APPENDIX A

ABSTRACTS FROM ECONOMIC STRATEGIES AND PLANNING POLICIES

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ECONOMIC STRATEGIES AND PLANNING POLICIES ABSTRACTS

The following abstracts have been identified for their relevance to this study. The words are mostly direct quotes from the policy papers. In a few case for the sake of readability minor syntax changes have been made, and some phrases left out. All texts can seen in full on the ODPM/DCLG website. The North Northamptonshire Core Spatial Strategy, Wellingborough Site Specific Proposals/Issues and Options papers and CoPELA study review (Tym 06) have not been included in this appendix, as at the time of writing it they are still in progress. However relevant information from both these studies have been included in the main study.

Planning Policy Statement on Sustainable Development (PPS 1)

Sustainable economic development
The Government is committed to promoting a strong, stable, and productive economy that aims to bring jobs and prosperity for all. Planning authorities should:

(i) Recognise that economic development can deliver environmental and social benefits;

(ii) Recognise the wider sub-regional, regional or national benefits of economic development and consider these alongside any adverse local impacts;

(iii) Ensure that suitable locations are available for industrial, commercial, retail, public sector (e.g. health and education) tourism and leisure developments, so that the economy can prosper;

(iv) Provide for improved productivity, choice and competition, particularly when technological and other requirements of modern business are changing rapidly;

(v) Recognise that all local economies are subject to change; planning authorities should be sensitive to these changes and the implications for development and growth;

(vi) Actively promote and facilitate good quality development, which is sustainable and consistent with their plans;

(vii) Ensure the provision of sufficient, good quality, new homes (including an appropriate mix of housing and adequate levels of affordable housing) in suitable locations, whether through new development or the conversion of existing buildings. The aim should be to ensure that everyone has the opportunity of a decent home, in locations that reduce the need to travel;

(viii) Ensure that infrastructure and services are provided to support new and existing economic development and housing;

(ix) Ensure that development plans take account of the regional economic strategies of Regional Development Agencies, regional housing strategies, local authority community strategies and local economic strategies; and,

(x) Identify opportunities for future investment to deliver economic objectives.

Planning Policy Guidance on Industrial and Commercial Development and Small Firms (PPG 4)

Para 1. One of the Government's key aims is to encourage continued economic development in a way which is compatible with its stated environmental objectives.

Para 10.
The locational demands of businesses are therefore a key input to the preparation of development plans. Development plan policies must take account of these needs and at the same time seek to achieve wider objectives in the public interest (see paragraph 11). Development plans offer the opportunity to:

- encourage new development in locations which minimise the length and number of trips, especially by motor vehicles;
- encourage new development in locations that can be served by more energy efficient modes of transport (this is particularly important in the case of offices,

light industrial development, and campus style developments such as science and business parks likely to have large numbers of employees);

- discourage new development where it would be likely to add unacceptably to congestion;
- locate development requiring access mainly to local roads away from trunk roads, to avoid unnecessary congestion on roads designed for longer distance movement.
- More generally, the preparation of development plans is now the main mechanism by which major new development proposals can be assessed alongside the transport improvements needed to serve them; and by which transport proposals can be linked to the development opportunities they create.

Policies should provide for choice, flexibility and competition. In allocating land for industry and commerce, planning authorities should be realistic in their assessment of the needs of business. They should aim to ensure that there is sufficient land available which is readily capable of development and well served by infrastructure. They should also ensure that there is a variety of sites available to meet differing needs. A choice of suitable sites will facilitate competition between developers; this will benefit end-users and stimulate economic activity.

Para 11.
The Government's policy, set out in "This Common Inheritance" and subsequent White Papers, is to seek to control the emissions of greenhouse gases which lead to global warming. Locational policies in development plans can help to achieve that objective through reducing the need to travel, and encouraging development in areas that can be served by more energy efficient modes of transport - such as rail or water. Local planning authorities should consult the British Railways Property Board to help identify potential development sites such as old goods yards and depots or other land adjacent to track.

Where land for such development opportunities is scarce, planning authorities may indicate that they will give preference to proposals from industrial and commercial users who would benefit from efficient rail or water services rather than for retail or housing proposals which could be located elsewhere. Such policies need to be approached with flexibility and care. Their purpose is to maximise the potential use of transport infrastructure other than roads. But such an objective would not justify protecting such sites from alternative development if there was no realistic prospect of redevelopment for industrial or commercial purposes in the foreseeable future.

Para 12.
Some types of modern distribution facility have a low density of employment, and are served by a very large number of lorries. Retail distributors, for example, depend on efficient distribution systems and require strategic locations capable of serving regional, national and European markets. Extensive, well-planned out-of-town distribution parks can offer economies of scale and consequent benefits to consumers or businesses supplied. Sites for such developments are best located away from urban areas, where the nature of the traffic is likely to cause congestion, and wherever possible should be capable of access by rail and water transport. Such sites should be reserved for those warehousing uses which require them, and not released for other uses unless there is a clear surplus of suitable sites in the area, and no realistic prospect of development for that purpose in the foreseeable future. Separate guidance on the location of retail development is provided in PPG6.

Para 21.
Many urban areas contain large amounts of land, once used for industrial purposes but now under-used or vacant. Getting this land back into beneficial use is important to the regeneration of towns and cities. Optimum use should be made of potential sites and existing premises in inner cities and other urban areas, taking into account such factors as accessibility by public transport, particularly in the case of labour-intensive uses. Local planning authorities should identify such areas and indicate their appropriate alternative uses, including industrial and commercial uses, in their development plans, keep up-to-date details on available sites, and provide information about them to potential developers.

Para 22.
The establishment of a Simplified Planning Zone (SPZ), which grants planning permission for specified development or types of development, may be an appropriate approach in areas where there is a particular need to promote regeneration and to encourage economic activity. Advice on SPZs is given in PPG5.

Planning Policy Guidance on Simplified Planning Zones (PPG5 - SPZ)

Para 5:
Both the size and character of SPZ schemes can be varied to suit different objectives and prevailing local circumstances. The following examples illustrate the versatility of SPZs and how they can be used in conjunction with other measures as part of a wider marketing strategy:

(a) Large old industrial areas or estates
Many towns and cities have such areas. In some cases they were purpose-built industrial estates or large establishments in single ownership. Some of the buildings are now obsolete and need to be replaced, whilst others can be refitted and reused. Some plots of land may be vacant.

(e) Large single ownership sites
Single ownership is likely to be advantageous to progressing an SPZ scheme rapidly. (Sites) - perhaps close to the town centre - will have been in beneficial use, but are now redundant or underused. The reuse of such sites can play an important part in reducing the pressure for peripheral expansion, as well as improving the local environment and economy. Often these areas may be suitable for one predominant use - such as housing with local shops and community amenities or large tourist complexes. Or they may be appropriate for mixed commercial development - perhaps light industry and offices, depending on the surrounding area.

(f) Redevelopment sites
Large vacant or underused sites represent a considerable land resource, much of which has development potential. The successful disposal and subsequent development of these sites for beneficial uses often depends on positive marketing. The planning status of sites is an important aspect of their promotion. An SPZ

scheme can offer, from the outset, a clear and reliable statement of what development would be appropriate, coupled with the permission to develop. This can greatly enhance any other form of publicity to stimulate interest in the sites.

Regional Spatial Strategy for the East Midlands (RSS8)

The East Midlands Regional Plan (officially known as the 'Regional Spatial Strategy') was published on 17 March 2005 and provides a long-term development strategy for the Region up to 2021. It covers the scale and distribution of new housing, priorities for the environment, transport, infrastructure, economic development, agriculture, minerals extraction, waste treatment and disposal. It replaces the Regional Planning Guidance for the region that was published in January 2002.

A sequential approach to the selection of land for development should be adopted in development plans in accordance with the following priority order:

a) suitable previously developed sites and buildings within urban areas that are or will be well served by public transport;

b) other suitable locations within urban areas not identified as land to be protected for amenity purposes;

c) suitable sites in locations adjoining urban areas, which are or will be well served by public transport, particularly where this involves the use of previously developed land; and

d) suitable sites in locations outside of (that is not adjoining) urban areas, which are or will be well served by public transport, particularly where this involves the use of previously developed land.

In order to assess the suitability of land for development, in accordance with policy 1 above, the nature of the development and its locational requirements will need to be taken into account along with all of the following criteria:

a) the availability and location of previously developed land and vacant or under-used buildings;

b) the accessibility of development sites by non-car modes and the potential to improve such accessibility to town centres, employment, shops and services;

c) the capacity of existing infrastructure, including the highway network, public transport, utilities and social infrastructure (such as schools and hospitals) to absorb further development;

d) physical constraints on the development of land, including, for example, the level of contamination, stability and flood risk;

e) the impact that the development of sites will have on the region's natural resources, environmental and cultural assets and the health of local people;

f) the likelihood that the site can be viably developed, taking into account the availability of resources (both public and private); and

g) the suitability of sites for mixed-use development and the contribution that development might make to strengthening local communities.

Development plans should ensure that provision for employment uses will be considered first on previously developed land in urban areas and on previously developed sites in other sustainable locations. Development plans and other policy and programme measures should ensure that an appropriate range of sites, in terms of quality, size and location, are readily available as part of a rolling programme to meet employment needs and the requirements of indigenous and inward investing businesses.

Development plans should allocate (B8) sites away from urban areas where there is good access to transport, to the national road network and where practicable, to a rail freight or water freight facility. Development should not cause unacceptable environmental problems. Where existing sites elsewhere can meet these criteria, expansion will be a sustainable solution to the region's needs. Local authorities should consider the need to allocate in development plans additional smaller scale storage and distribution facilities to serve local markets.

Provision should be made in development plans for Strategic High Quality Employment Sites where supply is inadequate or shown to be inadequate to meet demand by the proposed study of employment land. In identifying suitable sites, local authorities should have regard to:

• accessibility by public transport;
• accessibility for freight purposes by rail;
• the sequential approach and criteria set out in policies 1 and 2;
• the opportunity to enhance regional and sub-regional competitiveness;
• the opportunity to regenerate areas of greatest need as set out in policy 3 and other areas of high unemployment;
• local landscape and environmental factors; and
• the attractiveness of sites to investors and market demand in the area.

Development plans should make appropriate provision for sites for high technology businesses and science parks, giving priority to urban areas and previously developed land in sustainable locations. Such sites should be identified where they can promote cluster related development, preferably close to higher education establishments and allowing the possibility of mixed uses in existing centres. Cluster-related development should be accommodated on existing development plan allocations where possible.

Development plans should sustain and enhance the role of city, town, district and local centres. Mixed-use developments and new retail and leisure floorspace, including extensions, of regional or sub-regional importance, should, where a demonstrable need exists, be located in city or town centres as a first preference and have regard to policies 1 and 2 and PPG6. Locations on the edge of city or town centres will be the second preference where the vitality and viability of other nearby centres is not undermined.

Development plans should ensure that major office development and other travel intensive uses should be directed to town centres or in the vicinity of public transport interchanges within main urban areas. Only if central sites are unavailable should other urban areas or areas having particularly good public transport accessibility, be considered.

Development plans and other strategies or policies of local authorities and economic development agencies should promote the continued diversification and further development of the rural economy, where this is consistent with sustainable development considerations and environmentally sound management of the countryside. Locations in the open countryside for major new development should be avoided. Employment developments including offices appropriate to the size of the town, should be concentrated in market towns.

Local Authorities and Sub-Regional Strategic Partnerships should work together to:

• ensure that, by the allocation and de-allocation of employment land (B1, B2, B8) through the development plan and spatial planning process and through selective public investment, there is an adequate supply of good quality land for office and industrial uses available for development in sustainable locations;

• bring forward good quality allocated employment sites to meet the specific requirements of potential investors;

• review employment land allocations in their areas to ensure that they are relevant to current and likely future requirements, and that surplus employment land is considered for beneficial alternative use; and

• monitor gains and losses in the overall supply of good quality office and industrial sites and assess the floorspace capacity of allocated sites.

Local planning authorities should take into account the findings of QUELS and RELPS when drawing up policies for their development plans and local development frameworks. In addition they need to consider whether sites which may currently be allocated for employment uses are likely to become surplus to current requirements. In such cases planning authorities should consider what other uses might be appropriate on such sites. The QUELS and RELPS highlighted some significant sub-area variations, some of which are outlined below.

The Southern Sub-area: In recent years the availability of both offices and industrial sites in and around Northampton has been limited but elsewhere in the sub-area supplies have been adequate due to limited demand. There has also been evidence that pressure for storage and distribution sites has begun to restrict other uses. In the areas identified for growth, particularly Northampton, Corby, Kettering and Wellingborough, there will be a need to ensure that there are adequate employment sites to match the needs arising from increased levels of population.

Regional Economic Strategy : EMDA Destination 2010

In the Southern Sub-area, the needs are: the regeneration of Corby; to capitalise on the established distribution sector; industrial land that is attractive to a wider range of employment uses; and to capitalise on South East overspill, particularly in relation to office supply in Northampton.
Provide quality employment sites, on previously developed land, where appropriate, in areas of need through restructuring of local plans.

ODPM Employment Land Reviews Guidance Note

Employment Land Reviews are a key component of the evidence base for policy and proposals in Local Development Frameworks (LDFs) and the Regional Spatial Strategy (RSSs and form part of the continuing ‘plan, monitor and manage’ approach to creating spatial strategies at the regional and local levels.

Para 2.14
Up-to-date and relevant plans are essential if the development needs of commerce and industry are to be met. Development Plan Documents should contain clear land use policies for different types of industrial and commercial development. It has been common practice, in existing local plans, to: identify sites for particular types of employment uses (e.g. B1/B2/B8); identify sufficient sites to provide businesses with a choice of sites and to provide for the expansion of key local employers; seek to protect

key or strategic sites currently in or designated for employment use and; carry forward undeveloped allocated employment sites from the previous plan period without appraising their current ‘fitness for purpose’.

Stage 1 Taking Stock of the Existing Situation
Stage 2 Creating a Picture of Future Requirements
Stage 3 Identifying a ‘New’ Portfolio of Sites

All linked to Policy Development, Monitoring and Review.

Paras 2.33-35
The three-stage methodology is, in essence, the preliminary or ‘brief ’ stage, followed by the assessment of demand or need, followed by the detailed appraisal of the stock of sites and premises available. In Stage 1, LDF authorities are recommended to undertake a preliminary review of their employment site portfolio, identifying any which are clearly no longer ‘fit for purpose’ and, if they wish, identifying those ‘high quality’ or ‘strategic’ sites which must continue to be safeguarded for employment development. The benefits of undertaking the Stage 1 appraisal of sites will vary from authority to authority but are likely to include: an improved understanding of the priorities for the remainder of the review and; providing early evidence, albeit incomplete, that can be used to inform development control decisions or used at appeal.

<u>Figure 2.2: The Steps Involved in the Three Stages of Employment Land Reviews</u>

<u>Stage 1: Taking stock of the existing situation</u>
Step 1: Devise brief for Stage 1
Step 2: Collate data on land stock and revealed demand
Step 3: Devise and apply site appraisal criteria
Step 4: Undertake preliminary site appraisal
Step 5: Confirming the brief for Stages 2 and 3

<u>Stage 2: Creating a picture of future requirements</u>
Step 6: Understand market areas and segments
Step 7: Select and apply suitable forecast model/demand analysis

Step 8: Quantify employment land supply

Step 9: Translate employment forecasts to land requirements

Step 10: Scenario testing

Stage 3: Identifying a ‘New’ Portfolio of Sites

Step 11: Devise qualitative site appraisal criteria

Step 12: Confirm existing sites to be retained or released and define gaps in portfolio

Step 13: Identify additional sites to be brought forward

Step 14: Complete and present the employment land review

The evidence base is critical to the preparation of local development documents. Local planning authorities should ensure that the delivery of housing and other strategic and regional requirements is not compromised by unrealistic expectations about the future availability of infrastructure, transportation and resources

Invest Northamptonshire: DTZ market positioning 2005

Market Recommendations: Of the sectors, clusters and functions assessed our recommended markets for Invest Northamptonshire are set out below. Given that market selection results from a combination of data and perspectives, these represent groupings of opportunities, rather than absolute rankings of the individual markets.

Core Markets -Good Growth & Mid-Strong Offering (High Performance Engineering, Food & Drink, Print & Publishing, Construction, Logistics).

Active Cross Sector/Cluster Markets -Strong/Changing Markets which support other Sectors/Clusters: (Professional Services, Shared Service Centres, Contact Centre, Public Services).

Niche Markets -Smaller Scale Opportunities: (Entrepreneurial, Environmental Technologies, Leather).

Watching Brief & Strategic Investor Development Activity: (Healthcare, Financial Services, ICT).

Property can be an early filter as well as determining factor between final options late in the location selection process. The CoPELA work clearly identified the need for Northamptonshire to 'rise substantially in the office hierarchy' but there is also a need to ensure a good supply 'industrial' space with expansion capabilities and in good environments. Further, whilst existing work focuses on the amount of land available for development, a key issue for inward investors is quality and range of existing stock.

There is a clear need for Northamptonshire to develop high quality business space (office and industrial) for prospective as well as expanding existing investors. This needs to deliver a range of options to potential investors (as this offers flexibility in negotiation as well as demonstrating that there is investment in the county) as a secondary route there needs to be serviced land available with a range of developers able to deliver fast-track design and build solutions that would be available on a lease or freehold basis.

A common feature of most location/regions attempts to attract inward investment is the pro-active provision of properties in a high quality/business park environment. However, in many cases the lack of demand-supply issue has been addressed through public sector intervention e.g. EP, EMDA. The potential for the forthcoming LDV/URC to provide a similar role in Northamptonshire should be explored with a focus on providing properties with flexible configuration to maximise take-up opportunities.

The timescale for planning permission has been identified by the business community (including the CBI) as a major impediment to business development. Many of Northamptonshire's local planning authorities have performance standards below the GB average.

North Northamptonshire Together : Options For North Northamptonshire (June 2005)

Chapter 3. Growth and Jobs

Sustainable communities need economic growth to ensure that they are active and thriving. As with shopping and leisure, this will mean trying to keep people in North

Northamptonshire for employment, to reduce the numbers travelling outside the area to work. New and better jobs must be created in step with new housing to give people the choice to live and work locally.

Existing studies are telling us that overall there is more land with planning permission for employment, or identified in existing Local Plans, than will be needed in North Northamptonshire up until 2021. This would seem to suggest that no new sites need to be identified. However, the situation is not this simple as much of the land presently identified is for general industrial uses whilst future development needs are likely to be for office based and warehouse and distribution activities. In this light, and taking the commercial attractiveness of sites on board, there will need to be some new sites identified and some of the existing sites will either not be developed or will go to other types of uses.

The target for new jobs set out in the regional strategy, plus the need to expand the range and type of jobs that must be created, is likely to mean that planning for employment related development will have to balance the needs of the environment with the commercial needs of business and the long-term needs of the economy.
Planning policy at the national and regional level is aimed at encouraging office development within town centres, rather than elsewhere. If the economy of North Northamptonshire is to diversify, there will be a need to attract more office jobs to the area. At the moment, none of the town centres have much, if any, good quality office space. Recent work on master planning for the town centres of Kettering, Wellingborough and Rushden has shown that there is potential land for new office uses there. However it may not be enough to meet all the demand for new offices that is expected over the next 15 years or so and intervention from the local delivery partnership may be needed in terms of buying land and making sites attractive to investors.

It is also a commercial reality that many higher-value added activities like research and development, will seek the spacious environment provided by edge of town commercial areas. As part of any approach aimed at diversifying the local economy, some key sites may need to be provided as a focus for new inward investment in research and development. These can best be provided as part of sustainable urban extensions.

There will then be a delicate balance to be struck between encouraging development within town centres and encouraging development that is attractive to potential new start-up companies and inward investors. In other words, the challenge will be to create sustainable development within North Northamptonshire that at the same time allows the area to be competitive and generate economic development.

Achieving such economic growth will also require a concerted effort by all to improve the skills of the labour force within North Northamptonshire. Putting the North Northamptonshire Plan into practice will require those involved in economic development, training and skills provision to work with the planning system to bring about the growth and direction in the local economy that is desired. Underpinning the approach to planning for the future economy of North Northamptonshire will be a requirement to ensure better access to further and higher education provision in the area.

Also, in conjunction with skills training and education, there will be a need for the provision of incubator space and support mechanisms to enable small business to flourish.

The main options in planning for future jobs and skills training seem to be:

a) Diversify jobs in the area into higher value added activities, such as offices and research and development – this will mean identifying land as part of urban extensions in order to provide the right types of sites for this investment and providing training in the right skills to make the local workforce attractive to new employers

b) Build on the area's existing strengths – this may well mean accepting more warehousing and transportation developments, which will need large edge of town sites near road junctions

c) Plan to do both of the above by developing complementary roles for individual towns and the rural areas as part of an overall bigger picture.

North Northants Local Development Framework: Borough Council of Wellingborough: Site Specific Proposals Development Plan Documents Feb 2006.

This is the latest summary position of the Council and will be further informed by the LSH/Tym Report updating CoPELA (expected summer 2006).

The Site Specific Proposals identify that the planned growth in Wellingborough will require provision of 99ha of employment land being 78ha for B8 strategic distribution and 21 ha for B1 office. However this drops to only 22ha for B8 distribution and nil for b1 office when: loss of existing employment land (at 1 ha per year e.g. of redundant sites not viable for re-use); existing completions (9.75ha); Wellingborough East offices with permissions (22.35ha); ProLogis/Victoria Park at 30.5 ha; North of Finedon Rd distribution at 25.25 ha; general industrial remaining available includes 10.5 on Finedon Rd Industrial Estate; 11 ha at Park farm, 21ha at the Old Grammarians and a further 12.8ha south of Finedon Road in Wellingborough East.

The report goes on to say that there needs to be sufficient provision of employment land that are also sites that are attractive to the market, and in locations that will minimise the length and number of trips, especially by motor vehicles, and can be served by more energy efficient modes of transport (this is particularly important in the case of offices, light industrial development, and campus style developments such as science and business parks likely to have large numbers of employees). Development requiring access mainly to local roads should be located away from trunk roads, to avoid unnecessary congestion on roads designed for longer distance movement.

Tym / Innes England Nov 2005 NNH Employment land futures

This study considered those industrial / commercial sectors that are provided for through the planning system. These are the traditional employment use classes of business, general industrial and storage and distribution, which in normal terms relate to office based services, manufacturing and warehousing/distribution respectively.

The economy of North Northamptonshire will be made up of a large number of other economic activities such as retailing, public services and education. it is likely that over half of new jobs will be generated by these other activities. he study looked at the levels of growth, the resulting indicative jobs figure and the desires of existing planning and economic development policies. The economies of the four districts of and their characteristics (for instance in terms of labour supply) were also analysed. The study found that the workforce in districts is generally less well qualified than the national average, with particular issues in Corby, skills development is a key issue in making the area more attractive for new employers, particularly in higher value added activities.

The study considered several scenarios in order to assess the impact on jobs growth of different policies and situations. The scenarios ranged from one of market led growth to policy led growth in which jobs growth is distributed on the basis of where it is most needed to address current deprivation and/or to cater for future population growth. The market-led scenario would deliver only around 22,000 new jobs, generated largely by indigenous enterprise, the demand for services by the local population and inward investment continuing the trends of recent years. The policy-led approach would deliver around 47,400 new jobs, the additional jobs representing ‘footloose’ growth - activities that have a choice of location and may be directed to different areas by supply-side factors including the provision of sites and infrastructure.

The study concluded that the policy-led scenario is ambitious and that it may not be possible by 2021 to attract demand on the scale indicated, particularly in Corby and especially in higher-value office based activities. Two further scenarios were investigated that were variations on the policy led approach. The worst-case scenario indicated the potential impact of having policies that place restrictions on development in some places and attempt to push development to others that the market does not find attractive, with the result that as a whole loses out. A more acceptable option envisages Corby being successful in attracting industrial / distribution jobs but less so for service sector jobs, which would instead be accommodated at Kettering and Wellingborough (hereafter called the ‘second-best scenario’). The study concluded that either this or the more ambitious policy-led approach should be the starting point for the Plan.

North Northamptonshire is not excessively reliant for work on centres outside the area. "it does not have an unusually high proportion of people commuting out to work, but it does have a comparatively poor balance between out-and in-commuting, because relatively few people commute in from elsewhere"

The aim should be to attract both higher-value activities (mainly office based) and build on the areas strength (including distribution). This is mainly due to the need to meet the high jobs targets required for the predicted growth. North Northamptonshire should aim for the greatest achievable growth in the higher value sectors but not resist other growth (unless other adverse factors are significant).

In relation to providing a main site or sites in the main towns it is noted that there is a danger of oversupply in too many sites being allocated for prime business park development, so that agreement is best needed between the authorities to allocate a limited supply of best sites. Capacity should be phased carefully in line with forecast demand. For example provision of just one major new business park - at the best site available - plus provision of office development in town centers. For the short term Kettering appears to have the best prospects of attracting foot-loose high quality office demand.

Northamptonshire Investment Promotions: Markets
(Invest Northamptonshire DTZ Nov 2004)

Northamptonshire, as part of the Sustainable Communities Plan, has been identified as having ‘realisable growth’ to 2031 of 141,000 new jobs and up to 167,000 new dwellings. Within this context Northamptonshire County Council, along with its partners, have created Invest Northamptonshire – whose remit is to attract, retain and develop businesses (UK and overseas) in the County. One of the key requirements of Invest Northamptonshire is to develop a marketing strategy including the robust selection of market segments that will reflect local strengths, emerging trends and support sustainable economic growth including a move to a higher value economy.

North Northamptonshire Town Centres - Roles and Relationships Studies - Tym & Partners for the Joint Planning Unit, August 2005.

The two man objectives of this study are to comment on future roles for the towns in North Northamptonshire and to identify retail floorspace needs up to 2011, 2021 and 2031. It advocates a balanced growth for all three centers (Kettering, Corby and Wellingborough) with particular emphasis on retail and commercial leisure.

North Northamptonshire Centres Report - DTZ May 2004

(For Wellingborough) Improve the quality of environment, retail, leisure and cultural offers. In terms of office implications for the future the report identify that Wellingborough and other towns are not prime office locations; but do have important local office functions and; there should be a focus on facilitating future office opportunities as part of remodeling centers linked to transport accessibility. Also more generally an emphasis should be placed on improving the quality of the town centre offer and environment.

North Northamptonshire Market Towns and Rural Regeneration Final Report - May 2004 - Entec UK

The economic focus for Wellingborough is the Town with no other significant settlements identified. Most office and distribution floorspace is within or immediately adjacent to the urban area. Unemployment is below the national and regional average and job growth above the national rate. The proposals for a major town expansion as a result of WEAST are considered key to the town’s future.

<u>Employment Development</u>

One of the key issues in delivering sustainable rural redevelopment is in providing local job opportunities to not only reduce the need to travel, but support rural diversification and maintain the vitality of the rural area.
From a review of the current situation there would appear to be a relatively wide range of job and employment opportunities (land and larger businesses) in the main rural

settlements to the south of the study area and closely associated with the Corby/Kettering/Wellingborough urban area.

Economic Development

What it is possible to say is that:

• employment development should where possible be identified at nodes on good transport routes to maximise accessibility for residents and market attractiveness, rather than scattered at a wide range of locations. Supply on a district wide basis is not a particular issue at this stage, it is more quality and type of site;

• settlements to the south of the study area would appear to be well served by employment and with land available. The quality of sites may be more of an issue and with a need to bring forward current permissions;

• settlements south of Wellingborough have limited provision with only small commitments less than 1ha. This could be improved by better public transport access to the main urban areas and expansion areas;

and in the rural areas economic development and planning policy should be focussed on meeting local needs to avoid commuting and maximise local benefits, with a positive policy towards diversification.

Wellingborough East & Major Brownfield Sites Redevelopment Feasibility Study

(Borough Council of Wellingborough with Northamptonshire County Council, Bovis Homes Ltd and the Northamptonshire Partnership) Report W.S. Atkins Consultants Ltd September - 2003

The (Brownfield) site profile comprises a mixture of uses and potential development constraints. Typically the sites include industrial and automotive (garage) uses, with a single site recorded as a former scrap yard. Consequently they have been classified as ‘industry’. All of the sites are recorded, in land use terms, as either previously developed or vacant. None of the sites are noted as current use. A small number of former residential sites have been included, but these make up the smaller proportion of the sites with gross area > 1ha. Typically the residential site classification makes up the larger proportion of those sites <1ha in size.

Preferred Options for North Northamptonshire Nov 2005

The preferred direction of growth for all development as part of sustainable urban extentions, was initially to the east and later to the north-west, with a longer term option to consider the west.

A major challenge for the plan is to ensure that growth in housing is accompanied by a greater number and quality of employment opportunities. Of most relevance to the issue of jobs growth and economic development in light of the MKSM growth was research undertaken by Roger Tym and partners investigating potential employment scenarios and the subsequent land requirements (see above).

The Options paper published in June 2005 discussed some of the issues relating to the creation of jobs. The main options put forward were:

a *Diversify jobs in the area into higher value added activities, such as offices and research and development;*
b *Build on the area's existing strengths, such as warehousing and distribution; and*
c *Plan to do both of the above by developing complementary roles for individual towns and the rural areas as part of an overall bigger picture*

The consultation response identified that the majority of people stated the importance of diversifying North Northamptonshire's economy to provide higher value/higher technology activities. This will require enhancing the skills base, as well as having a range of higher education establishments and ensuring that there are sufficient high quality sites to support this. The location of Northamptonshire on the Oxford/Cambridge Arc was considered to provide opportunities to develop high tech industries and research and development opportunities that could reduce the need for out commuting and raise the image and skills of the area. Equally, there are a number of sites already in the pipeline for strategic distribution uses, and it is therefore not viable to expect a reduction in this type of development over the early part of the Plan period. Overall, most people felt that option C was the best approach.

There is generally a current oversupply of land available for manufacturing, a general undersupply for strategic distribution and an undersupply of land suitable for office needs. This suggests the need to re-orientate land allocations away from manufacturing and more towards office-based uses, and the need for new allocations of some 59 hectares.

These figures are only indicative at present as each district will have to undertake a review of the employment land currently available and make a decision as to what sites could be retained for what uses - for example, some of the sites currently allocated for manufacturing could be given over to office uses or, if no longer required for employment purposes, to housing. This current Nortoft/LSH study is one of those studies. Also, losses of employment land that have occurred over the last few years should be extrapolated and added on to the quantities needed. Such reviews would need to take account of commercial and sustainability issues.

Whilst there appear to be large quantities of land being given over to strategic distribution, much of this is in the form of existing commitments. The preferred option is to continue to build on the area's strengths at the same time as moving towards more diversification. This means that some additional land is forecasted as necessary in order to continue to build upon Northamptonshire's existing strengths in the distribution sector. It should be noted however that the forecasted jobs growth in office-based uses is higher, pointing towards an overall more diverse local economy.

In terms of identifying sites in the more detailed plans prepared by the districts, it will be important not to generate an oversupply of land. The proposed approach will be for the detailed plans prepared by the districts to identify enough land to meet a ten year supply based on the policy-led scenario, with monitoring mechanisms to allow for constant review of the situation. If there is a fast level of development demand, then reviews of those detailed plans could be undertaken to pinpoint further land as required (which should have already been identified in the employment land reviews for the districts).

Table 3: Distribution of Employment Land and Projected Jobs Growth for North Northamptonshire to 2021

LOCATION	TOTAL LAND REQUIRED (HA)	INDICATIVE EXISTING SUPPLY (HA)	INDICATIVE REQUIRED ALLOCATION (HA)	JOB GROWTH
CORBY				14,400
General Industrial	16	33.3	-17.3	
Strategic Distribution	83	58.4	24.6	
Offices	67	22.7	44.3	
EAST NORTHAMPTONSHIRE				3,000
General Industrial	-9	32	-23	
Strategic Distribution	19	39	-20	
Offices	28	6	19	
KETTERING				16,200
General Industrial	0	17	-17	
Strategic Distribution	64	65	-1	
Offices	64	5	59	
WELLINGBOROUGH				13,800
General Industrial	-4	102	-98	
Strategic Distribution	78	38	40	
Offices	82	10	72	
NORTH NORTHAMPTONSHIRE				47,400
General Industrial	2	184.3	-182.3	
Strategic Distribution	244	200.4	43.6	
Offices	241	43.7	197.3	

ARUP Wellingborough Borough Council Wellingborough East Employment Scoping Study January 2004

<u>Size and Composition of Development Plots</u>

The intention of the Development Briefs is to layout the suggested principles for development of WEAST. It is important to re-emphasise that, in employment terms, Station Island is a vital development area.

Table 7.1 shows the recommended approach to employment on the WEAST site. This takes the original breakdown provided by Derek Lovejoy Partnership (DLP) and applies the Development Brief standards and appropriate storey heights. It breaks the employment types down as follows:

Neilson's Sidings:

This is the 28.53 gross hectare site in the far north of the development area. Plots 1 and 3 have been given an open allocation for employment uses (B1/B2/B8) but will most realistically be given over to B8 warehousing and distribution. Plot 2 is for rail freight, although it is assumed that the density will be the same. Warehousing units will typically have an employment density of 70m² per worker. It will be single storey with a volume of development of around 40%, although this will depend on the type of warehousing/distribution. In particular, if a major single unit is built, then the volume of development will increase. However, based on a standard development, this would create around 2,000 jobs.

B1 floorspace (land adjacent to Irthlingborough Road):

This relates to the 11.29 gross hectares of land allocated for a business park at the southern end of the site, adjacent to Irthlingborough Road. A business park of this type will typically be a 2-3 storey development with around 30m² of floorspace per worker. The total volume of development would typically be around 50%, providing a 20% footprint. This reflects the low density nature of high-quality business parks that have much space given over to landscaping and, to a lesser extent, car parking. This would create around 1,900 jobs.

B1/B2 floorspace (land south of Finedon Road):

This is mostly centred towards the north of the site, to the south of Finedon Road, and totals 15.75 gross hectares. Following the earlier analysis, it is most suitable to leave this land with an open allocation for B2 or B8 uses. Furthermore, with the developing economy focusing more on B1-type uses, it may be suitable for sites with good access at the northern end of the WEAST area to have a completely open allocation for B1/B2/B8. In this way, future employment uses will not be prejudiced. A common approach has been adopted for both B1 and B2 uses, with developments at 2-3 storeys and a density of between 30m² and 34m² of floorspace per worker. The typical volume of development will be around 50%. This would create a total of around 2,400 jobs.

B1 office floorspace on Station Island:

This relates to the high-density space to be given over to higher value business uses Station Island North. The total area is 15.65 gross hectares, although that given over to employment uses is 7.04 hectares. Its main function is to fulfil office functions and needs to be located at the main gateway to the site in order to effectively promote WEAST as, first and foremost, a business location. Accordingly, this is reflected in the aim of achieving a 4-storey development with a higher volume of development than for the business park, at 80%. The employment density will remain the same though, at 30m² per worker. This would create around 1,900 jobs.

It is recognised that at these densities it may be difficult to sustain office uses of such high volumes. As such, it may be preferable to incorporate some residential uses in these 4-storey buildings in order to support the value of the plots and ensure that these key sites come forward. This would require changes to be made to the development briefs.

Local Centres:

This relates to all other floorspace that holds employment uses on the site. In particular, it will include live/work units, offices above shops, retail units, etc. The standard approach of a 60% volume of development on 3 storeys has been adopted. Typically, these have an employment density the same as for B1 uses, of 30m² per worker. This would create around 150 jobs.

Live/Work:

This is most likely to be situated on Station Island, incorporated as part of the mixed use development. The realistic threshold for live/work is around 50 units, with each unit having a net area of 100m². A development of this type could comfortably be accommodated as part of a 3-storey residential development, and a 50% density is adopted as standard.

Table 7.1: Indicative Recommended Approach applying Development Brief Standards and Appropriate Storey Heights

	Neilson's Sidings	Land adjacent to Irthling-borough Road	Land south of Finedon Road		Station Island			Neighbourhood Centre	Local Centres			TOTAL
Plot Nos	1-3	21	6	4-5	25	26-27	11	12	7	8	18	
Land use	**B8**	**B1**	**B1**	**B1/B2**		**MUA**	**MUA**	**NC**	**MUA**	**LC**	**LC**	
Total land area (ha)	28.53	11.29	2.93	12.82	2.04	5.48	3.96	3.00	1.93	1.17	0.72	**82.00**
Total land area for employment uses* (ha)	28.53	11.29	2.93	12.82	1.91	5.13	0.79	0.30	0.39	0.23	0.14	**64.46**
% site coverage (vol. of devt.)	40%	50%	50%	50%	60-80%	50-60%	60%	60%	60%	60%	60%	
Likely no. of storeys this creates	1	2.5	2.5	2.5	3-4	2-3	3	3	3	3	3	
Footprint this creates	50%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
Gross development area (m²)	114,120	56,450	14,650	64,100	11,460-15,280	25,650-30,780	4,740	1,800	2,340	1,380	840	**345,270**
Density* (m² per worker)	70	30	30	34	30	30	30	30	30	30	30	
No. of jobs created	1630	1,882	488	1,885	382-509	855-1026	158	60	78	46	28	**7,492-7,790**

**Excludes all land that is undevelopable, i.e. floodplain, etc*
***Source: Arup (2001) Employment Densities: A Full Guide, report for English Partnerships and RDAs*

As Table 7.1 shows, around 82 gross hectares of land is available for development, reducing to a figure of approximately 64.5 hectares once undevelopable land has been accounted for. Based on the volume of development and numbers of storeys on similar developments, this gives around 345,000m² of gross development area. Adopting the recommended densities of floorspace per worker and the likely storey heights of the development plots detailed earlier, gives a total of approximately 8,500 created on the WEAST site.

To place this job total in context, the CoPELA study forecasts that Wellingborough district will require between 8,600 and 13,800 jobs between 2001 and 2021. As such, it sits at the lower end of this limit. Whilst WEAST is clearly not the only development site in the district, it is also likely to provide employment land over a longer time period than the CoPELA study considers. This suggests that the recommended approach is reasonable in terms of the numbers of jobs that are likely to be created in the district.

CoPELA forecasts are predicated on the large majority of employment floorspace in Wellingborough being in B8 industries. However, as this report details, Wellingborough, through the successful development of a range of B1 floorspace at WEAST, has the potential to change the profile of its economy into higher value sectors. As such, this results in a higher quantum of B1 floorspace.

If WEAST is developed under the principles of the Bovis masterplan, it would be unlikely to deliver the level of jobs forecast for Wellingborough (this assumes that WEAST represents the dominant site for employment within the district).
Much of the concern over the quantum of employment space is that it will result in unused sites or developments.

However, the strategic importance of WEAST needs to be taken into consideration. CoPELA considers future employment requirements over the period 2001 to 2021. Yet a strategy to create increased value in the Wellingborough economy is likely to take a large proportion of this time (if not the entire period) to come to full maturity. In the context of the whole of the district, WEAST represents the large majority of the land allocated for this period. Beyond the period, it is questionable as to how easy it will be to identify sufficient land for future employment requirements. By not securing the complete allocation of land at WEAST, an opportunity will be lost to provide some land towards future employment requirements beyond the current medium- to long-term view. This could then restrict the further development of the new economy in the district.

The quantum of space available on the WEAST site offers the potential to instigate a step-change in the economy of Wellingborough and the county generally. Whilst the existing and historic economy has been based largely on manufacturing and storage and distribution, these are not sustainable uses for an economy in the medium to long term. Indeed, Wellingborough is showing strong signs of understanding this issue and actively addressing it by creating the right conditions for new, growing sectors to develop.

Given this, many of the conditions are being put in place. However, a catalyst is needed to support these developing sectors. This needs to take the form of a high-quality physical development that creates an attractive environment for people to work in. This is the vital point; the WEAST site provides the catalyst for Wellingborough to develop its economy on a fundamentally different path to that presented by trend-based forecasts.

Northamptonshire County Council Consultancy Brief:

A Technology Realm For Northamptonshire Nov 2005

Various strategies and research, identify that Northamptonshire is under-performing in relation to the volume and value of knowledge economy activity and employment. To ensure that Northamptonshire's future growth is based on 'higher value' economic activity we are keen to explore the opportunities to address this through the development of a 'Technology Realm'. Whilst this includes evaluating the case for a Science Park/ Technology Park, we are keen to ensure that other models are considered which take into account wider issues and opportunities that incorporate the development of a sustainable community and culture that addresses working, learning and living.

Driven by a need to attract high-growth business, develop the county's skills base and wider image, aspirations and lifestyle proposition, the Technology Realm is a concept supported by a wide range of partners that looks to combine pervasive technology and a landscaped live /learn/ work habitat in a prime location. The project is seen as a key element for Northamptonshire in achieving employment growth as part of the MKSM strategy and developing the Northamptonshire offer to business, learners and its existing and future population. The Technology Realm is also seen as a key tool in nurturing the growth of R&D in the county.

The development of a Technology Realm for Northamptonshire, revolves around the development of appropriate support services, premises and culture for high level skills and employment development, whilst also developing the technological and ICT infrastructure of the county– creating buildings and workspaces that enable us to work smarter, live better and develop learning and flexible working opportunities across the community.

It is presently envisaged that the Technology Realm will have at its core a totally new concept of business accommodation fitted for the flexible, fast moving and innovative new business world of the 21st century The wider vision is for the development of a product with the ability for other locations through the county to share the brand, innovation services and support mechanisms enjoyed in the main facility to form a bigger distributed Technology Park experience and capability

North Northamptonshire: Building A Strong Economy October 2005 (Shared Intelligence produced on Behalf of the developer Bee Bee)

(Abstracts) Welcome to Wellingborough: Wellingborough's employment base must expand and diversify, so that more people choose to both live and work in the area. The proposed new Business and Technology Park to the north of the town "Pulse Park" will have a key role in this process. The site, with some 3 million sq.ft of B1 floorspace, has huge potential for diversifying the local economy, targeting companies in high tech industries such as ICT, financial and business services.

Providing World Class Business Parks and Office Sites near Kettering and Wellingborough Railway Stations: North Northamptonshire will only achieve the jobs growth targets set out in the Regional Spatial Strategy if it offers a full range of world class business parks. It must also offer office sites near Kettering and Wellingborough railway stations. The Options Report defines the amount of land for employment which should be allocated in Local Development Frameworks, it does not demonstrate that these sites will offer the range of quality sites which will be required. It is essential that North Northamptonshire Together undertakes a detailed market appraisal of all potential sites for business parks and office development and identifies the additional sites which will be required to strengthen the entire area's competitive advantage.