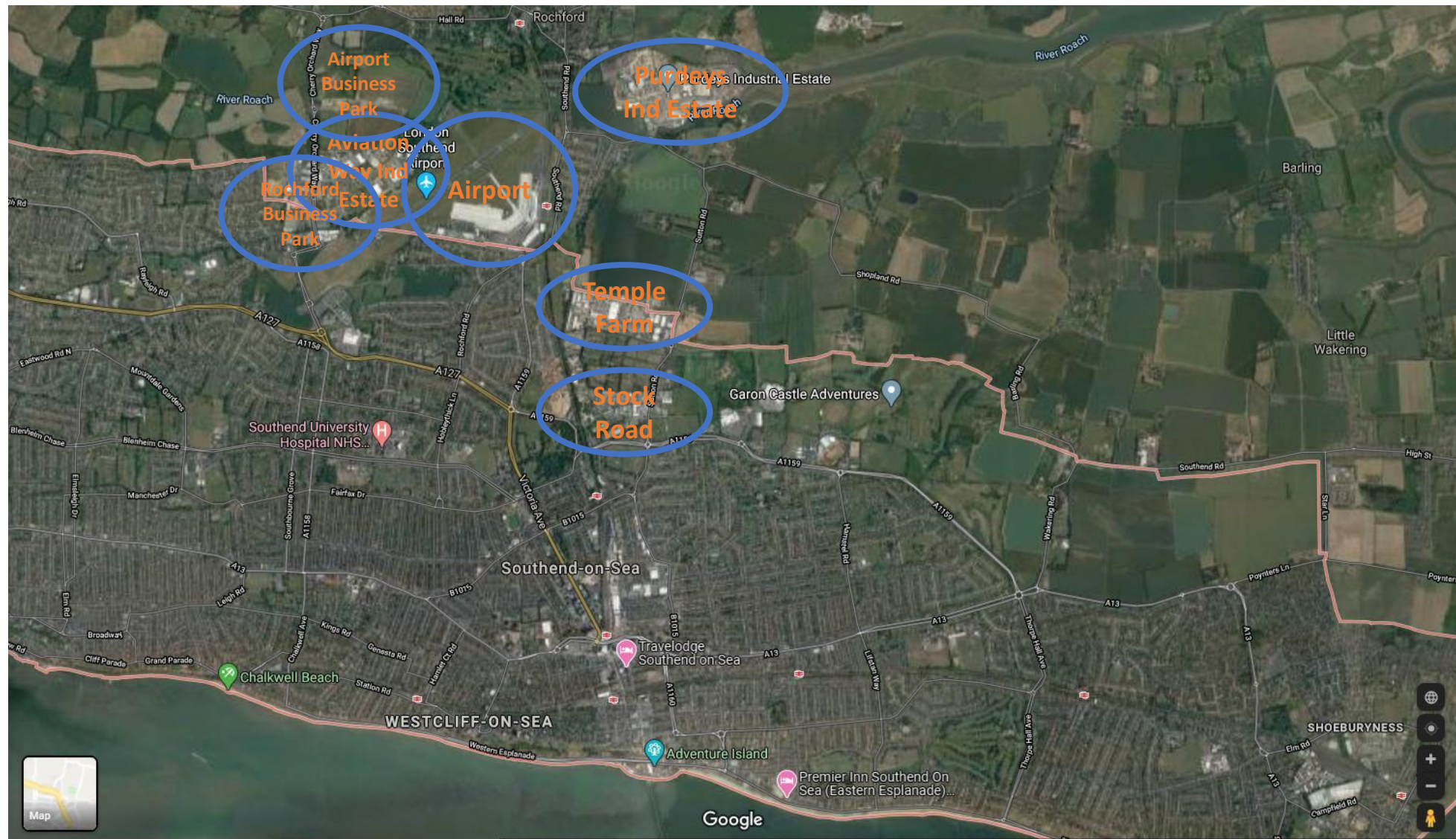
Rents vary from £7-11 psf depending on type of unit; but on average lower than other parts of Essex.

The evidence points to a case for a modest industrial component to development of land at Southend and Rochford, targeting local SME businesses in manufacturing, construction, trades and related sectors.

Market Rent psf: Rochford



Nearby Employment Sites



Southend Airport

Southend Airport has seen rapid growth in recent years, with passenger numbers growing from 1,500 in 2020 to 2 million in 2019. It has thus been a significant local economic driver over the last decade. It is served by budget airlines, including Easyjet and Ryanair – and provides internal flights to a number of destinations within the UK, as well as holiday destinations in Europe.

Covid-19 has been a major shock to the aviation industry, compounding excess capacity in the market. We have seen Flybe collapse, and Easyjet has announced consultation on closing its Southend hub (albeit that it may still run some flights). It seems likely that it will be 2023/24 before the industry recovers the lost ground.

The airport generates employment opportunities on-site and in related businesses, from those providing maintenance to caterers. Relative to other airports, passenger numbers are however leisure-focused and therefore economic activity is more seasonal.

Prior to Covid, the Airport had an ambition to increase passenger numbers further to 5 million pa and was also seeking to grow freight. In the longer-term it seems likely that the Airport will continue to be an important economic driver. Land at Southend and Rochford relates well to it spatially and there are evident opportunities to provide high quality public transport links.



Airport Business Park

The Airport Business Park was an allocation in the Airport Joint Area Action Plan and has planning consent for development of 22 ha of employment space. Southend Council is the landowner, and Henry Boot Developments (HBD) its development partner.

The spine road has been completed in July 2020 providing access to plots; and this should help to drive take-up in the short-term. The scheme is principally to be developed on a design-and-build basis, although a small scheme of speculative light industrial units is being considered.

The first developments comprise construction of a 125,000 sq.ft industrial unit for Ipeco, a business in the aviation sector, which currently operates from 5-6 buildings in the local area and is consolidating these in new-build development on the site. They have an option for a further plot.

The profile of inquiries seen has been focused towards local industrial SMEs principally seeking buildings of over 15,000 – 20,000 sq.ft which previously would have had to move out of the area given few other options for plots capable of accommodating units of this size. Inquiries are typically from local SMEs with a local workforce, who want to stay in the local area. Inquires for office space have been limited and do not envisage that this market will change in the longert-term.

The Councils are delivering the Launchpad Innovation Centre (3,700 sq.m GIA) to act as a local hub for start-ups and SMEs, with a mix of offices, workshop space, research facilities and break-out space with a café and seminar space.



EDNA Evidence on B-Class Employment

The South Essex EDNA (2017) forecasts no substantive need for additional employment development in Southend and Rochford overall to 2036. This includes an allowance for churn in the local market and losses. A gross need is forecast for 27 ha of employment land against which a supply of 49 ha existed on allocated sites or those with planning permission.

The base econometric forecasts, derived from EEFM 2016, pointed to a net need for 30,800 sq.m of office floorspace in Southend. With adjustments to support growth in the creative industries and health, and airport expansion, a need for 38,767 sq.m was identified (Table 72) which the Study equated to 4 ha of land base on a plot ratio of 1 (Table 73). In Rochford a more modest office floorspace need for 6,837 sq.m is identified requiring 1 ha of land. However to this, the Study authors appear to have added an allowance for replacement of 112,600 sq.m of office floorspace which is assumed would be lost to other uses despite the Study saying (Para 8.157) that “the given the restructuring of the local economies in recent years and the nature of the stock lost it is unlikely that its loss has placed a major constraint on the economic capacity of South Essex as space was unlikely to be reoccupied. As such it is unlikely that the full amount of floorspace would need to be replaced through future allocations.” IcenI consider on this basis that the need for office space is closer to 5-10 ha (depending on the plot ratios used).

The EDNA identified a total supply of 49 ha on allocated sites and those with planning consent. This figure excludes ‘potential sites’ assessed. It is clear therefore on the Study’s own figures, there was a quantitative surplus of employment land provision to 2036. Nonetheless IcenI envisage that [some additional employment space in the former B-class uses would be justified given the scale of residential development and the delivery timescales for it, which likely extend beyond 2036.](#)

EDNA Quantitative Findings on B-Class Employment Land Needs to 2036

	Office	Industrial	Warehouse	Total
Floorspace (sq.m)				
Rochford	19443	52172	1691	73306
Southend-on-Sea	138892	-37913	1792	102771
Rochford and Southend	158335	14259	3483	176077
Land (Ha)				
Employment Land Need (ha)	19	4	4	27

2017 Employment Land Supply	2017 Supply (Ha)
Rochford	40.2
Southend	8.86
Total	49.06



Emerging Findings & Outline Economic Strategy



Drawing the Evidence Together

Our economic analysis points to the following opportunities:

- The local economy across Southend and Rochford is structured around the delivery of goods and services to local people and visitors. The economic strategy for the development needs to tie into this, and deliver job opportunities in everyday services, health and education on site, but also recognise and encourage spending from residents on shops and services in Southend and Rochford Town Centres.
- Southend Airport is also an important local employment driver in the medium-to-long term, with potential growth of both direct jobs on site and in the supply chain and aviation-related activities in the surrounding area. There is a good spatial relationship to this.
- The scale of the development opportunity provides an opportunity for transformational change and can act as a major economic driver in its own right. The scheme will support sizeable population growth creating demand for goods and services within the local economy. It can deliver employment in traditional employment space, support home-based working, and create/support employment opportunities in health, education and local services.
- If the scale of development is comprehensively considered, there is a strategic opportunity to shift the skills and jobs profile towards higher value-added activities. Delivery of high quality housing, with space to work, and better employment opportunities have the ability to attract higher paid/ earning individuals to avail of the benefits of coastal life.
- Self-employment in the area is high and has been growing. There are many small business and self-employed enterprises in the area. The office market is focused on local SME occupiers. Local centres within the scheme should be designed in a way in which they can accommodate flexible workspace in local work hubs which can cater for local micro-businesses, can provide workspaces for people that might commute into London less or who work principally at/ hear home. Provision of high quality broadband and telecommunications infrastructure will also be key to supporting this and facilitating the growing trend in home working. As working patterns change as a result of Covid and technological improvements, there is a major opportunity to create an attractive residential environment with local workspace which responds to this.

cont overleaf



Drawing the Evidence Together (cont.)

- There is a concentration of industrial space in the area with low current vacancy levels. There is a strong relationship between the site and existing key employment and industrial sites in the local area, including Purdeys Industrial Estate, Temple Farm, Stock Road, Rochford Business Park and the Airport Business Park. There are opportunities to deliver high quality connections to these.
- Southend's industrial market is relatively localised and focused towards local SME businesses. But the airport (with which there is a good spatial relationship) could support additional growth in industrial and related activities, and the site is well positioned to provide some industrial space to maintain supply beyond the delivery of the Airport Business Park. There is potential for delivery of high quality further employment space within the development to maintain available supply of industrial land; and to maintain a supply of grow-on space for small businesses. This can cater provide a high quality environment which is attractive to local SMEs, but might (at the right points in the market cycle) also appeal to some businesses relocating out of London and the support the longer-term growth of the creative industries corridor.
- The development offers potential to help diversify the area's visitor / tourism offer and to increase tourism spend, including in exploring the potential of the River Roach, provision of a high quality hotel and/or visitor resort offer.
- There is a good opportunity to deliver different types of housing, including: family housing both market and affordable, specialist/ embryonic sectors, Build to Rent, third age living including a range of care products and the self-build sector. Diversity in the housing offer, and recognition of the relative role of growth here vis-à-vis what is delivered within the urban area (focused more on higher density / smaller units), is important to supporting overall housing delivery rates, a balanced population profile and attracting higher skilled/ earning households.



Drawing the Evidence Together (cont.)

Our research however points to some factors which will influence the nature of, and constrain market demand for commercial space:

- The location is relatively peripheral in the South East with essentially a 90 degree catchment. It is also at some distance from the motorway corridors, such as the M25, which constrains the demand for warehousing/logistics space (a sector for which there is better located supply coming forwards elsewhere in South Essex) and inward investment from industrial-focused occupiers.
- The existing levels of educational attainment levels and skills base of the area is relatively low. There is some higher level educational infrastructure including University of Essex Southend Campus and South Essex College. Housing growth provides an opportunity to address this over time.
- The tourism economy is seasonal, including tourism use of the airport. This makes Rochford and Southend vulnerable to seasonal fluctuation in economic activity. The number of over-night stays is currently very low, but there is an opportunity to change this.
- The office market in the area is not strong, and is focused on a limited number of existing corporate occupiers and SMEs. Changing working patterns may lead to an overall reduction in office floorspace needs. There is a need therefore for careful consideration of the role which the site could play vis-à-vis Victoria Avenue, Southend.

This understand has informed our consideration of the economic strategy, which focuses on provision both of industrial land, for flexible commercial space in local centres including local work hubs, and for jobs in health, education, community and local services.



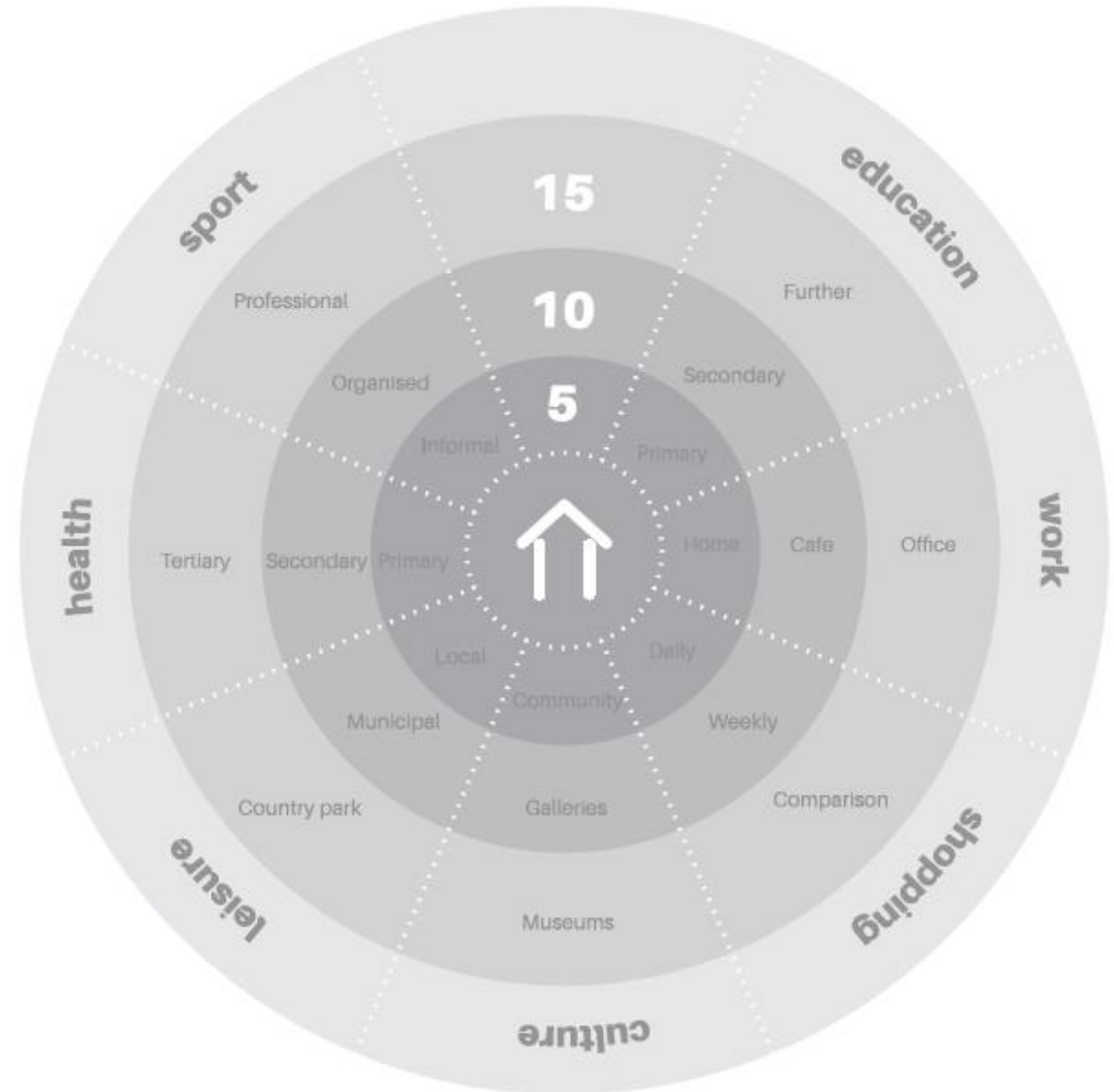
15 min neighbourhoods

The concept of 15 minute neighbourhoods has informed the design evolution. It is envisaged that these will include employment in a range of activities – including health, education, sport, local shops and services.

Each neighbourhood will be served by high quality infrastructure which supports self-employment – including broadband.

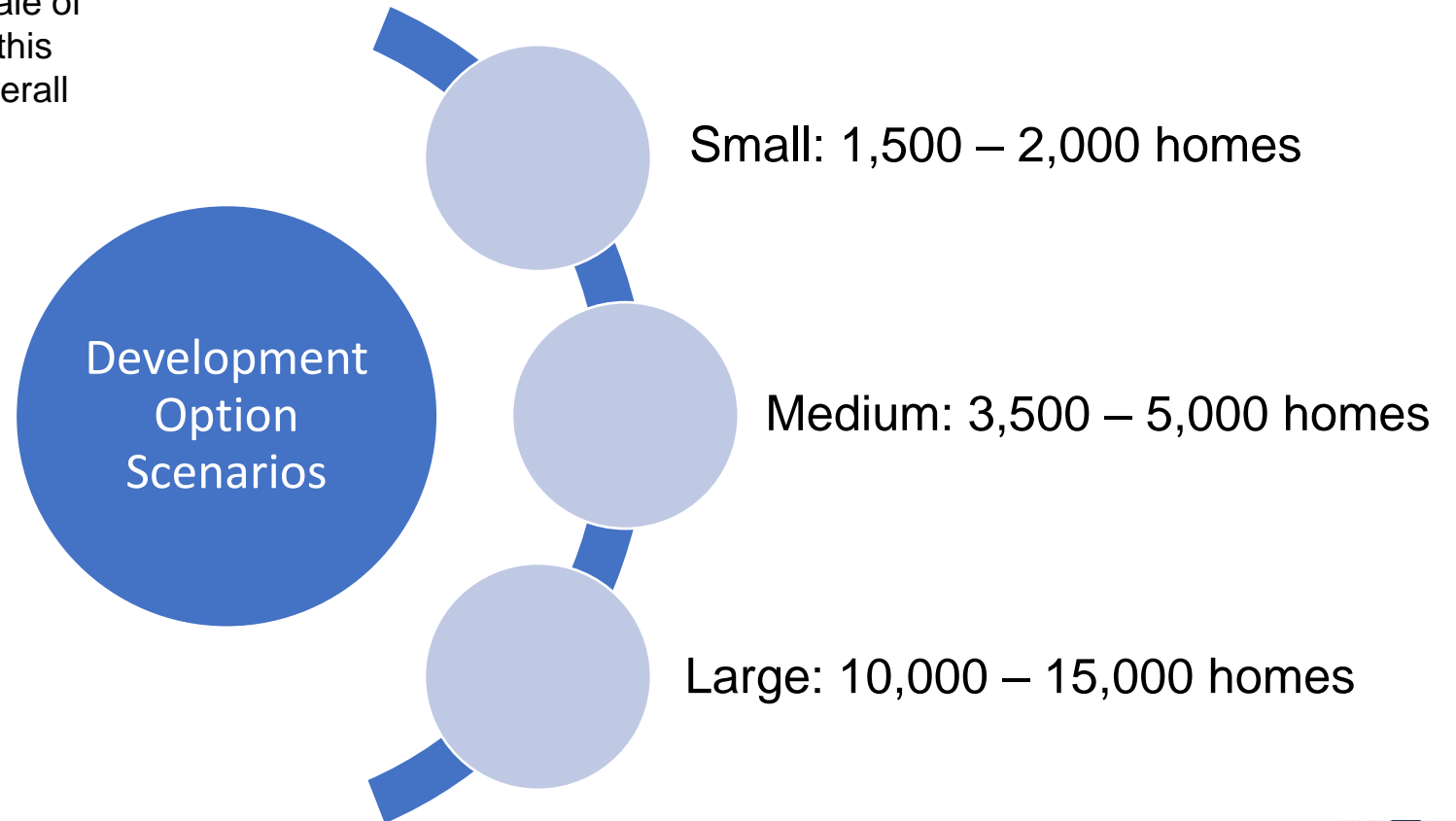
Neighbourhood centres will be designed to include local work hubs which people can drop into – providing a high quality, purpose-designed working environment, facilitating face-to-face interactions, and enabling access to wider business infrastructure (support, printing etc.)

The development scheme will also provide B-class land focusing on an SME business offer – light-industrial space for manufacturing, construction, trades



Scale of Provision: Testing Options

A question which arises is however what scale of provision should be supported. To consider this we have explored three scenarios for the overall scale of development.



Modelling the Implied Workforce

Iceni have run some indicative modelling to appraise the potential scale of B-class employment land provision for the different development option scenarios.

We assume part of the housing growth accommodates existing population in Southend and Rochford – including people moving locally, concealed households and those living with parents/ sharing. Taking account of ONS demographic projections, we assume 25% of the development population is accommodating existing local people based on ONS projections of declining household size locally.

Taking account of the economic structure of Southend and Rochford, our analysis suggests that at most 30% of jobs are likely to be in B-class space. This takes account of changing working practices.

Based on the relative market sizes for industrial and office space, it is likely that the split between the two will be around 60/40. The adjoining table shows the resultant scale of potential need for B-class employment floorspace associated with different development options.

	Scenarios			
	A	B	C	D
Dwellings	2000	5000	10000	15000
Implied Population Growth	3750	9375	18750	28125
Est. Working-Age @ 60%	2250	5625	11250	16875
In Employment @ 80%	1800	4500	9000	13500
B-Class @ 30%	540	1350	2700	4050
Office @ 60% B-Class	324	810	1620	2430
Office Floorspace @ 14 sq.m per Job	4536	11340	22680	34020
Industrial @ 40% B-Class	216	540	1080	1620
Industrial Floorspace @ 45 sq.m per Job	9720	24300	48600	72900
B-Class Land @ 0.4 plot ratio (Ha)	3.6	8.9	17.8	26.7

The emerging development concept for c. 7000 homes would imply a need for up to 13 ha of B-class employment space. It would potentially be lower if office space is delivered at higher plot ratios.





Delivery | Design | Engagement | Heritage | Impact Management | Planning
Sustainable Development | Townscape | Transport

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